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## **KIM AS ENABLER OF AROS TOURISM DESTINATION DEVELOPMENT (CASE STUDY OF KIM GATMEDIA GUNUNG ANYAR TAMBAK SURABAYA)**

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### **ABSTRACT**

*Gatmedia Community Information Group (Kelompok Informasi Masyarakat Gatmedia/KIM Gatmedia) is a partner of the Surabaya City Government who was act as an entity enabler in developing AROS Tourism Destination at Surabaya. KIM's role such as empowering community in disseminating information for various innovations and marketing programs in digital media. This study aims to study in depth on the impact of KIM Gatmedia for their community in managing AROS (Amazing River of Surabaya) green tourism. The theory used is tourism enabler. The method used is a case study, by selecting the research location of the mangrove tourist area of Gunung Anyar Tambak Surabaya. The results showed that KIM Gatmedia gave a significant impact for the community in the social, cultural, and economic through their communication activities for tourism branding.*

**Keywords:** Tourism Communication, Tourism Branding, Community Information Group.

### **1. INTRODUCTION**

As an alternative to increasing the economy of society, the tourism sector is growing rapidly. Thus, in developing a tourist destination, it is essential to have sound management. KIM (Community Information Group) is a group of society expected to transform society to be better. The advancement of communication media and information forces society to be more adaptive to any change. This demand is inevitable along with the requirement to fulfill economic needs.

The life of society in coastal areas is identic with the structural poverty. Thus, the inability to fulfill the needs has been so common in Indonesia coastal areas. The society relies mostly on the fish which often results in fluctuated income. As an effort to build awareness of society, the Ministry of Communication and Information Republic of Indonesia issued regulations related to community empowerment, namely PerMen

Kominfo RI No.8/PER/M.KOMINFO/6/2010. This regulation provides guidelines for the development and empowerment of social communication institutions, stating that rural communication institutions are the community information groups or known as KIM for short. KIM is formed by society and for society, having a role in managing information and empowering society independently and creatively. Thus, the added value of society will increase.

KIM is one of the government partners in managing various information so the society can utilize it and give added value. The efforts to create a prosperous society should be directed to the empowerment of society. Social welfare is an institution or activity involving the organized activities held either by the government or private institutions to prevent, solve, and provide a solution to the social issues. The efforts should also

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increase the life quality of individuals, groups, and society at large (Edi Suharto, 2005).

Therefore, KIM established by each sub-district is expected to boost the participation of society in making policy conducted by the government. The society can actively involve in various development programs outlined by the government, especially in the tourism sector by utilizing communication and information media. The rapid development of communication technology and information provides an opportunity for the faster dissemination of information needed by society. This opportunity is also utilized by KIM Gatmedia in building the new river tourism in Surabaya, namely mangrove tourism. The actors in this tourism realize the importance of social awareness in managing the environment to be better. So, by developing river tourism, especially mangrove tourism, the society will finally earn benefit as the mangrove tourism will give added value.

## 2. THEORITICAL FRAMEWORK

### a. Tourism Communication

We are all aware that when interacting with other people, we exchange symbols as one of the communication forms. Communication can be defined as a social process where persons employ symbols to create and infer meaning in their surroundings (West & Turner, 2010). Communication is a continuous and never-ending process involving individuals and groups. As a discipline of science, communication has a close relationship with other fields, one of them is tourism. Communication provides various thoughts in developing tourism with the existing theories. According to Bungin (2015), the tourism world is a complexed product, thus

requiring communication for communicating marketing, accessibility, destination, and other resources to the tourists and all stakeholders. People visiting a particular tourist destination are more likely to be motivated by powerful mental and emotional image about what they expect, rather than a physical characteristic of the place (Mahnas, Manrai & Manrai, 2016). The elements of tourism communication are sources, messages, media, receivers either individuals or groups and effects such as knowledge increase and changes in behavior and traits. The purpose of tourism communication is to persuade tourism actors, so they have a comprehensive understanding of tourism activities. Through this communication, the destination will be known by many people which will increase the number of tourists. Finally, this will increase the income of society as the actors managing tourist destination.

Building active participation and cooperation of whole layers of society needs the following roles and behaviors, namely:

1. Maximizing benefit and profit in a suitable manner and reducing the adverse effects
2. Being a good host
3. Actively preserving the environment and culture
4. Actively maintaining and developing the tourist attractions
5. Actively increasing safety and orderliness (Winangsih Syam; 2010)

### b. Community Information Group (Kelompok Informasi Masyarakat/KIM) Gatmedia

Information empowerment is an effort to utilize information to increase added value. In the early phase, information

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empowerment is done when people are facing an uncertain situation, and they are required to make the best decision. This decision making is human nature where people have to make a decision anytime. KIM acts to reduce information uncertainty among society (Kelompok Informasi Masyarakat: Potret, Inspirasi, Jejaring, 2015). KIM is the manifestation of community participation in empowering the information.

As one of the KIMs in Surabaya, KIM Gatmedia is the government partner in managing up-to-date and accurate information so it can give beneficial information to the society. KIM Gatmedia was established by society when they face encountered the environment where rubbish was everywhere (KIM Surabaya, 2018). The dirty environment would happen because society had limited knowledge about a healthy environment. This condition inspired some people to improve their environment to be healthier, cleaner and more comfortable. KIM Gatmedia was established to be (<http://gatmedia.id>):

1. Partner of government in disseminating and socializing information to the society
2. Mediator of public communication and information in a simultaneous manner
3. Media forum for communication service, and public information and development
4. Receiver and disseminator of information interacting with society to increase their welfare

KIM Gatmedia functions as:

1. Vehicle to receive, manage, and disseminate public information and development to the society,
2. Vehicle to interact and communicate among societies or

KIM members and between society and government,

3. Media increasing the literacy of society,
4. An impactful non-governmental organization which has economic value through information management, and
5. Place of friendship between members of the community and between the community and the government to strengthen togetherness and unity.

Thus, KIM Gatmedia as the government partner is expected to perform numerous activities in disseminating information. So, the society will be information and media literate who can utilize information for an economic purpose. KIM can boost society to be empowered by managing and utilizing information. The society is the subject and object of the development who will get the direct impact of the development.

#### c. Tourism Potential of AROS

The development of Surabaya eastern coastal areas becomes the challenge of KIM Gatmedia which is located at Gunung Anyar sub-district. The idea to develop river tourism was initiated by people dreaming of setting their area to be well-known. This hope was reasonable that Gunung Anyar area was then full of rubbishes, either the domestic or non-domestic ones. Seeing this condition, KIM Gatmedia had more responsibility to solve the issue. KIM Gatmedia, together with the society, started to explore educative tourism potential around Gunung Anyar sub-district.

Currently, about 50-hectare land has been acquired by Surabaya City Government. The area previously known as Mandiri Land was magically altered by the city government (through Food and Agriculture Security Service or DKPP) to

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be mangrove conservation area. More than 30,000 m<sup>2</sup> area is being used as the seedling and supporting area for mangrove conservation. Along the entrance to the location, there are various types of mangrove seedlings. At the east end, there is a very exotic pier, made of bamboo with a natural design and some small gazebos, adding to the beauty of this location. Through this pier, visitors can rent a boat owned by fishermen to boat along the Kebonagang River to the estuary.

The early development of this tourist destination began with the naming. The name was expected to be a reminder for anyone visiting the site. The chosen name was AROS, standing for Amazing River of Surabaya. This name was chosen because the scene of mangrove tourism is similar to Mahakam River in Kalimantan, even like the Amazon River in South America. However, in its development, AROS was considered inappropriate as it did not reflect local characteristics. So, the name AROS was changed to WONO WISATA or Forest Tourism. Wono in Javanese means "forest," reflecting that the road along Gunung Anyar Tambak is still the dominant forest, especially mangroves around the river.

Gunung Anyar Tambak, full of mangroves around the river, was an area with the potential to be developed as a distinctive tourist destination in Surabaya. The water area can provide another atmosphere when people visit the location. The beauty of the surrounding gives the aroma of extraordinary natural tourism. Various types of birds can be found in the area, growing naturally without any human intervention. The birds live freely flying around the river. Some types of monkeys can also be found around the area, living and enjoying the river. Given such good potential, Gunung Anyar Tambak river is

worthy of being a tourist destination in Surabaya.

#### d. KIM Gatmedia as an Enabler in Developing Tourist Destination

Several things had been done by KIM Gatmedia to build Tambak Anyar as the tourist destination. To develop this mangrove tourism, KIM Gatmedia worked hard by involving communities, so they are expected to have a sense of belonging. The community involvement is essential in managing the site, and KIM Gatmedia is the enabler.

To successfully develop a business, we need to set sound strategic planning. KIM Gatmedia, as an enabler, needs to perform transformations through several things as follows:

1. Innovation Model
2. Community Interaction
3. Worker Empowerment
4. Customer Empowerment
5. Virtual Collaboration
6. Commercial Model Flexibility
7. Value Chain
8. Flexible Service Delivery (Cognizant, 2012)

Those eight enablers are required to face the future as they are the key to rethink, recreate, and rewind the things that should be done by an organization. Thus, through the programs, the organization should perform the followings:

1. Reinventing, which means updating the business model that is going to be used. So, the organization can adapt to any change to survive.
2. Rethinking, which means rethink to create new process models which are adaptive to the changes in the internal and external environment.



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3. **Rewiring**, which means focusing on a new IT architecture and new information technology to develop the organization.

Therefore, successful organizations are those who are always up-to-date, dynamic, and adaptive to any changes. KIM Gatmedia is required to be alert to any change either in the internal or external environment. The responsiveness of KIM in adapting to the changing environment is one of the critical success factors in achieving the goal. The goal of KIM is to increase the economic condition of its members. Thus, KIM Gatmedia should always keep the community to involve in its programs actively. The community involvement determines the sustainability of KIM. In running its functions, KIM performs several activities as follows (known as ADINDA):

1. **Accessing the information.** This activity involves in information search from various sources, either directly or indirectly such as from mass media and internet.
2. **Discussing the information.** This activity is conducted by the members of KIM to discuss the beneficial information which can provide added value to the members and communities in general. This information becomes the guideline for the members in running their activities.
3. **Implementing.** This activity involves the implementation and empowerment of knowledge and beneficial information in daily activities, either in individual or group.
4. **Networking.** This activity involves the search and maintenance of the network, both among members of KIM and other parties.

5. **Disseminating the information.** This activity involves the sharing of information which is beneficial for the community.

6. **Advocating the information.** This activity involves the mentoring for the members of the community so their aspirations can be channeled to the concerned parties such as government

Through ADINDA, KIM Gatmedia can manage information and facilitate change. KIM accesses various information through any media to be discussed by the members so the information can be utilized. Breakthrough is needed to manage information so it can be implemented in the community. The information empowerment will result in changes in society, providing an opportunity to get added value.

Therefore, in managing tourist destination, KIM Gatmedia should collaborate with the local community. The members of the community are not only considered as the recipient of the benefit of tourism but also as the partners of KIM in running its activities. Economic benefits are the crucial factors, affecting local people to support the ecotourism. Such support enables the ecotourism to become more sustainable (Garrod, 2014). The involvement of the community greatly contributes to the success of tourism development (Pearce & Moscardo, 1999).

Managing tourist destination cannot be separated from the concept of strategic management characteristics, as follows: 1) it is concerned with strategic goals, 2) it shows a long time horizon, 3) it relates to the rational strategic design, 4) it encompasses the modification of the tourism site to its unpredictable surroundings, 5) it takes up that groups in community (authorities, residents,

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businesspersons, organizations and associations) ought to take part in the establishment and execution of plans, 6) facilitates structural alteration in the tourism site; and 7) it is influenced by the decision made in facing uncertainty and risk (Goranczewski & Puciato, 2010). All actions are focused mainly on the preservation and observing of the natural surroundings as well as study concerning villages and rural communities by conducting several programs which may be known as 'sustainable community development' (Clifton & Benson, 2006).

Government roles are essential in developing mangrove tourism. The government can provide supportive environmental regulations and build tourism infrastructures such as a boat, guide, and hotels. Ishikawa and Fukushima stated that to promote regional tourism, the governments should make betterment in tourism site and promote it locally and globally (Bhuyan, Siwar, Ismail & Islam, 2011).

#### e. Community-Based Tourism and Tourist Destination Branding for AROS

The sustainable management and development of tourist destination cannot be separated from the community. The members of the community are both subject and object of the tourism development, determining the success of the tourism programs. As they are the part of the program they made, the goals to be achieved are surely in line with their expectations. Thus, community-based tourism should pay close attention to the following principles:

1. Acknowledging, supporting, and developing community ownership in the tourism industry
2. Involving community members in all aspects

3. Growing the pride of the community
4. Developing a quality life of the community
5. Assuring the sustainability of the environment
6. Preserving the unique characteristics and local cultures
7. Helping to develop the learning of cultural exchange programs to the community
8. Respecting different culture and status
9. Distributing profit fairly
10. Involving in the determination of profit sharing of any project of the community (Suansri, 2003; Sunuantari, 2017)

According to Tolkach (2013), community-based tourism stresses the dominant role of local societies and has a more significant relationship with community development than other tourist attractions (Sunuantari, 2017). Therefore, KIM Gatmedia supports the community to actively involve in developing AROS tourist destination so their income may also increase. The community should have a growing sense of belonging to the environment. Maintaining sustainability is not easy work, but if the people already have the sense of belonging, they will fully develop the designed programs. The involvement of each will provide huge contribution to the program development. It is not impossible that the people will be more motivated to develop the tourism site because they will have an economic benefit. The number of visitors undoubtedly determines this economic benefit.

The communities should involve from the planning until evaluation of the programs. They can monitor the ongoing programs so they can directly enjoy the benefits of those activities. Thus, there should be good cooperation between the communities and other related parties. This

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cooperation is needed to sustain the tourist destination. Tourism site is commonly separated by either real or human-made boundaries, such as geographical, political and economic boundaries (Bunghez, 2015).

The development of tourist destination cannot be separated from branding as it is expected to boost the number of visitors. Brand should be the primary consideration if we talk about the modern product and it has to be able to construct the social image about the luxury of a product (Kertajaya, 2007). American Marketing Association (AMA) defined a brand as *“a name, term, sign, symbol or design, or combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”* (Tasci & Metin, 2006). While Kotler et al., (2003) proposed that there are several requirements in tourism branding, including easy identification by consumers, proper value perception for the price, good quality and standard, sufficient demand, and the presence of economies of scale.

Branding is essential in winning the competition to acquire as many visitors as possible. Thus, as a modern product, tourist destination should perform branding, providing luxury to the visitors. This river tourist destination should also provide added value for those who wish to visit.

Branding is influenced by a good perception which differs that brand from others. Thus, a good brand image may affect someone’s decision in choosing a tourist destination. If people have sufficient information about the excellent branding of a tourist destination, they will not have any doubt when making a decision. Through branding, the public will recognize the quality, service, comfort, and others. The brand will be fruitful if it is established with

a vibrant statement of the product’s use and target markets (Moilanen & Rainisto, 2009). According to Bungin (2015), media and communication channel should be utilized to position a brand to the best place in society. The public will readily accept a brand with a good and unique performance.

Branding for tourist destination involves the activities in choosing a strong element mix to classify and differentiate that destination by building a positive image (Cai, 2002; Govers and Go, 2009). Therefore, there should be efforts to build branding as the differentiator of a tourist destination. According to Mishakin, et al. (2015), the development of tourist destination is better by utilizing cutting-edge information technologies. The strong branding of a tourist destination is caused by many factors, one of them is by the utilization of information technology.

### 3. METHODOLOGY

This research uses the descriptive method with a single case study, emphasizing the observation of the situation and condition of community around Gunung Anyar sub-district. The focus of this research is various activities performed by KIM and communities related to the management and development of AROS tourist destination around Gunung Anyar Tambak. We observed individuals and groups of KIM and communities as those who manage the mangrove tourism. According to Mooney (Salim, 2006), a descriptive case study explains the observed phenomenon. This research explores several decisions made by the social actors in the community. The informants in this research were the members of KIM, tourism actors (business), trash bank operators, communities, and visitors. The techniques used in this research were documentation,

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archive studies, in-depth interview, direct observation and participant observation (Yin, 1996).

Data analysis techniques used in this research refer to Miles & Huberman (Denzin & Lincoln, 2009), stating that data analysis consists of three interrelated sub-processes, namely data reduction, data presentation, and conclusion drawing (verification). While the data validity method in this study uses triangulation, checking the data by utilizing something outside the existing data as a comparison to the data. In this study, we checked the data through other data sources. According to Yardley (Yin, 2011), the triangulation principle derives from navigation where the connection of three different reference arguments is used to compute the exact position of an entity. The principle affects the objective of looking for at least three ways of confirming or validating a particular occurrence, explanation, or fact being conveyed by research. This justification provides a solution for reinforcing the validity of the research. In this study, we used source triangulation, i.e., cross-check which was explored from several informant groups. Triangulation was performed by conducting interviews with several informants involved in the management and development of mangrove tourism.

#### **4. RESULTS**

##### **Bintang Mangrove Trash Bank**

Gunung Anyar Tambak is sub-district area crossed by a river flowing from Gunung Anyar until Tambak Langri. The slum and dirty coastal is a common view in Gunung Anyar environment. Mounds of garbage in the river are not unusual, stretching between Gunung Anyar to Tambak Langri. The concern of the surrounding community for the beauty and

comfort of the environment is minimal. For many years, people lived in a puddle of garbage and untreated locations. This condition is exacerbated by irregular socio-economic life, uncertain income, and a low level of education. If managed properly, the river flowing between Gunung Anyar Tambak is a natural beauty that can provide income. The location of Gunung Anyar Tambak has the potential to be developed as a tourist destination for both domestic and foreign tourists. However, the awareness of the community seems to be low. They assume that the condition is not strange because they have lived in the environment for years.

The hard life has made the people resign to fate. They are increasingly unconcerned with the damage and untreated environment. They almost lost the opportunity to live a decent life. However, some people began to find a way out to change the fate of society to be better. Some of these people formed a community care group, known as the Community Information Group (KIM) Gatmedia. Slowly but surely, KIM Gatmedia invited the public to participate in building awareness for protecting the environment. KIM continued to build the slum environment into an alternative tourist destination in the city of Surabaya.

Initially, KIM Gatmedia invited eight (8) environmental activists to design Gunung Anyar Tambak to be famous to the public. Their initial idea was to manage waste in order to improve the slum environmental condition to be a comfortable residential location. The idea was followed up by creating a Trash Bank and managing the existing waste so that it could become a source of community income. When the idea was rolling, the government was focusing on women's empowerment activities. The idea of waste management was the beginning of



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Gatmedia's KIM activity started by training the housewives.

The potential of women in the development process is enormous. Thus, KIM's waste management training was focused on housewives. KIM Gatmedia collaborated with the Development Agency for Early Childhood Education (BPPAUD) Dikmas Depdikbud to conduct counseling to housewives in waste management and tourism destination. Housewives were expected to be the pioneers in the management of Wono Wisata. Also, they earned income from the waste they managed in groups. Another agency helping to develop the management of the Wono Wisata area was the State-owned Electricity Company (PLN). Through its Corporate Social Responsibility (CSR) program, PLN Regina East Java contributed to the development of trash banks ranging from initial waste management to encouraging people to use waste as a source of income. The program launched by KIM Gatmedia was 'saving with garbage.' With this program, people can pay for electricity and water with their domestic waste. To do this, people deposit trash into the trash bank. The Trash Bank records and separates the paper, plastic, and cardboard waste. The trash is bought by the Trash Bank, and the money is saved as the savings of the trash depositors.

Through the Trash Bank, the community began to improve the environment. People were more excited because their domestic waste was valuable. The per kilogram price of waste varies. The price of waste paper (mixed) is IDR 1,000; cardboard is IDR 1,200, the mineral water bottle is IDR 1,500, and the newspaper is IDR 4,300. However, the price can be higher or lower at any time. With the increasing community activities, it is then necessary to brand the activities of the trash bank. The name Bintang Mangrove Trash Bank was chosen as the branding program

for Gunung Anyar Trash Bank. Because of this success, the Surabaya city government made KIM Gatmedia a pilot project for empowering women through tourism and environmental potential.

### **Wono Wisata Bintang Mangrove**

KIM Gatmedia keeps carrying out community empowerment program in various fields, one of them is the development of Wono Wisata Bintang Mangrove tourism. The first step taken was to name the Gunung Anyar river tourism destination. To build a brand image, the name of the mangrove tourist destination used was Amazing River of Surabaya (AROS). However, the term was changed to Wono Wisata with the intention of raising the local term (Javanese language; *wono*: jungle). The reason for using that term because of the desire to raise local values. The road into a location, full of pure mangrove forest, inspired the name '*wono*.' The community agreed to call the Gunung Anyar Tambak tourist destination as "Wono Wisata."

Some parties interested in Wono Wisata Bintang Mangrove stated to collaborate with KIM Gatmedia in developing Wono Wisata. A collaboration was carried out with the Development Agency for Early Childhood Education (BPPAUD) Dikmas Depdikbud in the form of:

1. Culinary training, namely the management of various marine products such as the manufacture of smoked fish, fish crackers, and the sale of seafood along the sea coast.
2. Guide training which is related to communication techniques (public speaking) in serving tourists visiting Wono Wisata.
3. Training in photography, videography, and writing primarily for *Karang Taruna* members. They

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are trained to take pictures by taking photo spots according to journalistic rules so that they are worth selling. Another training was training in writing so that they can write in blogs or other social media in the framework of Wono Wisata promotion.

Those trainings are expected to improve the ability of tourism operators to develop Wono Wisata as one of the destinations in the city of Surabaya. Tourists will not only see the recycling of garbage but also experience culinary tours and river tours on Gunung Anyar Tambak. The community has begun to organize management, and offer various tour packages to increase their income. The increasing number of tourists motivates the surrounding community to further improve services in the tourism sector. Gradually, the efforts of citizens grow, not only in the field of environmental aspect but also in economic aspect, contributing income for their families.

Urban Care Community was also involved in enlivening Wono Wisata Bintang Mangrove in the field of education. Together with the community, KIM Gatmedia built a school river for poor children and those who were dropped out of school so that they can catch up with their education. With better education, they can find better jobs and will no longer be unemployed. In Gunung Anyar area there were many school dropouts and unemployment due to structural poverty. The communities only rely on marine products for their lives.

In the development of Wono Wisata destination, PLN East Java made a breakthrough, among others by holding a competition to develop Wono Wisata proposals for students, procuring rubber boat facilities and buoys, painting location,

arranging places to look neater, and building monitoring posts.

Wono Wisata Bintang Mangrove at Gunung Anyar Tambak has several advantages compared to other similar tourism locations, including:

1. Eco Tourism. This tourist destination is still pure, untouched by modernization, even outside investors. Management is still handled by KIM Gatmedia and the surrounding community. The environment around the river is loaded with mangroves which are natural resources that must be preserved. Various types of plants grow around the river, adding to the exotic scenery. We may even compare it to the famous Amazone forest.
2. Various Animals. Various animals live around mangrove forests, such as long-tailed macaques, various species of shorebirds, and Javan coucal bird (*Centropus nigrorufus*). Also, in February, there are often large numbers of migratory birds. The birds come from other continents and stop in the mangrove forest of Gunung Anyar Tambak. They will long sit on the trees around the river.

Although the location of this mangrove tourism has been established for a while, there are still many Surabaya residents who do not know it yet. For this reason, it is then appropriate to make branding of Wono Wisata Bintang Mangrove through various media as what KIM Gatmedia is doing currently. Also, KIM Gatmedia also organizes Technical Orientation (Ortek) activities related to the safety of Wono Wisata Bintang Mangrove. This activity is done as a responsibility of

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the operators or management in providing services to tourists. So, tourists will feel safe and comfortable. Considering that Wono Wisata Bintang Mangrove is environment-based tourism, especially river waters, an understanding of Water Rescue is of the importance. Water rescue equipment must be available at tourist sites and function optimally. The equipment needed includes the standard life jackets and must be worn as long as tourists make river tours. Tourists often ignore the use of life jackets, even though they are essential for their safety. Thus, the guides accompanying the tourists must have the ability to persuade tourists to always be orderly following the technical instructions at the tourist site.

In addition to life jackets, tire buoys must always be available in each boat that will be used for travel. The availability of tire buoys may anticipate things that are not desirable. As not all tourists can swim, both the life jackets and tire buoys must always be available at the location. In the beginning, guides must demonstrate how to use all the required safety equipment.

### **KIM as Enabler of Development of Wono Wisata Bintang Mangrove Tourist Destination**

Various efforts carried out by KIM Gatmedia have produced extraordinary results. KIM can encourage people to be more concerned about protecting the environment. Through collaboration with several institutions, the public increasingly understands the importance of managing information, resulting in added value. Through the branding of Wono Wisata Bintang Mangrove, KIM Gatmedia invites the community to make the surrounding environment as one of the coastal tourist destinations in East Surabaya.

The Trash Bank program was the first step to provide an understanding to the community about the importance of the environment for the sustainability of human life. In managing Wono Wisata Bintang Mangrove, KIM acts as an enabler, so it keeps placing the community as the primary actors. The organization of KIM Gatmedia is not formally binding like a profit-oriented organization. KIM membership is voluntary so that anyone can participate as part of KIM. KIM has an essential meaning as a communication node between the government and society. Also, KIM acts as a disseminator of information to the public by utilizing information and communication in order to achieve a prosperous society.

KIM Gatmedia is a vehicle for community change which can empower people to have their ability to solve problems with their resources and initiatives. So, the community can answer the challenges of the present and the future. Aside from being a vehicle for change, KIM also acts as a vehicle for community empowerment, namely by utilizing existing information and changing it to have added value. Economic empowerment has been carried out through the activities of the Trash Bank, which was then followed by establishing Wono Wisata Bintang Mangrove as one of Surabaya's mainstay tourist destinations.

To open the economic knot, KIM Gatmedia cooperates with BPPAUD, PLN, Urban Care Community, in the hope of fostering public awareness to not give up on existing conditions by building a better environment. Through tourism training for housewives, KIM Gatmedia has empowered women as part of the development of mangrove tourism. The leaders of the Trash Bank are mostly women. Children and youth are also

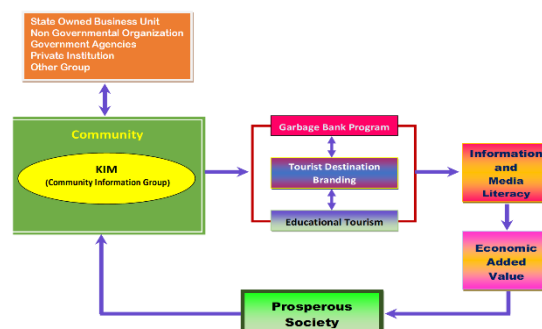
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involved in educational tours. By attending river school, they are trying to improve their condition through education as an effort to get decent work in the future. So, they can get out of poverty.

KIM Gatmedia continues to accommodate citizens' aspirations to be forwarded to the relevant agency, especially about the planned construction of the pier and the provision of public transportation. The availability of tourist facilities and infrastructure will facilitate access to the tourist sites. This will bring an increase in the number of tourists coming to the location of Wono Wisata Bintang Mangrove. The adequate means of transportation and accommodation close to the location is one of the considerations for tourists to visit. Culinary tourism also began to be developed by conducting training on seafood innovation. KIM will soon sell souvenirs for the tourists. Presently, the community is also starting to develop mangrove syrup as a result of processed mangrove plants around the river.

As an enabler, KIM Gatmedia strives to assist the community regarding information and economic empowerment. KIM strives to strengthen cooperation and unity among communities in developing Gunung Anyar Tambak area. KIM also bridges the needs of the community with related institutions, including the government, NGOs, and other institutions that are in line with the vision and mission of KIM Gatmedia. People are aware of the importance of KIM in their environment. In fact, as part of KIM, people feel the benefits of the emergence of KIM, especially in information literacy and media. Information dissemination is carried out by utilizing information and current communication media, namely online media such as blogs, and social media.

Overall, as an enabler for developing Wono Wisata Bintang Mangrove destination, KIM Gatmedia can be described as follows:



**Figure 1. KIM as Enabler of AROS/Wono Wisata Tourism Destination Development**

## 5. CONCLUSION

From the results of this study, it can be concluded that the development of Wono Wisata Bintang Mangrove destination cannot be separated from the role of KIM Gatmedia as an enabler. The collaborative efforts carried out by KIM Gatmedia with various institutions have produced results with various facilities and infrastructure needed for a tourist destination. Even, Surabaya City government has acquired 50 hectares of land and 30,000 m<sup>2</sup> for a seedling of mangroves and development of natural river tourism on the East Coast of Surabaya. This step was the beginning of the development of Wono Wisata Bintang Mangrove.

Gender empowerment has been carried out by KIM Gatmedia by providing various training to housewives in managing tourist destinations such as waste processing, culinary, makeup, even public speaking. These activities were done, so



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those housewives are not only involved in developing mangrove tourism, but also in helping their family economy dependent on uncertain fishery results. The establishment of the river school also facilitates children who have a desire to continue their education. All residents are involved in developing the Gunung Anyar Tambak destination because they all feel they own the area, so they have a responsibility to maintain its sustainability. Thus, KIM acts as a government partner in developing Wono Wisata Bintang Mangrove.

To create a prosperous society, all parties must cooperate and build unity as a part of the development process. Information management is directed to provide added value both socially and economically. Life expectancy is better when people can empower individuals, groups, and the surrounding community. Information and media literacy must be carried continuously in accordance with the progress of the times, such as online media and social media that are familiar to the surrounding community. The ease of access to information is obtained through the participation of KIM in assisting media accessibility, one of them through the Gatmedia blog. Literacy continues to be carried out by encouraging the public to become citizen journalism so they can help the government in information dissemination.

The further development of Wono Wisata Bintang Mangrove must still be community-based and KIM Gatmedia as the enabler. It is because it is not easy to manage community-based organization which is different from profit-oriented ones. Further research is suggested to study tourist satisfaction, so the strengths, weaknesses, opportunities, and threats of the tourist destination can be identified and compared with others. Also, further research can also be done to analyze the

policies of the Surabaya City government in developing coastal region destinations. So, the community and government programs can run in harmony from planning to implementation.

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