

The Relationship of Knowledge and Attitude of Visitors' Interpretation Upon a Forest Park as a Conservation Area in Bandung, Indonesia

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Abstract—Good knowledge make visitors understand how to behave properly in conservation areas. This study aims to analyze the relationship between knowledge and attitudes of visitors as the basis for the development of interpretation media in Tahura Djuanda. This research uses quantitative descriptive method that is processed statistically. The data were obtained from field observation, literature study and questionnaire towards 100 visitors as samples. The data analysis technique using Pearson correlation. The results showed a significant relationship between the knowledge and attitudes of visitors in the Tahura Djuanda conservation area, with a significance value of 0.396, meaning that the relationship between variables was in the moderate stage which led to positive.

Keywords—conservation areas; knowledge; attitude; visitor

I. INTRODUCTION

Conservation areas have the potential to be used as tourist areas. Although it has advantages, the arrival of visitors to the conservation area will lead to changes in the environment.

Knowledge is a prerequisite in assessing a behavior, including the behavior of tourists in a conservation area. Knowledge forms a cognitive system. Psychologists have different abilities, some argue that there is a relationship between knowledge and attitude and some say that there is no relationship between them [1]. A person's attitude is based on information obtained by visitors, if the information obtained is wrong, then most likely his attitude changes to a negative direction [1]. One of the interesting conservation forest areas to be studied is the forest park of Ir. H. Djuanda which is the first major forest park in Indonesia.

Based on the pre-study, there are still visitors who behave badly, there are a lot of garbage in the area, many visitors are noisy, and step on or take plants.

This research needs to be done in order to see how far the relationship between knowledge and attitudes of visitors in the conservation area. So, the managers are easy to manage visitors and develop the area in the future.

The purpose of this study was to identify visitor knowledge, visitor attitudes, and analyze the relationship of knowledge and attitudes of visitors as an effort to develop interpretation media in Ir. H. Djuanda Forest Park.

II. LITERATURE REVIEW

A. Protected Areas

Development in protected areas requires a strict supervision and regulation from many aspects such as spatial organization (zoning), construction and facility provisions, visitor arrangements and supervision systems [2].

B. Visitors Knowledge

According to Mowen and Engel, quoted by [3], consumer knowledge is the level of information whose consumers have about various types of products and services, as well as other knowledge related to these products and services and information related to their function as consumers. To measure visitor knowledge, according to [3] there are 3 types, namely product knowledge, purchasing knowledge and usage knowledge.

Aspects of visitor knowledge regarding conservation areas can be seen from the knowledge of the product which includes product attributes, functions and uses, namely as follows:

- a. Product attributes of conservation areas

Product attributes can be seen from his knowledge of the area.

b. Function of Conservation Area

In accordance with Law Number 41 of 1999, the Grand Forest Park functions as a protection area for the life support system, preservation of the diversity of plant and animal species, and the guardian of the ecosystem;

c. Utilization of conservation areas

In accordance with [4] as the construction of facilities and infrastructure, research and education, natural tourism, and environmental services.

C. Attitude of Visitors

The attitude of visitors based on cognitive in conservation areas that damage the environment can be seen through:

1. Environmental Hygiene

Environmental cleanliness is the cleanliness of the workplace, residence and other public facilities, hygiene itself is a sign of hygiene or far from dirty. If in the context of tourism, maintaining environmental hygiene is a must for anyone who visits the area.

2. Vandalism

Vandalism is a destructive human activity, but sometimes the context of vandalism can be positive. Vandalism that is very common in tourist places is scribbling, cutting trees, branches and taking plants.

3. Pollution

More pollution in tourist attractions is caused by visitor actions. Pollution that occurs includes removing organic and inorganic waste carelessly, waste in the form of liquid, smoke and noise from vehicles and shouts of visitors.

III. METHOD

The method used in this research was quantitative descriptive. The data were obtained from a field observation, study literature and questionnaire with 1-5 likert scale. There were 100 visitors as samples, obtained using simple random sampling technique. Pearson correlation test with SPSS 16.0 was used to analyse the data. Research indicators can be seen in table I as follows:

TABLE I. VARIABLE OPERATIONS

Variable	Sub Variable	Indicator
Visitor's Knowledge Engel, Blackwell and Miniard in Sumarwan (2011) X	Conservation products a. Law Number 41 of 1999 b. West Java Regional Regulation Number 25 of 2008	<ul style="list-style-type: none"> • The level of visitors knowledge about Ir. H. Djuanda Forest Park as a conservation area • The level of visitors knowledge regarding the management function of Ir. H. Djuanda Forest Park conservation area: <ul style="list-style-type: none"> a. Protect life support systems b. Preservation of plant and animal diversity c. Maintain the ecosystem • The level of visitors knowledge to the utilization of Ir. H. Djuanda Forest Park conservation area: <ul style="list-style-type: none"> a. Research b. Environmental education c. Support biological cultivation d. Natural tourism
Attitudes of Visitors at Nature Tourism Darmawan and Siti (2016) Y	Environmental Hygiene	<ul style="list-style-type: none"> • Assume the use of the environment must be balanced with environmental cleanliness • Considering cleanliness is a responsibility for himself • Consider the importance of regional order as a tool for maintaining cleanliness • Assuming that vandalism can harm the sustainability of the ecosystem • Assume that picking plants in the Raya Forest Park Ir. H. Djuanda as a souvenir is a prohibited act • Considering writing / carving on objects or facilities as actions that are less appropriate for self-expression in conservation areas • Assume that the cleanliness of water (river / lake) is its own responsibility • Considering the vehicle used by visitor as one of the causes of air pollution in the conservation area • Considering noise / noise in conservation areas as one of the actions that will disturb conservation areas
	Vandalism	
	Pollution	

Source: processed by the author, 2018

IV. RESULTS AND DISCUSSION

Based on the questionnaire characteristics of respondents in this study are as follows: 64% of women and 36% of men. The place of origin for most visitors is from Bandung with a percentage of 83%, other cities 13% and 4% are from Jakarta. Ages 15-22 years 77%, 26-35 years with a percentage of 12%, aged over 46 years as much as 6% and 5% aged 36-45 years. Educational background with the highest percentage is bachelor level, namely 45%, Diploma 1, 2 and 3 with a percentage of 7%, percentage 34% have a high school education background, 7%, 2% have an elementary school background, and 3% background other education in magister degree. Based on the work of visitors who come 60% are students, 22% are private employees, 7% are self-employed, 1% are Indonesian army, and 10% are other.

The level of visitors' knowledge was in the category of knowing. Utilization of conservation areas got the highest score. The attitude of visitors was also in good category.

The results of the Pearson correlation analysis with SPSS 16.0 are found in table II as follows:

TABLE II. PEARSON CORRELATION RESULTS

		Visitor Knowledge	Visitor Attitude
Visitor Knowledge	Pearson Correlation	1	.396**
	Sig. (2-tailed)		.000
	N	100	100
Visitor Attitude	Pearson Correlation	.396**	1
	Sig. (2-tailed)	.000	
	N	100	100

Source: processed by the author, 2018

Based on table II it can be seen that there is a correlation between knowledge and attitudes of visitors because the significance value is 0.000 < 0.05. The correlation value is 0.396, so that it can be classified at the level of moderate relations.

After getting the correlation coefficient through the calculation above, then to test the hypothesis, r table comparison was used as follows:

TABLE III. TABLE R CALCULATE

Relationship	Pearson Correlation Coefficient	Relationship Strength	R_{count}	r_{table}	Conclusion
P-S	0,396	Moderat	0,396	0,199	Relations hip

Source: processed by the author, 2018

Based on Table 3, the correlation coefficient is greater than r table, it mean that there is a relationship between knowledge and the attitude of visitors in Tahura Djuanda conservation area. In addition, the correlation value leads to positive, it mean that if the value of knowledge increases, the value of the attitude of visitors in Tahura Djuanda conservation area also rises.

Pearson correlation test results in accordance with the research of [5] which states that environmental knowledge has

a significant positive relationship with environmental preservation. [6] research also proved a significant relationship between the two.

The relationship of knowledge and the attitudes of visitors in the conservation area was in moderate degree of closeness. Based on the results of the study, some visitors did not know that Tahura Djuanda was a conservation area and did not know its function and utilization. This is quite worrying because according to [7] the knowledge gained by the subject will then lead to an inner response in the form of attitudes towards the objects he has known, both towards positive or negative ones.

The attitude of visitors was in good category with a percentage value of 81.37%, which includes statements about aspects of environmental hygiene, vandalism and pollution. However, based on the data, the majority of visitors do not agree and strongly disagree with the statement that the cleanliness of the conservation area is their responsibility. Some visitors revealed that the aspect of cleanliness is not only his responsibility but shared responsibility. And some visitors do not agree that the private vehicles they use can cause air pollution, because they think that if they do not use private vehicles then how to come to Tahura Djuanda. This is explained in [8] that an individual behaves for several reasons such as adjustment, ego defense and being utilitarian.

A utilitarian attitude is a tool to guarantee the feeling of being comfortable or avoiding discomfort. This is shown by visitors in Tahura Djuanda. Visitors feel uncomfortable when given hygiene responsibilities only to themselves and when they are not allowed to use private vehicles to come to Tahura Djuanda.

V. CONCLUSIONS AND RECOMMENDATIONS

Based on Pearson correlation analysis, it is found that knowledge and attitude have a relationship. These relationships are in the moderate category with a significance of 0.396. The results are positive which means that if the value of knowledge rises, then the value of the attitude of the visitor will rise. Thus it can be known how to develop effective interpretations for visitors. Managers can make an interpretation program that is in accordance with the knowledge of visitors. So, it will increase visitor's insight about Tahura Djuanda conservation area and can also improve the attitude of visitors to be better.

An additional information and interpretations are needed to explain the important values of Grand Forest Park Ir. H. Djuanda to increase the appreciation and reflection of visitors towards the values contained in the conservation area. Interpretation also should be interesting so that visitors want to read it. Additional content in the form of videos containing Tahura area is also necessary to make.

For further research, it is expected to examine the development of interpretation media and tour packages that

are in accordance with the theme and function of the area so that visitors understand the purpose of Ir. H. Djuanda Forest Park conservation area, to increase the value of education.

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