



Green Economic Strategy: Mangrove Ecotourism Guide Training For Gen-Z In Kenagarian Sungai Pinang Pesir Selatan District

Strategi Ekonomi Hijau: Pelatihan Panduan Ekowisata Mangrove Bagi Gen-Z Di Kenagarian Sungai Pinang Kabupaten Pesir Selatan

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Article History: Received: 01 – 08 -2023 Revised: 09 – 8 -2023 Accepted: 20- 8- 2023 Published: 31- 8 -2023	Abstract Nagari Sungai Pinang is an area of Pesisir Selatan Regency that has Mangrove Ecotourism potential. This is the strategy of the Provincial Government and the South Coastal Government to make the Nagari Sungai Pinang area into an educational tourism center in the field of coral reef conservation and mangrove cultivation. However the problem is the very limited level of community education, coupled with the stigma of low learning motivation, means that the development of scientific literacy in mangroves in Nagari Sungai Pinang needs attention. The aim of this community service is to create a strategy for creating quality Tour Guides from Gen-Z and to make mangrove ecotourism a destination for tourists visiting Nagari Sungai Pinang. The steps built from this strategy are literacy given to nagari children with the concept of Green Economic Modeling as well as personal communication skills. They are members of the Andespin Youth Group community (Anak nagari Sungai Pinang Village). The number of members of this community is more than 200 people, the majority of whom are young people. The results of this activity make Green Economics an optimization of improving community welfare by utilizing mangrove forest resources, and making a good contribution to the environment. The future output of this research is to produce Mangrove Tour Guides who are skilled and intelligent in promoting their nagari's tourism products, especially mangroves in the Nagari Sungai Pinang area, Pesisir Selatan Regency. Keywords: <i>Tour Guide; Mangrove; Generationn Z; Sungai Pinang</i>
	Abstrak (Times New Roman, ukuran 10pt) Nagari Sungai Pinang merupakan wilayah Kabupaten Pesisir Selatan yang memiliki potensi Ekowisata Mangrove. Hal ini menjadi strategi Pemerintah Provinsi dan Pemerintah Pesisir Selatan untuk menjadikan kawasan Nagari Sungai Pinang menjadi Pusat Wisata edukasi dibidang konservasi terumbu karang dan pembudidayaan Mangrove. Namun yang menjadi masalah adalah tingkat pendidikan masyarakat yang sangat terbatas, ditambah stigma motivasi belajar yang rendah membuat perkembangan literasi keilmuan magrove di Nagari Sungai Pinang perlu diperhatikan. Tujuan dari pengabdian masyarakat ini adalah membuat strategi penciptaan Pemandu Wisata dari kalangan generasi Z yang berkualitas serta menjadikan ekowisata mangrove sebagai destinasi wisatawan yang berkunjung ke Nagari Sungai Pinang. Langkah yang dibangun dari strategi ini adalah literasi yang diberikan kepada anak nagari dengan konsep <i>Green Economic Modelling</i> serta



keterampilan diri dalam berkomunikasi. Mereka adalah yang tergabung dalam komunitas Kelompok Pemuda Andespin (Anak nagari Desa Sungai Pinang). Jumlah anggota Komunitas ini lebih dari 200 orang yang mayoritas merupakan kalangan anak muda. Hasil dari kegiatan ini menjadikan Green Economic sebagai optimalisasi peningkatan kesejahteraan masyarakat dengan pemanfaatan Sumber daya hutan mangrove, dan memberikan kontribusi yang baik bagi lingkungan. Luaran kedepan penelitian ini menghasilkan Pemandu Wisata Mangrove yang terampil dan cerdas dalam mempromosikan produk wisata nagarinya terutama mangrove di kawasan Nagari Sungai Pinang Kabupaten Pesisir Selatan.

Kata Kunci: Pemandu wisata, Mangrove, Generasi Z, Sungai Pinang

INTRODUCTION

Indonesia is a country that has great potential for the development of Mangrove Ecotourism. Moreover, the use of Mangrove Forests can realize the government's strategy in the field of Green Economic Modeling, which provides benefits for the environment and marine tourism. Shaprianto, 2020. Publication from *United Nations Environment Programme* (UNEP) regarding Green Economy as a strategy that focuses on environmental preservation, including the development of Mangroves which can provide benefits for increasing ecotourism, Diego R, et al 2022. This strategy is a motivation for the South Pesisir Regency government to increase Mangrove Ecotourism in the Kenagarian Sungai area Pinang, South Pesisir Regency.

Global Green World Institute revealed that the motivation for Green Economic growth in Indonesia is as a means of building sustainable economic growth, equitable growth, social resilience, improving environmental quality, healthy ecosystems and reducing greenhouse gas emissions, Global growth Institute, 2015. Prasetyo et al, 2016, one form of strategy green economics is by utilizing mangrove forests, because optimization can build synergy with these steps towards Maritime Forest Ecosystem Protection, Mukhlisi, 2018.

According to Suparno et al 2019, Nagari Sungai Pinang is the Regency Government's flagship marine tourism village, consisting of beach tourism, diving tourism, snorkeling, waterfalls, sunsets and especially mangrove tourism. This village is receiving special attention from the West Sumatra Provincial government to become a community-based tourism destination. David Hidayat, as a member of Nagari and an activist in the field of preserving Mangroves and Coral Reefs in Nagari Sungai Piang Pesisir Selatan, which is named the Andespin Community, expressed the need for sustainable Mangrove Forest preservation and support from all parties, especially the Young Generation, because many young people have little knowledge and his concern about the use of Mangroves. Hidayat, 2023, stated that Mangrove Management in Nagari Sungai Pinang cannot be separated from community participation because participation in empowerment and management of mangroves creates economic opportunities that provide benefits for welfare. Lugina et al, 2019.

Community Service Activities (PKM) with a theme GREEN ECONOMIC STRATEGY: MANGROVE ECOTOURISM GUIDE TRAINING FOR GEN-Z IN KENAGARIAN SUNGAI PINANG SOUTH PESIR DISTRICT this is

a follow-up to previous service activities that had been carried out in Nagari Sungai Pinang. These activities include planting and preserving mangrove seedlings with the people of Nagari Sungai Pinang in 2021 and 2022. The aim of implementing this activity is to create new economic opportunities for Gen-Z in terms of their role in increasing the potential of marine tourism in the form of mangrove ecotourism.. Which is one of the tourist destinations visiting Sungai Pinang village.



The method used in implementing this activity begins with socialization with the local Nagari Mayor as well as community leaders and youth leaders from Nagari Sungai Pinang. The meeting was agreed to gather participants consisting of young people from the community involving the Andespin Community (Children of Nagari Sungai Pinang Village). As well as other teenagers who are in the Sungai Pinang marine tourism area.

The material presented consists of several stages, namely:

1. Delivery of communication skills class material.
In the form of an introduction to English communication as initial capital for a guide or tourist area manager to have the ability to communicate in both foreign and local languages.
2. Delivery of knowledge material about mangrove forests.
The ability of a guide to know the types of mangrove trees as well as their habitats and the benefits of the mangrove trees themselves.
3. Action to plant mangrove seedlings.
This action takes the form of an activity that must be carried out by the guide to provide an educational overview to tourists regarding the concern and importance of maintaining and preserving mangrove trees so that their habitat is maintained.
4. Practice *Tour guide*.
Provides an overview of the duties of a tour guide, educating and assisting visiting tourists.



RESULTS AND EXTERNAL ACHIEVED

Coordination with youth groups and the community

At this stage, coordination was carried out with the nagari guardian and his staff by involving youth leaders and community leaders in Nagari Sungai Pinang regarding preparations and needs for implementing the activities carried out. In this discussion concerns PKM activities which are carried out by discussing materials that have been prepared for participants in the mangrove ecotourism guide training for Gen-Z. This material includes provision of communication in national languages, regional languages and foreign languages, material on introducing mangrove habitats and the benefits of mangrove plants, then action in the form of planting mangrove seeds which is carried out as an effort to preserve mangrove forests from extinction, then carrying out practice *tour guide* to tourists who visit while training activities are taking place.

This material was conveyed to Andespin administrators as coordinators in the field who will condition participants to take part in this PKM activity.

Implementation of Training



Training was carried out for youth and the Andespin community as marine tourism activists in Nagari Sungai Pinang. The material was delivered by the academic community of Nahdlatul Ulama University, West Sumatra with instructors Mayuasti, M.Pd, lecturer in the English education study program, Murhenna Uzra, M.Si, lecturer in the water resources management study program and David Hidayat, S.Pi as the driving youth figure tourism in Nagari Sungai Pinang and assisted by two students.

Mangrove ecotourism guide training is attended by young people aged at least 15 years. Participants are given knowledge and skills in mastering mangrove forest areas scattered along the coast and islands in the Nagari Sungai Pinang area. Communication skills in the form of knowledge of English and Indonesian which are often used by local and foreign visitors are practiced directly by participants.



Action in the Field

The participants' actions in the field are a continuation of the training material that has been provided. The action takes the form of direct practice carried out by participants on visiting tourists. The guide's role is to provide information regarding mangrove ecotourism that can be done in the Nagari Sungai Pinang mangrove forest area, and is skilled in communicating.



Impact of Activities

After carrying out this activity, each participant will be given a certificate as a form of appreciation and added value for them to become a tour guide who has training and has skills and education. Certificate in the form of an award certificate issued by the activity organizer (lecturer who received LLDIKTI grant funds for the 2023 fiscal year).



By promoting mangrove ecotourism, there will be an increase in the number of visitors coming to the Nagari Sungai Pinang water area. The guides who are trained will be formed into a coordination group as the Mangrove Ecotourism Information Center in Nagari Sungai Pinang, Pesisir Selatan Regency.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

From this training activity it can be concluded that being an ecotourism guide is important in promoting tourist areas, both land and sea. Having an ecotourism guide will increase the number of visitors who come so that it can increase the economic income of the people of Nagari Sungai Pinang in the marine tourism sector.

Suggestion

It is recommended that local government and private agencies establish a marine education tourism information center for the Nagari Sungai Pinang area and be equipped with a gallery that provides processed products made from mangrove raw materials as well as a place for education and information about mangroves. Making mangrove forests into green tourist parks that are well organized and managed while maintaining the preservation of mangrove plants.

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