

LAPORAN

PENELITIAN KOLABORASI



**PEMANFAATAN KAWASAN WISATA PESISIR KOTA BATAM YANG
BERKELANJUTAN: POTENSI DAN PELUANG BAGI MASYARAKAT LOKAL**

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TANGERANG, MEI - 2023**

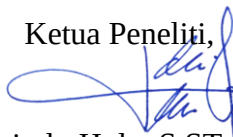
HALAMAN PENGESAHAN
PROPOSAL PENELITIAN INTERNAL

1. Judul Penelitian : Pemanfaatan Kawasan Wisata Pesisir Kota Batam: Potensi Dan Peluang Bagi Masyarakat Lokal
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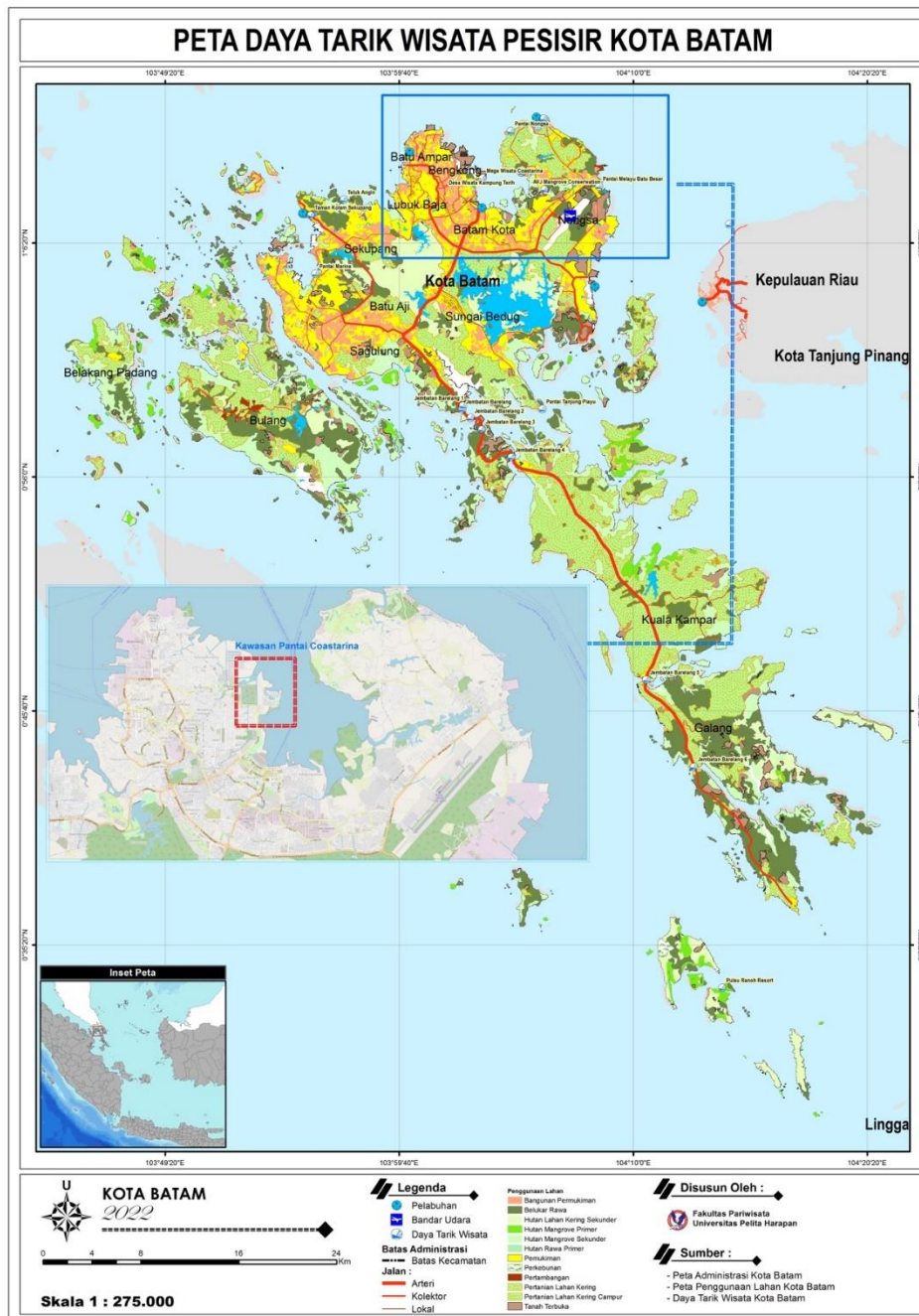
RINGKASAN

Pertumbuhan ekonomi yang tinggi Kota Batam ternyata telah memarginalkan masyarakat setempat, yang sebagian besar merupakan masyarakat nelayan yang tinggal di daerah-daerah pesisir. Pemerintah Kota Batam berupaya untuk meningkatkan kesejahteraan masyarakat pesisir melalui berbagai program pemberdayaan masyarakat. Meskipun demikian, pemberdayaan yang dilakukan kurang berhasil karena Pemerintah Kota Batam lebih banyak memberikan modal usaha dalam memberdayakan masyarakat. Tulisan ini didasarkan pada argument bahwa kawasan pesisir yang selama ini difungsikan sebagai kawasan pemukiman, lahan pertanian, lahan perikanan, dan lahan industri, juga dapat dikembangkan menjadi destinasi wisata yang memiliki daya tarik dan dikelola sebagai kawasan wisata yang berkelanjutan. Pengembangan kawasan pesisir dengan pelibatan masyarakat dapat dilakukan melalui pariwisata, yaitu pengembangan kawasan wisata pesisir berbasis masyarakat. Penelitian ini bertujuan menunjukkan bahwa potensi kawasan pesisir di Pulau Batam masih belum dikelola secara berkelanjutan melalui pariwisata berbasis masyarakat. Dengan demikian penelitian ini bertujuan mengkaji bahwa dibalik pengembangan kawasan pesisir dengan sejumlah investasi terdapat kesenjangan manfaat yang diterima oleh masyarakat lokal. Penelitian ini menggunakan metode kualitatif dimana data yang disajikan berupa kata, uraian maupun deskripsi.

Penelitian ini dilakukan di kawasan wisata pesisir Kota Batam dengan pendekatan wilayah administrasi. Beberapa alasan pemilihan tempat penelitian di kawasan wisata pesisir Kota Batam sebagai berikut. Pertama, Kawasan pesisir Kota Batam memiliki karakter yang unik yang dapat menarik kunjungan wisatawan baik domestik maupun manca negara. Akses Kota Batam dengan negara tetangga dapat diakses dengan mudah dan cepat. Kedua, Pembangunan kawasan pesisir Kota Batam telah dilakukan dalam rangka produktivitas industri manufaktur, sehingga sangat memungkinkan bahwa infrastruktur yang memadai dapat mendukung pengembangan kawasan wisata pesisir. Ketiga, Kebijakan pemerintah Provinsi Kepulauan Riau yang menetapkan Kota Batam sebagai kawasan pariwisata daerah dan sekaligus sebagai kawasan wisata bahari masih belum secara optimal dilakukan. Hasil penelitian ini diharapkan dapat memberi panduan dalam memanfaatkan kawasan wisata pesisir yang berkelanjutan. Luaran dalam penelitian ini adalah publikasi di jurnal nasional terakreditasi atau jurnal internasional bereputasi. Selain hal tersebut luaran yang diharapkan tersusunnya profil/outlook/daftar/data hasil identifikasi potensi wisata berbasis community yang dapat dikembangkan di Kawasan Pesisir Kota Batam. Tersusunnya data hasil Identifikasi potensi UMKM bidang Pariwisata yang dapat dikembangkan di Kawasan Pesisir Kota Batam. Tersusunnya Pola Pengembangan/draft/konsep Strategi Rencana Aksi Pembangunan Pariwisata Berkelanjutan yang sinergis, kolaboratif (bersama seluruh pemangku kepentingan) dan impactful untuk pencapaian kinerja kepariwisataan dan ekonomi kreatif yang berkualitas dan berkelanjutan berbasis masyarakat yang dapat dimanfaatkan oleh kalangan akademis, pemerintah, swasta maupun masyarakat yang membutuhkan.

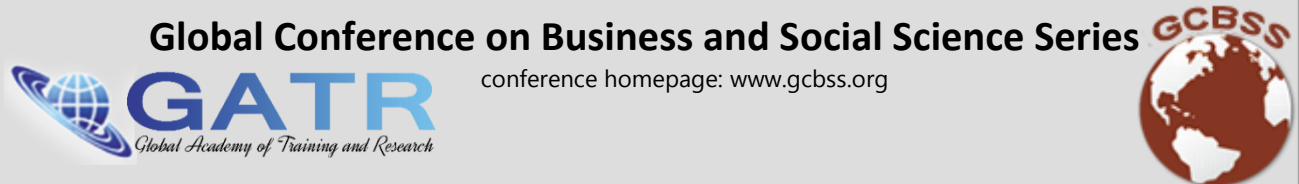
Keywords : pemanfaatan kawasan wisata pesisir , masyarakat lokal, pemberdayaan, Pariwisata Berkelanjutan, UMKM bidang Pariwisata

Tempat Penelitian



Gambar 3.1 Lokasi Penelitian

PROSES PENELITIAN		
PROSES	PELAKSANAAN	LUARAN
Penyusunan proposal dan pelaksanaan penelitian telah berjalan dengan baik	• Melakukan Observasi lapangan • Melakukan FGD • Melakukan Wawancara	• Hasil penlitian telah dipresentasikan pada Seminar Internasional di Penang Malaysia (Online) Global Conference on Business and Social Science Series 14th • Extended abstact sudah publish di Semantic Scholar • Paper Submitted (Menunggu review dari penyelenggara Seminar)
Judul Paper	Batam City Coastal Tourism Management: Economic Opportunities For MSMEs in Tourism	
Kendala yang dihadapi	Untuk kajian yang komprehensif membutuhkan waktu lebih lama di lapangan supaya observasi dan wawancara dapat dilakukan dengan lebih mendalam	
Ucapan Terimakasih	• Terimakasih Kepada LPPM yang telah membantu pendanaan penelitian • Terimakasih pada Fakultas Pariwisata yang memberikan dukungan Moral • Terimakasih atas Kerjasama kepada seluruh Tim Peneliti • Terimakasih kepada semua masyarakat di tempat penelitian dan partisipasi pada FGD -di Batam	



Batam City Coastal Tourism Management: Economic Opportunities For MSMEs in Tourism

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ABSTRACT

This research focuses on the involvement of local communities as SMEs in the tourism sector in the coastal tourism area of Batam City. This study is based on the argument that MSMEs offer welfare to local communities and at the same time become an attraction in tourist destinations. This research was conducted using a descriptive qualitative approach with primary and secondary data collection. Primary data collection was carried out through focus group discussions and interviews with local governments and communities as MSME actors, as well as field observations in four coastal areas. While secondary data is collected through the collection of documents related to the research focus. The results of this study indicate that (1) local communities are still not optimally involved in becoming MSME actors in the tourism sector in coastal tourism areas, due to limited knowledge of exploiting economic opportunities (2) culinary potential, crafts and tourist attractions potentially to be developed as attractions in the area coastal tourism in Batam City. Curation of culinary and craft products, as well as packaging of local culture as tourist attractions (3) local communities have limited access to local government programs related to human resource training and improving service quality at destinations. Tourism awareness groups in the four coastal tourism areas that were observed continue to work to mobilize local communities to get involved. Exploring the potential of culinary, craft and tourist attractions requires optimal local government involvement. The role of local government and local communities jointly synergizes in improving the quality of coastal tourism areas through the involvement of local communities as SMEs in the tourism sector.

Type of Paper: Empirical

Keywords: Coastal Tourism Areas, MSME Tourism, local community involvement

1. Introduction

The administrative city of Batam includes coastal and inland areas which are managed as a source of the economy. The coastal area which has had multiple functions as agricultural land, fisheries, settlements, and even functioned as an industrial area has caused many problems among the local community. Local communities have not benefited from the development of coastal areas due to limited human resource capacity, access to information and involvement in its development. Development investment in coastal areas is still not oriented towards local communities, as a result there is a deviation between the utilization of the potential of coastal areas and the welfare of local communities. When viewed from the economic activities in coastal areas, the majority MSMEs (Micro Small and Medium Enterprises) are products and service-based (Data collection from Central Bureau of Statistics of Indonesia, 2018).

The role of local communities in the development of coastal areas is the main capital in the sustainability of coastal areas (Hulu et al. 2018). Forms of community involvement can be realized through sustainable management of coastal tourism areas. Gupta and Bhatt (2009) mentioned that tourism can have a positive impact through increased employment and social interaction of local communities with tourists. All the potential that exists in the destination must be managed properly. In order, to gain benefit to local communities (Yang et al. 2016).

Many issues are debated in the process of developing sustainable tourism areas, starting from water use, energy saving, environmentally friendly transportation, buildings, technology (Pan et al. 2018) and socio-ecology (Lazzari et al. 2021). These problems require innovative solutions through approaches to changing tourist behavior (Nanni and Ulqinaku 2020). Meanwhile, according to (Richards 2020) that in building creativity in a place it must be based on local wisdom and consider the participation of local communities.

Based on the facts shown above and the potential of coastal areas that can be developed as tourist areas, this research focuses on the development of community-based coastal tourism areas as a support for the local economy. This paper is based on the argument that coastal areas have functioned as residential areas, agricultural land, fishery land, and industrial land, also can be developed as tourist destinations that have attractiveness and are managed as sustainable tourist areas. This study aims to show that the potential of coastal areas of Batam Island has not been managed sustainably through community-based tourism. Thus, this research focuses on studying the involvement of local communities in coastal tourism areas, identifying the potential of MSMEs in the tourism sector, and analyzing the quality of human resources for MSME actors in the tourism sector.

2. Literature Review

Sustainable tourism development requires the participation of all stakeholders through the process and stages of its implementation and is supported by political power (unwto.org, accessed 2022). Participation from the government in terms of formulating policies on sustainable tourism development is still not optimal in terms of accommodating the community. However, so far the synergy between stakeholders is still very limited and does not work as it should (Damanik 2016) In the context of community involvement in tourism development, one effective approach is through community-based tourism development. In order to optimize social and economic tourism activities need to be managed responsibly and sustainably. (Hulu 2021) says that all stakeholders must contribute to implementing sustainable tourism. The implementation of sustainable management is through a pro-community

development program that is pro-poverty, pro-growth, pro-employment, pro-environment (Ardika, 2018). The development of sustainable tourism areas demands collaboration from various parties. According to the research from (Widaningrum and Damanik 2018) on the super priority tourist destination Labuan Bajo shows that the synergy between stakeholders is very weak.

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Maritime development in Indonesia has become a government priority. Based on data, Indonesia is the second longest coastline after Canada. This will be an opportunity and a challenge in its development. The maritime area as the largest economic sector in the world has had an impact on local community activities and environmental sustainability (Papageorgiou 2016). According to Shafieisabet & Haratifard (2020) that the involvement of local communities is a form of empowerment that can be measured by their level of participation in managing sustainable tourism.

3. Research Methodology

This research was fully conducted using a qualitative approach. According to Creswell (2016) qualitative research methods, namely research used to examine the natural environment and at the same time researchers are key instruments in collecting data from various data sources, analyzing data inductively and deductively, paying attention to the meaning conveyed by participants, following developments in problems in the field, as well as emphasizing the process to describe the problem under study thoroughly. Primary data collection was carried out through interviews, focus group discussions, and field observations. While secondary data is collected through documents, books, and articles related to the research focus. Interviews, focus group discussions, and observations were conducted from October to November 2022 using a purposive sampling technique. Interviews were conducted with 5 MSME actors, 3 representatives of the tourism industry association, and 2 representatives from the Tourism Office. The selection of these participants was due to their involvement in tourism activities in coastal tourism areas.

Table 1. Interview Guideline

	Interview Guideline
	Local Community Involvement
1	What is the form of community participation in tourism activities?
2	What are the institutional forms in the community that manage coastal tourism areas?
3	What is the level of local community awareness of tourism development?

Potential of MSMEs in Tourism	
1	What are the traditions of the local community that are still being carried out?
2	What are culinary products indicate to local characteristics?
3	What amenities might local people provide?
Quality of MSMEs HR in Tourism	
1	How is the competence of MSME actors in coastal tourism areas?
2	What are the obstacles faced in improving the quality of MSME products?
3	How is the competitiveness of MSME products in coastal tourism areas?

Primary data collection focuses on 3 aspects namely;(1) the involvement of local communities as MSMEs in the tourism sector, (2) the potential of MSMEs in the tourism sector in coastal tourism areas,(3) the quality of human resources for MSMEs in the tourism sector. The process of data analysis starts from research instruments, processes all data, performs coding, connects themes, and interprets (Creswell 2016). The three focuses in this study are then connected to one another and constructed according to the original data. The data is analyzed by studying all the data collected, coding the data based on the theme, interpreting the meaning of the theme. Interpretation of the data is carried out to answer the problems according to the research objectives. The facts on the ground are constructed without reducing their authenticity, fully described regarding coastal utilization and forms of local community involvement through MSMEs in the tourism sector.

4. Results

Nu.	Respondents	Aspect	Information
1	R1, R4, R10	Local Community Involvement	Culture Preservation Planting Mangrove Providing Amenities
2	R2, R5,R7	Potential of MSMEs in Tourism	Culinary, Crafts, homestays, local arts
3	R3, R6, R8, R9	Quality of MSME HR in Tourism	Not Competent Lack of information Issue of Packaging Services

Source: Data proceed, 2022

4.1 Local Community Involvement

Based on the results of interviews and observations that the local community has started to have cultural centre groups as tourist attractions, for example Malay dance attractions that are prepared to welcome guests. The community through tourism awareness groups participates in planting mangroves and at the same time shows concern for the environment. The community provides craft, culinary and homestay products.

“We are involved in traditional dance activities with the children” R1.

“We have a tourism awareness group organization that always prioritizes shared values in developing our village, for example carrying out a mangrove tree planting movement” R4.

“We provide some of what tourists need, but it is still very limited because tourists are reluctant to buy it” R10.

coastal community of Batam City is divided into two categories in meeting their needs. Based on the results of field observations, it was found that there were community groups involved in land tourism activities and community groups involved in sea tourism activities. The two

community groups involved in tourism activities are under the auspices of the tourism awareness group. Based on field observations, it was found that a group of people regularly preserves traditional dances and craft products such as knitting and weaving. Several informants said that they were involved in preserving local culture and at the same time preserving the environment through planting mangrove trees around the coast (R1, R4). However, in its development the local community encountered many obstacles. One of the obstacles faced is the small number of tourists who buy local products, according to an informant (R10). In fact, the growth of tourism in an area is closely related to the economic growth of the community (Gounder 2021).

4.2 Potential of MSMEs in Tourism

The creative economic sector on the MSME scale in the coastal area of Batam that can be identified are: Culinary, Crafts, homestays, local arts.

"We have a unique craft, but still not developed as in Java" R2.

"Batam culinary products such as Luti gendang, Mie Tarempa are well known, but some of traditional culinary products on the coast are still unknown" R5.

"We provide homestay, craft products, and crafts. but it is still concentrated in certain locations only" R7.

Batam City is known as a business city oriented to the manufacturing industry. However, from a tourism standpoint, it has a unique appeal and has the potential to improve the local economy. Batam's special culinary delights such as Luti Gendang and Mie Tarempa are typical souvenirs for the City of Batam. However, there are still many culinary specialties of the Batam coast that are not yet known and can actually be found and available (interview with R5). Based on the results of observations and interviews in the field, it shows that handicraft products, local culinary products are still unable to compete with products such as those in Java which have developed and have competitiveness (R2). Another obstacle faced by tourism actors in coastal areas is that amenities such as homestays, restaurants and inter-island transportation access services in the coastal area of Batam are not evenly available in coastal tourism areas. In fact, local economic strength based on MSMEs is very significant in supporting a country's economy (Ahmedova 2015). The Batam City Government needs to make the issues and constraints faced by tourism businesses in the coastal area a priority scale in assistance. In fact, the strength of the MSME-based local economy is very significant in supporting the economy of a country.

4.3 Quality of MSME HR in Tourism

The quality of human resources in tourist areas is still not competent. Craft products packaging are not optimal to attract tourists. Also, the arrangement of tourist areas is still not optimal regarding the needs of tourists while at the destination.

"Packaging side needs assistance from the government. Because we realize that packaging can attract the desire to buy" R3.

"Several times training was held on improving the quality of culinary products, but it was only conducted for certain groups and in certain areas as well" R6.

"Craftsmen are still not evenly distributed in terms of expertise. because the group of craftsmen has not been organized for a long time with the help of the local government" R8.

"The majority of people already have hospitality, however, in providing services that are in accordance with standards, stakeholder support is still needed" R9.

Craft products, culinary and tourism services in coastal areas need development. One of the informants (R3) said that in terms of product packaging, they still could not compete with products from Java. As stated by (R6, R8) that craftsmen experience limitations in creating attractive product designs. However, it is recognized that the training has been carried out by the regional government but needs to be carried out evenly and continuously (R8). Based on field observations, it was found that the lack of updates on the design and packaging of MSME

products could reduce the interest of tourists to buy. Thus, an innovative solution is needed through an approach to tourist interest (Nanni and Ulqinaku 2020).

5. Discussion

The three aspects above are important issues that must be resolved immediately through the involvement of the local government and related stakeholders. Local communities have shown enthusiasm to develop, but need assistance through training in accordance to the potential that exists in each coastal tourism area. According to Shafieisabet & Haratifard, (2020) that the involvement of local communities is a form of empowerment that can be measured by their level of participation in managing sustainable tourism. However, it must be managed in order to gain benefit to local community (Yang et al., 2016).

Coastal areas must be managed through regulations with due regard to designated areas, tourism activities, utilization activities, and environmental sustainability (Papageorgiou 2016). The developments in coastal areas are followed by open access which affects the utilization of coastal areas. The existence of a number of tourism service businesses such as hotels, restaurants, tourist lodges, and tourist attractions needs to be managed so as not to cause conflict and misuse. MSME-scale tourism service businesses in the coastal area must be given space so that they do not collide with large-scale tourism service businesses. Research by (Masud et al. 2017) in coastal areas of Malaysia shows that the role of the government as a policy maker is very important to increase public knowledge in managing sustainable coastal tourism areas. Tourism activities in the coastal tourism area of Batam City through the involvement of local communities are still not optimally involved. Likewise, community connectivity as MSME actors in tourism is very limited. So that the potential of coastal areas is inversely proportional to the benefits received by the community.

6. Conclusion

The use of coastal tourism areas by local communities has great opportunities. The level participation of local communities as actors are not only limited to implementation but are involved in planning and at the same time evaluating activities. The direction of developing coastal tourism areas and the involvement of local communities must be indicated in RIPPARKOT (Tourism development master plan) city of Batam. In order to accommodate aspects of local community involvement, development of MSMEs in the tourism sector, and improving the quality of human resources in the tourism sector through competency standardization. Local people need training in improving service quality and product quality, in order to impress tourists. The role of the local government and the involvement of all existing stakeholders is urgently needed in the development of the tourism sector. Because of the synergy collaboration is the main key in tourism activities.

Utilization of the community-based coastal tourism area in Batam City has the potential to improve the quality of the area through environmental preservation and at the same time can improve the local community's economy. Local communities who live around the coast act as the main actors who benefit greatly from tourism activities. Malay culinary specialties can be served as a menu of local food and craft products as souvenirs. Craft products must pay attention to quality and packaging to attract tourists to buy. The three main aspects that are the focus of this research are the main keys in exploiting the potential of coastal tourism area of Batam. It is hoped that meeting the criteria for community involvement, the quality of MSME products, and the quality of human resources can improve the quality of destinations and increase the length of stay of tourists.

Acknowledgements (If Any)

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Lampiran

Jadwal Penelitian

No	Nama Kegiatan	2022												2023
		1	2	3	4	5	6	7	8	9	10	11	12	1
1	Studi Pendahuluan dan Literature review	v												
2	Penyusunan Pedoman Wawancara dan Kuesioner		v	v										
3	Persiapan Kegiatan			v	v			v	v	v	v	v		
4	Observasi Lapangan										v	v		
5	Pengolahan data dari lapangan											v	v	
6	Rekap dan analisis data kegiatan											v	v	
7	Pembuatan Laporan kemajuan dan Akhir											v	v	v
8	Membuat draft artikel												v	v

Tim Peneliti UPH dan Pembagian Tanggung Jawab

- 1) Ketua Tim: Dr. Meitolo Hulu, S.ST., M.M.
 - a. Menyusun Proposal Penelitian
 - b. Melakukan Koordinasi
 - c. Melakukan Observasi
 - d. Melakukan Wawancara
 - e. Melakukan FGD
 - f. Pengurusan Perijinan dengan lembaga terkait

- g. Mengolah data
- h. Bertanggung jawab dalam Menyusun laporan penelitian untuk tim UPH
- 2) Anggota 1: Prof. Dr. Diena M. Lemy, A.Par., M.M., CHE.
 - a. Membantu penyusunan proposal
 - b. Melakukan observasi
 - c. Melakukan wawancara
 - d. Melakukan FGD
 - e. Menghubungi nara sumber
 - f. Membantu penyusunan laporan akhir
- 3) Anggota 2: Dr. Amelda Pramezwary, A. Par., M.M.
 - a. Membantu penyusunan proposal
 - b. Melakukan observasi
 - c. Melakukan wawancara
 - d. Melakukan FGD
 - e. Menghubungi nara sumber
 - f. Membantu penyusunan laporan akhir
- 4) Anggota 3: Juliana, SE., M.M.
 - a. Membantu penyusunan proposal
 - b. Melakukan observasi
 - c. Melakukan wawancara
 - d. Melakukan FGD
 - e. Menghubungi nara sumber
 - f. Menyusun surat izin penelitian, dan daftar hadir peserta FGD
 - g. Membantu penyusunan laporan akhir
- 5) Yosep Dudedes
 - a. Tenaga lapangan
 - b. Melakukan FGD
 - c. Menghubungi nara sumber
 - d. Menyusun surat izin penelitian, dan daftar hadir peserta FGD
 - e. Membantu penyusunan laporan akhir

Tim Peneliti BTP dan Pembagian Tanggung Jawab

6) Ketua Tim: Ditentukan oleh BTP

- a. Melakukan Koordinasi
- b. Melakukan Observasi
- c. Melakukan Wawancara
- d. Melakukan FGD
- e. Pengurusan Perijinan dengan lembaga terkait
- f. Mengolah data
- g. Bertanggung jawab dalam Menyusun laporan penelitian untuk tim BTP

7) Anggota 1: Ditentukan oleh BTP

- a. Membantu penyusunan proposal
- b. Membantu menyiapkan acara FGD
- c. Menghubungi nara sumber
- d. Membantu mempersiapkan pengumpulan data di lapangan
- e. Membantu penyusunan laporan akhir

8) Anggota 3: Ditentukan oleh BTP

- a. Membantu penyusunan proposal
- b. Membantu menyiapkan acara FGD

- c. Menghubungi nara sumber
- d. Membantu mempersiapkan pengumpulan data di lapangan
- e. Membantu penyusunan laporan akhir

Rencana Anggaran Belanja

No	Pekerjaan	Satuan	Harga	Volume	Total (Rp)	PENDANAAN	
						UPH	BATAM POLYTECHNIC
1	Pembantu Lapangan	Orang	100.000	5	500.000	√	
2	Informan masyarakat	Orang	200.000	5	1.000.000	√	
3	Transkrip wawancara	Paket	2.000.000	1	2.000.000	√	
4	FGD (Penyediaan Ruang)	keg	3.000.000	1	3.000.000		√
5	Bahan FGD	paket	30.000	30	900.000		√
6	Souvenir FGD	Buah	20.000	50	1.000.000	√	
7	Konsumsi FGD	Orang	50.000	50	2.500.000		√
8	Biaya Narasumber	Orang	1.500.000	2	3.000.000		√
9	Transport peserta FGD	Orang	50.000	50	2.500.000		√
8	Analisis data FGD	Paket	2.000.000	1	1.100.000	√	
9	Pembuatan peta lokasi	paket	500.000	1	500.000	√	
10	Tiket Pesawat PP JKT-BTM Tim UPH	Paket	@1.700.000	4 x 2 (PP)	13.600.000	√	
11	Penginapan selama survey lapangan	Hari	1.000.000	2 x 2 malam	4.000.000	√	
12	Transportasi di lapangan selama survey dan pencarian data	Hari	1.000.000	3	3.000.000		√
13	Biaya Makan Tim UPH	Paket	1.600.000	3 Lunch 2 Dinner	1.600.000	√	
14	Transportasi PP Bandara-Rumah Tim UPH	Paket	200.000	4 x 2	1.600.000	√	
						26.900.000	14.900.000

Luaran Penelitian

1. Kolaborasi penelitian ini akan menghasilkan artikel yang akan di publikasikan di jurnal terakreditasi Sinta atau jurnal internasional (diupayakan yang bereputasi).
2. Artikel akan ditulis berdasarkan data yang terkumpul minimal 2 artikel
3. Satu artikel ditulis oleh UPH dan satu artikel ditulis oleh Polytechnic Batam