

## V. CONCLUSION

### 5.1. Conclusion

In conclusion, the ecotourism activities around Bunaken Island are shown from scene 3 to scene 7, and in scene 12. The activities include transportation service, agriculture and fishery, accommodation, restaurant, souvenir sales, and underwater activities. Furthermore, the benefits of ecotourism for the marine ecosystem and local community of Bunaken Island are delivered in scene 4 and scene 9. Ecotourism benefits the locals as it supports their economy. Also, it benefits the marine ecosystem through conservation and preservation activities. However, the locals hope that tourism on the island can be improved. The message is conveyed in scene 13. Besides, as a tourist, the authors' message regarding the ecotourism experience on Bunaken Island is expressed through scene 15.

Additionally, the video shows the aspects of sustainable tourism principles implicitly. The environmental aspect can be seen through the conservation, preservation, and how there is no trash around the area. Also, the economic aspect can be seen through the ecotourism activities and how it benefits the locals. Lastly, the socio-cultural aspect can be seen through the characteristics of the local community—who has a loud voice but is very welcoming.

### 5.2. Suggestion

The ecotourism on Bunaken Island has the potential to grow bigger. Therefore, apart from promoting the underwater beauty of Bunaken, the government should also focus on developing the ecotourism attractions on the island. By supporting the infrastructure for farms, homestays, and cultural activities, tourists will be interested to visit the island—which can generate more income for the local community. This will promote sustainable tourism on Bunaken Island.

### 5.3. Recommendation

Documentary videos of tourism activities on Bunaken Island can be found easily. Whereas, information and documentaries regarding the life of the island's local community—who is a coastal community—are still very little. Therefore,

documentaries related to this topic can be taken into consideration for further research.

