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Analysis of Ecotourism Development Potential in Paseban Savana Jember, East Java

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Abstract Savanna is a low-rainfall ecosystems. This habitat is frequently dominated by lush green grass. There is a savanna in Paseban Village, Kencong District, Jember Regency that is notable for nature tourism since it has an appealing and natural sense. The purpose of this study is to investigate the potential for ecotourism development in Paseban Savana, Jember, East Java. This study is qualitative in design. Interviews were utilized to acquire data. Locals and visitors are the source of information. This approach is designed to collect data on the many types of savanna utilization that are currently in use. In addition to interviews, this study included the documentation approach. The investigation discovered that this area was previously restricted to territory that was barren and parched, but that heavy continuous rain eventually turned this land green. Because of the natural splendor of the green savanna, an increasing number of visitors visit. Tourists typically visit to snap photographs. However, as the number of tourists increases, so does the garbage problem. Given that this savanna has recently grown increasingly busy with tourists, there is no management in place to enforce cleanliness and other rules. We suggest appointing management, providing trash cans, and shielding plant-containing areas from harm caused by visitors.

Keywords: Savanna, Ecotourism development potential, Paseban savana jember, Kencong district

INTRODUCTION

The savanna environment is typical of low-rainfall areas. This habitat often features a landscape dominated by green grasses. Grasslands are zones where

grasses are the dominating plant species. Savanna is a type of grassland with trees interspersed throughout it (Emy, 2004). This savanna habitat is commonly found in tropical locations and is known as tropical savanna. According to Walker Gillison's 1982 description, which was used in Suhadi (2012), savanna is a form of grassland vegetation with dispersed trees that grows sporadically to thickly and is related with fire.

There is a savanna in Paseban Village, Kencong District, Jember Regency that is attractive for natural tourism as well as a very good location for capturing pictures with a natural feel that is still lovely. The savanna's potential beauty can be an inspiration to the tourism business in the Jember area, although it has not been completely realized. As a result, the local community is presently managing it with limited resources, particularly to preserve cleanliness and decrease trash.

Waste is any solid waste created by human and animal activity that is abandoned because it no longer has value or use. Waste is a concept that is always present in people's daily lives. Waste management is critical because garbage has a significant influence on both human health and the environment. Garbage is frequently the source of many illnesses (Sartika, 2021; Ahmad, 2010; Xi et al., 2019).

Waste management is a sequence of operations performed to manage waste, beginning with garbage collection, transportation, and ending with waste destruction or treatment in a way that does not impair public health or environmental aesthetics (Kanisius, 2009, as stated by Susanti, 2013). Waste may be reduced by transforming it into various goods that benefit society (Nasution & Rizka, 2022; Conilie et al., 2021; Sari et al., 2020), and one method is to use local wisdom (Nasution, 2021). Despite the fact that the savanna in Paseban Village is a wonderful tourist destination, many visitors toss trash recklessly. As a result, locals are always working to keep the savanna environment clean and comfortable for guests.

Considering the numerous challenges that the recently renowned Paseban Savana in Jember is facing, it is essential to conduct a comprehensive analysis of the potential for ecotourism development in this area.

METHOD

In March 2023, this study was carried out in the savanna of Paseban Village, Kencong District, Jember Regency. The interview approach was employed as the primary form of data collection in this study (Sugiyono, 2003). Locals and tourists who came to photograph the savanna were among the key sources interviewed. This method is utilized to acquire information about how the savanna is currently used. The interview style employed is a structured interview, in which the questions are prepared ahead of time before the interview. This interview approach collects data on community attitudes about Public Policy-Based Environmental Management as well as how the community utilizes the principles of Public Policy-Based Environmental Management.

In addition to the interview approach, this study employs a documentation method to supplement the data gathered from sources. Following the effective collection of data through interviews and recording, the data must be analyzed.

FINDINGS AND DISCUSSION

The study aims to learn more about the Paseban Savana's history and growth as a gorgeous tourist destination. The first inquiry was the origins of this savanna's transition into a popular location for portrait shooting. According to the findings, the savanna was once a bleak and dry environment. The land only became lush after a period of severe rainfall, and what looks to be a lake was once merely a water-filled depression.

The second inquiry probed the management methods that led to the construction of this lovely and appealing shooting site. The data imply that the savanna region has had no formal management. The site's upkeep is largely the responsibility of the local community. They have built walkways to protect the vivid green grass and guarantee that it is not damaged by motorized vehicles, notably visitors seeking attractive images. However, there is room for more expansion and improvement to make the savanna an even more enticing tourist destination.

The third issue focused on the efforts taken in the days following of the Paseban Savana's viral popularity and if any subsequent management was initiated by the appropriate authorities. The findings show that the place received a lot of public attention as a result of its unexpected renown. The local community and management authorities are still involved in discussions and permissions for formal recognition as a suitable tourism destination.

About the environmental consequences of the savanna's growing popularity. According to the findings, there have been significant environmental consequences. Many Instagram-seeking visitors, who appear unconcerned about natural beauty, have been found to be environmentally irresponsible. Their actions have resulted in pollution and destruction, diminishing the savanna's natural beauty. It emphasizes the significance of balanced and sustainable tourist activities in preserving such stunning natural locations.

The next inquiry addressed future measures to alleviate the environmental damages caused by tourists, such as pollution and trampling of the grassy landscape of the savanna. The findings indicate that both the village head and the management authority are committed to addressing these challenges. They are actively looking for ways to lessen their environmental effect. There are also plans to codify and strengthen the site's management to guarantee that it remains a well-maintained and viable tourist attraction.

The following question looked at the need of educating Instagram-savvy travelers on ethical and eco-friendly conduct. The findings highlight the significance of

such activities to educate tourists on how to use the environment wisely and respectfully. Encouraging tourists to be environmentally sensitive and to follow the notion of "Mamayu Hayuning Bawono" (Javanese philosophy stressing harmonious living with nature) is seen as a critical step toward ensuring that the savanna remains pure and unspoiled.

In conclusion, the research findings point to the need for coordinated efforts in environmental management and educational outreach to promote responsible and sustainable tourism practices at the Paseban Savana, transforming it into a destination that not only offers breathtaking views but also preserves its natural beauty.



Figure 1. Paseban savanna documentation.

CONCLUSION

The research reveals the unique trajectory of this appealing locality, beginning as desolate terrain and turning into a viral tourist attraction, in the examination of the potential for ecotourism development in Paseban Savana, Jember, East Java. The study emphasizes the importance of the local community in the informal guardianship of the savanna in sustaining its natural beauty. However, it also highlights the need for a more organized management strategy in order to preserve and maximize its potential as an ecotourism destination. While the promise for ecotourism is obvious, the environmental consequences of increased tourist visits emerge as a critical problem. To fully fulfill the promise for sustainable ecotourism, future efforts should focus on mitigating these consequences through institutionalized management and educational outreach initiatives. These programs should try to motivate tourists to adopt environmentally friendly behaviors. In conclusion, Paseban Savana has significant tourist potential, and with the right approach, it has the ability to evolve into a harmonic union of tourism and ecological preservation, creating a positive pattern for conscientious and sustainable tourism practices.

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