
GEOPRODUCTS AS A BREAKTHROUGH IN IMPROVING THE COMMUNITY'S ECONOMIC LEVEL

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A. Introduction

Geoproducts can be defined as profitable services or goods created from the geodiversity of the region. With the goal of sustainable economic development for local communities, Geo-products have finally become one of the geopark initiatives (Rodrigues & Neto de Carvalho, 2009). The biodiversity available in the area can be used as material for creativity in the manufacture and marketing of innovative commercial products and businesses. The emergence of Geo-products as a result of the emergence of the concept of Geopark, Geo-products can also be interpreted as various forms of handicrafts with geological connotations (Patzak & Eder, 1998; UNESCO, 1999). Indonesia has many natural geopark destinations that have developed into national and international tourism. With the increasing popularity of Geoparks, MSMEs in tourist destinations continue to develop. This can open up more job opportunities for the local community which in turn can increase their economic growth through the creation of Geo-products

B. Discussion

1. The Popularity of Geoparks in Indonesia's Development

Geoparks have an important role in the development of Indonesia, especially as a source of income for the community. Geopark or earth park is an area that has unique geology (outstanding geology) in it, namely archaeological, ecological and cultural geodiversity values, by involving the community to be able to play a role in improving the function of this natural heritage and preserving it. It is hoped that the Geopark can become an area that has an impact on economic growth through business opportunities that can be utilized by the community and is also actively able to have an impact on socio-economic and cultural development in the region and its environment by collaborating with small and medium-sized companies based on to be able to develop and promote new products and services.

In general, indicators that can show the success of development can be seen from economic growth. Poverty reduction achieved through economic growth, and income redistribution, is the most important goal of successful development.

Community participation in local Geopark activities on an ongoing basis is a new strategy that can improve the social-economic status and achieve sustainable development (Farsani et al, 2011). The Geopark concept has evolved and introduced the idea of a protected area into a development tool for a value-added area. This illustrates that the Geopark concept has a balance between geological heritage conservation activities, geotourism, and the welfare of the community itself.

2. Contribution of Geoparks in Improving the Local Economy

Geopark is a unique concept in the development of tourism and protected areas in Indonesia which is currently receiving more attention from the government. The concept of geopark refers to the development of areas that have an impact on conservation, education, and improvement of community welfare. Geoparks include several diverse geological sites of particular scientific importance, rarity, and beauty. That is why it is called a geological heritage site. The site also has archaeological, ecological, historical, and cultural value. Local economic development in Geoparks is carried out in collaboration with many stakeholders, in this case being integrated into the operational plans of the central and local governments.

Geopark is expected to be able to develop tourism activities following the Regulation of the Minister of Tourism and Creative Economy No. 2 of 2020.

3. Definition of Geoproduct

Geoproducts are defined as commercial services or the provision of manufactured goods inspired by geodiversity. Geological diversity and uniqueness of a place can provide its value to become a great potential geotourism heritage (Arifin et al, 2021). Modern nuances, traditional and innovative touches are the characteristics of Geo-products that can be created through ideas and inspiration once the Geopark concept is presented. This is of course based on observing and following the geological diversity in areas that have geopark potential

Geoproducts are part of the Geopark produced by small community businesses as local communities. This becomes a very attractive offer and can add more value to a Geopark area, for example starting from the availability of lodging accommodation, transportation, providing services such as tour guides, culinary tours, and so on. The results of this Geoproduct can have a sustainable development impact, and as a creative product, Geoproduct can also actively contribute to economic growth in improving people's welfare.

4. Geo-product Development Model in Various Countries and Indonesia

4.1 Naturtejo Geopark & Africa Geoproduct Business Model

At Naturtejo Geopark were born innovative products that actively contribute to the development of the local economy and raise awareness of biodiversity. This product combines an existing product with new concepts and interpretations. The creation of socioeconomic capital through innovative products and new services makes an advantage in the region. Geopark Africa presents a wide range of new job opportunities to its people by creating Geoproduct, Geofood at local restaurants, and museums, related to Geoheritage in its area. Meanwhile, Geopark Europe is expanding its network through collaboration with local companies to achieve its goal of creating and promoting new products related to geological and cultural heritage. This is an example of several kinds of researches conducted in Geoparks outside Indonesia related to the use of Geo-product.

4.2 Geoproduct Business Model in Batur UNESCO Global Geopark Area

In Indonesia, there are already examples of Geoproduct development models, one of which is in the Batur Unesco Global Geopark area. The government of Bangli Regency in collaboration with the Ministry of Tourism and Creative Economy Indonesia held the Kintamani Coffee Festival. This event intends to improve the existing Geoproduct in the Batur Geopark area, the purpose of this Festival is to introduce that Batur UNESCO Global Geopark is not only aware of the uniqueness and beauty of its landscape but in this vast san, kawa has a Geotourism coffee and orange plantations as support for Geoproduct business. Activities like this are one of the vehicles to be able to promote products that mobilize the economic activity of the community.

4.3 Geoproduct Business Model in UNESCO Global Geopark Rinjani-Lombok Area

Geopark Rinjani Lombok develops several types of Geoproduct including Geohomestay, Geotour, Geoculinary, and Geosouvenir by involving working groups (Pokja) as direct managers in the Rinjani-Lombok Geopark area. Geohomestay is a facility that utilizes people's homes decorated with geopark themes in the form of information boards as interiors equipped with brochures related to Geopark Rinjani-Lombok and functioned as lodging that can be rented by tourists at affordable prices. Get ours is a tour package with the theme of visiting several destinations such as Geology sites, biology, traditions, customs, and cultures that involve small industries of the community as part of the destinations that will be visited by tourists. Geoculinary is a distinctive culinary potential that is given a unique name related to the term geology and Geopark Rinjani. Such for example The Heart of Rinjani (Vegetable Heart Banana + shredded chicken), Lapili rice (red rice), Lumpia lava pillow, and many more variants menu with unique names, while Geosouvenir is a product made from local ingredients with themes related to Geopark Rinjani. Such as key chains, hats made of coconut leaves, speakers from bamboo, and various other souvenirs. Of course, this becomes a distinctive feature of the Geopark Rinjani-Lombok area.

4.4 Geoproduct Business Model for Coffee and Ceramics in Belitung

1) Coffee Geoproduct

A coffee shop is a gathering place for a community, a place of communication, and a gathering place for people from various backgrounds, ranging from young people, organizational groups, to adults. This happens because coffee has become a trend for today's drinks and even a community of coffee lovers from various regions in Indonesia has emerged. The coffee shop business is fairly new, but this coffee shop was built because of the large number of coffee connoisseurs. This reason also made the East Belitung Regency government give the nickname "Negeri 1001 Coffee Shop" to the Manggar area as the district capital.

The selling value of this coffee Geoproduct is divided into 2 parts, namely Cooperatives and Non-Cooperatives. In the cooperative value chain, the farmers distribute coffee to the cooperative unit and then the cooperative can distribute it to exporters, coffee shops, and souvenir shops. To expand the market reach of coffee farmers in Belitung, the cooperative cooperates with large exporters, which will then distribute the coffee to consumers on a national and international scale. For the non-cooperative model, coffee farmers only distribute directly to coffee shop businesses or end consumers.

2) Ceramic Craft Geoproduct

Ceramic comes from the Greek word Keramos, which means glassware or items made from burnt earth. Ceramics have different unique values because this craft has various benefits and various types of products that can be produced, ranging from home wall decorations, household furniture, souvenirs, to jewelry that can be used in the form of necklaces, rings, bracelets, and so on.

The target market of this Geoproduct is tourists as direct consumers. To be able to buy this product, tourists can get it at the production house, souvenir figures, and small traders who walk around offering this product. These ceramic crafts are highly valued by collectors because these ceramic crafts have regional characteristics, especially when they are made very difficult. Because of this, the craftsmen and business actors began to increase their market reach through exporters to various countries.

5. Geoproduct Marketing Strategy

Geoproduct that have been produced by the company will not meet their consumers and fans without promotions and other activities that can introduce the product first. Therefore, the marketing strategy is important in the success and marketing strategies that must be carried out by Geoproduct business actors, especially in the industrial era 4.0 which is now growing rapidly. With this era, all strategies in business can be helped quickly.

The results of a Geoproduct will not be purchased by consumers if they do not know the benefits, advantages, where the product can be obtained, and at what price. The consumers who are the target marketing of a company must be informed in advance. There are various ways to be able to promote Geoproduct, one of which is using Digital Marketing where we can use the internet as a market. The benefits of promotion include informing consumers of the benefits, uses, and advantages, building branding or brands, attracting new consumers, being a means of education, and as a medium of communication.

Promotions carried out must be following the circumstances of a company, which must take into account everything such as profits, how many consumers are obtained, to how many consumers make purchases directly from the promotional activities carried out.

6. All Geoproduct Risks and Their Sustainability

The most important factor in a business that should not be ignored is knowing the possible risks that will occur in each business. All existing companies certainly do not pass the name risk in doing business. Risk is a natural thing. For that, we need to understand what risk is, its types, and how the concept of risk in business is so that we can survive and move on to run a business.

Disasters are events that can occur at any time that can threaten human life, one of which is in business activities. Disasters are caused by various factors, one of which is non-natural factors. Covid-19 is a non-natural social disaster caused by a virus and can attack human health. Policies for the Covid-19 pandemic conditions such as PPKM or restrictions on community activities have made business actors close their companies so that they have an impact on the economy.

There are several steps that companies can take to survive running their business during these conditions, namely focusing on market demand, and carrying out business transformations for businesses that are temporarily not operating due to the Covid-19 pandemic.

7. Botubarani Specialty Geoproducts

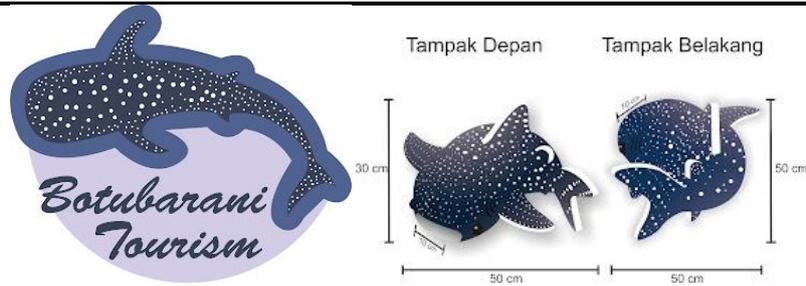
Gorontalo Province is a province located on the island of Sulawesi which has so much beauty and uniqueness in its landscapes. Botubarani Village is one of the villages that has very beautiful natural wealth where in this village we can find Whale Shark Tourism, hear the Mythology or Origins of the name Botubarani from residents.

Botubarani has its own identity that is different from other tourist attractions. One of the other unique things that tourists can encounter is the presence of Geoproduct typical of the village of Botubarani. Various types of Geoproduct have been developed including whale shark key chains, Botubarani necklaces, Botubarani key chains, whale shark miniatures, and skull miniatures.

The making of this Geoproduct starts from making the design first. 6 designs are made and the size of each souvenir made from these designs is also determined. This Geoproduct also involves village children in making designs, which later is expected to increase the creativity of the children of Botubarani village. Continue to the 2nd stage, the manufacture of this Geoproduct is then made by wood craftsmen from the village of Botubarani. This production process utilizes natural materials found in the village of Botubarani. Then the third stage is product marketing. The marketing of this product uses the Online Marketing Campaign as a promotional medium, with the use of this media, the sale of Geoproduk typical of Botubarani village will be maximized and this can also develop the skills of the surrounding community in using the internet as a promotional medium.

Those were some of the processes of making Geoproduct typical of the village of Botubarani, then this product will be continued by the village community and will continue to develop following the development of Whale Shark tourism and Botubarani Mythology tourism.

The following is an example of an illustration from the design of the Botubarani Geoproduct to a product image that has been produced:



C. Conclusion

Indonesia has many natural geopark destinations that have developed into national and international tourism. Geoparks have an important role in the development of Indonesia, especially as a source of income for the community. In general, indicators that can show the success of development can be seen from economic growth. Community participation in local Geopark activities on an ongoing basis is a new strategy that can improve the social-economic status and achieve sustainable development (Farsani et al, 2011).

According to Komoo (2010), the concept of Geopark has developed and introduced the idea of a protected area into a development tool for areas that have a selling value. The concept of geopark refers to the development of areas that have an impact on conservation, education, and improvement of community welfare. Geoparks include many diverse geological sites of particular scientific importance, rarity, and beauty. Geopark is expected to be able to develop tourism activities by the Regulation of the Minister of Tourism and Creative Economy.

Geoproducts are defined as commercial services or the provision of manufactured goods inspired by geodiversity. This is of course based on observing and following the geological diversity in areas that have geopark potential. Geoproducts are part of the Geopark produced by small community businesses as local communities. At Naturtejo Geopark, innovative products are born that actively contribute to the development of the local economy and increase awareness of biodiversity. This product combines existing products with new concepts and interpretations.

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Glossary

Agrotourism:	tourism in which there is the use of agricultural land
Archaeology:	the study of studies that occurred in the past
Ecology:	the study of the relationship between living things and other living things and their surroundings
Geoheritage:	geological heritage
Conservation:	protection or preservation
Tour Guide:	a person who guides tourists or tourists
MSMEs:	Micro, Small and Medium Enterprises

Biography



Mohammad Ichsan Alfaritzy

Born in Kotamobagu on January 19, 2001, Ichsan studied at MI Baitul Makmur Kotamobagu, SMP Negeri 1 Tutuyan and Madrasah Aliyah Negeri 1 Kotamobagu. Now Ichsan is studying for a Bachelor's Degree in Geological Engineering at the State University of Gorontalo. In 2020 Ichsan served as chairman of the Course Division of the Indonesian Geological Experts Association Student Section and now serves as the Head of the Spiritual Division of the Jhon Ario Katili Geological Engineering Student Association.