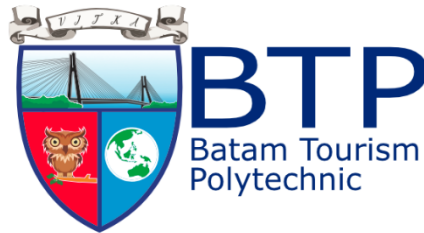


LAPORAN PENELITIAN



JUDUL

**Studi Literatur Regulasi Pengembangan Desa Wisata Berdasarkan Aspek Kearifan
Lokal Masyarakat di Desa Kelong Kecamatan Bintan Pesisir**

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Tembusan:

1. Ketua Yayasan Vitka
2. Yang bersangkutan
3. Arsip,

Literature Study of Tourism Village Development Regulation Based on Local Wisdom Aspects of The Community in Kelong Village, Bintan Coast District, Indonesia

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Abstract

Tourism is a phenomenon that arises due to the interaction between tourists, service providers/tourism industry, and the government in providing facilities and services that support tourism activities. These various interactions form a system that is interconnected with each other. The tourism system is described as closed, but this model can be used to analyze the crucial components of providing attractiveness to a tourist destination. Kelong Village, with its unique combination of red soil, green sea, and blue sky, presents a special dish that stuns with Kelong Island's beauty. The journey to this charming location involves breaking through a pine forest flanked by lakes and beaches, a challenge heightened by the high humidity. The island's unspoiled mangroves, which grow on the beach, offer a unique fishing experience. The charm of the sunset is also a beauty that tourists can enjoy. It is important to note that the beauty of Kelong Village is not just in its natural attractions but also in the local wisdom that underpins its community-based tourism. This local wisdom is a cultural aspect we should all appreciate and respect, enriching our understanding of the world and the communities we visit. Our study is based on a comprehensive normative juridical research method, a robust and widely respected approach in the field. This method, known for its reliability and accuracy, has produced insightful results, instilling a high level of confidence in the credibility of our study. You can trust the information presented in this study, knowing that it is based on a solid and reliable research method. We have taken every measure to ensure the accuracy and reliability of our findings so you can be confident in the information we present.

Keywords: Literature Study, Tourism, Regulation

1. INTRODUCTION

Tourism is a phenomenon that arises due to the interaction between tourists, service providers/tourism industry, and the government in providing facilities and services that support tourism activities (Ismayanti, 2010). Service excellence is a strategic imperative (Lapotulo, 2024). These various interactions form a system that is interconnected with each other. Gunn and Var (2002) state that the tourism system is formed through a linear supply and demand approach. The supply component includes attractions, accommodation, transportation, services, information, and promotion. While the demand component is everything related to tourism demand originating from tourists (Gunn & Var, 2002). In this case, the demand component acts as a market, namely determining what tourists want and the needs and ability of tourists to pay.

The tourism system is described as a closed system, but this model can be used to analyze essential components in providing attractions at a tourist destination (Fajriasanti, 2010). Gunn and Var (2002) stated that there are at least nine external factors in the tourism system, including natural resources, culture, entrepreneurship, finance and financing, workforce, competition, society, government policy, including policies issued by the government, both at the central, regional and local levels, can influence the level of tourism development and institutional organization.

The establishment of a tourist village is one form of community-based tourism implementation. Through the development of a tourist village, there is expected to be an equal welfare distribution under sustainable tourism development. In addition, the existence of a tourist village can maintain the sustainability of rural community culture through the involvement of its community as actors in tourism activities in their village (Susyanti, 2013). Furthermore, Damanik (2009) stated that the development of a tourist village is carried out based on the potential of the rural community itself. Thus, developing a tourist village is expected to encourage the growth of various community-based economic sectors, such as the craft and service-trade industries. This kind of thing is expected to be a factor of attraction for tourists to visit the tourist village.

Within Southeast Asia, Indonesia has emerged as a popular tourist destination (Lapotulo, 2024). Tourism owned by the Riau Islands will have no end. The Riau Islands are a tourist paradise. The many tourist attractions the Riau Islands provide that can be used as tourist destinations open the many beauties hidden in them. One is Kelong Island, one of the Bintan Regency islands Riau Islands. This island has an exciting story, so it has become a unique attraction for tourists to visit. No less than other tourist attractions in the Riau Islands, Kelong Island has its characteristics as an attraction. This island has red soil as the

mainland of Bintan Island, different from the islands in the Riau Islands, which prioritize their white sand beaches as an attraction.

Administratively, Kelong Island is part of Kelong village. Together with Kelong, Poto Island, Baru Island, Numbing Island, Mapur Island, and other small islands, Kelong village is part of the Bintan Coast sub-district, Bintan Regency. Even on Kelong Island, the Bintan Coast sub-district office was established. Rather than being isolated, Kelong village is already supplied with electricity, although there are routine blackouts every 6-9 am. Considering that the PLN electricity substation is independent, it may be for energy efficiency. The closest crossing point from Bintan Island to Kelong Island is Kijang Kota. This area is a sub-district in the Bintan Timur sub-district. About 23 km or 32 minutes east of Tanjung Pinang city center. The most striking characteristic of Kijang Kota is the infrastructure in the form of rows of 2-3-story shophouses flanking the highway, like Nagoya Hill in Batam City. Upon arrival at Kijang Kota, you can go directly to Barek Motor Port, the closest pier to Kelong Island.

Kelong Village is a combination of red soil with green ocean and blue sky on one horizon, becoming a typical presentation that makes you stunned by the beauty of Kelong Island. It is free, but you must break through a pine forest flanked by a lake and a beach to find this charming location. In addition, the high humidity makes it an extra challenge to explore this tiny island. This island also has natural mangroves that grow on the edge of the beach, so tourists can visit it and make it a place to fish and spend their time there fishing. The charm of the sunset is also a beauty that tourists can enjoy.

Travelling to Kelong Village, tourists capture all activities while travelling or on vacation. It is a memory that tourists have visited the place because Kelong Island is different from other islands; the plains, with their red soil, can be an object for tourists to capture. Enjoying the sunset from the red plains can be another option besides capturing the plains with their shady trees. Likewise, with the mangrove forest, tourists can capture the moment of fishing in the mangrove area and taste some of the culinary delights typical of the region.

2. RESEARCH METHOD

The title and problems to be discussed in this study provide valuable results; this research is conducted using normative legal research (normative legal research method). The normative legal research method is legal literature research conducted by examining library materials or secondary data alone. This research is conducted to obtain materials in the form of theories, concepts, legal principles, and regulations related to the subject matter. The scope of normative legal research, according to Soerjono Soekanto, includes (i) Research

on legal principles, (ii) Research on legal systematics, (iii) Research on the level of legal synchronization vertically and horizontally, (iv) Comparative law.

This research consists of binding literature materials and primary and secondary legal materials. Primary legal materials are: (i) Minister of Home Affairs Regulation Number 33 of 2009 concerning Guidelines for the Development of Ecotourism in the Region, (ii) Regional Regulation of the Riau Islands Province Number 02 of 2012 concerning the Master Plan for Regional Tourism Development for 2012-2022, (iii) Regulation of the Regent of Bintan Number 27 of 2013 concerning the Determination of Leading Tourism Destinations in the Bintan Regency Region, (iv) While tertiary legal materials are the Draft Law (RUU), the General Dictionary of the Indonesian Language, legal dictionaries and legal encyclopedias as well as the Indonesian Legal Encyclopedia.

3. RESULT

3.1 Tourism Village Development Strategy in Kelong Village, Bintan Coast District

Based on the analysis conducted on the characteristics of Kelong Bintan Coast Village, it is known that the characteristics of the tourist village are divided into two aspects: social and physical. The characteristics of the social element consist of the community's daily activities and the customary system still in effect. The characteristics of the physical aspect consist of the facilities and infrastructure available in Kelong Bintan Coast Village.

In explaining the social aspects of Kelong Bintan Coast Village, there are two characteristics of the social aspects of daily life and customs. The people of Kelong Bintan Coast Village's daily activities adapt to the area's conditions, where most of the land use is utilized for agriculture. Many people in Kelong Bintan Coast Village choose fishing as their main livelihood. The customary system of the community is guided by Malay customs, namely making Malay customs such as the Tujuh Likur event, which is celebrated every second, seventh (27th) day of the month of Ramadan by collecting food in every resident's house and the elders/religious figures read prayers. Also, some Kelong Bintan Coast Village people who embrace various religions, namely Islam, Christianity, and Buddhism, are shown by their dress, tolerance between religious communities and behavior that still upholds religious values and good manners.

The physical characteristics of Kelong Bintan Coast Village can be divided into two physical characteristics seen from the combination of red soil with green ocean and blue sky in one horizon, becoming a typical presentation that makes you amazed by the beauty of Kelong Island, administratively, Kelong Island is part of Kelong Village. Together with Kelong, Poto Island, Baru Island, Numbing Island, Mapur Island and other small islands, Kelong Village is part of Bintan Coast District, Bintan Regency. Facilities and infrastructure

in the form of the Bintan Coast sub-district office were established. Instead of being isolated, Kelong village has been supplied with electricity despite routine blackouts every 6-9 am. For energy efficiency, the State Electricity Company (PLN) electricity substation here stands independently. The closest crossing point from Bintan Island to Kelong Island is Kijang Kota. This area is a sub-district in the Bintan Timur sub-district. Approximately 23 km or 32 minutes east of the city center of Tanjung Pinang. The most striking characteristic of Kijang Kota is the infrastructure, which is in the form of 2-3 storey shophouses flanking the highway, like Nagoya Hill in Batam City. Upon arrival at Kijang Kota, you can go directly to Barek Motor Port, the closest pier to Kelong Island.

The existing conditions in Kelong Bintan Coast Village can be used as a potential tourist attraction for developing a tourist village area. Each potential comes from a survey to determine which potentials have a significant influence and can be developed as a tourist attraction in a tourist village area, as seen in the table below.

Table 1. Determination of Tourism Potential in Tourism Village Areas

Main attractions	Direct supporting tourism	Indirect supporting tourism
Utilization of marine products	Panorama	Manual method
Seafood processing	Typical food	Traditional food processing
Development of typical Malay culture in Kelong Bintan Coast Village	Promotional media development	The tradition of the Tujuh Likur

Source: Researcher analysis results

3.2 Development of Tourism Villages Based on Regional Government Regulations in Kelong Village, Bintan Coast District

- Regulation of the Minister of Home Affairs Number 33 of 2009 concerning Guidelines for the Development of Ecotourism in Regional Areas

In the government's efforts to support the development of tourist villages as manifested in the Regulation of the Minister of Home Affairs Number 33 of 2009, it is necessary to make adjustments to the substance, especially concerning the issuance of Law Number 23 of 2014 concerning Regional Government. "Tourism Affairs in Law Number 23 of 2014 are optional government affairs and are not explicitly mandated by

regulatory guidelines related to ecotourism in the form of Government Regulations or other implementing regulations so that in the implementation of tourism, especially ecotourism, this Regulation is still used.

In addition, the lack of integration of the management of the tourism sector, especially ecotourism, by the government as the party responsible for the development of ecotourism at the central level has resulted in the development of ecotourism activities in the regions not running optimally, there are still policies and legislation related to ecotourism that are not yet synchronized and the synergy between regional devices related to ecotourism development is not yet strong. Public awareness of the importance of ecotourism development still needs to be improved.

The purpose of holding a meeting to discuss the revision of the Minister of Home Affairs Regulation Number 33 of 2009 is to adjust the substance or content of the guidelines for developing ecotourism in the regions by current conditions and to reinforce the institutional and governance of ecotourism development in the areas, encouraging synergy and cooperation of regional apparatuses related to ecotourism in the regions, encouraging cooperation between regions in the development of ecotourism activities; providing guidelines to regional governments and communities in implementing ecotourism development in the regions and building commitment between ministries or institutions in encouraging and overseeing the development of ecotourism in the regions.

According to the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf), ecotourism is one way to increase tourists' awareness of the importance of maintaining the environmental quality of the area where they are travelling. However, ecotourism needs improvement. Namely, profit is not the only goal; it is also important to consider education to maintain the sustainability of nature, a tourist spot, and the involvement of local communities.

The coordination meeting of the revision of the Regulation of the Minister of Home Affairs Number 33 of 2009 is expected to improve coordination and strengthen relations between ministries or institutions related to developing ecotourism in the regions. In addition, a joint commitment between ministries or institutions to developing ecotourism in the regions is expected. This will be realized by agreeing on more operational guidelines for developing ecotourism in the regions.

- b. Regional Regulation of Riau Islands Province Number 02 of 2012 Concerning the Regional Tourism Development Master Plan for 2012-2022

In essence, the vision and mission of the Riau Islands Provincial Regulation Number 02 of 2012 concerning the Regional Tourism Development Master Plan for 2012-2022 is

"The Realization of the Riau Islands as a Highly Competitive Tourism Destination in the National and International Markets in a Sustainable Manner and Capable of Encouraging Regional Development and Community Welfare". Based on the vision and mission above. It is further emphasized in Article 12, which reads, "Regional Leading Tourism Destinations as referred to in Article 10 letter b", are determined with the following criteria: (i) Availability of tourism resources and attractions, (ii) Tourism facilities and public facilities, (iii) Accessibility, (iv) Community readiness and involvement, (v) Market potential, (vi) Strategic position of tourism in regional development.

Community Empowerment Article 24 The direction of community empowerment policy through tourism includes (i) Increasing the capacity and participation of the community in tourism development, (ii) Increasing community economic efforts in the tourism sector and preparing regulations and providing incentives to encourage the development of small and medium industries and micro, small and medium scale tourism businesses developed by local communities under the provisions of laws and regulations; (iii) Strengthening community tourism awareness.

Tourism Marketing Partnership Development Article 33 The policy direction for developing the Riau Islands Tourism Marketing Partnership includes (i) Increasing the role of marketing communication media in marketing and promoting tourism and (ii) Developing integrated, synergistic, sustainable, and continuous marketing partnerships.

Article 34 (1) Strategies for increasing the role of marketing communication media as referred to in Article 33 letter include: (i) Optimizing the use of marketing communication media, both print media and electronic media; (ii) Developing e-marketing.

3.3 Bintan Regent Regulation Number 27 of 2013 concerning the Determination of Leading Tourism Destinations in Bintan Regency

The principles and objectives of regional development are (i) Utilization of natural, cultural and man-made tourist attractions optimally and sustainably to increase regional income and community welfare; (ii) Sustainable development by taking into account the local environmental, economic, social and cultural carrying capacity; (iii) Conservation; (iv) Community participation.

Article 5 A tourism destination can be designated as a Regional Leading Tourism Destination (DPUD), as referred to in Article 4, if it meets the criteria of (i) Availability of tourism resources and attractions; (ii) Tourism facilities and public facilities; (iii) Accessibility; (iv) Readiness and community involvement; (v) Strategic position of tourism in regional development; (vi) Political commitment of the Regional Head and the Bintan

Regency Regional People's Representative Assembly (DPRD) to implement sustainable DPUD development; (vii) Large tourism market potential in terms of support for the availability of natural resource attractions, culture and man-made products as potential drivers of sustainable regional economic development; (viii) Suitability of regional spatial planning.

The determination of the DPUD, as referred to in paragraph (1), is carried out through coordination, consultation, and policy synchronization between the Bintan Regency Government and the Riau Islands Provincial Government, involving stakeholders in the region.

4. CONCLUSION

The development of Kelong Village as a tourist destination hinges on its unique blend of natural beauty, local culture, and community involvement. The island's distinctive red soil, mangrove forests, and panoramic views, combined with the village's traditional Malay customs, offer a compelling attraction for tourists seeking natural and cultural experiences.

The study highlights the need for strategic development based on regional government regulations, mainly focusing on the sustainable utilization of natural and cultural resources. Integrating local wisdom and community empowerment is essential for maintaining the village's artistic heritage while enhancing its tourism potential.

Aligning tourism development with regulatory frameworks, such as the Minister of Home Affairs Regulation and the Riau Islands Regional Tourism Development Master Plan, ensures that Kelong Village's growth as a tourism hub is structured and sustainable. This approach fosters regional economic development and enhances the local community's welfare, positioning Kelong Village as a model for community-based tourism in Indonesia. Further research could delve into the extent of local community involvement in tourism development and the benefits it yields. Additionally, studying the long-term sustainability of tourism practices would offer valuable insights into the environmental and cultural impacts over time. A comparative analysis of Kelong Village's strategies with those of similar villages could uncover best practices or challenges that inform future developments. Investigating the effects of government regulations on tourism growth, along with collecting data on tourist perceptions and satisfaction, would also be advantageous. Lastly, exploring potential new tourism products, such as eco-tourism or cultural tourism, could enhance the village's appeal while ensuring sustainable growth.

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