

Community Empowerment Through Strengthening the Health and Economic Sectors in Preserving Traditional Massage in SEZ Mandalika, West Nusa Tenggara

Eko Purwanto¹, Purwo Sri Rejeki^{2*}, Faiq Amirul Hakim³, Maya Septriana⁴, Rahmat Yuliawan⁵, Dwi Indah Puspita⁴, Nabilah Izzatunnisa⁶, Dini Agustin^{3*}

^a purwo-s-r@fk.unair.ac.id

¹Entrepreneurship Study Program, Faculty of Economics and Business, Maarif Hasyim Latif University, Sidoarjo, Indonesia

²Physiology Division, Department of Physiology and Medical Biochemistry, Faculty of Medicine, Universitas Airlangga, Surabaya, Indonesia

³Medical Study Program, Faculty of Medicine, Universitas Airlangga, Surabaya, Indonesia

⁴Department of Health, Faculty of Vocational Studies, Universitas Airlangga, Surabaya, Indonesia

⁵Department of Management, Faculty of Vocational Studies, Universitas Airlangga, Surabaya, Indonesia

⁶Professional Education Study Program, Faculty of Medicine, Universitas Airlangga, Surabaya, Indonesia

Abstract

Economic development in the Mandalika Special Economic Zone (SEZ) has not yet fully developed synergy with the surrounding area. The hope is that all development of this area can be in line with the empowerment of the local community. Massage skills are skills that can be offered in services and are expected to increase community readiness to participate in tourism development and increase community income. This community service activity aims to increase knowledge and skills in massage anatomy and physiology, massage techniques, sanitation hygiene and good digital marketing. The methods used are seminars and training. The activity was attended by 41 representatives of the youth organization management of Pujut District, Central Lombok with the largest proportion of participants being men, unmarried, with income < IDR 1,100,000.00, and very enthusiastic about participating in the event. A significant increase in knowledge was obtained after this activity was carried out. Therefore, it is hoped that community service in the future will deepen cosmetic massage techniques and marketing strategies.

Keywords: traditional massage; health; journal of communities-based service; mandalika

1. Main text

Central Lombok is one of the districts in West Nusa Tenggara, one of Indonesia's most attractive tourist destinations. The number of visits to tourist attractions in Central Lombok Regency in 2016 was 614,906

people, consisting of 480,154 foreign tourists and 134,752 domestic tourists. Foreign tourists have a greater interest in visiting tourist attractions than domestic tourists. During 2016, foreign tourists increased by around 78% (Ramadhiani, 2015). And in 2022, Central Lombok will again be in the spotlight because of the Mandalika Circuit. This circuit was built for the 2022 MotoGP event and has made Mandalika a tourist destination worldwide (KPPIP, 2016).

The Mandalika Special Economic Zones (SEZ) was designated through Government Regulation Number 52 of 2014 to become an agro and ecotourism SEZ (BUMN Info, 2021; Dewan Nasional KEK RI, 2023). This area is located in the southern part of Lombok Island, facing the Indian Ocean, with an area of 1,035.67 HA. This area is expected to accelerate the tourism sector of West Nusa Tenggara Province with the concept of developing environmentally friendly tourism by building tourist objects and tourist attractions that are always oriented towards preserving the value and quality of the environment in society. The existence of SEZ is expected to contribute significantly to regional economic development, regional income, and increasing community welfare, especially in communities in the Mandalika buffer area (BAPPEDA NTB, 2019).

This area is targeted to be fully operational in 2025 and is estimated to attract visits from 2 million foreign tourists per year. The Mandalika area received development investment of IDR 2.2 trillion, and business investment of IDR 28.6 trillion and is projected to be able to contribute annual foreign exchange of IDR 7.5 trillion and contribute to the tourism sector's gross domestic product (GDP) of IDR 16.96 trillion (Ardana et al., 2020). The construction and development of the Mandalika SEZ will also apply the eco-green and event-based destination concepts. With the eco-green concept, tourism facilities that will be built must have eco-green standards to increase the area's selling value. Meanwhile, the event-based destination concept will highlight the provision of international standard non-accommodation tourism facilities, which will attract tourists while enjoying the beauty of the Mandalika Lombok tourism area (BBC, 2022).

The Mandalika SEZ is managed by PT. International Tourism Development Corporation (ITDC) (ITDC, 2023). The high tourism potential that benefits the Central Lombok area, the Mandalika SEZ can increase local revenue from the number of tourist visits from year to year during the 2013-2017 period. The average increase in local revenue is 10.7% per year, and the rise in tourist visits to Central Lombok was 84% in 2017, from 108,917 people in 2016 to 200,483 people in 2017 (Maulana et al., 2022). It is hoped that in the future, small industries can be mobilized to gain profit opportunities from the tourism sector in increasing regional revenues in the tourism sector.

On the other hand, several challenges must be faced, including the lack of synergy between the Mandalika SEZ and the surrounding area, there is no branding of superior products 'Mandalika', vocational education that meets or remains with the needs of the tourism sector, there are many child workers found in the area. Tourism, security, cleanliness around the beach, and certainty of incentives given to investors (BAPPEDA NTB, 2019). In the future, all development of the Mandalika SEZ is recommended to attract greater benefits for the community from an economic and other perspective. It is necessary to empower the people around the area so that they can seize opportunities from these SEZ's existence.

Massage is a unique therapy and relaxation method (Tritanti et al., 2017). Massage positively impacts health, including fitness, improving blood flow, reducing pain, reducing stress, and many others (Cottingham et al., 2018; Gasibat & Suwehli, 2017). In each region, massage has its unique specifications in terms of massage techniques and the aromatherapy and atmosphere offered (Cottingham et al., 2018). Many massage services in Mandalika are offered through hotels and spas; not all people can provide this therapy service. On the other hand, massage skills can be offered in services that can be adjusted to the amount of capital you have. By developing and strengthening the potential of massage in the Mandalika SEZ community, it is hoped to increase the community's readiness to participate in tourism development, ultimately increasing community income. This requires developing knowledge and skills in the anatomy and physiology of massage, massage techniques, sanitation hygiene (Ministry of Health of the Republic of Indonesia, 2019), and good digital

marketing. To answer partners' problems and answer solutions to problems, it is necessary to provide community service in the form of seminars and training related to the anatomy and physiology of massage, massage techniques, sanitation hygiene (Ministry of Health of the Republic of Indonesia, 2019), and digital marketing (Yudhoyono & Kukuh, 2022). All methods will be evaluated, and steps will be taken to ensure the program's sustainability.

2. Method

The design of this community service activity is through community empowerment and participation. The target population is members of the youth organization of Pujut Village, Central Lombok, West Nusa Tenggara. The strategies used in this community service are adapted to increase knowledge and skills through seminars on massage, massage training, hygiene and sanitation, and digital marketing. Massage seminars and training aim to increase basic knowledge of massage in the health sector and improve skills in traditional Indonesian massage movements. The reinforcement provided is knowledge about the anatomy and physiology of massage, service techniques that must pay attention to hygiene and sanitation, and correct basic massage techniques (Gasibat & Suwehli, 2017; Ministry of Health of the Republic of Indonesia, 2019). Hygiene sanitation training is also provided to improve skills in hygiene efforts, namely washing hands in six steps, along with sanitation in the form of preparing bedding skills when providing massage services (Brasaité et al., 2016). Meanwhile, digital marketing training aims to improve skills in conducting digital marketing, both through websites and social media in the form of Instagram, TikTok, Facebook, and others (Yudhoyono & Kukuh, 2022). Evaluation of participants' understanding of the material uses pre and post-tests, while activity evaluation is carried out using an event questionnaire. Seminars and training were held one day on Friday, September 9 2022, at Tunak Cottage, Mertak, Lombok, NTB. The Pujut Village Youth Organization carried out the selection of the location for the activity.

3. Results and Discussion

Respondent Characteristics

The seminar and training were attended by 41 people (100%) consisting of 29 men (70.7%) and 12 women (29.3%). In Figure 1, you can see the proportion of respondents based on gender. From this, it can be seen that the proportion of respondents who came followed the proportion of Pujut Youth Organization administrators, where the number of male administrators was greater than that of females. The youth organization sent two representatives to each village during this seminar and training.

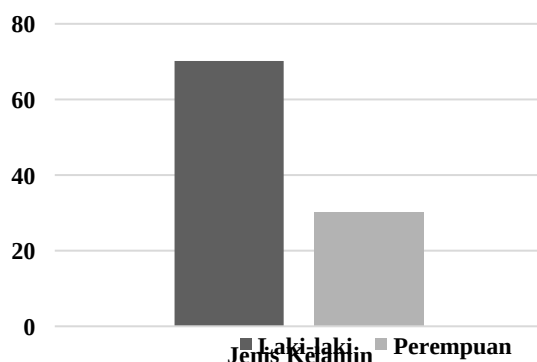


Figure 1. Proportion of respondents attending activities based on gender

The proportion of respondents based on marital status can be seen in Table 1. From this, it can be seen that the largest percentage of the population is unmarried because they are youth administrators. However, around 9.8% of the population are married, but they still provide time and energy as youth organizers in Pujut District, Lombok, West Nusa Tenggara. Meanwhile, the income of most respondents is still below IDR 1,100,000.00 (82.9%) (Table 2), and this is in line with research conducted by Ardana et al., 2020 which revealed that the income of people around the Mandalika SEZ is still low, below average.

Table 1. Proportion of respondents based on marital status

Marital status	Amount	Percentage
Unmarried	36	87,8%
Married	4	9,8%
Divorced	1	2,4%
TOTAL	41	100%

Table 2. Proportion of respondents based on income

Income (IDR in thousand)	Amount	Percentage
<1.100	34	82,9%
2.200 – 3.300	5	12,2%
3.300	2	4,9%
TOTAL	41	100%

Enthusiasm and Increased Knowledge of Participants

To see how enthusiastic the seminar and training participants were, we took photos of the participants' enthusiasm at the beginning of the event, which can be seen in Figure 2. The participants stated that they were very enthusiastic and enthusiastic about taking part in the seminar and training, none of which filled the others. The participants' enthusiasm was due to the lack of training and similar activities for youth organization administrators. Apart from measuring enthusiasm, the increase in participants' knowledge was also measured using a pre-post test, the results of which can be seen in Table 3.

In Table 3, it can be seen that there was an increase in knowledge of 27.23% after activities in the health sector and an increase of 48.40% in the economic sector. Meanwhile, for the overall material, there was an increase of 36.96%. This increase in knowledge can be maximized if reinforcement is carried out repeatedly, and this is also input from seminar and training participants.

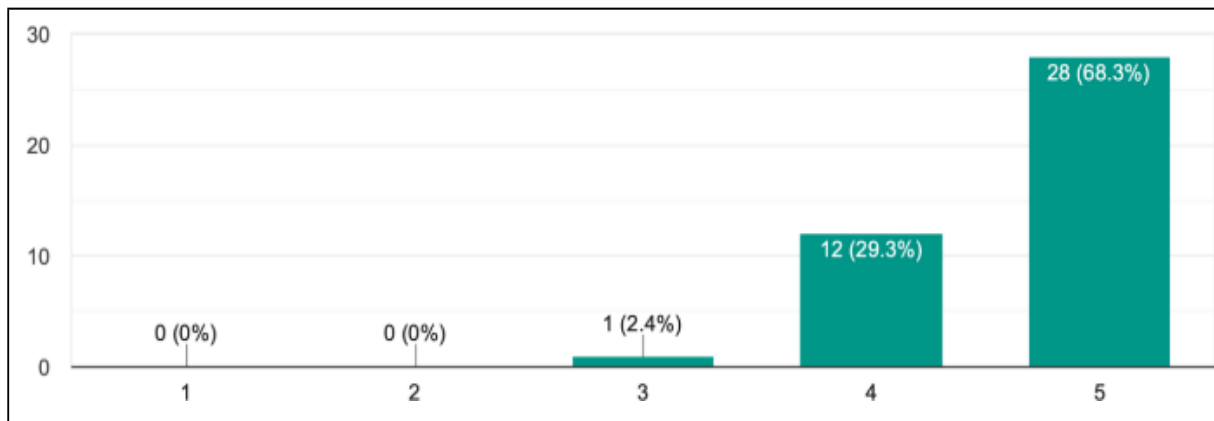


Fig. 2. Participants' enthusiasm for attending seminars and training

Table 3. Analysis of pretest and posttest averages for seminar and training activities based on health and economics

Sector	Pre-test Average	Post-test Average	Normality Test	Paired t-test
Health	23,91	30,42	0,847	0,003
Economy	20,33	30,17	0,520	0,000
TOTAL	44,24	60,59		

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Evaluation of Activities by Participants

Evaluation of the activity by participants regarding the timing stated that it was not appropriate (2.4%) because it was carried out on a Friday. Also, the implementation time was not long enough. Meanwhile, no one said that the choice of location was inappropriate, but around 12.2% said it was expected, considering that this place was far from the participant's residence. The selection of forgings was carried out by the chairman of the Pujut Youth Organization, who was the facilitator of this activity. The reason for choosing this place is because the government owns this place with the availability of good infrastructure and the beauty of the place.

Table 4. Evaluation of activities by participants based on time and place

Evaluation	Time	Place
Very inappropriate (1)	0 (0%)	0 (0%)
Inappropriate (2)	1 (2,4%)	0 (0%)
Normal (3)	8 (19,5%)	5 (12,2%)
Appropriate (4)	13 (31,7%)	14 (34,1%)
Very appropriate (5)	19 (46,3%)	22 (53,7%)

TOTAL	41 (100%)	41 (100%)
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Benefits of Activities and Suggestions by Participants

Participants assessed seminars and massage training activities in the health and economic fields as beneficial and very useful, as shown in Figure 3. Participants stated this usefulness because of the lack of similar activities carried out by the government and other organizations.

This usefulness is further strengthened by participants' suggestions or input to carry out similar activities next year. The theme of the activities conveyed by participants was still related to massage (40%), which was distributed to provide cosmetic massage training, increase the duration of massage hours, and provide healthy massages. Other theme entries are divided into health themes in the form of mental health and other health, as well as environmental themes, namely cleanliness, health and management of natural resources in the digital era, waste management, literacy in children, and foreign languages. Meanwhile, around 40% of the economic theme is developing talent and the role of youth in the Mandalika special economic zone, digitalizing village products, business development to welcome Mandalika's movement to become an international city, communal business development strategy and development of the creative economy and local tourism.

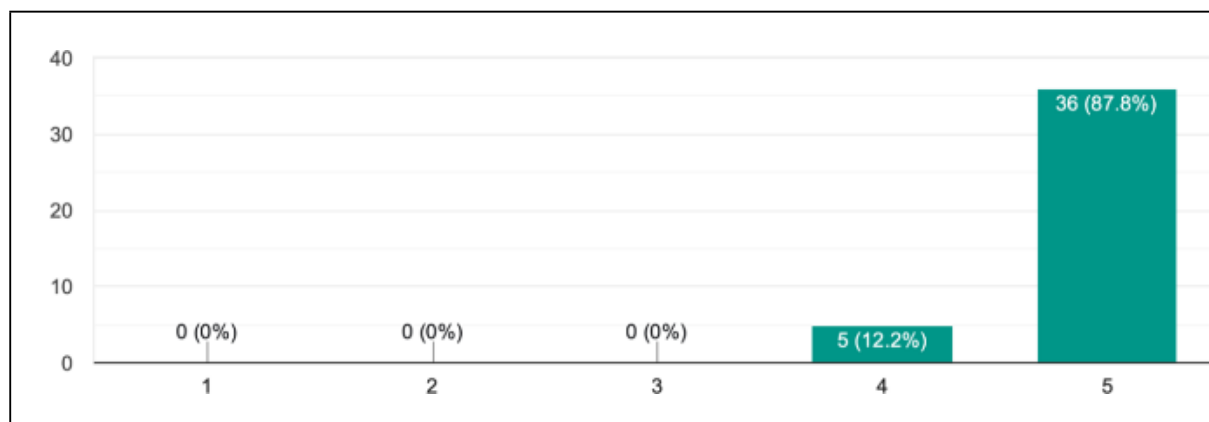


Fig. 3. Benefits of massage seminars and training in the fields of health and economics by participants

4. Conclusion

This community service activity has the theme of strengthening the health and economic sectors to preserve traditional massage in the Mandalika SEZ, attended by 41 representatives of the youth organization management of Pujut sub-district, Central Lombok, West Nusa Tenggara, with the largest proportion of participants being men, unmarried, with income < Rp. 1,100,000.00 and very enthusiastic. Knowledge has increased significantly after carrying out this activity. It is hoped that participants will provide input on several health, environmental and economic themes in the future. Suggestions that can be given in this activity, namely strengthening knowledge and training aimed at empowering the community around the Mandalika SEZ in various fields, need to be improved so that the buffer community can play an active role in economic development in this area.

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