

Strategy for Management of Former Coal Mining Land into a Tourist Destination (Case Study of Taman Gubang, Loa Ulung Village, Kutai Kartanegara Regency)

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ABSTRACT

Kutai Kartanegara Regency is an area where many mine holes have been left without reclamation, resulting in loss of life. As in the case of Loa Ulung Village, there is a former coal mining pit that was abandoned by the company in 1994 and in 2020 changed its function to tourism. This research aims to analyze the strategies used in managing ex-coal mining land into Gubang Park tourism and its relationship with Max Weber's theory of social action. The research method uses qualitative research with a case study design to explain the phenomenon of dark ex-coal mining land becoming Gubang Park tourism. Data analysis uses Miles and Huberman, namely data collection, data reduction, data presentation and drawing conclusions. The results obtained are that in the strategy for managing former coal mine land into Gubang Park tourism, there is a location selection strategy, not all coal mine holes can be used as tourism. The strategy for developing tourist attractions using the Gubang Dua Lambung concept and marketing strategy does not only focus on promotion but also considers the location of the former mine, prices, rides and culinary delights. In this strategy there are four social actions by Max Weber, namely instrumental rational actions towards improving the economy. Actions based on values based on human values. Affective actions regarding environmental concern. Traditional act of preserving local culture 'Gubang'.

Keywords: Land management strategies, coal mining, tourism

ABSTRAK

Kabupaten Kutai Kartanegara menjadi kawasan yang banyak meninggalkan lubang bekas tambang tanpa reklamasi hingga memakan korban jiwa. Seperti kasus di Desa Loa Ulung terdapat lubang bekas tambang batubara yang ditinggalkan pihak perusahaan sejak tahun 1994 dan di tahun 2020 beralih fungsi menjadi wisata. Penelitian ini bertujuan untuk menganalisis strategi yang digunakan pada pengelolaan lahan bekas tambang batubara menjadi wisata Taman Gubang dan keterkaitannya dengan teori tindakan sosial Max Weber. Metode penelitian menggunakan penelitian kualitatif dengan desain studi kasus dalam menjelaskan fenomena lahan bekas tambang batubara yang kelam menjadi wisata Taman Gubang. Analisis data menggunakan Miles dan Huberman yaitu pengumpulan data, reduksi data, penyajian data dan penarikan kesimpulan. Hasil yang diperoleh ialah dalam strategi pengelolaan lahan bekas tambang batubara menjadi wisata Taman Gubang terdapat strategi pemilihan lokasi, tidak semua lubang tambang batubara bisa dijadikan wisata. Strategi pengembangan atraksi objek wisata dengan mengusung konsep Gubang Dua Lambung dan strategi pemasaran tidak hanya fokus pada promosi melainkan mempertimbangkan lokasi bekas tambang, harga, wahana serta kuliner. Dalam strategi tersebut terdapat empat tindakan sosial Max Weber yaitu tindakan rasional instrumental terhadap peningkatan perekonomian. Tindakan atas dasar nilai berdasarkan nilai kemanusiaan. Tindakan afektif tentang kepedulian terhadap lingkungan. Tindakan tradisional pelestarian budaya lokal 'Gubang'.

Kata Kunci: Strategi pengelolaan lahan, tambang batubara, wisata

1. INTRODUCTION

The case of ex-coal mining land which was not reclaimed in East Kalimantan Province began to be exposed in 2011. Judging from 2011-2016 there were 24 fatalities consisting of 15 people in Samarinda City, 8 people in Kutai Kartanegara Regency and 1 person in North Penajam Paser Regency (JATAM Kaltim, 2016 in (Darmayanti et al., 2017)). In 2018 this increased to 32 victims with the majority of victims being children (Ministry of Environment and Forestry, 2018). As of December 2021, 40 people had been recorded as victims of coal mine holes that had not been reclaimed (Yovanda, 2021).

Kutai Kartanegara Regency is the area with the largest number of former coal mining pits, reaching 842 in number compared to other areas in KALTIM (Almerio Yuda, 2019). One of the problems is that more than 60% of mining activities use open systems (open pit mining). The impact felt by the community is the decline in water quality due to river pollution, this occurs due to coal washing waste, air pollution produced by nitrogen oxide gas, and can cause the land surface to become irregular and change land morphology (Razi, 2021).

Mining land management strategies require a mindset and awareness of environmental damage and the long-term impacts (Waniatri et al., 2022). The strategy used is top soil management, prevention of erosion and surface runoff and revegetation which functions to stabilize the soil and prevent land degradation (Erfandi, 2017). This form of land management strategy can be transferred to forestry areas, agriculture and tourist locations by considering reclamation schemes in the form of climate, land topography, distance to city centers and land status (Hirfan, 2018).

Gubang Park Tourism in Loa Ulung Village, Kutai Kartanegara Regency as a form of management of former coal mining land into a water tourism destination. Starting from the land of the Fajar Bumi Sakti company which was contracted by PAMA and abandoned in 1994 under the name Bara 1, and was inaugurated as a tourist attraction in 2020 with the concept of 'Gubang Dua Lambung'. Currently it has 6 piers, namely Taman Gubang Pier, Pelangi Pier, Bougenville Pier, East Sky Pier, Pandawa Pier and Girls Pier. The identity of this water tourism is the Gubang or small boat which is typically used by Kalimantan people for activities. In terms of the legality of Gubang Park being a tourist attraction, there has been a juridical review regarding post-mining conversion of functions and a legal view regarding the use of mining pits as tourism. This research was produced by (Julianovi & Syahriar, 2021).

Research regarding the management of ex-mining land previously existed in Bungo Regency, Jambi, which developed tourist attractions with PIT lake through the SWOT method (strengths, weaknesses, opportunities and threats) this research was produced by (Adpendi et al., 2020). Sawahlunto City, West Sumatra also utilized a coal mine pit to become a museum by examining the development and management system of the Mbah Soerno Museum. This research was produced by (Lastri et al., 2021). Gresik Regency uses former limestone mining land for Geotourism karst as well as the impact it has on society, this research was produced by (Wardhana et al., 2020). Merawang District, Bangka Belitung converted post-tin mining land to cultivate mustard greens using compost fertilizer and reed mulch. This research was produced by (Lestari et al., 2020). Perlang Village, Central Bangka is innovating with Aquaponics for freshwater fish and organic vegetables that utilize the waters of former tin mines. This research was produced by (Wardani et al., 2022).

The novelty of the research is to explore more specifically the strategy for managing ex-coal mining land used to develop tourism in Gubang Park with a case study research design. This is important to do because to analyze the social actions that are formed in the process of developing Taman Gubang tourism in accordance with Max Weber's social actions, namely actions of instrumental rationality, actions based on values, affective actions and traditional actions

2. METHOD

Researcher used a qualitative research design with a case study research design because the phenomenon of former coal mining pits which has become a polemic can be used as a tourist attraction and is still rarely found in Kutai Kartanegara Regency (Moleong, 2019). The research period starts from 25 August 2022 to 13 March 2023. The research location is in Loa Ulung Village, Tenggara District.

Research subjects were selected using purposive sampling which considers the research subjects who know best about the research or situation being studied (Nugrahani, 2014). The object of the research is the management strategy for a former coal mine pit which was converted into a Gubang Park tourist destination in Loa Ulung Village.

Data collection techniques using direct observation, interviews with key informants (Taman Gubang tourism originators), supporting informants (pier owners,

employees, communities, visitors and the tourism office) and documentation (past in the form of archival data).

Data analysis technique with four stages 1) Data collection by direct observation in the field, interviews with key informants and supporters 2) Data reduction focuses important data related to strategies in managing ex-coal mining land. 3) Presentation of data with a description of the management strategy for former coal mine land to become a Gubang Park tourist destination. 4) Drawing conclusions by outlining the essence of the data findings that have been analyzed (Miles et al., 2014) .

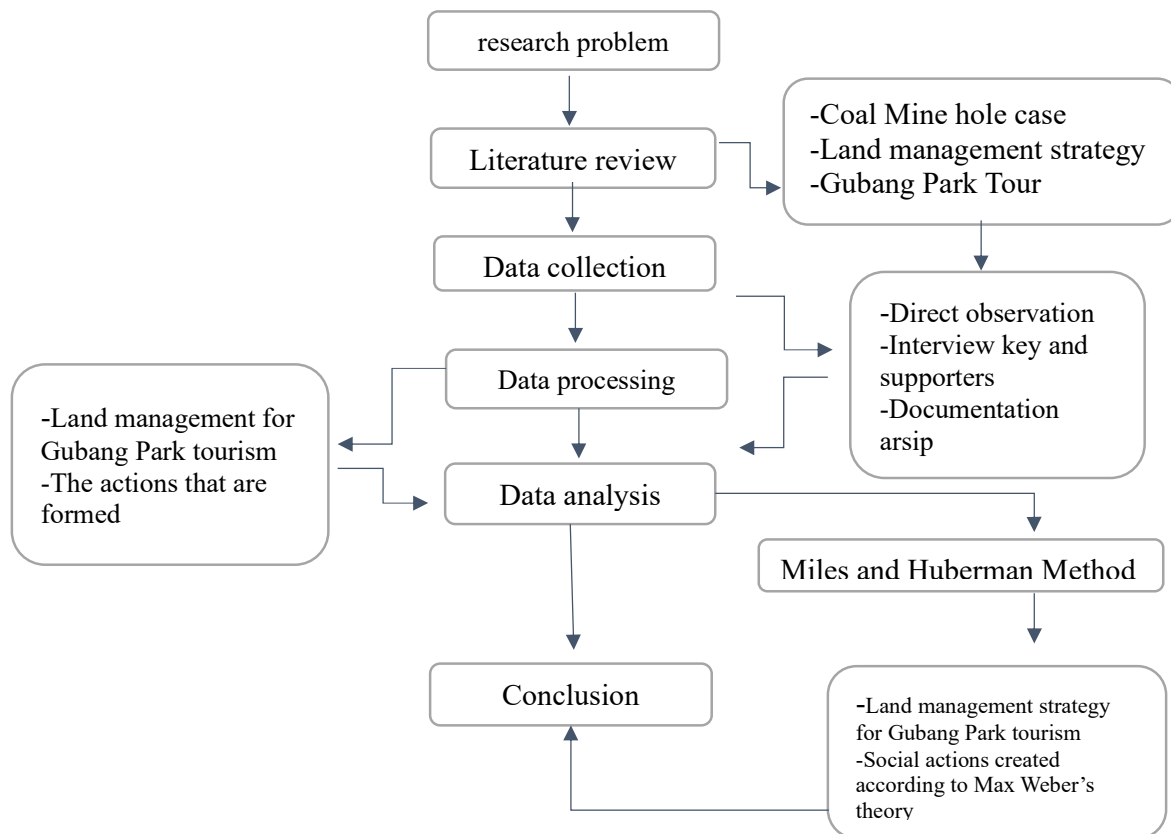


Figure 1. Research Stage

3. RESULTS AND DISCUSSION

3.1.1 Strategy for Managing Used Coal Mining Land to Become a Tourist Destination in the District. Kutai Kartanegara.

A. Location Selection Strategy

Old mining locations such as former coal mines, gold mines, tin mines and other mines can provide a tourism option (Anarta et al., 2019). The general strategy used in

post-mining land management is the reclamation method with revegetation which considers the land for spreading top soil by filling up excavations, sloping slopes, sloping slopes, turning the mining area into a cultivation pond (Adpendi et al., 2020).

In general, the strategy used is almost the same as Gubang Park in selecting former coal mining locations to become tourist destinations, namely: 1) width and depth of excavation holes, 2) water content, 3) areas that should not have cliffs. The difference is that the management of ex-coal mining land in Taman Gubang does not involve filling up top soil because the depth of the hole is only 3 meters and the area is 42 hectares, which is different from other mines which have depths of up to tens of meters, whereas in Taman Gubang it is relatively shallow.

The water content in Gubang Park is based on data from the field. The community conducted an experiment by inserting several types of fish, namely catfish, jelawat, tilapia, and snakehead fish, which did not react in any way and reproduced. Over time, more and more weeds grew from the bottom of the hole due to the reflection of direct sunlight. to the base without replanting with revegetation of certain types of plants.

The Gubang Park location has been abandoned by the company for 26 years without any reclamation, only the central excavation area has been closed, the rest has not been closed. So the area around the Gubang Park tourist attraction does not have cliffs and tends to be flat because cliffs are prone to erosion. As stated by the founder of Gubang Park, Mr. Achmadi (50) and the owner of the pier (38).



Figure 2 Locations before and after the Gubang Park tour Source: Gubang Park Management Documentation

B. Tourist Attraction Development Strategy

Attractions are a significant component in attracting visitors where attractions act as the main model or source of tourism (Kamil et al., 2017). In developing an attraction strategy, there are things that need to be considered, namely things that can be seen (something to see), something done (something to do) and something that can be bought (something to buy). (Indrawati et al., 2018). In general, there are 3 types of attraction capital, namely natural or natural resources from nature, cultural tourism attractions which emphasize more on cultural richness and man-made attractions which are deliberately created for tourism. (Ardiansyah & Maulida, 2020).

The attraction development strategy also carried out in Gubang Park tourism is to promote and use the 'Gubang' concept as a reference for developing tourist attractions. Then land ownership is recommended if using private land or if it is non-private land you must obtain a land permit first. As stated by the founder of Gubang Park, Mr. Achmadi (50) and the owner of the pier (38).

"At Gubang Park we use the concept of Gubang which in Kutai language means small boat because in the past our activities here used Gubang if we wanted to go anywhere for rides, it is also synonymous with Gubang but we say it is Gubang with two hulls" (Source: Achmadi 6 January 2022)

"If you want to join Gubang Park, it is very permissible, provided the land is privately owned and uses the main concept, namely 'Gubang', for the rest is returned to the pier owner" (Source: Ateng 13 March 2023)

The use of the Gubang two-hull concept as a strategy for developing tourist attractions as a form of identity and attraction of Gubang Park. The attraction offered at Gubang Park, according to its name and concept, is 'Gubang', which in Kutai language means small boat because in the 60-70's, the daily transportation of Mahakam coastal communities at that time was by boat.

The difference between the original huts used in ancient times and the huts on this tour is that in terms of shape and capacity they are different if the original huts are small and only have a capacity of 1-2 people, while the two-hull huts are the use of 2 huts as a balance foundation with a capacity of 8 adults and 3 children. Modified by having a hanging chair above it, becoming level 2 with stairs, as well as lights for lighting when operated at night. The operation of the original gobang is still rowed with wooden paddles, while the two-hull gourd is operated using a machine and someone controls it.



Figure 2. Difference between Original Gubang and Two Hull Gubang
Source: Personal Documentation and Gubang Park Management

The double-hull Gubang ride in Gubang Park has various names, namely Gubang Kembar, Langit Timur, Sapta Pesona, Intan Pesona, Etam Culture, Nuansa Behari and Baharu. The difference between each Gubang lies in its ornamentation and shape. Like Gubang Sapta Pesona and Gubang Nuansa Behari where Gubang Sapta Pesona is made of 2 levels. The rate for various types of double-hulled sheds is 100,000 per round, if you want to stop by another dock spot using the shed, you will be charged an additional fee of 50,000.



Figure 3. Gubang Dua Hull rides, Ducks and Water Bikes
Source: Personal Documentation

Apart from the Gubang, they also provide water bikes that can be ridden by two people, there are various types, namely Gubang Park water bikes, okay water bikes, early water bikes, waterwheel water bikes and there are ducks. Gubang Park's strategy is to continue to innovate in developing other attractions to fulfill water tourism attractions to attract visitors. There are differences between the water bikes at Gubang Park and other tourist attractions, starting from the different types of water bikes at Gubang Park, the wood used is meranti wood which is taken from the Muara area, Kutai Kartanegara

Regency, the work on the water bikes is carried out at Gubang Park by Gubang Park. not sent from another area.

C. Marketing strategy

Marketing strategy is an effort made to meet market needs that are targets to be achieved (Putri et al., 2021). The marketing strategy components include product including quality, design, size and guarantee, price including basic price, basic discount, term and payment terms, place including location, inventory and transportation and promotion including advertising and direct marketing (Ratu & Adikampana, 2016). .Form marketing strategies not only directly but now can be done through print and electronic media due to technological developments such as through websites (Wijaya et al., 2020).

The strategy carried out at the Gubang Park tourist destination is in accordance with the components of the marketing strategy, namely that there are products offered, including rental of Gubang rides, water bikes and ducks, including a Gubang driver and safety buoys. Apart from that, other products offered are culinary, including heavy meals and side dishes. The culinary difference from other tourist attractions is the typical Kutai jak/cake, namely amparan ketak, putri strait and sarimuka which is only available in the fasting month. Souvenir products are typical of Kutai which are made from beads, including bags, necklaces, bracelets, there are rattan anjat bags, Kutai caps/songkoks, and Taman Gubang clothes.



Figure 4. Gubang Park Souvenir products and locations
Source: Personal Documentation

There is no difference in the prices offered for domestic and foreign tourists. Starting from the entrance ticket at each pier spot starting from 5000-10,000. The price for using the sea route or ferry is around 3000 for motorbikes and 5000 for cars. Price for motorbike

parking is 3000, car 10,000, bus 25,000. The price of Gubang 2 hull rides with various types is 100,000, Gubang Fishing 30,000, Gubang Kecil 30.00, Taman Gubang oke water bike 50,000, Dini Water Bike, Kincir Water Bike 30,000 and ducks 40,000. Prices for souvenirs depend on the product and difficulty, if bracelets made from beads range from 10,000-20,000, then anjat bags depending on the size range from 80,000 – 150,000 while Taman Gubang clothes are priced at 50,000.

The location of Gubang Park, which is in Loa Ulung Village, Kutai Kartanegara Regency, can be accessed by visitors by land or sea. The land route must pass through the Mahakam Bridge or the city route, while the sea route crosses the Mahakam River with a travel time of 5-10 minutes depending on the weather and this is recommended for the route from the Tenggarong and Tenggarong Sebrang borders.

The promotion carried out by the Taman Gubang tourist destination is almost the same as other tourism destinations, namely from visitor to visitor, social media, and the Regional Government. Gubang Park has an Instagram account @taman_gubang and a Facebook account @tamangubangloaulung filled with Gubang Park activities, visitors riding rides, as well as promotional and advertising tools if there are promos. There is a role for the Kutai Kartanegara Regency Tourism Office which provides facilities for carrying out promotions through the Tourism Office website. And often used as events Family Gathering and other official events. Such as the Woven Making Training activity using rattan as raw material from Melan Village, Long Me Sangat sub-district, East Kutai Regency.



Figure 5. *Gubang Park is a training place for making Ayaman*
Source: Gubang Park Manager

The public's enthusiasm for Gubang Park can be seen from 2020 there were 10,336 visitors, in the following year 2021 there were 26,763 visitors and in 2022 there were 40,059 visitors Kutai Kartanegara Regency Tourism Office Visitor Archives 2022. This

happens due to several factors such as distribution through visitors' social media or from Taman Gubang. The unique location of Gubang Park is that it utilizes former coal mining pits to become a tourist destination which is only found in Kutai Kartanegara Regency. As well as the vehicle being modified into two hulls, it makes visitors curious about its shape and function..



Figure 6. Gubang Park Visitor Documentation

Source: Personal Documentation

Visitors come from all groups, both adults and children. On average, visitors who come to Taman Gubang find out about the existence of this location through social media such as Instagram and Facebook. Even though its location utilizes a former coal mine pit, it makes it unique for visitors. This is because visitors can enjoy the beautiful panorama on the edge of the former mining lake with rides at Gubang Park such as the double-hulled hut, ducks and others. And only in Loa Ulung Village is the mining pit used for tourism, especially in the Kutai Kartanegara Regency area. This was expressed by several visitors, namely Mr. Edward (56), Rizal (27), (Nisya 22), Arka (7).

" I knew about this location from friends and social media. After I came, I thought Gubang Park was a beautiful panorama, lots of rides such as unique double-hulled boats around the lake, fishing and resting places to enjoy the panoramas on the edge of the lake. " (Source: Mr Edward 10 March 2023)

"I know about Gubang Park from Facebook, I think Gubang Park is unique because its location was once a coal mine so it makes visitors curious about what it looks like" (Source: Rizal 16 April 2023).

"You know about Taman Gubang from Instagram, a friend who has been here is always curious, he said that the place is an ex-mining site, and he wants to try going into the gutter. If you are afraid, don't worry, because when you climb into the gutter;

you have to wear a life jacket and we were taught how to use the gutter" (Source: Nisya 16 April)

"Going to Gubang Park, I want to ride in a hut and play with ducks, I'm not afraid because I'm wearing a life vest" (Source: Arka 16 April 2023).

Visitors don't feel afraid because according to them, Taman Gubang provides security by providing safety buoys at every stage. Teaches techniques for riding a small gubang such as hand position when rowing. Gubang Park maintains the maximum capacity for visitors to ride the rides, especially for the double-hulled Gubang. With 8 adults and 3 children while the small hut, ducks and water bikes only accommodate 2 adults. The Gubang Park will refuse if there are visitors who want to climb the Gubang beyond capacity in order to maintain visitor safety.

3.1.2 Management of Ex-Coal Mining Land as a Gubang Park Tourist Destination from Max Weber's Perspective.

Max Weber revealed that in the theory of action that there is a difference between social action and human behavior when acting to achieve goals. According to Max Weber, social action is an action that has a subjective meaning that takes into account the behavior of other people to achieve goals, while behavior is an action carried out by someone without considering the meaning of other people (Prahesti, 2021). According to George, every human being who acts has a certain goal in it and takes into account or is influenced by other people to achieve the goal, it can be said to be a social action. (Salsabila & Fauzi, 2021).

This is in line with the Gubang Park Tourism which is a form of artificial tourism from a local community that uses the environment to become a tourist destination. The Gubang Park tourism development process took quite a long time starting from planning which was rejected by several parties. However, to achieve the desired goal, the creator of Taman Gubang or Pak Achmadi succeeded in creating a tourist destination with the Gubang concept so that it could have a positive impact on the people of Loa Ulung Village. Mr. Achmadi's social action is to develop tourism with the aim of improving the economy of the surrounding community, opening up employment opportunities for the community, and creating a destination that still reflects the local culture of Kutai Kartanegara Regency.

Max Weber divides social action into four actions, namely actions of instrumental rationality, actions based on values, affective actions and traditional actions (Ahmad, 2018).

a) Instrumental Rational Action

Instrumental rational actions are based on various kinds of considerations and choices made consciously with desired goals (Weber, 2009:67 in (Tajalla et al., 2022)). So instrumental rational social action is action that is based on rational and considered thinking or is attempted by individuals/actors (Febriana & Rosyadi, n.d.). Tindakan rasional instrumental yang terlihat dari wisata Taman he instrumental rational action that can be seen from Taman Gubang tourism is where the founder of Taman Gubang (Pak Achmadi) and his team disseminate the tourist destination by taking action in the form of marketing souvenir products and rides offered through social media.instagram, facebook as well aswebsite Kutai Kartanegara Regency tourism. This is done to attract the attention of tourists from various regions to visit Gubang Park. Actions like this are carried out based on rational goals, with increasing visitors which will automatically generate additional income and have an impact on improving the economy of the surrounding community.

b) Action Based on Values

Actions based on values are actions that focus on values that are believed or have absolute truth with goals that are adhered to/believe in by each individual (Pancari & Renggani, 2021). So it can be seen that actions based on values are oriented towards absolute goals that cannot be changed (Ghofur, 2020). Actions based on values here can be seen from the actions that occurred when the founder of Taman Gubang employed local people who did not have jobs or people who wanted to work, where the actions were taken based on tolerance because of the lack of job vacancies. Mr. Achamdi as the originator understands that if you hire someone you must have the skills to run a tourist destination smoothly. However, for Mr Achmadi, skills can be honed as long as there is a willingness to learn. So the actions taken by Mr. Achmadi were based on his empathy for others without discriminating against people who wanted to work with him. The actions taken by the originators of Taman Gubang, who employ people without special qualifications, are included in the humanitarian values that are able to contribute to the quality of the community's economy and build patterns of community togetherness.

c) Affective Action

Affective actions are actions that do not occur spontaneously based on the actor's feelings or emotions (Ningtyas et al., 2021). Where affective actions are actions that are influenced by the conditions and emotions of the individual or non-rational actions due to perspectives that arise from within and are controlled by feelings (Rizal & Bahri, 2022). The affective action that occurred at Gubang Park, namely when Mr. Achmadi built the Gubang Park tourist destination, was based on his concern for the environment. Where he felt uneasy about the existence of a former coal mine hole that had been left like that and was overgrown with thick trees because it had not been maintained. This concern ultimately led him to build the Taman Gubang tourist destination by utilizing the former coal mine location in Loa Ulung Village to better maintain it and prevent fatalities. The affective actions of the originators of Taman Gubang regarding caring behavior could be attributed to sensitivity to the surrounding environment. This behavior, however, was due to his anxiety about the large number of ex-mining holes, so a feeling emerged to utilize the land so that it could be beneficial for the environment and surrounding areas.

d) Traditional Actions

Traditional actions are actions that are non-rational in nature as a result of patterns that only follow traditions or habits in a society or that have become habits passed down from generation to generation (Shofara & Fahriani, 2022). It can be seen from the original Gubang rides in Gubang Park. The action taken by the founder of Gubang Park was to make Gubang into a vehicle because Gubang was a means of transportation used by their ancestors and continues to be a habit for the people of Kutai Kartanegara to carry out activities. Therefore, the actions taken also have an impact on the preservation of 'Gubang' to maintain the replica of the original Gubang used by the ancestors. This action is carried out for reasons of respect for ancestors or forefathers which are carried out by their successors, namely the community, in the form of preservation, as a tradition or even a source of livelihood.

4. CONCLUSION

Based on the findings above, the strategy for managing former coal mining land into a Gubang Park tourist destination consists of three strategic aspects, namely location selection, tourist attraction development strategy and marketing strategy. Where the location selection strategy must meet the requirements, namely the area and depth of the

dug hole which is no more than 3 meters and an area of 42 hectares, paying attention to the quality of the water content, the area must not have cliffs to avoid erosion. Meanwhile, the strategy for developing tourist attractions is to continue to innovate rides and continue to carry the "Gubang" concept. Marketing strategies can not only be carried out in various ways, starting from social media and collaborating with the Tourism Department. From the existence of Gubang Park, Max Weber's social actions were created. Such an instrumental rational action can be seen from the efforts of the originator of Gubang Park to disseminate the Gubang Park tourist destination so that it will attract the attention of many visitors. Then there is action on the values that occur as a result of the humanitarian values that created Taman Gubang towards the community. Affective actions are formed because of the caring actions of Taman Gubang's creators towards the environment so that it can be useful for those around them. Traditional actions are actions passed down from generation to generation to preserve ancestral habits in the form of preserving Gubang.

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