

Business Communication in the Sustainability of Belitong Geopark to Economic Growth of Tanjungpandan Community

Rizky Ramadhani Arsyah Putra
Universitas Sebelas Maret
itsrrap@student.uns.ac.id

Prahastiwi Utari
Universitas Sebelas Maret
prahastiwi@staff.uns.ac.id

Sudarmo
Universitas Sebelas Maret
sudarmo@staff.uns.ac.id

ABSTRACT

The Belitong Geopark, located in Tanjungpandan is one of the geopark areas that has extraordinary natural potential. The sustainability of the Belitong Geopark has become a concern in recent years, with efforts to utilize the geopark's potential to support the economic growth of local communities that have not felt a significant economic impact. At the level of business communication studies, we see that there are barriers to effective communication with the resulting economic implications. The methods of this study are observation and literature review. The data that has been collected is then analyzed using Em Griffin's semiotic analysis. The results showed that the sustainability of the Belitong Geopark has a positive influence on the economic growth of the Tanjungpandan community. The increase in Tanjungpandan community income is driven by increased tourist visits to Geopark Belitong. The increase in employment of the Tanjungpandan community is driven by the increase in economic activities related to Belitong Geopark, such as tourism, trade, and services. The increased welfare of the Tanjungpandan community is driven by increased income and employment.

Keywords: Geopark; Belitong; Economics; Communication; Sustainability

INTRODUCTION

Belitong Geopark is located on Belitong Island which is part of Bangka-Belitung Province. It is located about 400 km north of Jakarta or about 500 km south of Singapore. Belitong Geopark covers a large area, with about 4,800 km² of land and 13,000 km² of ocean. (UNESCO, 2021). Other geosites such as Batu Bedil Trias Granite Rock, Nam Salu Open Pit, Lumut Hill, Batu Pulas Granite Rock, Cendil Heat Forest, Tebat Rasau Cenozoic Swamp, Burung Mandi Cretaceous Granodiorite, Siantu Pillow Lava, Tajam Mountain, Baginda Rocks, Punai Beach, and Garumedang Tektite are also included in the list (BP Geopark Belitong, 2017). Geoparks not only reflect geological variations, but also explore them and expand the relationship between geological diversity, natural resources, and cultural aspects. A development approach that integrates geological diversity, natural resources, and cultural heritage in the geopark concept aims to increase awareness and understanding of how 4.6 billion years of earth's history shaped various aspects of life and society (Indrayati & Lestari, 2021). The social impact and changes in society affected by this process include pride in having the potential for a world-

class tourism destination. The presence of this tourism potential can encourage geosite-based development that benefits the welfare of the community (Hawkins, 2022).

The development of tourist areas in Geopark also opens up local business opportunities. The economic benefits enjoyed by the locals must go hand in hand with the responsibility to preserve the existing attractions. The balance between economic activity and environmental conservation must be a shared commitment of all local stakeholders (Brilha, 2018). In Presidential Regulation No. 9 of 2019, geopark development involves several stages, including the determination of geological heritage (geoheritage), geopark planning, determination of geopark status, and geopark management (Zukhri et al., 2021). Geopark planning that includes a geopark master plan prepared by the Regional Government must consider several aspects, including the need for amenities and infrastructure that support the location of the geopark (Suryanti & Setiawan, 2023).

Previous research by (Briggs et al., 2021) The results showed that geopark tourism management is carried out by the government, private sector, and community. Each institution has and exercises its authority and role. In general, the three institutions have the same commitment to maintaining the preservation of Geoparks. Each institution has interests, influence, and power. Comparatively, government institutions in this case the Tourism Office dominate existing private and community institutions. The results of this study also illustrate successful multi-factor collaboration. The perspective of business communication in economic development through Geopark is certainly considered an effective step in today's era. However, the system certainly requires local government support to be involved in the development of the Belitong Geopark. In the management of the Belitong geopark, it is necessary to design a business communication crisis strategy to deal with some unexpected events that may affect the reputation, operation, or sustainability of the Belitong Geopark. For this reason, this research is expected to provide planning, crisis response, stakeholder involvement, and evaluation of balanced communication.

Business communication in the era of economic openness Geopark is felt to provide perspective on geological value and significant natural uniqueness. In addition, the value of the benefits can be used as tourism, education, and economic development activities of affected communities. Business communication can be used as an instrument of Geopark marketing to local and international communities. This instrument is used to build a partnership ecosystem in building a tourism economy around the Belitong Geopark. However, the role of the government in developing human resources through training and development also needs to be considered to develop tour guides, *homestay* entrepreneurs, to local craftsmen. For this reason, involvement in community participation needs to use business communication instruments in making joint decisions and accepting donations from local communities. Interaction with local communities is also important without relying on the help of local, provincial, and central governments. The managers of the Belitong Geopark can of course also obtain funds through fundraising programs in the name of conservation and cooperation projects. The researcher himself assessed that the management of the Belitong Geopark needs to contribute to scientific proposals like this, in addition to previous research support in providing perspectives.

According to Nickerson on (Bhatia et al., 2014) Business communication is an abbreviation that has two main focuses, namely as an instrument of understanding the communication style of a business organization, second as a form of how the style communicates with others outside their organization who may or may not be involved in business. This is a challenge in developing the management of the Belitong Geopark through business communication projections. The skill adjustments made by managers must be balanced by tiered adjustments.

In perspective, business communication aims to help future research to understand how to optimize the efficiency and effectiveness of business operations. As researchers have stated above, maintaining close relationships between business people means that we have communicated in a professionally competent manner. With an analytical and methodological approach related to economic development through the Belitong geopark sector. Seen as a discipline of business communication can make a substantial contribution to our understanding of professional communication, competencies, and practices related to business (Bhatia et al., 2014). Based on the introduction above, we can see several achievements in the latest research and pedagogical approaches, for this reason, researchers will speculate on how business communication can shape the management of the Belitong Geopark. Other research by (Harefa, 2020) The results showed that regional revenue from the tourism sector in Belitung Regency tended to increase. The direct impact on PAD is obtained from the construction of hotels, restaurants, and transportation procurement. The indirect impact is obtained from various tax revenues (hotels and restaurants) and levies from tourism activities carried out by tourists.

METHODOLOGY

This study used the literature review method. A literature review is a research approach that aims to collect and summarize findings from previous research and analyze the views of various experts recorded in various written sources. Literature review has a key role in many types of research because the results of the literature review process provide in-depth insight into the development of knowledge in a field, serve as a source of inspiration for policy making, spark the emergence of new creative ideas, and act as a valuable guide in conducting research in a particular field (Snyder, 2019). The location of this research is the Belitong Geopark located on Jl. Seroja No.484, Parit, Tanjungpandan District, Pandan, Belitung Regency, Bangka Belitung Islands 33411. Data collection techniques in this study were carried out with literature studies. Researchers search literature relevant to this study, both in journals, articles, and books as a form of research novelty. The collected data was then analyzed using Roland Barthes' semiotic analysis. Semiotic analysis of Roland Barthes (on Griffin et al., 2019) used to understand the meaning of signs related to the sustainability of the Belitung Geopark and the economic growth of the Tanjungpandan community. From the perspective of semiotics, it can be seen that symbols or signs of geological formations can be used as tourist attractions and become products of economic value. Then the interpretation of the meaning of the existing geological formations can be used as a meaning regarding the uniqueness of a geopark. With a semiotic perspective, the perspective of how social change and economic development can affect the sustainability of the geopark it self.

RESULTS AND DISCUSSION

Economic growth is the process of changing the economic condition of a country continuously towards a better condition during a certain period. An economy is said to change its development if the level of economic activity is higher than that achieved in the past. Population factors that affect economic growth other than economic growth are population growth and population density. Population growth can promote economic growth, increasing population will expand markets, and market expansion will increase the level of specialization in the economy. As a result of specialization that occurs, the level of economic activity will increase (Yunianto, 2021). Economic growth is one of the most important indicators in

assessing the performance of an economy, especially in analyzing the results of economic development that has been carried out by a country or a region (Widya & Mashur, 2021). The economy is said to experience growth if the production of goods and services increases from the previous year. Thus, economic growth indicates the extent to which economic activity can generate additional income or public welfare in a given period. The development process requires high national income and rapid economic growth (Romi & Etik, 2018).

The problem of economic growth can be viewed as an economic problem in the long run. From one period to another, a country's ability to produce goods and services will increase. The increase is due to production factors that will always experience growth in quantity and quality. Economic growth is related to regional economic development (Harini, 2021). Regional economic development is a process by which local governments and communities manage existing resources and form a pattern of partnership between local governments and the private sector to create new jobs and stimulate the development of economic activity/economic growth in the region (Maulidya, 2021).

Regional development as part of national development carried out through regional autonomy and resource management, will provide opportunities for improving regional performance that is efficient and effective. Because one of the goals of regional development is to improve community welfare, it is necessary to participate the community in planning, implementing, and supervising development. Economic growth must be supported by increased productivity and efficiency as well as quality human resources, industrial development continues to be improved and directed so that the industrial sector becomes the main driver of an efficient, highly competitive economy, has a stronger structure with a growing production pattern (Iskandar et al., 2021). In a development, growth is certainly expected. To achieve these targets, facilities and infrastructure are needed, especially adequate financial support (Hidayat et al., 2021).

On April 15, 2021, Indonesia officially added to the list of UNESCO Global Geoparks, namely the Belitung Geopark, located in the Bangka Belitung Islands Province. Belitung Geopark is considered unique with a strong connection between geological, biological, and cultural aspects. UNESCO also recognizes the uniqueness of the geological landscape of Belitung Island with its diverse flora and fauna (Kurnia et al., 2020). Head of the Tourism Ecosystem Division of the Ministry of Tourism (Kemenpar), Khabib Suwayah, said Technical Guidance on Sustainable Tourism Destination Management to destination managers and local governments in the Belitung Geopark Area is needed to introduce sustainable tourism. In the management of tourist destinations, it is necessary to understand the governance of destinations, economic benefits for the community, to the preservation of culture and the environment according to the standards set by the Ministry of Tourism in the Regulation of the Minister of Tourism Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations or Regulation of the Minister of Tourism of the Republic of Indonesia number 14/2016 (CNN, 2019).

Located between Sumatra and Kalimantan, Belitung Geopark on Belitung Island stretches for 4,800 km² of land area and 13,000 km² of sea area, and is surrounded by 241 small islands. This region, as quoted from the UNESCO page, is the home of the TOR granite landscape, which can be found in the western part of Belitung Island (Nayono & Nayono, 2021). In addition to this world-class geological heritage, Belitung Geopark also has seven other main geological features, namely satam stone or Belitung tektite; granite rock variations are also quartz granite and diorite; old tin mining in Indonesia; outcrops of promo-carbon sedimentary rocks and the uniqueness of tin; sedimentary outcrops where kerangas forest ecosystems grow; landscapes and surrounding islets; and biogeography and the relationship of geological, biological, and cultural diversity (Justice, 2018).

The world-class geological heritage of Belitong Geopark is the TOR granite landscape. The formation of TOR granite is characterized by the presence of massive granite that has a low proportion of joints on its surface. The morphological parameters of TOR granite are associated with the marine environment, which may reflect the occurrence of intrusion when Belitong Island was at that level. This formation can be found in the northwestern part of Belitong Island along the coastal plain. This group of TOR granite rocks forms small islands that can be visited by boat. This rock can display excellent examples of rocks that attract visitors to capture the image. Important geological features of the NamSalu primary tin deposit at Camp Kelapa can be identified from its mineral structure parameters. The deposit has been recognized as the most important deposit in the Southeast Asian region. Such information can explain the economic occurrence of minerals (Harefa, 2020). The site offers underground, educational, historical, and cultural adventure opportunities to attract tourists. The open road can be used for educational purposes, and visitors can see exposed rocks that represent the oldest rocks on Belitong Island (UNESCO, 2021).

This geopark has been regulated in Regional Regulations in 2021. Article 13 paragraph (2): Further provisions regarding research on Geoheritage within the Province are regulated in the Governor's Regulation; Article 20 paragraph (4): Procedures for determining Geopark Management are stipulated in the Governor's Regulation; Article 28 paragraph (3): Further provisions regarding the development, preparation and updating of information systems for Geological Environmental Protection and Geopark Development are regulated in the Governor's Regulation; Supported by the richness and peculiarities of geology, biodiversity and culture, Indonesia has a lot of potential for *Geoparks* that can be developed into areas that have economic value without reducing conservation efforts (Lestari & Indrayati, 2022). The development of the *Geopark* is carried out through the integration of the concepts of protection, education and local economic development holistically. As a geotourism development area, earth heritage objects in the geopark have the opportunity to create economic value, and local economic development through the implementation of nature-based tourism (geology) or geotourism. Sustainable geopark management will balance economic activities within the area (through tourism) with conservation efforts. This certainly has a good impact on the people in the geopark. As a means of cooperation with the local community, however, the development of geoparks in an area must have a direct effect on the people in it and the surrounding environment.

According to Putri (2021), to make the Belitong Geopark a means of economic growth, it is necessary to use the theory of developing creative tourism destinations about 3 (three) components in creative tourism, namely:

1. Attraction (something to see)

Something to see, related to attractions in tourist destinations. Something to see is that the tourist attraction must have something that can be seen or used as a spectacle by tourist visitors.

2. Activity (something to do)

A tourist activity in a tourist area so that tourists who do tourism there can do something useful to provide a feeling of pleasure, and happiness, relax in the form of recreational facilities both playgrounds and places to eat, especially typical foods from the place to make tourists more comfortable to stay there.

3. Product (something to buy)

Facilities for tourists to shop are generally the characteristics or icons of the area, so they can be used as souvenirs. One form of creative economic activity that is very easy to do by the community is in the form of processed products based on the ideas and creativity of the actors themselves. The more attractive and good quality produced from processed

forms will certainly provide more interest for visitors who want to buy it and will provide a large form of income for these actors.

Thus, the Belitung Geopark can increase economic growth in Tanjungpandan. This is based on the high number of visitors who come to the geopark location. This visit also causes the surrounding community to gain economic opportunities to provide additional income for the local community.

CONCLUSION

The sustainability of the Belitung Geopark has a significant positive impact on the economic growth of the people in Tanjungpandan. One of the main impacts is the increase in income of Tanjungpandan residents. This was triggered by a surge in tourist visits who came to explore the Belitung Geopark. The increasing number of visits opens up new economic opportunities, such as trade and services, that provide additional income for local communities. Not only that, the growth of Belitung Geopark also creates jobs. With the increase in related economic activities, such as tourism, trade, and service sectors, the people of Tanjungpandan have more opportunities to work. This increase in employment is important to reduce the unemployment rate in the area and improve the standard of living of the local population. The accumulation of increased income and employment leads to an improvement in the welfare of the people of Tanjungpandan as a whole.

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