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This research method is based on a qualitative approach. Data collection techniques used are, interviews, observation and documentation. Data analysis uses data reduction flow, data presentation, and conclusion.

The results show a grand village management strategy leader in the protection of community-based Botubarani shark species.

Government efforts in the protection of whale sharks as ecotourism centers are: (1) Beach management concept (2) Community and government management roadmap for protection of Botubarani shark species as ecotourism, and (3) Promotion and Utilization of Botubarani Beach as a Genetic Ecotourism Diversity Shark Pope.

Keywords: Leadership Management, Community Empowerment and Ecotourism.

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by Novianty Djafri, Abdul Rahmat

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1. Introduction

The local government of Gorontalo Province is currently trying to protect, promote and conserve the Whale Shark species in the province of Gorontalo, precisely located in Bonebolango district of Batubarani village. Gorontalo Province, is inserting important policies on how to promote the whale shark Species, as a tourist center, this is a concrete step by the government in protecting whale sharks for ecotourism community, for local people of Gorontalo, national and abroad. The existence of whale sharks in Gorontalo province can be: (1) tourist attractions (2) Revenue sources for the region and increase the income of surrounding communities, as a factor of growth and improvement of people's economic welfare. (3) The strategic steps of the provincial and district governments of Bonebolango to create rules and policies to organize and manage the species of whale sharks that fall into endangered species such as turtles, dugongs and dolphins.

The existence of whale sharks on the coast of Botutonuo can be a cultural history of ecotourism development in the coastal areas as nature conservation and welfare improvement, this is in line with the opinion in Butcher, 2007 states that ecotourism is a form of journey to an unspoiled region that aims to understand the natural culture and history of its environment, maintain the integrity of the ecosystem, while creating economic opportunities to make these conservation and natural resources profitable for local communities (Phinney, J. S., Cantu, C. L., & Kurtz, 1997). The policy of the provincial and district governments in protecting, promoting and conserving whale sharks is very important because it maintains the continuity of ecosystem characteristics in the waters, as a factor of community-based biodiversity conservation, as well as in improving coastal preservation through coastal conservation as a tourist attraction in the Bonebolango, whose maintenance process uses management functions (Naor, M., Goldstein, S., M., Linderman, K., W. and Schroeder, R., 2016).

The management functions, according to (Handoko, 2003) are: (1) Planning ie., planning function, (2) Organizing ie., as a function of organizing, (3) Actuating ie., the function of moving and (4) Controlling or evaluate, management strives for the achievement of strategic targets in the management of Botubarani beaches, thus the provincial government policy on Botunonuo coastal management, uses the POAC function for the effectiveness and efficiency of coastal conservation as ecotourism in the development of coastal environments as a strategic area of tourism (Yueh-Shian Lee dan Weng-Kun Liu, 2017).

The government as a leader in the region has an important role in better regional governance, in the opinion of Northouse, P.G. 2003 in the theory and practice of leadership that the leader in his strategy must be able to organize the organization is able to run the concept of government in administrative management and can solve the problems in the organization (Muenjohn, 2007).

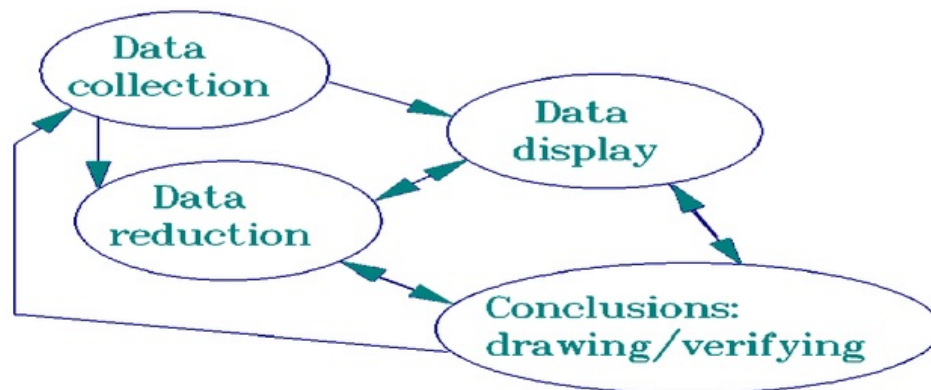
Based on the fungi management of territorial and waters condition and tourism object in Gorontalo province Government in protecting Whale Shark Speaces, in principle and function of Management, hence focus of this research is; Planning and Development, including; Concept of Beach Management Design and Grand Design Road Map Fish Bond Gorontalo Provincial Government, especially Bonebolango Regency Government for Promotion and Utilization of Botubarani Beach as a Genetic Ecotourism Diversity Whale Shark, through Management Function: Planning and Development of Botubarani Beach as Center of Pope's shark ecotourism.

2. Research Methodology

The approach used in this research is qualitative. This research gives more emphasis on the disclosure of meaning and process with natural background as a source of direct data (Moleong, 2006). Qualitative research has some natural background as a direct source of data and the researcher is a key instrument (Rahmat, 2017). To get used three techniques, namely (1) in-depth interview, (2) participant observation, and (3) documentation study. These three techniques are basic techniques in qualitative research (Bogdan, R. and Taylor, 1975).

The data analysis techniques used in this study are inductive, conceptualistic techniques in the sense of empirical information obtained, and built with concepts or propositions towards the development of a substantive theory. According to (Miles dan Huberman, 1992) data analysis consists of three activities that occur simultaneously, namely: data reduction, data presentation, and withdrawal of conclusions or verification. He proposed the following components of data analysis.

Figure 1. M & H's Model Componen of Data Analysis



3. Research and Discussion Result

3.1 Research Results

The province of Gorontalo lies between $0^{\circ} 19' - 1^{\circ} 15'$ North Latitude and $121^{\circ} 23' - 123^{\circ} 43'$ East Longitude. The province is directly bordered by two other provinces, including Central Sulawesi Province in the West and North Sulawesi Province in the East. While in the North directly facing the Sea of Sulawesi and in the South, is limited by the Gulf of Tomini. The total province of Gorontalo is 11,967.64 km². When compared with the territory of Indonesia, the total area of this province is only 0,63 percent. Gorontalo Province consists of 4 districts and 1 city, namely Boalemo, Gorontalo, Pohuwato, Bone Bolango, and Gorontalo. Botubarani Beach is a beach located in the village of Botubarani. Regency of Bone Bolango Gorontalo Province. This beach is one of the attractions located in the province of Gorontalo. The location of Botubarani beach is in the thick of coconut trees that grows in the plains along the coast, so it is not visible from the highway. The distance from the city Gorontalo takes 25 minutes to reach the beach botubarani. Botubarani Beach is still to be fixed, considering the location is very adequate and the complex is very supportive for tourists then in need of revamping the policy system, which involves multidisciplinary science, in coordination and partnership coordination becomes absolute implementation, so for the sectoral institution in the improvement of ecotourism area can be done.

Ecotourism management for coastal Botubarani in its development is designed to be a community-based ecotourism that is one of the rural development efforts through the tourism sector, which not only presenting unspoiled tourism resources but also contribute to environmental conservation, and the community as the main controller in its development. This is relevant to opinion in (Phillips, Rhonda dan Pittman, 2009) which has the principle that society has a high degree of control, and the public holds a large portion of its benefits in protecting the environment because of the increase in welfare (Jones, 2005).

The necessary community development is to empower local communities to better understand and understand the problems in their region, and find the right solutions to address these environmental issues (Phillips, Rhonda dan Pittman, 2009). By empowering local communities, there will be a good participation between the local community and the tourism industry in the region, and by involving the community in decision making, it is hoped that the form of better cooperation between the local community and the tourism industry will be realized.

Botutonauo in preparing the place as an ecotourism and being a whale shark protection area still requires the system so that until the issuance of guidance in regulating and needing policies that can be regulated, because given its place is a vast stretch that has not been very localized systematically. This requires the attention of the government which through its policies and regulations can be an affirmation that can be followed by the relevant government, especially the Tourism

Office in Bonebolango district and can be obeyed by the local community, since the community is directly involved in serving and giving influence to the indicator. The results of the success of government programs and the way the regulatory system implemented by the government.

3.2 Discussion

3.2.1 Leadership Management

Management Strategy of the provincial government field issues in managing the beach botubarani, based on the observation of the researchers the visitors in botubarani not well-programmed, which is usually in the concept of tour or traveling but still only enjoyed by people individual and family without programmed and planned, the concept of ecotourism, must pay attention to the main tourist attraction on the environment or animals that become tourist objects. The ecotourism should have protection of the animals in this case is the whale shark on the beach botubarani, and must go through some studies, because after a thorough review of the existence of whale sharks, the regulation should be issued either in PerDes or local regulations in the form of RIPDA and SOP. The Rules govern the number of visitor restrictions, interaction time, user charges, the role of local communities to the control of whale sharks. Direct community involvement in Botubarani beach management, for example; Setting boat rental rates, serving tourist guides, adequate parking, food stalls, beach patrols for beach supervisors and visitor safeguards. So that the whale shark, making a new tourist attraction on the beach Botubarani Gorontalo district, Gorontalo province. Based on this problem, the government's effort is through the Leadership Management to manage and develop the Botubarani beach according to the prevailing regulations.

Leadership management is an important part that must be owned by a leader in managing the organization (Rahmat, Abdul and W. C., 2016). For leader government is an important part in determining the success of programs that run together with members reaches the government. Leadership is the art of managing one's ability to lead, direct and invite others toward a goal in an efficient and effective way. Management is the art of arranging in the sense that is set by a leader, tailored to the "object" to be done, not a noun, but the verb is to be done.

In the meaning of the results of leadership management research in managing botubarani tourism, what is done in the process of leadership management, is in the case of program planning plan that is done is through the formation of Working Team to draft village regulations related to the protection of whale sharks, as well as the concept of ecotourism in the coastal area Botubarani. So that leadership management, based on the context of the object to be set, which is designed provincial and district governments are; Localization management, to be marketed as a destination, as the object of tourists and human resource management to be more regular in the administrative order and the consumer of the tourist attractions, namely rules for visitors and tour guides, this rule must be remembered for a customer satisfaction. Very determine the object is set, but essentially the same that

the object is set to be organized alias right thing at the right place. Why the day the art displays the beauty, if you have understood the management will find the location of the beauty. For the place of tourism management aesthetic place also very determine progress from local area.

3.3 Botubarani As Ecotourism and Tourist Center

Ecotourism or ecotourism is a place that is one of environmentally friendly tourism activities with priority aspects of nature conservation, socio-cultural empowerment aspects of local communities as well as aspects of learning and education. For ecotourism, must be developed by human resources, but humans must have. Botubarani as a tourist center because of the aesthetic potential of the beach, to provide the attraction of the community, both from the coastal communities of the local area, outside the region and even abroad, come and visit the beach Botubarani because of the uniqueness of the beach, so that whale sharks can live on the beach Botubarani.

This is in line with opinion (Lindsay, Karen, Craig, John and Low, 2008) that potential beaches are beaches that need to be developed and utilized to improve the welfare of the people, and according to through the conservation of biological natural resources and their ecosystems, Balance between protection, preservation, and sustainable use. Based on this matter, the Provincial Government, through the extension of Provincial Tourism Office and Bonebolango Regency, play an important role in the effectiveness of its work in synergy to be a pillar in protecting the ecosystem region in its area. Bonebolango Provincial and district governments are protecting and promoting Botubarani coastal resources to safeguard the characteristics of biodiversity through bureaucratic processes with the aim of promoting sustainable economic growth for local communities.

In line with this opinion is according to (Nugroho, 2011). This is in line with the understanding of ecotourism, which is a form of tourism that is responsible for the sustainability of the area that is still natural, provide economic benefits and maintain the cultural integrity of local communities. The role of tourism in Indonesia is getting stronger after the weakening of the role of oil and gas, even though its nominal value in dollars fluctuates. The tourism industry continues to grow and become a global phenomenon in the 21st century.

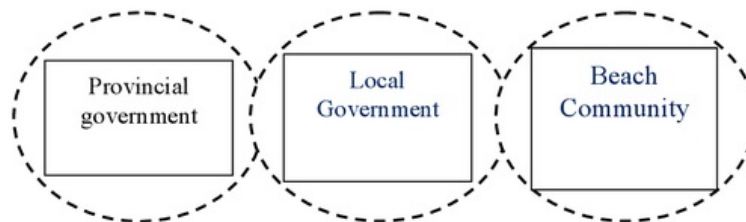
Similarly, local government leadership in coastal development botubarani is very concerned about innovation, focusing on the management of the central and regional and human resource development and maintain the authenticity of nature in the form of local content assets, this is relevant to the opinion of (Luthans, 2002). In the theory of Human Resource Management, man is a productive asset that can be in charge to be more professional and according to (Ancok, 2012) can be more innovative. This is in line with the opinion of (Dessler, 2005) that human resources must be considered for improving the quality of the organization, thus what must be considered on human resources are: Planning, recruiting, selecting and training.

Based on expert opinions and expert results and relevance to research results, the provincial and district governments of bone bolango through the tourism office play an important role in reconstructing effective leadership management in managing local assets through planning and needs analysis as well as maintaining the biodiversity characteristics of the coastal environment of Botubarani. This can be done through policy and regulatory analysis based on the uniqueness of coastal characteristics, community conditions and a thorough assessment of the existence of whale sharks in terms of administrative order management through regulatory plans. The plans can be in the form of village regulations as well as local regulations and by Roadmap management design. Trained and skilled communities in assisting tourists and government for protection of Botubarani shark species as ecotourism are needed.

4. Strategy Management of Provincial Government

(David, 2003) argued that Strategic Management is defined as an art and science to formulate, implement and evaluate inter-functional decisions to achieve organizational goals. Thus, the provincial government Strategy Management, synergize with bone bolango district government through the Provincial Tourism Office and bone bolango district as the hierarchy of the working structure in managing botubarani beach as a community ecotourism center. It can be depicted in the hierarchy of performance synergy structure as follows:

Figure 1: Management Synergy Botubarani Beach Management Strategy



The real effort of the government in the protection of whale sharks as a center of ecotourism is through the concept of coastal management design, which is still awaiting official regulation from the Government. However, the community still refers from the Regional Regulation and refers to the Central Bureau of Statistics for the development plan of the city system in Bone Bolango. It is organized by the Center for Environmental Services to improve the services of inter-village scale activities, with the objectives of the development plan being Kabila Bone as can be seen in the growth of various development sectors in high priority as part of the Bonebolango area.

The activities of street vendors currently show a rapid development performance indicated by the performance of service functions in the trade / service, education,

health and social sectors. This is a supporting data in the results of research that measures the improvement of coastal fishing services in serving the local and the regional community as well as from outside the region even from the country.

Based on the results of an interview with a commuter, he said that the Villagers of Botubarani Village, Kabila Subdistrict, Bonebolango District initiated that people still use the village regulations related to the protection of whale sharks, and the concept of ecotourism in Botubarani area is relevant. Attention and public services can improve the environment directly, the improvement of community services can help in the maintenance of its natural beauty, especially the sea, to move forward and grow rapidly through tourism activities, also through government rules then Air and air pollution, land use, coastal erosion, Coral reefs can be noticed and in the guard by the community as consumers.

5. Grand Design Management Strategy Leader

Grand Design Management Strategy: The leader in the protection of shark species botubarani beach is a community-based strategy, which is designed based on the Design of Grand Design Roadmap Fish Bond by Gorontalo Provincial Government, especially Bonebolango Regency Government for the Promotion and Utilization of Botubarani Beach as a Genetic Ecotourism Diversity Whale Shark.

Based on research result; Government strategy management described by coastal management Botubarani as whale shark breeding and ecotourism protection and Design of Grand Design RoadMap Fish Bond Provincial Government through Bonebolango District for Promotion and Utilization of Botubarani Beach as a Genetic Ecotourism Diversity of Whale Shark, conducted directly by the provincial government through tourism affairs Gorontalo Province level still attached to Transportation Department of Communication and Information, while for still refers to the supervision of tourism Gorontalo province with the motto Gorontalo rose. With the capital of three tourist attractions owned by Gorontalo, namely culture, nature and manmade that is optimistic can make Gorontalo become the target of domestic and foreign tourists.

According to the explanation of the Head of Fisheries and Marine Affairs of Gorontalo Province, Sutrisno explained in the workshop of Whale Sharks in Gorontalo, 26/5/2016, which was attended by 30 participants from various elements, with the theme of Potential and Challenge to Create Ecotourism Center in Indonesia that; Experts and experts in ecotourism agree to emphasize that ecotourism patterns should minimize negative impacts on local environments and cultures and can increase economic income for local communities and conservation values. Some of the key aspects of ecotourism are for Gorontalo province: (a) Arranging the number of visitors to be organized to fit the environmental and socio-cultural capacity of society. (B) Eco-friendly travel patterns and maintaining environmental hygiene. (C) Cultural and local-style tourism (d) Directly assist local economy (e) The initial

capital required for infrastructure is not large then needs to be managed in the community (f) Administrative management that can be accountable for community activities and to related parties.

Grand Design Management Strategy Leader of Gorontalo Province; Arranged based on Weak policies and rules so that what is needed is the coordination of the community and the government associated with Botutonuo whale shark tourism, so Law Umbrella need to exist for some things that are considered important and urgent, in order to clear the rules for the tourist environment As well as maintained the ecosystem and changed the attitude of the community to manage the waste, for example there is a Garbage Bank in the Village Botubarani, conscious people to collect garbage and waste can be though and useful to the local community.

Methodology: a) Managerial Strategy to plan, develop and supervise, to measure the performance of government and community in managing botubarani beaches b) Ecotourism strategy as a place to visit tourists in a remote area with the aim of enjoying and learning about nature, history and culture in an area, Where the tourism pattern helps the local community's economy and supports nature conservation and c) Ecological Strategy as a unit of nature and environmental conservation.

In accordance with government program for Botutonuo coast focuses on; Conservation, socio-economic and ecotourism.

Process: In the improvement of nature conservation and coastal ecotourism botubarani highly supported by human resources that can run the Management Functions consisting of Planning, Actuating, Actuating and Controlling, so that ecotourism management Shark whale in Botubarani Village must be clear with the time. In accordance with the statement of Rusli Habibie through a meeting with Tourism Minister Arif Yahya to launch the calendar of event Tourism Gorontalo. Governor Rusli Habibie, stated that the Ministry of Tourism can provide expert pariwisata development in the ministry to be head of Tourism Department of Gorontalo Province. To develop a better organization and quality must be in the menej by the experts in the field of expertise of science.

Material Problems; SOP Rules, and Travel Bureau are meant for botubarani beach management to be more targeted, with SOPs of rules enforced for conservation area categories, ecotourism, ecology can be administered and can provide what services are chosen by the community, enforcement of the Pope Shark tourism rule by Appointed officers; The travel / travel agency sells packages; 3 A: Attraction, Accessibility, Amenity / Phasum; Need coordination between Bone Bolango District and Provincial Government to clear the rules. Standard Operational Procedure (SOP) of the Special Pope Ship Tour Regions of Botubarani Village; Should not be fed by visitors to avoid the things that are not desirable; Duration of snorkeling and diving: 30 minutes; The number of vessels shall no longer be additional as much as 82 pieces / 1 fisherman may only 1 boat; Must be registered and re-registered with levy

and completeness life jacket must exist; Responsibility at the Bonebolango County Marine and Fishery Service; The number of boats is only 5 in 20 minutes; Except for research. For Equipment; Sea Transportation, Dive Center, Surveillance Post, the importance of having a standard of transportation that does not hurt the fish, whether the design of design is plastic or not sharp so that the fish can be comfortable in the water and not injured, or alternatively between guests using the ship, Except to see the fish through the Dive Center swimming which contains the rules to agree not to feed and integrated supervisory post is very important to maintain the security and order of the coastal environment Botubarani so that there is an element of protection to the visitors.

6. Conclusions

Government efforts on the protection of whale sharks have been effectively and efficiently managed, but still need to be optimized because: (1) The concept of coastal management in botubarani by the local government of bonebolango regency still using Village Regulation, For Concept of Beach Management Plan It needs official regulation from the Government but the community still refer to regional regulation as the center of ecotourism of whale sharks at Botubarani beach. However, for the attention of Botubarani beach regulation as the location of marine ecotourism in tourism Ministry of Maritime Affairs and Fisheries, local government and citizens have formulated new rules for Tourism area in botubarani (2) Roadmap of management, by community and government for protection of species Botubarani shark as ecotourism has been through study workshops, seminars and discussions that have been approved and agreed by the provincial government of Gorontalo, based on the Grand Design The RoadMap Fish Bond Design by the Central Government is vertically with Gorontalo Province with the Department of Transportation of Communication and Information Communication which is specifically synergy with Bonebolango Regency Government for Promotion and Utilization of Botubarani Beach as a Genetic Ecotourism of Whale Shark Diversity.

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