

CHAPTER II

GENERAL DESCRIPTION OF STORYTELLING OBJECT

2.1 Storytelling Literature

Following the PwC's publication (2022), the contribution of tourism to Indonesia's gross domestic product has the opportunity to grow higher. The tourism sector's commitment to Indonesia's gross domestic product (GDP) is still low at 5%. The commitment is lower than other G20 nations such as Spain (14%), Italy (13%), Turkey (11%), as well as an ASEAN nation Thailand (12%). To increase the commitment, more advancements, get to repairs, and reasonableness are required.

According to the Central Statistics Agency (2017), the tourism industry in Indonesia is in the number two position as a contributor to the country's foreign exchange, contributing around IDR 190 trillion. There are 11 provinces most frequently visited by tourists, namely: 1) Bali; 2) West Java; 3) Central Java; 4) East Java; 5) DKI Jakarta; 6) North Sumatra; 7) Lampung; 8) South Sulawesi; 9) South Sumatra; 10) Banten; 11) West Sumatra (Central Bureau of Statistics, 2017). Lampung Province is ranked as the seventh most frequently visited by tourists, and it has the potential for natural and marine tourism.

Because of Lampung has a the potential for running their natural and marine tourism. There are several types of tourism can be applied in the operational. Such as ecotourism, sport tourism, adventure tourism, coastal, maritime, and inland water tourism. Which in this storytelling the authors are going to deepen ecotourism activities at the object storytelling.

Ecotourism is a type of nature-based tourism activity in which the visitor's essential motivation is to observe, learn, discover, experience and appreciate biological and cultural diversity with a responsible attitude to protect the integrity of the ecosystem and enhance the well-being of the local community. (World Tourism Organization, 2019). Ecotourism is defined as responsible travel to natural areas that conserves the environment, sustains the well-being of the local people,

and involves interpretation and education (TIES, 2015).

According to Bumi Journey's publication-Firda Risyad-in 2022 (as cited in Bumi Journey by Carbonethics), there are some important characteristics of ecotourism are following as :

1. All forms of tourism are based on natural areas with the main motivation in the form of observing and appreciating nature and traditional culture around the natural area.
2. Contains interpretation and education activities.
3. Usually organized by special tour operators for small groups. Partners providing services and accommodation in tourist destinations are usually local businesses.
4. Minimize negative impacts on the surrounding environment and local culture.
5. Support the maintenance of natural tourist areas used as ecotourism attractions.

2.2 Storytelling Location

Lampung is a province located on the island of Sumatra, Indonesia. Lampung is located on the south side of Sumatra. Lampung Province has a government center located in the city of Bandar Lampung. Lampung is also a province that is quite close to the capital city of Jakarta, to access Lampung is not difficult and has several options, namely land and air routes. Lampung is a strategic province for tourist visits to various tourist attractions. Beach attractions, culture, mountainous nature or adventure tourism in the forest and rivers attract tourists.

Pahawang Island is one of eco tourism in Lampung province which is in demand by domestic and foreign travelers. Most travelers choose to visit Pahawang Island because it provides beauty under the sea and the scenery on Pahawang Island is no less beautiful. To get to the Pahawang Island area, from the center of Bandar Lampung City, you have to cover a distance of about 25 km or 2 hours by road to Ketapang Harbor. From the port, you will continue the journey by boat for 45 minutes. There also will be a lots of local people in the port who offer the tourist

boat rental services with the price start from IDR.500.000 to IDR.1.000.000 for a day

Pahawang Island is an island located in the tourist village of Pahawang. Pahawang is actually the name of a village located in the Lampung Bay area and located in the Punduh Pindada sub-district, Pesawaran district, Lampung, Indonesia. Pahawang Island has an area of approximately 1000 hectares. Geographically, Pahawang Island is located at 5°40.2'- 5°43.2'LS and 105°12.2'- 105°15.2'E. Pahawang Island has a height of about 10m above sea level. The average air temperature there is at 28.5 - 32.0°C, and has a sloping and hilly topography.

The word Pahawang itself originates from the brief history of the arrival of Nokoda in the 1700s to this island which was followed by the arrival of Hawang who is of Chinese descent. Hawang lived on an island until he had a daughter who was often called Pok Hawang. Due to the habit of calling "Pok Hawang" eventually became the name of the island where Hawang settled as Pahawang Island in the 1850s.



Figure 2.2.1 Pahawang Distance from Jakarta

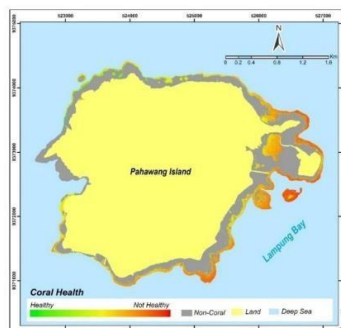


Figure 2.2.2 Map of Pahawang Island

The Pahawang Island area is divided into two, namely, Pahawang Besar and Pahawang Kecil. Pahawang Besar Island has an area of 1,000 hectares and is equipped with public facilities such as schools, places of worship, and health centers. The island is inhabited by more than 300 families, the majority of whom work as fishermen. Because the sea around the island of Pahawang which holds a lot of marine wealth.

Unlike Pahawang Besar, Pahawang Kecil Island is an uninhabited island. The locals know him as "Pahawang Lunik" which in Lampung's language means "little". Little Pahawang is also known as the French Island because the owner of the island is from France. Pahawang Kecil Island has a size of only about 13 hectares. On this island there are villas that were first used as a place to stop and rest for their owners. However, now these villas are used as lodging places for guests who want to visit and stay on this island.

2.3 Object Uniqueness

In 2022 Pahawang Island was added to the Anugerah Desa Wisata (ADWI 2022) under The Ministry of Tourism and Creative Economy Indonesia (KEMENPAREKRAF) with the theme of the event "Indonesia Bangkit". Pahawang Island was added in the category "Desa Wisata Maju". As the part of developed tourist village and tourist island, Pahawang Island holds a million charms of the amazing natural beauty of the sea, Pahawang Island Lampung is believed to be able to encourage the economic progress of the tourism village community (Sandiaga Uno, Minister of Tourism and Creative Economy of the Republic of Indonesia, 2022)

The underwater conditions of Pahawang Island have their own characteristics that are part of the tourist attraction. With the characteristics of the bottom of the waters that are not too deep and have a brightness of up to 7-10 meters. This island has marine ecology that is still intact such as coral reefs and marine life. So that it becomes a place to live for various types of reef fish such as *Parrot fish*, *Cardinal fish*, *Mandarin fish*, *Nemo*, *grouper*, and *turtles*. This island is perfect for *snorkeling* and *diving*. (Zainab Ompu Jainah & Lintje Anna Marpaung, 2017).

In addition to having underwater beauty, this island also has the charm of marine tourism, white sand beaches and hilly natural scenery. There are also mangrove forests and coral reefs transplantation as a form of nature conservation and ecotourism on Pahawang Island. The coastal area of Pahawang Island which is still protected with mangrove forests makes the marine ecology on Pahawang Island very well preserved, this also causes the surrounding community who make a living as fishermen to develop the industry sector.

Beside enjoying the beauty of Pahawang Island, tourists also can do various water sport activities during their stay such as snorkeling, diving, swimming, banana boat, hopping island, jetski, rolling donuts, sunbathing, and canoeing. Tourists can also enjoy the tourism products such as lantern flight, handicrafts for souvenir, fishing gear or locals called it “Bubu”. Pahawang also has culinary tours with the coastal Lampung typical culinary. For example; Seruit Sotong, Special Pahawang Coconut ice, Bebas Fish (Locals typical food from Coastal Lampung), and Dodol Mangrove.

There is a tourist destination on Pahawang Island that implements an ecotourism system, which is Andreas Resort. Andreas Resort is a resort located on Pahawang Island, many tourists call it the hidden gem and Maldives of Lampung. They are unique because they provide water villas with direct access to the sea and snorkling area. Many interesting things can be enjoyed here, including views of the shallow ocean, beautiful natural panoramas, enjoying the sunset, and watching the coral reefs life beneath you.

There is a unique area that is famous on Pahawang Kecil Island and known as a favorite diving location for divers and snorkeling activities, namely the Tanjung Putus Bridge. This bridge is a natural white sand bridge that will only appear when the seawater around recedes. This sand bridge connects Pahawang Kecil Island with other small islands next to it. If we look at this island from the Southeast-South, we can find only a few mangrove ecosystems, while on the other side, the Southeast-West is a sandy and rocky beach. So this place is perfect for diving even if only for snorkeling.