

## CHAPTER IV

### OVERVIEW

#### A. General Description of the Research Sites

Sumatera is the sixth largest island in the world and the largest island belonging entirely to Indonesia. The interior is dominated by two geographical regions, the Barisan Mountains in the west and swampy plains in the east. Once a completely forested island, Sumatra has suffered devastating habitat loss during the last fifty years and found its highly sought-after specialty bird species necessitates a visit to its remaining original habitats, which are almost entirely to be found within national parks.

Kabupaten Lampung Timur (East Lampung Regency) is one of the regencies in Lampung province which has borders as follows:

1. West side which is bordered by Bantul and Metro Raya in Metro city as well as Seputih Raman Subdistrict of Central Lampung District.
2. East side which is bordered by the Java Sea, Banten and Jakarta.
3. North side which is bordered by Rumbia Subdistrict, Seputih Surabaya dan Seputih Banyak in Central Lampung District, and Menggala in Tulang Bawang District.
4. South side is bordered by Tanjung Karang, Ketibung, Palas and Sidomulto in South Lampung District.

East Lampung Regency was established by Act No.12 of 1999, which officially become a regency on April 27, 1999. East Lampung Regency that is capitalized in Sukadana has 433.789 km and divided into 257 village/urban villages and 24 districts. Total area of subdistrict in Lampung Timur Regency is 5325,03 with the total percentage of 100,00. According to BPS in Lampung Timur Regency for Human Development Index of Lampung Timur Regency in 2015 is 67.10. Total Poverty in 2014 reached 170.73 with the percentage of 17.05% while in 2015 was 170.11 with the percentage of 16.91%.

**Table 4.1**  
**The Area in East Lampung Regency Bordered by Sea**

No	Area	Zone/Village
1.	Taman Nasional Way Kambas	Zona Inti Resort Wako
		Zona Rimba Resort Wako
		Zona Pemanfaatan Resort Wako
		Zona Inti Resort Kuala Kambas
		Zona Rimba Resort Kuala Kambas
		Zona Pemanfaatan Resort Kuala Kambas
2.	Labuhan Meringgai District	Margasari Village
		Sriminosari Village
		Karya Makmur Village
		Karya Tani Village
		Bandar Negeri Village
		Muara Gading Mas Village
3.	Pasir Sakti District	Pasir Sakti Village
		Mulyo Sari Village
		Purworejo Village
		Sumur Kucing Village

*Source: Peta Zonasi Taman Nasional Way Kambas (2009), dan Dinas Kehutanan Provinsi Lampung (2005).*

**Table 4.2**  
**The population by age group and gender in Lampung Timur Regency, 2010-2015.**

No	Years	Gender (Men and Women)
1.	2010	954.694
2.	2011	966.313
3.	2012	977.537
4.	2013	988.277
5.	2014	998.720
6.	2015	1.008.797

*Source: BPS-Statistics of Lampung Timur Regency.*

Total population in Lampung Timur Regency in 2010 is 954.694 people by age group and gender. In 2015, the total population was increasing to 1,008.798 people.

**Table 4.3**  
**Poverty Indicator of Lampung Timur Regency in 2011-2015**

No	Indicators of poverty	Years				
		2011	2012	2013	2014	2015
1.	Total Poverty	189.46	182.21	172.21	170.73	170.11
2.	Percentage	19.66%	18.59%	17.38%	17.05%	16.91%

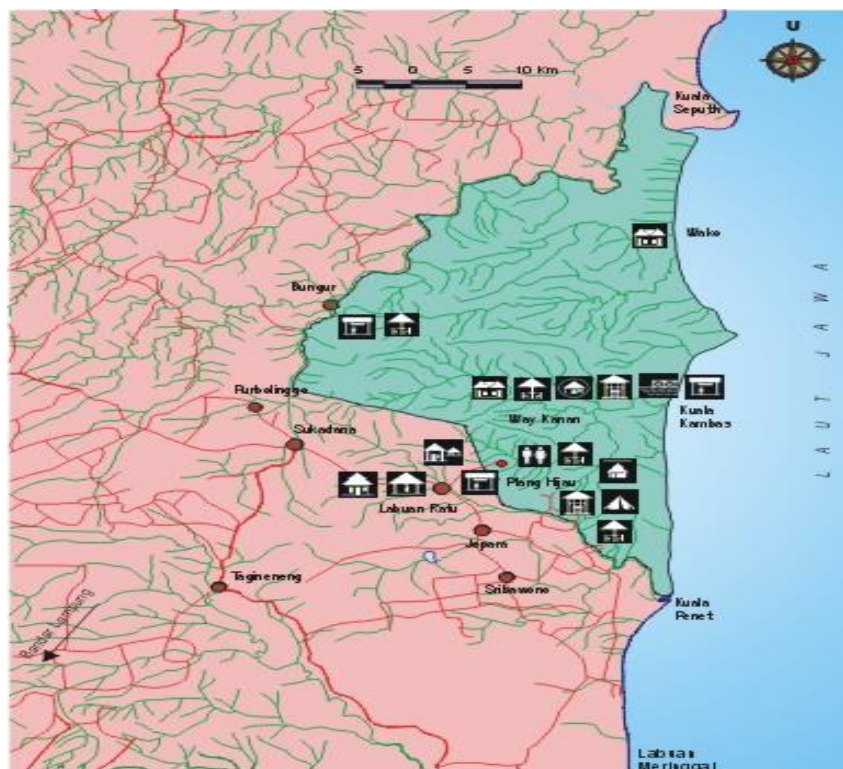
*Source: BPS-Statistics of Lampung Timur Regency.*

## **B. The Potential of Way Kambas National Park**

Way Kambas National Park is located in the south-eastern part of the island in Lampung province. The park protects 130,000 hectares of lowland rainforest. However, the area was logged in the early 1970s and traces of this damage are still visible, but it is still an excellent place to see the island's lowland specialties. Way Kambas National Park is currently administered by the Nation Resources Conservation Center Level I in Lampung Province, which is largely a slightly undulating plains with height varying from 0-98

meters above sea level, with two seasons that are dry season and rainy season.

Initially the status of Way Kambas National Park is a wildlife reserve in 1924, then increased to a nature reserve in 1937, based on the decree of governor on the Indies No14 Gazatte, 1937 January 26, 1937 and then in 1989 by Ministerial Decree No 444/ Forestry/ II/ 1989, the area was declared as a National Park.



Source: Hidayat (2011)

**FIGURE 3.1**  
Map of Way Kambas National Park

Way Kambas National Park has a high potential for tourism with the various natural beauties such as flora and fauna which can be visited by tourist both domestic and international.

1. The types of fauna in this area consists of a variety of wildlife species, namely:
  - a. Sumatran Tiger (*Panthera Sumatrae*)
  - b. Asian Wild Dog (*Cuon Apinus*)
  - c. Tapir (*Tapirus Indicus*)
  - d. Rhino
  - e. Sumatran Elephant (*Elephans maximus Sumateranus*) as many as 250 are still wild and 121 are tail tarded.
  - f. Six types of primates such as Siamang, Owa-owa, Lutung, Kera, Beruk and Siumpai.
  - g. The types of reptiles in Way Kambas National Park such as crocodile which live in swamps and rivers.
  - h. There are 286 species of birds such as the white stork, rangkok, ibis jambul hitam, pecuk ular, raja udang and others.

In Way Kambas National Park there is also elephant training center with an area of  $\pm$  500 ha which operated starting on August 29, 1985. Ticket price to visit the park is RP.5000 per person and RP 20.000 if you want to ride the elephant. In this area, visitors can watch the kinds originally wild elephants.

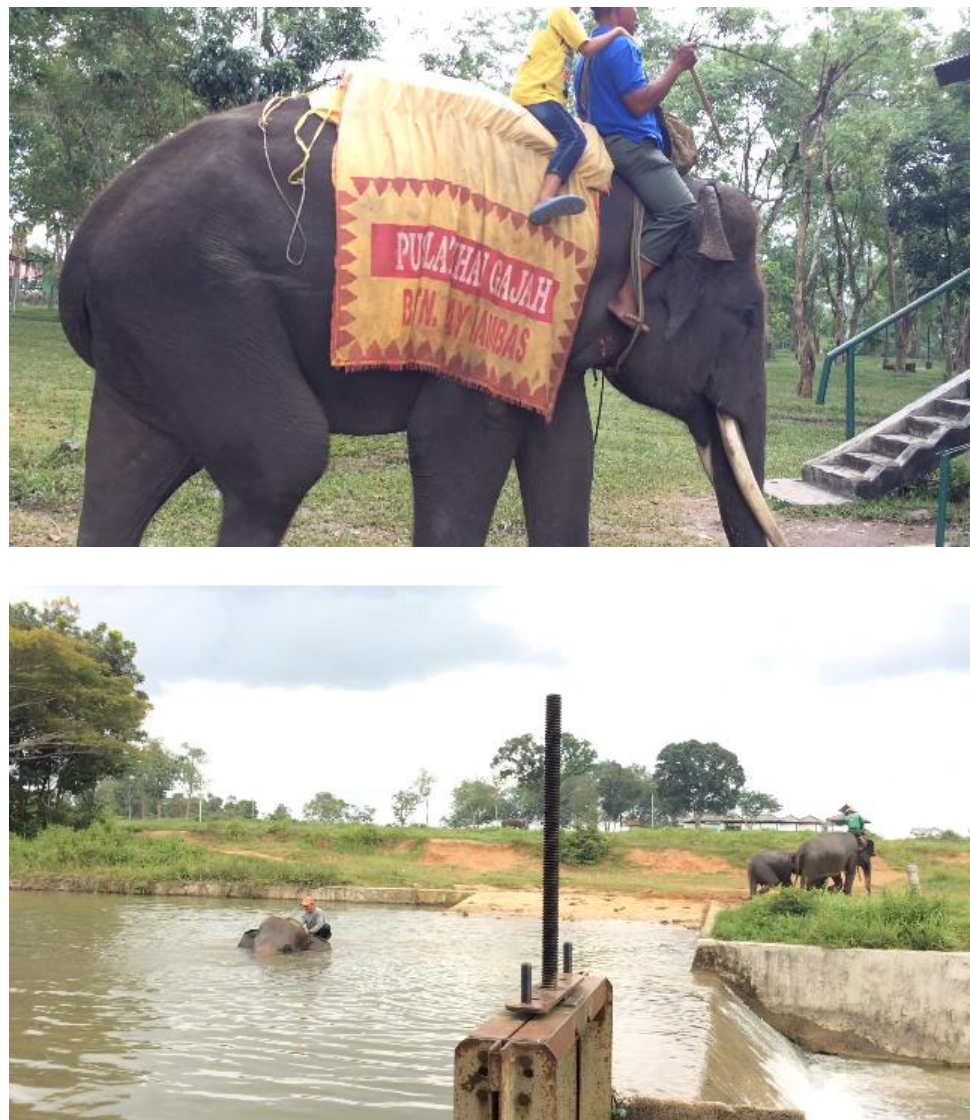


**FIGURE 3.2**  
Elephants in Way Kambas National Park

In this area there are some kinds of activities for visitors, namely:

- a. Visitors can ride the elephants while taking pictures.
- b. Visitors can watch elephants playing football, elephants race, etc.
- c. Visitors can watch the attraction of elephants and the elephants taking shower.





**FIGURE 3.3**

The Attraction of Elephants in Way Kambas National Park

2. The types of fauna in Way Kambas National Park

According to the ecosystem which is dominated by:

- a. Mangrove forests such as Api-Api and Rhizophoras Nipas.
- b. Swamp forests such as Geam, Nibung.
- c. Swamp forest such as Ketapang, Cemara laut and Pandan.
- d. Lowland forests such as Meranti, Salam, Rawang and Minyak.

According to vegetation types are as follows:

- a. Secondary forests such as Meranti, Minyak, Sempur, Suren, Puspa, Jabon and Rengas.
- b. Swamp or wet areas such as Nibung, Inang Merah and the types of grass.
- c. Reforestation on the vegetation reeds such as Lamtogung, Kaliandra and Jambu Monyet.

Way Kambas National Park has potential as high economic value, then this area could be one of the attractions for tourists both domestic or international with several purposes such as for recreation or holiday, research observation, and so on. Visitors who want to visit this national park can use public transportation such as vehicle or buses with the following route:

1. Tanjung Karang – Metro – labuhan ratu lama – ( $\pm 100$  Km) = 5 hours.
2. Tanjung Karang – Sibowono – labuhan ratu lama ( $\pm 80$  km) = 4 hours.

### **C. Characteristics of Respondents**

This research was conducted from 4 January until 18 January 2017. Respondents who became the subject of this research were visitors in Way Kambas National Park who were asked to answer the questionnaire.

In this research education level is according to the length of the study of visitors after they graduated. The distribution of education level is in the table below.



**Table 4.4**  
**The Distribution of Education Level of Visitors**

No	Education Level	Total Respondent	
		Frequency	Percentage
1	Elementary School Graduated (6 years)	4	4%
2.	Junior H.S Graduated (9 years)	18	18%
3.	Senior H.S Graduated (12 years)	45	45%
4.	Diploma 3,4 Graduated (15 Years)	27	27%
5.	Bachelor Graduated (16 years)	6	6%
	Total	100	100

Table 4.4 shows that the most visitors as respondents senior high school graduates with the percentage of 45% and respondents with the lower education are elementary school graduates with the percentage of 4%. The percentage of visitors who graduated from junior high school are 18%, and who graduated from diploma are 27% and from bachelor graduates are 6%. The results of questionnaires show that the majority of education level is senior high school graduates.

The distribution of age group is as follows:

**Table 4.5**  
**The Distribution of Age Group**

No	Age Group	Total Respondent	
		Frequency	Percentage
1	16-20	17	17%
2.	21-30	44	44%
3.	31-40	11	11%
4.	41-50	17	17%
5.	51-60	8	8%
6.	61-70	3	3%
	Total	100	100

According to Tabel 4.5, the percentage of total visitors between 16-20 years old is 17%, while visitors of 21-30 years old is 44%, and respondents with the lower percentage of age group are between 61-70 years old with the percentage of 3%.

**Table 4.6**  
**The Distribution of Visitors' Income**

No	Visitors' Income	Total Respondent	
		Frequency	Percentage
1.	< IDR 1.000.000	3	3%
2.	IDR 1.000.000 – IDR 1.900.000	59	59%
3.	IDR 2.000.000 – IDR 3000.000	21	21%
4.	IDR 4.000.000 – IDR 5.000.000	13	13%
5.	IDR 6.000.000 - IDR 7.000.000	4	4%
	Total	100	100

Income in this research was the visitor's income per month. Table 4.6 shows that 3% of sample visitors have an income under IDR 1.000.000 and 59% of sample visitors have an income between IDR 1.000.000 – IDR 1.900.000 per month, the percentage of visitors' income between IDR 2.000.000 – IDR 3.000.000 was 21% and the percentage of visitors who have income between IDR 4.000.000 – IDR 7.000.000 was 17%.

The variety of occupation was the main activity which is done by visitors. In this research the occupation of visitors is as follows:

**Table 4.7**  
**The Distribution of Occupation**

No	Occupation of visitors	Total Respondent	
		Frequency	Percentage
1	Students	49	49%
2.	Governmental Employee	4	4%
3.	Entrepreneur/Businessman	32	32%
4.	Housewife	12	12%
5.	Driver	2	2%
6.	Handyman	1	1%
	Total	100	100

According to Table 4.7, the result of sample questionnaires tell us that 49% of visitors to the park are students. The rest percentage of occupation of visitors as an employee, entrepreneur, housewife, driver and as a handyman was 51%.

**Table 4.8**  
**Marital Status of Visitors**

No	Marital Status	Total Respondent	
		Frequency	Percentage
1	Married	44	44%
2.	Single	56	56%
	Total	100	100

Table 4.8 The marital status shows that the percentage of respondents who are not married yet or single is 56%, higher than respondents who have married status (44%).

**Table 4.9**  
**The Purpose of Sample Visitors**

No	The Purpose of Visitors	Total Respondent	
		Frequency	Percentage
1	Holiday	97	97%
2.	Research	3	3%
	Total	100	100

The results of questionnaires viewed that visitors have the various purpose to visit Way Kambas National Park. One of the purposes of the visitor is for holiday with the percentage of 97% and another purpose is for research with the percentage of 3% (Table 4.9).

**Table 4.10**  
**Kinds of Visit of Sample Visitors**

No	Kinds of Visit	Total Respondent	
		Frequency	Percentage
1.	With friends	16	16%
2.	Family or Group	84	84%
	Total	100	100

Table 4.10 There are two kinds of visits of sample visitors who came to Way Kambas National Park are with friends, family or group and the most sample visitors (84%) preferred visiting the park with family or group than visiting with friends ( 16%).

Table 4.11 The distribution of frequency of visitors to Way Kambas National Park, which is as follows:

**Table 4.11**  
**The Frequency of Visits**

No	The frequency of visits	Total Respondent	
		Frequency	Percentage
1	1 times	67	67%
2.	2 times	14	14%
3.	3 times	19	19%
	Total	100	100

Table 4.11 The frequency of annual visits to the park which is showed that 67% visited the park once per year by respondents. The frequency of

visits as much as 2 times was 14% and the percentage of the frequency of visits as much as 3 times was 19%.

**Table 4.12**  
**Motivation of Sample Visitors**

No	Motivation of Sample Visitors	Total Respondent	
		Frequency	Percentage
1	Relatively Cheap	60	60%
2.	Short Distance	18	18%
3.	Potential in TNWK	20	20%
4.	Better Environment	2	2%
	Total	100	100

There are several motivation of sample visitors who came to the park such as relatively cheap (60%) compared to visitors' motivation due to short distance (18%), due to the potential which owned by Taman Nasional Way Kambas (20%) and the visitors' motivation due to the better environmental is as much as 2 percent (Table 4.12).

**Table 4.13**  
**The Information of Sample Visitors**

No	The Information of Sample visitors	Total Respondent	
		Frequency	Percentage
1.	Friends/Family	85	85%
2.	Social Media/Internet	14	14%
3.	Organization	1	1%
	Total	100	100

The visitors got the information about Way Kambas National Park through their family or friends (85%) and the information from social media or the internet and from the organization is as much as 14% and 1%.

Through the respondents' willingness to pay is known the level of willingness to pay for the entrance fees of IDR 14,000, then it will be allocated for the environmental improvement in Way Kambas National Park. From 100 respondents, the comparison of the percentage of respondents who are willing to pay and the respondents are not willing to pay is as follows:

**Table 4.14**  
**The Information of Visitors' Willingness to Pay**

No	The Information of Visitors' Willingness to Pay	Total Respondent	
		Frequency	Percentage
1.	Yes	64	64%
2.	No	36	36%
	Total	100	100

Table 4.14 shows that there are 64 respondents are willing to pay for the entrance fees as much as IDR 14,000 and the rest, there are 36 respondents are unwilling to pay for the environmental improvement in Way Kambas National Park.