



Diffusion of Tourism Innovation in “Air Jangkang Reclamation Village Bangka Regency

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ABSTRACT

Air Jangkang Village Reclamation is one model of environmental management of ex-mining land. Managed by PT. TimahTbk is used as a productive, educative, tourism-oriented and sustainable land. This innovation has succeeded in bringing the Bangka Regency Government to Achieve the TOP Award for the KIPP 2021 Praised Public Service Innovation based on pentahelix in the environmental field. The purpose of this study was to determine the diffusion of tourism innovations in the Air Jangkang Reclamation Village, Bangka Regency. The research method uses qualitative data collection materials from observations, interviews and documentation. The results showed that the diffusion of innovations carried out by PT Timah, Tbk consisted of four elements, namely the innovation element of ex-mining land which was converted into tourism with educational value about animal conservation, horticultural plants, endemic plants of Bangka, and wildlife as an alternative to environmental-based tourism. Elements of communication channels used include electronic mass media such as television, print mass media, and social media such as Twitter, YouTube, websites, Instagram and Facebook. The period of time used in introducing the Reclamation Village since its establishment in 2015 until now has been accepted by the community. Elements of the social system consist of PT TimahTbk which is managed by the Reclamation and Post-Mining Division, Bangka Regency Government, ALOBI and the mass media. Based on the results of the study, according to the researcher, it is necessary to involve the community in elements of the social system.

Keyword: *Innovation Diffusion, Reclamation Village, Tourism*

1. INTRODUCTION

Since the Dutch colonial era until now, Bangka is a mining area that supplies tin in Indonesia. The largest mining area is currently controlled by PT. TimahTbk. Apart from PT. Timah, Tbk, other mining activities are carried out by private smelters and miners from the community which are often called unconventional mining.

From an economic point of view, tin mining is very promising, but from an environmental impact point of view, the ex-mining land is of great concern. There are tin mining activities that do not pay attention to aspects of the ecosystem and environmental conditions. This activity leaves abandoned lands with irregular landscape conditions and land degradation. In addition, the loss of biodiversity and

soil biota, with very low soil fertility status due to loss of topsoil [1]

PT. Timah, Tbk is the largest tin mining company in Bangka Island that supplies the number one tin demand in the world. Therefore PT. Timah, Tbk has a role in carrying out the reclamation. Reclamation is a post-mining obligation that has been regulated in Law Number 4 of 2009 concerning Mineral and Coal Mining (Minerba) article 96, bound by Government Regulation in Lieu of Law Number 78 of 2010 Article 2 paragraph (1) concerning Post-mining. Interestingly, since the issuance of the Minister of Energy and Mineral Resources No. 1827K/30/MEM/2018, other forms of reclamation are possible, one of which is tourist sites.

Reclamation of Air Jangkang Village is one model of environmental management of ex-mining land. Managed by PT. TimahTbk is used as a productive, educative, tourism-oriented and sustainable land. This innovation has succeeded in bringing the Bangka Regency Government to Win the TOP Award for the KIPP 2021 Praised Public Service Innovation based on pentahelix in the environmental field. The Water Reclamation Village of JangkangMerawang was inaugurated by the Director General of Mineral and Coal

ESDM Ir. Bambang GatotAriyono, M.M on December 26, 2019.



Figure 1 Anchorage Air Jangkang Reclamation Village

The achievements obtained by the Bangka Regency Government are a form of innovation ability. This innovation encourages mining actors to carry out environmental reclamation of ex-mining land which so far has only been synonymous with reforestation. According to Rogers that the process of diffusion of innovation there are four main elements, namely: an innovation, communicated through certain communication channels, within a certain period of time and occurs among members of a social system [2]

So far, the general public's view is that mining is an activity that causes damage. In addition, ex-mining land will experience changes, namely the loss of natural values which are natural tourism potential. The Regional Government of Bangka Regency through PT. Timah, Tbk wants the community to accept the new tourism. This new tourism concept, such as animal and plant conservation, is the result of environmental-based mining tourism management. So this study aims to

find out how the diffusion of innovation in the TerangMerawang Water Reclamation Village is carried out.

The diffusion of innovation in the form of ex-mining land tourism is not easy. To realize the spirit of Sustainable Development Goals (SDGs) in Bangka Belitung requires a maximum diffusion process. In addition to the process, the challenge is how to communicate the innovation to the community so that it can be well received. Especially the new tourism, namely the Jangkang Water Reclamation Village, Bangka Regency.

1.1. Communication

Communication comes from the Latin word *communis* which means "same", *communico*, *comunicatio*, or *communicare* which means "to make the same" (to make together). The first term (*communis*) is the term most often cited as the origin of the word communication. This word is the root of another similar Latin word. Communication shows that a thought, meaning, or message is shared [3].

The communication component that is functionally related to the Laswell paradigm is answering the questions posed. Lasswell's famous paradigm is "Who says what with what medium to whom with what effect"[4]

Based on the definition of communication according to Laswell, the

elements of communication can be described as follows:

1. Source (source) can also be referred to as a communicator, message sender, speaker. The source is the party who initiates the communication process because there is a need for them for the communication. These parties can be individuals, groups, institutions/organizations, companies/institutions, to a country.
2. Message, contains a series of verbal or nonverbal symbols that can represent feelings/emotions, values, ideas or goals from the source.
3. Channel (channel / media) is a vehicle used by the sender of the message to convey his message to the recipient of the message. Channel (channel / media) refers to the form of a message and how to present the message
4. Receiver (receive), can also be called a listener, translator, and so on. They are groups, either individually or in groups who receive messages from the source or sender.
5. Effect is the effect or impact that occurs on the recipient of the message after he receives the message from the source[3]

1.2. Innovation Difussion

The diffusion of innovation is influenced by 4 main elements, namely: the innovation itself, communication channels, time and social systems.

Innovation is defined as "changes made within the organization that include creativity in creating new products, services, ideas, or processes that already exist within the organization or develop from outside the organization"[5]

Innovation can be identified with many types of innovation and the classification can vary according to the object of innovation. For example, the category includes innovations in socio-cultural systems, ecosystems, business models, products, services, processes, organizations, institutional arrangements, etc. The classification may also vary according to the innovation drivers such as technology, market, design, users, etc., or the intensity of innovation [6].

Communication Channel. Diffusion, as defined above, is communication in a special form. The content of the messages exchanged contains new ideas. The essence of the diffusion process is exchanging information from one person to another, about a new idea. In diffusion, it is necessary to have a communication channel.

Time, in innovation means the period it takes to adopt an innovation, including: First, the time in deciding on an innovation since someone knows the innovation, until he accepts or rejects it. Second, the innovation adoption process is

fast or slow, when compared to other individuals or units that adopt an innovation. Third, the rate of adoption in the system, usually calculated as the number of members in the system who adopt the innovation at a certain time.

The social system in which the diffusion of innovation occurs is a set of interrelated units in an effort to solve problems and achieve certain goals. Members or units of a social system can be individuals, informal groups, organizations or a sub-system. Although each unit in a social system can be distinguished from other units, the common goals in the social system bind a system to stay together[7]

1.3. Tourist

Tourism is a very complex phenomenon of human mobility, products and services. This is very closely related to the organization, institutional and individual/individual correlations, the need for services, the provision of service needs and so on[8]

Tourism is a series of travel activities from the place of origin, whether carried out by individuals, groups of people or families to other places with non-economic tourism motives. The visit does not last long or temporary in nature because the person concerned will return to the area of origin where they live[9]

Tourist attractions can be classified into three, among others, as follows:

1. Natural attractions such as oceans, beaches, mountains, rivers, rare flora and fauna, protected forests and so on
2. Cultural tourism objects such as dances, music, clothing, traditional fabrics of an area, traditional ceremonies of an area, cultural festivals and so on

Artificial tourism objects such as sports facilities, entertainment, man-made parks for recreation, national parks, shopping centers and so on[10]

Based on the classification of these attractions, we can conclude that mining tourism, namely the Air Jangkang Reclamation Village, is included in the category of artificial tourism objects, because the tourism is not formed naturally but there is human intervention in its formation, namely the PT. TimahTbk as a tin mining company that conducts reclamation in the form of tourism.

2. METHODS

This type of research is a qualitative descriptive study, namely by describing the results of research as they are related to the diffusion of tourism innovations in the Air Jangkang Reclamation Village, Bangka Regency. Meanwhile, there are two sources of data, namely primary and secondary data sources. Primary data were obtained by researchers through interviews with several stakeholders, namely the Bangka

Regency Government, PT. TimahTbk, the media, environmental activists and the community. While the secondary data sources were obtained from library research, by collecting data and books in the library, then journals, articles, internet and reading sources that support this research. In addition, through documentation from the archives of the Regional Government of Bangka Regency and PT. TimahTbk.

Data collection was carried out by researchers using interviews with several sources, including the Head of the External Communications Section of PT. Timah, TbkRizaliHimawan, Head of Planning and Reporting Department of Tourism and Culture of Bangka Agung Regency, Ferianda, S.IP, M.Sc, Environmental Activist and visitor WidyaHandini, B.Sc, M.Sc, Bangka Pos Online Editor Edy Yusmanto. Then the data is collected through documentation related to this research, archives, documents, reports will be collected from each stakeholder in Bangka Regency who is involved in the diffusion of tourism innovations in the Air Jangkang Reclamation Village, Bangka Regency.

3. RESULT AND DISCUSSION

3.1. Innovation

Tourism usually relies on the potential for natural or cultural beauty. However, new tourism breakthroughs run

dynamically so that innovative ideas are born according to the needs of the community.

Innovations carried out by the Bangka Regency Government through PT. Timah Tbk is a former mining area which has been converted into a tourist spot. These tourist attractions have educational value about the conservation of animals, horticultural plants, endemic plants of Bangka, and animal husbandry. This tourism is an alternative to eco-based tourism.

This tour has an educational purpose in terms of processing ex-tin mining land as a fruit, vegetable and plant plantation area endemic to Bangka Belitung. There is an Animal Protection Center (PPS) in collaboration with ALOBI consisting of Sumatra, Sulawesi and Kalimantan.



Figure 2 PPS ALOBI in the Air Jangkang Reclamation Village

The animals in the PPS include Siamang, Striped Squirrel, Long Tailed Monkey, Sea Eagle, Cockatoo, Gibbon,

Binturong, Panda Weasel, Estuary Crocodile, Sambar Deer, Deer, Parrot Cockatoo, Pelanduk, Carsius, Local Apes, Indian Monkeys and Yellow - Crested Parrot, Papua Raja and Golden Fin. In addition, there are various photo spots, such as sunflower gardens and how to cultivate them. There is also a lake excavated from a tin mine and various other spots.

The Air Jangkang Reclamation Village is an alternative tourist destination that is environmentally friendly. Some complementary facilities such as canoes, ATVs, prayer rooms, gazebos for visitors to rest. In addition, the ex-mining area is used as productive land that is valuable and economically beneficial for the surrounding community. Excavated tin mining area managed by PT. Timah, Tbk into tourism with the concept of 4 E; Education, Ecology, Environment, Economics [11]

This means that this 4E element is a very important innovation in tourism. Because usually tourism in Bangka in the form of natural tourism only offers one or two elements. One of the bases of industrial development in the world is mining. In today's mining world, innovation is changing the value of mining into other values. This value is tourism that comes from the mining heritage itself. Through this innovative aspect, the

tourism industry can be created to increase economic value. This is a mining heritage that can form an attraction for mining tourism visitors [11]

3.2. Communication Channel

Communication channel is communication in a special form. The content of the messages exchanged contains new ideas. The essence of the diffusion process is the exchange of information from one person to another, about a new idea. In diffusion it is necessary to have a communication channel [7]

The media is part of the communication channel so it is important in tourism. The use of communication media that is not optimal will also affect tourism promotion efforts that are not optimal as well.

Media or channel is a tool used to send messages conveyed by the communicator to the recipient of the message. Media has various forms, ranging from human senses, communication tools to print mass media, electronic mass media to interactive internet media.

Channels or communication media used in diffusing the Air Jangkang Reclamation Village as tourism. The channels or media used include TV electronic mass media, local newspaper print mass media, and social media

consisting of Facebook, YouTube, Twitter, Instagram and online news portals.

The use of social media that dominates the diffusion of innovation. Innovation in the form of ex-mining land reclamation tourism carried out by the Bangka Regency Government through PT. Timah, Tbk. The characteristics of social media are very unique, because immediate feedback can encourage people to participate quickly; open because anyone can access; interactive means that everyone can interact with its users; community, the community can quickly and effectively communicate about various issues/interests; connectedness, the media is able to provide connectivity between users, through various link facilities to websites [14].

Therefore, the selection of social media as a communication channel in the diffusion of tourism innovation is a fairly appropriate choice. This is because it is considered relatively fast, cheap, easily accessible, interactive, information can change at any time. In addition, the effect for media users is the ease of accessing information

3.3. Time

Time in innovation means the length of time it takes to adopt an innovation. Elements of time include: First, the time in deciding on an innovation since someone knows the innovation, until

he accepts or rejects it. Second, the process of adopting innovation sooner or later, when compared to other individuals or units that adopt the innovation. Third, the level of adoption in the system, usually calculated as the number of members in the system who adopt the innovation at a certain time [7]

The time taken by the Bangka Regency Government through PT TimahTbk in an effort to introduce tourism innovation is not short. This is because it is associated with societal stigma. Many areas are geographically small and remote, with problems of environmental pollution and negative stigma attached to mining [15]

Some people in Bangka themselves are egocentric and seem unwilling to make changes. Through the interview it was stated that it is difficult to change the habit or view that tourism in Bangka is the beach, so as to change a new perspective on tourism. That tourism is not only beaches but many other tourism potentials that can be explored. Including through the land of former tin mines. But in fact there are still many people who think that tin mining will leave damage and is far from beautiful, let alone tourism.

It is not easy to change people's views on the environmental damage caused by tin mining. As for processing the former land into productive land with

economic and educational value, it takes a lot of time. Therefore, continuous development and communication is needed. For this reason, the period used in introducing reclamation villages since its establishment in 2015 until now has been accepted by the community, although not yet fully.

3.4. Social System

A social system is a set of interrelated units in an effort to solve problems and achieve certain goals. Members or units of a social system can be individuals, informal groups, organizations or subsystems. Although each unit in a social system can be distinguished from other units, common goals in the social system bind a system to stay together.

The elements of the social system consist of PT TimahTbk which is managed by the Reclamation and Post-mining Section, the Bangka Regency Government, ALOBI and the mass media. The Bangka Regency Government is the main stakeholder because it has the authority to make policies related to ex-mining tourism innovation. Meanwhile, the form of cooperation with Bangka Island Animal Lovers (ALOBI), an animal lover community in Bangka Belitung, is the existence of an Animal Rescue Center (PPS) in the Air Jangkang Reclamation Village with various protected animals.

Mass media, especially online media, play an important role in the diffusion of innovations from the Air Jangkang Reclamation Village. This is done through news that has been in an effort to change people's mindsets. The mindset that ex-mining land does not always leave damage if managed properly.

4. CONCLUSION

The diffusion of innovations carried out by the Bangka Regency Government through PT Timah, Tbk consists of four elements. The first element of innovation is ex-mining land which is converted into tourism. Tourism with educational value about the conservation of animals, horticultural plants, endemic plants of Bangka, animal husbandry as an alternative to environment-based tourism.

The second element of the communication channel. The communication channels used include electronic mass media such as television, print mass media, and social media such as Twitter, YouTube, websites, Instagram and Facebook. The third element is time. The grace period used in introducing the Air Jangkang Reclamation Village since its establishment in 2015 has been accepted by the community even though it has not been optimal.

The fourth element is the social system. The social system consists of PT

TimahTbk which is managed by the Reclamation and Post-mining Section, the Bangka Regency Government, ALOBI and the mass media.

Based on the results of these studies, the researchers provide several suggestions that can be recommendations. The suggestion is directed to the Government of Bangka Regency and PT. TimahTbk. First, in terms of the time element, efforts are still needed to make this tourism fully accepted by the community. Researchers suggest that the time used is not too long. However, it can have a big effect on public acceptance of this tour. This can be done by means of collaboration between attractions, amenities and accessibility.

Then, on the elements of the social system, the researcher suggests that society should be included in the social elements. Because the community is an inseparable part of tourism. In every activity held at the Air Jangkang Reclamation Village, the community can be involved in various things. For example, opening up MSME business opportunities around tourist attractions. Then make a routine agenda of attractions that involve the community as visitors and implementers of activities.

AUTHORS' CONTRIBUTIONS

In this study, the researcher did it independently or not in the form of a team.

Researchers conducted data mining starting from finding problems, determining methods, conducting analyzes to compiling them in the form of articles.

However, in the data collection process, of course the data obtained from various parties who become research sources. Both from the Regional Government of Bangka Regency, PT. Timah, Tbk, the mass media to the public as visitors to the object of research. In this case, the author's contribution is very large in completing the research. The results of the research are expected to contribute to the development of social science, especially communication science. In addition, as a reference for local governments in the implementation of innovation diffusion.

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