

## CHAPTER II

### GENERAL DESCRIPTION OF STORYTELLING OBJECT

#### 2.1 Object Review

##### 2.1.1 Main Activity

Desa Laguna as a private resort in Kepulauan Seribu, offers a variety of activities for guests to enjoy. Guests can explore the vibrant underwater world surrounding Desa Laguna by snorkelling or diving. Discover colorful coral reefs, tropical fish, and other marine creatures. Moreover, another water activity offered by Desa Laguna is stand up paddle boards for those who want to get in shape while exploring the gorgeous reefs and aquamarine lagoons.

On Desa Laguna, guests can also find lodging in addition to seaside attractions. There are seven different types of accommodation that guests can choose from along with provided three meals per day. By staying in Desa Laguna, guests are invited to participate in sustainable tourism initiatives, such as waste management programs and conservation to plant mangrove as well as coral.

Table 2.1 1. Accommodation Rate

Accommodation	Capacity	Adult Rate	Child Rate
Sunrise Hut	3-4	Rp. 2.847.000	Rp. 2.327.000
Lamun Hut	3-4	Rp. 2.847.000	Rp. 2.327.000
Driftwood Hut	3-5	Rp. 2.847.000	Rp. 2.327.000
Sawung Bambu	3-4	Rp. 2.847.000	Rp. 2.327.000
Large Glamping	3-4	Rp. 1.987.000	Rp. 1.629.000
Medium Glamping	2	Rp. 1.987.000	Rp. 1.629.000
Dome Tent	1-2	Rp. 1.470.000	Rp. 1.202.000

### 2.1.2 Location

Desa Laguna is located in the Kepulauan Seribu district of North Jakarta. The island is accessible by sea, where guests can depart from Marina Ancol port in 90 minutes via speedboat. The cost of the round-trip speedboat ride is included in their nightly rate, which begins at IDR 1,470,000. Desa Laguna features pristine beaches, mangrove forests, and numerous lagoons, making it a perfect destination for those seeking nature, peace, and relaxation. Administratively, Karang Bengkok Island is located in Kelapa Island Village, Pulau Seribu Utara District. The northern region of the Thousand Islands is famous for its well-preserved nature, because it is relatively far from the capital city of Jakarta. Desa Laguna is a one-hectare island surrounded by 230 hectares of lagoons and reefs, where they can accommodate up to 50 guests within 15 unique accommodations. Below is the map of Desa Laguna.



Figure 2.1.2 Map of Desa Laguna

### 2.1.3 Object Uniqueness

The adoption of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) by world governments in 2015 marked a turning point in global development (UNWTO, n.d.). The ambitious agenda outlines a global framework and sets 17 Sustainable Development Goals, in which three goals have been included as a target for the tourism industry. With all its potential, the tourism industry is targeted to achieve in Goals 8,12, and 14 regarding inclusive and sustainable economic growth, sustainable consumption and

production (SCP), and the sustainable use of oceans and marine resources, respectively (Tourism for SDGs, n.d.). Consequently, Desa Laguna currently supports and is committed to five of the seventeen Sustainable Development Goals. These are Goals 7, 12, 13, 14, and 17. Desa Laguna has accomplished more than the UNWTO's intended objectives, making it a truly unique tourist regeneration destination.

Furthermore, Desa Laguna's focus on regenerative tourism sets it apart from other tourist destinations in the region. The island's focus on preserving the natural environment and supporting the local community makes it an inspiring example of how tourism can be developed in a responsible and sustainable way. UNWTO has stated that sustainable tourism should provide travelers with a meaningful experience, raise their awareness of sustainability issues, and promote sustainable tourism practices among them (UNWTO, n.d.). Therefore, Desa Laguna not only provides an escape from the hustle and bustle of the city, but also encourages visitors to contribute to the development of a more sustainable tourism industry through a variety of enjoyable activities. For instance, they regenerate by planting mangroves, cultivating coral gardens, cleansing beaches and oceans, and inspiring people to live sustainably. Even the recharge stations in their hut are solar-powered, as is their entire wood-and-natural-material dwelling. In addition, they provide eco-friendly soaps and lavatories with a natural design.

## **2.2 Literature Review and Reference**

### **2.2.1 Sustainable Tourism**

Sustainable development in tourism encompasses a variety of applications, such as reducing costs and increasing environmental, economic, and social benefits, as well as local community engagement and tourist satisfaction (Cottrell *et al.*, 2013). It is an aspiration to acknowledge all impacts of tourism, both positive and negative, and aims to minimize the negative impacts and maximize the positive ones. The concept of sustainable tourism takes into account the interconnections between the three pillars of sustainability: environmental, social, and economic. (UNEP & WTO, 2005)

1. Environmental sustainability - sustainable tourism promotes the protection and preservation of natural resources and ecosystems. As well as, supporting biodiversity hotspots and endangered species.
2. Social sustainability - it prioritizes the well-being and empowerment of local communities by involving them in tourism planning, operations, and benefit-sharing. It aims to enhance cultural understanding, respect local, and enhance the community identity.
3. Economic sustainability - sustainable tourism aims to generate economic benefits that contribute to the overall well-being of the host destination. It focuses on the durability of enterprises to be sustained in the long term.

### 2.2.2 Regenerative Tourism

Regenerative tourism is a concept that goes beyond sustainable and responsible tourism (Bellato & Cheer, 2021). Regenerative tourism aims not only to minimize negative impacts, but also restores the damaged destination resources and helps host communities to thrive (Sheldon, 2022). It involves a mindset shift and a proactive approach to travel (Dredge, 2022). Regenerative tourism has the potential to influence individuals not only when they are traveling, but also to serve as a catalyst for substantial change in their life. Tourism experiences incorporated in a regenerative paradigm might help individuals see their interconnectedness with the people and places they visit and return to (Major & Clarke, 2022).

### 2.2.3 Regenerative Tourism Practice Principles

According to the research conducted by Bellato *et al.*, (2023). These are the seven regenerative tourism practice principles:

1. Adopting an ecological worldview entails prioritizing the integration of diverse viewpoints in order to recognize and appreciate the significance of fostering peaceful connections among human beings and nature.
2. The notion of embracing systems thinking acknowledges the interconnectivity of stakeholders in the tourism industry who share a common interest in assuming transformative roles that contribute to regenerative practices (Bellato *et al.*, 2022).

3. The principles of discovering unique potential emphasizes the need of identifying the distinct qualities of a tourism destination. This enables stakeholders to establish mutually beneficial interactions with the local environment and explore strategies to enhance the interconnected social and ecological systems.
4. The principle highlights the significance of utilizing the potential of tourism environments to initiate positive systemic changes.
5. The adoption of healing ways is a guiding principle that promotes the collaboration between tourism destinations and local communities in order to facilitate the decolonization of tourism development.
6. The principles of creating regenerative places and communities emphasizes the responsibility of tourist stakeholders to actively contribute to the restoration of ecosystems. This approach aims to achieve net-positive impacts and effects on ecosystems, promoting their long-term sustainability.
7. The principle of collaborative involvement in regenerative tourist development underscores the need of working together in harmony. This principle advocates for the sharing of roles, responsibilities, information, tasks, and resources among stakeholders involved in regenerative tourism.

#### 2.2.4 Video Reference

Table 2.2.4.1 Video References

No.	Title of Video Reference	Theme	Link	Source
1	Staycation to Support the Future of Our Earth   Desa Laguna, Thousand Islands, Jakarta	Vlog (Video Blog)	<a href="https://youtu.be/nxOCPr4uxAs">https://youtu.be/nxOCPr4uxAs</a>	Wanderlife of Vania

2	NGAPAIN KE MALDIVE!! Liburan ke Desa Laguna Di Kepulauan Seribu Ini Saja / Pulau Seribu Part 2	Vlog (Video Blog)	<a href="https://youtu.be/oSSN9t9fvMU">https://youtu.be/oSSN9t9fvMU</a>	Lostpacker
3	Tidung Island Jakarta. Review and all information you need!	Vlog (Video Blog)	<a href="https://youtu.be/a1sim89CtIs">https://youtu.be/a1sim89CtIs</a>	Rahma Faisana
4	Kepulauan Seribu, "Anak Emas" Provinsi DKI Jakarta	News Video	<a href="https://youtu.be/bpfukv2S3-A">https://youtu.be/bpfukv2S3-A</a>	CNN Indonesia
5	Mitos Dibalik Indahnya Pulau Tidung	News Video	<a href="https://youtu.be/hHV6BnT5YhM">https://youtu.be/hHV6BnT5YhM</a>	Trans7 Official
6	Sustainable Tourism	Cinematic	<a href="https://youtu.be/9EBBXS5AIks">https://youtu.be/9EBBXS5AIks</a>	Pesona Indonesia
7	Ecuador Invited Us!	Cinematic	<a href="https://youtu.be/JTmb4Kkfyzg">https://youtu.be/JTmb4Kkfyzg</a>	Fernweh Chronicles

Table 2.2.4.2 Video References Explanation

Title of Video Reference	Video Summary
Staycation to Support the Future of Our Earth   Desa Laguna, Thousand Islands, Jakarta	In this video, the creator shows Desa Laguna as a regenerative resort where in the video the creator participates in several activities, such as planting mangroves and coral reefs. The video was taken in a cinematography style, showing the magnificence of Desa Laguna, while doing a voice over to explain in more details.
NGAPAIN KE MALDIVE!! Liburan ke Desa Laguna Di Kepulauan Seribu Ini Saja / Pulau Seribu Part 2	Showing creator's activities in Desa Laguna, such as island tours, paddling, and other facilities that can be found in Desa Laguna. The video was taken in a video blog style, where the creator continuously explains the destination.
Tidung Island Jakarta. Review and all information you need!	The video tells about cottage tours and the creator's activities on Tidung Island. The video was taken in a video blog style, where the creator continuously explains the destination in an interactive way.
Kepulauan Seribu, "Anak Emas" Provinsi DKI Jakarta	The video is about the life of the people in the Thousand Islands, where in the video there are interviews with residents, city planning observers and the Thousand Islands regent. This video was presented in a news style, where there is a reporter who explained the destination and also doing an interview to gain more information.
Mitos Di Balik Indahnya Pulau Tidung	Contains information about the myth of the bridge of love and mystical stories on Tidung Island. This video was presented in a tv show style, since it was also published for national television in Indonesia. The host took viewers through the whole journey on the island, while also providing facts and information.
Sustainable Tourism	Showing Indonesia's natural wealth, also information about sustainable tourism in Penglipuran Village, Bali and Mount Ngaleran, Yogyakarta. The video was taken in a cinematographic style to attract viewers' attention to Indonesia tourist destinations. There were also interviews with local communities in the destinations to explain more about the area. To maintain the videography style, the answers from the source person are shared through a voiceover.

Ecuador Invited Us!	The video tells about the journey of a traveler couple to Ecuador after receiving an invitation from the Minister of Tourism of Ecuador. The video was taken in a cinematographic style to attract viewers' attention and explanations about Ecuador are shared through a voiceover from the narrator.
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The reference videos above show three different video styles: video logs, news videos, and cinematic videos. In this video project, the authors would like to combine these three video styles, by making a final video output that is informative, entertaining, and shot in a cinematic style. From these reference videos, the information available about Desa Laguna is about its regenerative activities. Through this video project, the authors aim to bring another point of view from the island's local communities, hoping to provide new insights and appeal to the audience's emotions.

