

## ABSTRACT

Innovation of *eco-marine tourism* policy Bangsring Underwater presented a new room for eco-marine tourism discussion in Indonesia. Bangsring Underwater as a marine conservation area that was located in Bangsring village head, Wongsorejo District, Banyuwangi regency, nowadays became an eco-marine tourism destination that provided an inspiration for all community in the area having marine characteristics to be able to utilize and manage marine ecosystem in order to be kept sustainable and provided benefits for human living.

Began from a severe damage of Bangsring ecosystem condition from 1970 through 2008, due to fishermen not responsible deeds in catching fish using a bomb and potassium had caused the incidence of marine ecosystem degradation. That matter had been a booster of individual groups associated in Samudera Bakti Decoration Fish Fishermen Group (KNIH-SB) to conduct a marine conservation. The existence of that group was ignited by an initiative of Bangsring young men who were restless to view a severe damaged of Bangsring under the marine condition. The fishermen group jointly assisted by various stakeholders conducted an innovation so that presented a Jointly Conservation Zone (ZPB) or *marine protected areas* – MPAs) that was known with Bangsring Underwater.

The existence of Bangsring Underwater was interested to discuss to know *co-creation* process of eco-marine tourism innovation occurred. This research used a case study by a qualitative approach. These research was conducted in Bangsring village head where Bangsring Underwater belonged to. To obtain data, the research conducted an interview with an informant, and also explored data from various sources among other document/archive. Stages of *co-creation* began from *framing, knowing, analyzing, synthesizing, creating, scaling* and *learning*. The involvement of various actors (local community, non-governmental organization, government, universities and media) in *co-creation* process showed an interaction room between innovators and stakeholders.

Co-creation occurred in Bangsring Underwater contributed in three strategic issues included environment, economy and socio culture. As a marine conservation zone, Bangsring Underwater existence provided a strong message that there was a future hope of Indonesian marine environmental management to recover its sustainability and empowered for improvement of local community welfare. While as an eco-marine tourism destination, Bangsring Underwater had contributed to provide a social interaction room and relaxation room for very qualified individuals. Bangsring Underwater as a co-creation product of eco-marine tourism policy innovation was very suitable to apply in regions that had marine characteristics in sustaining a qualified marine environment and improved community welfare with marine conservation culture and marine tourism.

Keywords: *innovation, conservation, marine, co-creation, policy*

## INTISARI

Inovasi Kebijakan *eco-marine tourism* Bangsring Underwater menghadirkan ruang baru bagi kajian pariwisata bahari di Indonesia. Bangsring Underwater sebagai kawasan konservasi bahari yang terletak di desa Bangsring, Kecamatan Wongsorejo Kabupaten Banyuwangi, saat ini menjadi destinasi pariwisata bahari yang memberi inspirasi bagi seluruh masyarakat di daerah yang memiliki karakteristik bahari untuk dapat memanfaatkan dan mengelola ekosistem bahari, agar tetap lestari dan memberikan manfaat bagi kehidupan manusia.

Berawal dari kondisi ekosistem bahari Bangsring yang rusak parah tahun 1970 sampai 2008, karena ulah tidak bertanggung jawab dari para nelayan dalam menangkap ikan dengan menggunakan bom dan potas, telah mengakibatkan terjadinya degradasi ekosistem bahari. Hal tersebut menjadi pendorong bagi sekelompok individu yang tergabung dalam Kelompok Nelayan Ikan Hias Samudera Bakti (KNIH-SB) untuk melakukan konservasi bahari. Hadirnya kelompok tersebut digerakkan oleh inisiatif seorang pemuda Bangsring yang gelisah melihat kondisi alam bawah laut Bangsring yang rusak parah. Secara bersama-sama kelompok nelayan itu dibantu oleh berbagai stakeholder melakukan inovasi sehingga hadirlah sebuah Zona Perlindungan Bersama (ZPB) atau zona konservasi bahari (*marine protected areas – MPAs*), yang dikenal dengan sebutan Bangsring Underwater.

Kehadiran Bangsring Underwater menarik dikaji untuk mengetahui proses *co-creation* inovasi *eco-marine tourism* yang terjadi. Penelitian ini menggunakan studi kasus dengan pendekatan kualitatif. Penelitian ini dilakukan di desa Bangsring tempat Bangsring Underwater berada. Untuk mendapatkan data, peneliti melakukan wawancara dengan informan, juga menggali data dari berbagai sumber di antaranya dokumen/arsip. Adapun tahapan *co-creation* dimulai dari *framing, knowing, analysing, synthesising, creating, scaling, dan learning*. Keterlibatan berbagai aktor (masyarakat lokal, lembaga swadaya masyarakat, pemerintah, perguruan tinggi, dan media) dalam proses *co-creation* memperlihatkan ada ruang interaksi antara inovator dan stakeholders.

Co-creation yang terjadi di Bangsring Underwater berkontribusi pada tiga isu strategis yakni lingkungan, ekonomi, dan sosial budaya. Sebagai zona konservasi bahari, kehadiran Bangsring Underwater memberikan pesan kuat bahwa ada harapan bagi masa depan pengelolaan lingkungan bahari Indonesia untuk dapat dipulihkan kelestariannya dan diberdayakan bagi peningkatan kesejahteraan masyarakat lokal. Sedangkan sebagai destinasi pariwisata bahari, bahwa Bangsring Underwater telah berkontribusi menyediakan ruang interaksi sosial, dan ruang relaksasi bagi individu yang sangat berkualitas. Bangsring Underwater sebagai produk *co-creation* inovasi kebijakan *eco-marine tourism* sangat tepat diterapkan di daerah-daerah yang memiliki karakteristik bahari dalam melestarikan lingkungan bahari yang berkualitas, dan meningkatkan kesejahteraan masyarakat yang berbudaya konservasi bahari dan pariwisata bahari.

Kata kunci: *inovasi, konservasi, marine, co-creation, kebijakan*