



WORK PATTERN TOWARDS EMPOWERING VILLAGE POTENTIAL BASED ON MARINE PARK TOURISM IN OLELE VILLAGE GORONTALO PROVINCE

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Article history:	Abstract:
Received: 7 th August 2023 Accepted: 7 th September 2023 Published: 8 th October 2023	The purpose of this research (1) is to analyze patterns environmentally based village head work, and (2) to analyze environmentally based village potential management. The method used is a survey method, with a quantitative type of research, presenting data descriptively, obtained through observation and questionnaires; distributing instruments to a population of 150 people, distributing questionnaires to 30 respondents who had been tested, and the results of the research analysis data were obtained through distributing questionnaires to the intended sample of the study of 45 people, which were obtained randomly. The questionnaire instrument used is a questionnaire with a Likert scale which has 5 alternative answers. The validity test of the instrument is calculated using the product moment formula, the reliability of the instrument is tested using the Alpha Cronbach formula, previously the data is reduced and analyzed and compiled using SPSS calculation results. The research results show the following: (1) pattern work of the village head based on environmental tourism , good category, with a value of 0.306 (2) environmentally based village potential management in Olele Village Gorontalo Province, high category, with a value of 0.327

Keywords: Village Potential Empowerment. Environmental Management

INTRODUCTION

Province Gorontalo is area Which rich will area tour Which One of them is hidden in Olele Village. Olele is one of the villages on the islands Sulawesi has excellent potential as a tourist destination. Village located at Gorontalo was given the nickname "The Hidden Paradise in Sulawesi" because of its beauty below stunning sea. Olele Marine Park began to be developed as a tourist area in year 2005 by Fadel Muhammad, Governor Gorontalo moment That. On year 2006, The local government then designated the Olele Marine Park as a Conservation Area Sea Area (KKLD). Olele Marine Park is a marine park and marine tourism area located in Gorontalo , Sulawesi. Olele Marine Park has unique beautiful underwater views in Gorontalo Bay (Tomini Bay). It is not surprising that local and international divers and underwater photography enthusiasts give it the nickname "The Hidden Paradise in Sulawesi". Olele Marine Park is very popular among local and foreign divers because it has the rare Salvador Dali Coral and the only one in the world that can only be found. in Gorontalo. Olele Marine Park was declared a tourist area in 2005 by Fadel Muhammad Governor of Gorontalo at that time. In 2006, the regional government designated Olele Marine Park as a Regional Marine Conservation Area (KKLD). The aim is to protect and preserve endemic marine biota, coral reefs and other underwater beauty in this Marine Park. Olele Marine Park has unique coral reefs that are very easy to enjoy for beginners and professional divers.

In general, there are two types of coral reef depths in Olele Marine Park, namely shallow and deep coral reefs. Shallow coral reefs only have a depth of 0.5-1 meter above sea level. With such depth, it is very easy to enjoy the view of coral reefs using a snorkel. Jin Cave is located \pm 500 meters from the eastern part of Olele Village. It is named Goa Jin because this place is the same as Goa Jin on the mainland. Jin Cave is very large, even divers will not realize that they have entered the cave. Inside Jin Cave, there are two coral pillars next to which there is a narrow gap, making it feel dark and mysterious. Coral Spot Salvador Dali Coral or Salvador Dali coral flower is an endemic type of

coral flower and the only one in the world that can only be found in Gorontalo. This sponge is popularly known as the Salvador Dali Sponge among local and international divers. The name Salvador Dali is taken from the name of the Spanish painter. because the hollow and curved shape of the sponge carving is similar to his work entitled L'enigma del Desiderio. It is not surprising that this rare Salvador Dali sponge has become the favorite of Gorontalo's underwater tourism, and has become an extraordinary underwater treasure in the triangular waters. world coral reefs (coral triangle) . Olele is one of the villages on the Sulawesi islands with excellent potential as a tourist spot. This village, located in Gorontalo, is nicknamed "The Hidden Paradise in Sulawesi" because of its stunning underwater beauty. Research objectives is For arrange return area tour nautical in Village Olele And addition functionbuilding in a way optimal for upgrading the tourist area. Method Which used ie descriptive qualitative method, research sites in Village Olele with restructuring existing buildings and adding optimal building functions, with survey and interview research types. The results of this research are (1) concept arrangement of marine tourism areas (2) optimal addition of building functions for building previously. Conclusion from study Which done is there is The difference in the layout of the building from the old building apart from that creates the function of the building in a way optimal For increase area tour the. Results study will become correction material for the local government. For the benefit of design very building required critics architecture from architect together public, so that discussion And giving input For more pay attention again condition footprint area tour nautical.

Since 2006, through a Decree from the Regent of Bone Bolango Regency, Olele marine waters have been designated as a Regional Marine Conservation Area with an area of 24,910 hectares. In the waters of the Olele sea there is a large sponge called the Salvador Dali Sponge . The name was inspired by the surrealist painter from Spain, Salvador Dali. The sponges in Olele are said to be similar to the threads of a painting by Salvador Dali which is an attraction for divers .

The Village community development programs are based on community empowerment through participation and diversity in Olele village, in increasing the use of local wisdom of the Olele village community, as follows: 1) Institutional Activation, 2) Increasing community participation in development with activities; a) Cleanliness of the yard environment through community service, b) Village Musrenbang, c) Physical Development, 3) Increasing the productive economy, with activities: Training and socialization of Business Groups (KUBE and UMKM) for the formation of BUMDES structure administrators. 4) Guidance in the health sector; a) Posyandu activities are routinely carried out every 2 months. b) optimize puskesmas services. 5) Guidance in the religious field; study groups and bereavement funds 6) Guidance in the field of education; improve school facilities, issue certificates of incapacity for the community to use at school. (Data source: Olele Village Officials/Olele Village Head; interview; 15 August 2017)

The sub-district government of Olele village, Bone Raya sub-district, Gorontalo district, in empowering village potential cannot be separated from the motivation to participate in fostering relationships between superiors and subordinates, or between fellow subordinates and the village community, to improve loyal relationships and help each other in togetherness and kinship. The Village Head as a good leader can foster and develop the potential of his community, through strengthening soft skills and life skills, strengthening human resources, and for the development of his village in environmental conservation in the community's home gardens and agricultural land.

The community of Olele village is located on a sloping, fertile and loose plain. Some of the community lives from agricultural products, so the community has a low economic income and has characteristics of a community that excels in the agricultural sector, but has village potential that can improve community welfare. The environmental conditions of Bumela village can be optimized by the village head through strengthening the soft skills assistance of the farming community, in motivating farmers from crop failure and being able to utilize the land and process the produce of the land skillfully and creatively and instilling an attitude of concern for the environment, to improve the standard of living and welfare of the community. The Village Head can mobilize his village community through community involvement in the form of participation of all the potential of his village for the implementation of development so that the administrative management system becomes more developed and easier, and especially for the rapid increase in community income. There is active participation in environmentally based village potential management that can be carried out in the community through active participation in all aspects of development, planning, implementation, evaluation and enjoying the results. Regional income results for community prosperity, which is demonstrated through improving the physical and psychological development of the community and improving the environment. This is in line with the opinion, according to Barlia (2006) that the environment can be used for sustainability, this can be implemented through formal levels (education based on levels starting from elementary to tertiary level), then according to research results; Handayani et al (2015: 104), the environment can be utilized, through sustainability which can be integrated in the family, school and community environment, but it develops more rapidly in the school environment, because environmental development through the formal environment, namely schools can be more flexible through familiarization in the family through implementation of policies and rules in implementing the results of the learning process in the surrounding environment, including the community environment.

According to Pratikno (2002: 119), states that development is a process of change, improvement or renewal towards a better carried out by a nation or state. Meanwhile, according to Michael P. Todaro (2003: 36), development goals must be based on three components, namely: (1). Sufficiency means the ability to meet basic needs. It can be interpreted as not only relating to food but representing all things that constitute basic physical human needs, including food, clothing, shelter, health and security. If one of these many basic needs is not met then a condition of absolute backwardness arises. The basic function of all economic activities is essentially to provide as many provisions as possible

to avoid all gaps and helplessness resulting from a lack of one of the basic needs. 2. Identity, being a complete human being. To achieve a better life is an encouragement from oneself to move forward, to avoid oneself from feeling worthy and worthy of doing/pursuing something one desires, all of which are summarized in one's identity (self-esteem). Searching for identity is not a trivial matter, once identity is lost, everything is lost. The spread of modern values originating from developed countries has resulted in the erosion of the identity of the people of developing countries. 3. Freedom from inhibiting attitudes. Freedom and liberty are defined as standing upright and not being enslaved by teaching material aspects. Freedom means being able to think clearly, regardless of dogmatic teachings and having the ability to have the right behavior. Loss of freedom and economic growth does not mean increasing wealth but increasing choice. The concept of human freedom also covers all components contained in the political concept, including personal security, legal certainty, freedom of expression, political participation and equality of opportunity.

Management of potential resources should be based on the community environment, not only limited to community involvement, but also: must accommodate community views, village potential and local community income. Based on the many problems that must be addressed for the sake of achieving community development, community participation in the process Management of environmental potential is really needed, because one proof of achieving prosperity and welfare of society can be seen in increasing development and improving the surrounding environment. This will be successful when community participation is seen in improving environmental management, both governance, development, human resources, natural resources. To achieve this requires very high citizen participation, a high level of concern. large, this is the main capital in achieving the success of the goal Complete development is in the process of change, improvement and renewal.

The environmentally based potential management of Olele village can be reviewed from; (1) Development Management; a) physical and b) psychological, namely community development through increasing community welfare, community participation, which aims to increase the community's potential to be able to improve the quality of life for all citizens, through self-help activities. Building Movement to educate, so that society able to help themselves, not always dependent on village assistance which creates dependency. (2) Access to Resources: a) Management of natural resources (crop, agriculture, water, forests, etc.) in essence is for the people, is a very basic right, because these resources are the source of people's livelihood to make ends meet. b) Human resource management; Cognitive, Affective, skills and skills.

METHOD

The method used is a quantitative research method with descriptive research type, through observation and questionnaires; The instrument used is a questionnaire with a Likert scale which has 5 alternative answers. The validity test of the instrument is calculated using the product moment formula, the reliability of the instrument is tested using the Cronbach's Alpha formula. Data analysis using descriptive analysis with percentages and simple regression analysis. In this research, the authors collected data by distributing questionnaires and distributing questionnaire instruments. The research sample was 45 people, randomly. Data was reduced and analyzed and compiled using SPSS calculation results.

The research objectives achieved are to find out: a) Analyze the participative leadership style of environment-based heads in fostering community participation for the development of Olele Village, Bone Raya sub-district, Bone Bolango district. b) Analyze the environmentally based potential management of Olele Village, which has a good and significant effect in fostering community participation for village development Olele, Bone Raya subdistrict, Bone Bolango district.

This research was carried out in Olele Village, Gorontalo Province. Time The research was carried out for two months, starting from the determination of the research problem/implementation of the proposed research program seminar. Data collection was carried out over 2 months, semester 20-23 academic year. The target population in this research was the entire Olele village community, 152 people. The sample taken from the population using random sampling was 45 people. Data collection in this research used a questionnaire distribution technique, in the form of a questionnaire. Before the instrument was used, it was first tested, the aim of which was to determine the validity and reliability of the research instrument, which was tested on 30 people from the Olele village community.

The analysis used on research data includes: descriptive analysis, analysis of requirements tests and inferential analysis. Descriptive analysis to describe and communicate raw data in the form of distribution tables and visualization in the form of histogram graphs. From the results of raw data processing, the values for each mean, median, mode, standard deviation and theoretical range of each variable are calculated to obtain measures of centrality, spread and predictions of data normality. (Sugiyono: 2011). Before testing the hypothesis, a requirements test is first carried out, namely testing the normality of the estimated error on the regression equation and linearity of the regression. The data normality test uses Lilliefors, while the regression linearity uses linear regression.

Inferential analysis to test hypotheses, using path analysis. Use of inferential analysis to obtain calculations and test hypotheses using path analysis techniques. Testing is carried out using computer assistance through the Statistical Product and Service Solutions (SPSS) program.

RESULTS AND DISCUSSION

Description of research data

The data collected in this research has been tested on 30 respondents and for research on a sample of 45 respondents. Descriptions of research data in each field are presented as follows:

Table 1
Descriptive statistics of research data

Variable Stat. Descriptive	Leadership	Village Management	Potential
Mean	100.00	20.87	
Median	100.00	20.00	
Std. Deviation	9,936	6,335	
Range	43	23	
Maximum	118	33	
Minimum	75	10	

Requirements Analysis Tester

The requirements that need to be met are that the data has a normal distribution and the influence between linear and adaptive variables. So the analysis requirements were tested in the form of: Regression Linearity Test and Estimated Error Normality Test.

Regression Linearity Test

The linearity test is intended to see whether the relationship between Y and The testing criteria for the significance of the regression equation is if $F_{\text{calculated}} > F_{\text{table}}$ at the significance level $\alpha = 0.05$ then the regression equation is significant. The criteria for testing a linear regression model are if $F_{\text{count}} < F_{(1-\alpha)(k-2, n-k)}$ with a significance level $(1-\alpha) = 0.05$, dk in the numerator = $k-2$ and dk in the denominator = nk , then it is stated that the regression equation is linear.

Table 2. Summary of linearity testing of the regression equation

No	Regression Equations	F Count	F Table	Conclusion
1	$Y = 72.96 + 1.30$	0.50	$F_{(0.05)(21.22)} = 2.07$	Linear
2	$Y = 25.01 + 0.60$	0.62	$F_{(0.05)(27.16)} = 2.20$	Linear

Estimated Error Normality Test

Testing the normality of research data aims to test whether the research data is normally distributed or not. The statistical test used in the Liliefors test research, using the Liliefors test, means that the data is declared normal if $L_{\text{count}} < L_{\text{table}}$, and the data is declared abnormal if $L_{\text{count}} > L_{\text{table}}$.

Table 3 Summary of Tests for Normality of Estimated Errors

No	Regression equation	L count	L table	Conclusion
1	$Y = 72.96 + 1.30$	0.241	0.132	Normal
2	$Y = 25.01 + 0.60$	0.1078	0.132i	Normal

DISCUSSION

Management of the potential of Olele Village in human resource development includes the areas of community empowerment through community participation, through training techniques, socialization, technical guidance (BimTek); human development in the context of growth and change which is carried out actively, this is in accordance with his opinion; SP Siagian (2007, p. 2) defines human development as an effort or series of efforts or simple growth and change, carried out consciously by a Nation, State and Government towards modernity in the context of developing the Nation. Meanwhile, according to Bintoro Tjokroamidjojo (2001, p. 113) that development is a continuous and continuous process of renewal from a certain situation to a better condition. For management, the potential of Olele village can be optimized through environmental utilization, according to Barlia (2006) that the resources of Olele village, in the form of environmental access, can provide utilization in controlling welfare and utilization functions. If implemented in Olele village, Olele village can have a positive effect on improving welfare of the community, if in the field of education according to Handayani et al (2015) if the environment is managed well and through education it can influence the surrounding environment, then the school becomes independent in utilizing and managing waste into a positive value.

Villages have potential that can be optimized to improve welfare in efforts to eradicate poverty through environmental management, natural resources and community resources. Village potential empowerment can be managed by the village head, through the implementation of Village Government, which is regulated based on Law Number 32 of 2004, concerning; (1) diversity, (2) participation, (3) genuine autonomy, (4) democratization, (5)

Community empowerment. Because the village government is a subsystem of government administration, the village has the authority to regulate and manage the interests of its community.

Optimizing village empowerment can be managed by leaders through participation built by the Olele village head. What is meant in this research is motivating subordinates and community members. The village head, through his leadership style, can carry out environmental management activities, through; The potential of natural resources can be a source of strength in the economic resilience of society. Human resources can be built through teamwork, to build cooperation between village heads, village officials and village communities.

Region Tour Olele own a number of Power pull Which very interesting for tourist visitors, namely the natural scenery which is a combination of the beach and mountains and marine parks which is very beautiful. The Olele Tourism Area has uniqueness separately that is there is a number of diversity biota sea, among them Cave Jin with fish ornamental, various type reef coral, flower coral giant, And a number of type the fish rare and only exists in waters bay Tomini.

Therefore, the beauty of the marine park makes the Olele tourist area popular. Visited by foreign tourists, especially international divers, this area is the only international class tourist area in Gorontalo Province. Thus making the Olele Tourism Area an "Icon" for Gorontalo Province with slogans. "The Hidden Paradise". Apart from the attractions and characteristics of the area Tour Olele, in area This Also has there is a number of facility like boat glass/catamarans and procurement of snorkeling and diving equipment. Management and procurement facility in Region Tour Olele is combination Which done between government, private sector, and society. The government only manages the back coast beach. Government provide facility glass boats (boat glass). Whereas party private provide facility snorkeling And diving Which packed in One package tour. Public Also provide rental tools snorkeling And camera lower sea, as well as homestay. Will but facility Which in provide Good by government, public And party private sector is still inadequate. Field facts show that facilities such as Dive spots And lesehan Which Already No well maintained even No worthy To use. Likewise with HomeStays that are managed by the community are not suitable if they have to be used as a place stay with international class. So in this research, structuring was carried out returning the tourist area and redesigning several damaged buildings to make them look new Which more interesting.

CONCLUSION

Olele Village Potential Management, based on the environment for the community on indicators of natural resource and human resource management, is in the good influence criteria. This can be seen from the value of indicators in fostering community participation for village development Olele namely 0.327, indicating that there is a good and significant influence of Olele Village Potential Management, based on the environment in fostering community participation for village development Olele.

Based on the results obtained in this research, the following can be recommended: It is hoped that the results of this research can be used as feedback regarding the analysis of village heads' leadership styles to empower village potential based on environmental management in Gorontalo province. This is because it has had a very real positive and significant influence on community participation in the village development process. For this reason, the village head can apply a participatory leadership style so that the empowerment of village potential based on environmental management in Gorontalo province, especially villages, is further increased. The community can improve the analysis of the environmental management potential of Olele Village, because without the support of community participation a leader cannot have a good and significant influence. In fostering community participation for the development of Olele village, Bone Raya sub-district, Bone Bolango district, this can be seen from the research results of the Analysis of Environmentally Based Potential Management of Olele Village which is higher than the analysis of the leadership style of the Head of Olele Village, Gorontalo Province .

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