



# REPORT

## MEDIA TRIP DEVELOPMENT POTENTIAL OF CONSERVATION-BASED TOURISM IN MARINE PROTECTED AREA OF PANTAR STRAIT AND SURROUNDING SEAS, ALOR REGENCY, EAST NUSA TENGGARA

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## **INTRODUCTION**

### **Background**

Local government of Alor Regency has initiated to form Marine Protected Area of Pantar Strait (Pantar Strait MPA) to protect habitat and biota, including *Dugong dugon* that is there in water area of Alor Regency. In area management process, there still need effort to push the enhancement of effectiveness in managing that conservation area. Since the consitution No. 23 year 2014 about Local Government, there is a change on authority division on managing resources, particularly marine resources, which at first was mostly managed by Marine and Fishery Agency on regency level, now it is handled by provincial level of Marine and Fishery Agency.

On the early stage, a basic question is how province could continue to manage natural resources while developing a bigger and thorough program. The next question is, for example, how should the resources allocation be (including finansial) that could be allocated by provincial government to fulfill the new demanding assignment. As fulfillment of that early stage, WWF-Indonesia along with Marine and Fishery Agency of East Nusa Tenggara Province, Marine and Fishery Agency of Alor Regency, and Tourism Agency of Alor Regency intiate dugong management, based on conservation area management of Pantar Strait MPA.

On the other side, WWF Indonesia also push the participation from community's conservation groups, seaweed culture group, and tourism group to support that effort. Several initiations of village-based-community group has participated in doing conservation attempt like dugong conservation in Pulau Sikka, mangrove conservation group in Kabola Village, and Seaweed Culture Group in Aimoli Village. Village government's role is also being pushed to go together to support conservation effort and sustainability utilization by the making of village's regulation (Perdes) which supports East Nusa Tenggara Province government and Alor Regency government on managing Pantar Strait MPA.

The effort to increase community's awareness on how important conservation and sustainable utilization of dugong and other marine resources within Pantar Strait MPA is very important to do. Media's role is really needed to cover potentials, initiatives that are done, also the challenge of management in the future to create prospering conservation. To achieve that need, then an event that could be conducted is media trip which was conducted by MetroTV on segment "Tiga60".

### **Objectives**

The objective to create this media trip is first, to spread information regarding potential, initiation, and management obstacles which are conducted by local government and people in Pantar Strait MPA, particularly regarding dugong conservation. Second is to give appreciation to conservationists to inspire many people in doing conservation actions and utilization of habitat also fishes sustainably for people' welfare. Third is because it is the same date as Alor Expo event and Carnival 2017, so this media trip was created to spread information and promote tourism in Alor Regency.

## RESULT

Media trip was conducted on August 4th- 6th 2017, involving MetroTV on Tiga60 program. Initiative and funds to invite MetroTV and TVRI is from Tourism Agency of Alor Regency (budget is attached), meanwhile WWF Indonesia was being asked to facilitate details on event activities (itinerary), accommodation, transportation, and consumption from August 4th to August 6th in 2017. Meanwhile, the agenda on August 7th- 10th 2017 was facilitated by Tourism Agency of Alor Regency, so that this event is a form of collaboration between Tourism Agency of Alor Regency and WWF- Indonesia.

This event's budget comes from Tourism Agency of Alor Regency, meanwhile from WWF Indonesia it comes from *Dugong and Sea Grass Conservation Program* (DSCP) which is a program owned by Ministry of Marine and Fishery Affair, partnered with WWF- Indonesia, Indonesian Institute of Sciences (LIPIU, and Bogor Agricultural University (IPB).

### **Media trip execution**

On its execution, itinerary that could be conducted is a shooting about:

- Dugong conservation in Mali Beach and an interview with Mr. One, leader of OI Oho Fishermen Group
- Interview with Marine and Fishery Agency's secretary (Mesak Blegur) about Pantar Strait MPA management and dugong conservation
- Mangrove conservation of Kelompok Cinta Persahabatan (KCP) about Pantar Strait MPA management and dugong conservation
- Interview with Zakarias Atapada as "putra Alor" who has a passion in accompaniment with community, along with WWF staff

Shooting schedule at first has already set by Dharma, Alor-Flotim MPAs Coordinator which was assigned by Tourism Agency of Alor Regency to coordinate itinerary and accommodation, along with activity transportation (attached). However, at the end, the shooting was adjusted by recommendation agenda from MetroTV, adjusted with its theme which was not suited with planned theme. Several changes were:

- The shooting was conducted several times (more than once of shooting) in a location
- The delay of shooting which caused trouble on next shooting schedule
- Changing of day schedule to shoot with Kelompok Cinta Persahabatan (the first plan was 4th, then changed into August 5th and 7th)
- Interview with Head of Marine and Fishery Agency of Alor Regency was canceled, and we asked to move it to the Regent
- The regent asked for additional shoots about infrastructure and creative economy on additional meeting (August 6th)
- Even though the itinerary has been prepared, but the progress on execution always happen and therefore changed the itinerary. While agendas outside August 4<sup>th</sup>-6<sup>th</sup> could be conducted on August 7th-10th. Schedule from MetroTV which was August 4th-10th was actually only August 4th-9th, so the effective days were only August 4th-8th.

From the planned agenda, some that have not been accomplished were:

- Interview with Head of Marine and Fishery Agency of East Nusa Tenggara, because he could not make it to Alor. Meanwhile, the interview in Kupang could not be conducted.
- Because of the delay, visit to Ternate Island and Kepa Island were canceled.
- Seaweed shooting in Aimoli was canceled.
- Sudden meeting between Metro TV team and TVRI with Regent of Alor, August 6th 2017 in the night with a result: The shooting should be headed towards expo event, facility shooting, and creative economy (in which the agendas have been delivered before, actually these shootings could be done), and enough interview with the regent.
- Based on that meeting, it caused sleepover agenda and diving in Sebanjar, interview with Head of Marine and Fishery Agency of Alor Regency, Head of Tourism Agency of Alor Regency, and Field Officer of WWF Lesser Sunda were canceled.

### **Alor Expo and Carnival 2017**

Alor Expo and Carnival had been conducted, August 4th to 10th, 2017. The event was showing creative economy on each village and each district in all Alor Regency, also promote tourism and culture. There was also a culture carnival which each district participated, showing each culture's variety. The carnival was also participated by groups of community that live outside Alor, from Timor people, Sumba, until Bali.

Unfortunately, on the expo, there were derivatives of turtle and bone craft that was strongly suspected came from sea mammal: dugong (attached). We expect in the next expo, there will be a spirit of conservation, there is community awareness about protected species, so the derivatives of the protected species would not be there anymore.

### **CLOSURE**

#### **Summary**

There has been a shooting that accommodated every need of shooting from every party, they were WWF Indonesia, Metro TV 360, and a request from Regent of Alor. The shooting was a modification from prior plan that have been arranged by WWF LSS team and Alor.

There was a shoot that brought conservation initiative and dugong management on community level (Pecinta Lingkungan Ol Oho Group), representative of Marine and Fishery Agency of Alor (Mesak Blegur), about management of Pantar Strait MPA and dugong conservation. There was a review and a shooting about mangrove conservation with Cinta Persahabatan Group (KCP) and of Alor's son who has passion on accompanying community through his creation in WWF Indonesia.

This shooting was one of the ways to push government: Head of Marine and Fishery Agency of East Nusa Tenggara to rush the making of management entity in Pantar Strait MPA.

### **Recommendation**

This media trip is very important to be done periodically, to spread information about conservation effort that have been conducted by government and community in Pantar Strait MPA as a reward to the conservationist and to inspire another region.

On behalf of Alor Expo and Carnival 2017, there were turtle derivatives and bone craft that was suspected coming from sea mammal on several stands. Hopefully, in the next Expo and Carnival at the next year, there will be a spirit of conservation so the derivatives from protected species would not show again and more exhibiting creative economy of Alor people that is ecofriendly.

## ATTACHMENTS

### Activity Documentation



Interview with Mr. One, Ol Oho Group.



Dugong shooting in Mali Beach.



Mangroves that have been planted by Ol Oho Group in Mali Beach.



Interview with Secretary of Marine and Fishery Agency of Alor, Mr. Mesak Blegur.



Interview with Mrs. Martha, Cinta Persahabatan Group (KCP)



Nursery garden of mangrove (KCP)



Shooting in Pura Island



Alor Expo and Carnival 2017



Stage of Alor Expo and Carnival 2017



Metro TV team with WWF Indonesia Staff and Marine and Fishery Agency of Alor

## Prior Itinerary by WWF-Indonesia

TGL	WAKTU	ACARA	KETERANGAN	NARASUMBER	JABATAN	NO TELP
<b>DAY I</b>	9:30	<b>Rombongan METRO TV - KAMERA 360 tiba</b>	<i>Disediakan oleh Homestay</i>			
<b>JUMAT</b>	9:30 - 9:40	Perjalanan menuju lokasi Konservasi dugong	<i>10 menit perjalanan darat</i>	Pak One	Ketua kelompok konservasi	81236978212
<b>4 Agustus'17</b>	9:40 - 12:30	<b>Liputan aksi pokmas dalam menjaga dugong dan rehabilitasi mangrove serta potensi wisata pulau sikka</b>	<b>4 jam liputan</b>	Pak Mesak	Sekretaris DKP Alor	81246675757
	12:30 - 13:30	Makan Siang di Kafe Celyne + Wawancara dgn Pak Mesak	<b>1 jam makan siang + 1 jam liputan</b>	Zakaria atapada	WWF social development specialist	
	13:30 - 15:30	<b>Perjalanan ke kelompok Mangrove Cinta Persahabatan</b>	<b>2 jam liputan</b>	Mama Marta	Ketua kelompok Mangrove	81239105336
	15:30 - 16:00	Perjalanan ke Homestay Cantik	<i>30 menit perjalanan darat</i>			
	16:00 - 17:00	Check in dan istirahat	<i>30 Menit</i>			
	17:00 - 20:00	<b>Liputan Pembukaan Expo</b>	<b>2 jam liputan</b>			
	20:00 - 21:00	Makan malam di Kafe DK	<i>30 mins perjalanan kapal</i>			
<b>DAY II</b>	07:00 - 08:00	Sarapan	<i>1 jam</i>			
<b>SABTU</b>	08:00 - 08:45	Perjalanan ke Alor kecil	<i>1 jam</i>			
	08:45 - 09:45	Perjalanan ke Pura	<i>1 jam perjalanan</i>			
	09:45 - 11:45	<b>Liputan kearifan lokal pemasangan bubu di pulau pura</b>	<b>2 jam liputan</b>			
	11:45 - 12:45	Perjalanan ke sebanjar	<i>1 jam perjalanan</i>			
	12:45 - 13:45	Makan siang di Bungalow Sebanjar	<i>1 jam</i>			
	13:45 - 14:30	Perjalanan ke Aimoli (Kelompok Budidaya Rumput Laut)	<i>30 menit perjalanan darat</i>	Pak Sonter	Sekertaris kelompok rumput laut	81338565989
	14:30 - 16:30	<b>Liputan kelompok Budidaya Rumput Laut</b>	<b>2 jam liputan</b>			
	16:30 - 17:00	Perjalanan kesebanjar	<i>30 menit perjalanan darat</i>			
	17:00 - 18:00	Sunset dan freetime				
	18:00 - 19:00	Freetime dan menginap di Sebanjar Bungalow				
19:00 - 20:00	Makan Malam di Sebanjar					
20:00	Istirahat					
<b>DAY III</b>	07:00 - 08:00	Sarapan				
<b>MINGGU</b>	08:00 - 09:00	Diving di taman laut sebanjar				
	09:00 - 10:00	Relax time				
	10:00 - 12:00	Wawancara dgn Kadis NTT, Kadis DKP Alor dan Kadis Pariwisata Alor dan Projek leader WWF	2 jam liputan	Ibu Flora Gorangmau	Kepala Dinas pariwisata Kab alor	81339262726
	12:00 - 13:00	Makan siang bersama		<b>Pak Ganef Wurgiyanto</b>	<b>KepalaDKP Prov NTT</b>	<b>82144937799</b>
	13:00 - 13:45	Perjalanan balik ke kalabahi		<b>Bapak Rahmin Amahal</b>	<b>Kepala DKP kab Alor</b>	<b>81343638961</b>
				Bapak Muhammad Erdi Lazuardi	Leader WWF-ID Lesser sunda	81210708874



## Execution Itinerary

DATE	TIME	ACTIVITY	INTERVIEWEES
<b>DAY I</b> <b>FRIDAY</b> <b>4/8/2017</b>	9:30	<b>Arrival of METRO TV and TVRI team</b>	
	9:30 - 9:40	Trip to dugong conservation location	
	9:40 - 12:30	<b>Shooting of community group (pokmas) action on preserving dugong and rehabilitate mangrove, also potency of tourism in Sikka Island</b>	Interviewing Mr. One
	15:30 – 16.30	Lunch at Celyne Cafe + Interview with Mr. Mesak	Interviewing Mr. Mesak
	16:30	Confirming cancelation of shooting to Cinta Persahabatan Group (KCP)	
	17:00	<b>Expo Opening Shooting</b>	
<b>DAY II</b> <b>SATURDAY</b> <b>August 5th'17</b>	18:30	Check in and get a rest at Cantik Homestay	
	20:00	Having dinner at Regent's Official Residence	
	06:00	Trip to Moru	
	12:30	<b>Shooting with Cinta Persahabatan Group</b>	Interviewing Mrs. Martha and Zakarias Atapada
	14:00	Visiting Mrs. Syaria	
	19:00	Dinner, dicussion about tomorrow's activity	
<b>DAY III</b> <b>SUNDAY</b> <b>August 6th '17</b>	07:00	Visiting Mrs. Syaria, extended	
	11:00	Visiting Pura Island, local wisdom of "bubu" usage, village regulation about conservation	Head of Pura Village
	16:00	To Takpala	
		(Have a night in Sebanjar canceled)	
<b>DAY IV</b> <b>MONDAY</b> <b>August 7th '17</b>	08:00	Media Team went to Takpala, extended Media coordinator went back to Jakarta	
	10:00	WWF went to Aimoli, notification of shooting cancelation	

**Budget**

NO	DETAILS	PRICE PER ITEM					TOTAL PRICE	Real Cost (WWF)	Inkind (Tourism Agency)	Information
1	Price to invite tv media (MetroTV and TVRI)							-	50,000,000	According to a letter from Tourism Agency to WWF
2	Minibus of Toursim Agency	1	unit	3	days	500,000	1,500,000	4,500,000	-	Minibus couldn't be used, changing with car rental
3	Homestay Room	3	rooms	3	nights	250,000	2,250,000	2,900,000	-	
4	Meals	14	people	8	times	40,000	4,480,000	3,358,000	-	List attached
5	Drink (Aqua Bottle 1500 ml)	7	box	1	bottle	60,000	420,000	-	-	
6	Snorkeling gear rental	7	people	1	day	50,000	350,000	450,000	-	
7	Return ticket Kupang - Alor	2	people	1	time	800,000	1,600,000	1,226,100	-	Named Erdi Lazuardi
8	Ship to Sikka Island	2	unit	1	day	500,000	1,000,000	-	-	
9	Ship to Pura Island, Ternate, Kepa	1	unit	1	day	700,000	700,000	600,000	-	
10	Diving gear	3	unit	1	day	350,000	1,050,000	-	-	
11	Transportation for Marine and Fishery Agency Staff 1	1	person	3	days	100,000		300,000	-	
12	Transportation for Marine and Fishery Agency Staff 2	1	person	2	day	100,000		200,000	-	
13	Printing map	2	unit	2	unit	140,000		280,000	-	
14	Daily allowance	1	unit	5	unit	150,000		750,000	-	Named Erdi Lazuardi
							<b>13,350,000</b>			
								<b>14,564,100</b>	<b>50,000,000</b>	

