

Community Participation in Tourism Development of Rupert Island Bengkalis District

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ABSTRACT

The homeland of Malay with the charm of tourism has become a movement of Riau Province's efforts to develop and innovate tourism in Riau. Tourism potential in the coastal region of Riau Province is located on Rupert Island, Bengkalis Regency. Rupert Island has a lot of natural charm that is still beautiful and still natural, the beach scenery with a panoramic view of white sand beaches that can captivate the visitors. Rupert Island still has many beaches that have not yet been explored, so cooperation from all parties is needed to develop including the community. The ability of the community to participate in exploring the tourism potential in their region will have a socio-economic impact on the community in the surrounding area. The purpose of this study was to find out and analyze community participation in tourism development in the coastal area of Rupert Island, Bengkalis Regency. This study uses qualitative research with a case study approach. The informants in this study were the Village Head at the location of the tourist attraction and the community. Data collection is done by interviews and field observations. After data and information are collected through data source triangulation techniques, it will be processed, analyzed, interpreted and drawn conclusions. The results of the study found that community participation in tourism development in the Rupert Coastal Area of Bengkalis Regency was still not optimal. This means that community participation will grow if the tourist sites owned are supported by good road infrastructure. Whereas community participation will be low if the tourist location owned is not supported by good road infrastructure. The limited media and forms of promotion so far contribute to the impact of tourism that runs only seasonally, so that ongoing participation is also seasonal.

Keywords: Community Participation, Tourism Development, Tourism Policy

1. INTRODUCTION

Bengkalis Regency has tourism potential in the coastal region, precisely on Rupert Island. Rupert Island keeps a lot of natural charm that is still beautiful and still natural. Starting from the view of a small river that flows calmly, to a large river that divides the island. besides that, there is also a view of the beach with a panoramic view of the white sand beach that is able to captivate the visitors. Many beaches have not yet been explored so there are still many that are still natural. On Rupert Island there are well-known beaches including Rhu Beach in Teluk Rhu Village, Ketapang Beach in Sungai Cingam Village, Lapin Beach in Tanjung Punak Village or one of the legendary beaches, Alohong Beach. There is another beach whose scenery is no less beautiful, namely Makeruh Beach. Makeruh Beach, located in Makeruh Village, Rupert District, is still rarely visited by visitors. Obaknya relatively calm and along the beach has white sand spread wide, blue and white domination as long as the eye can see can cool the heart and refresh the mind. In the afternoon, the successive waves crashing against a

fishing boat moored under a coconut tree. Boat owners may be resting or sewing fish nets to be carried out to hunt in the middle of the sea. The beach that offers charm and interesting nautical natural scenery on Rupert Island Namely North Rupert Beach. The uniqueness of the North Rupert Beach, can be directly seen in the length of the coast which reaches about 11 kilometers, and the width of 30 meters. Its location which is also around the coast of the Malacca Strait, makes this beach as one of the beaches with the most beautiful marine natural scenery found in Bengkalis Regency. The charm of the natural scenery around the marine attraction of Rupert Utara Beach, will feel so beautiful and certainly very riveting. The atmosphere on this beach, feels so shady and also refreshing, with many mangrove trees that grow shady along the beach. Besides that, this beach also has its own uniqueness. Where there are a lot of small animals that occasionally seen gathering and forming an arrangement that causes the color on the coastline looks to turn red. In addition, the clear color of the sea water on this beach, also looks like adding to the exotic charm found on the beach in the Rupert Island region. The potential of coastal

tourism found in Rupert Island Bengkalis Regency, of course, must be developed in order to provide socio-economic impacts for the people in the surrounding area. Therefore, community participation is needed to develop tourism potential in the Rupert Island coastal area that is sustainable and based on local economic development. Therefore, the problem in this study is how is the involvement of the community in developing tourism in the coastal areas of Riau Province Rupert Island Bengkalis Regency. Participation comes from the English language "Participate" which means to participate, to take part (Willie Wijaya, 2004). A simple understanding of participation was put forward by Fasli Djalal and Dedi Supriadi (2001) where participation can also mean that community decision makers in groups or communities are involved in the form of delivering suggestions and opinions, goods, skills, materials and services. According to Siagian in Fina (2010) there are active and passive participation. Forms of active and passive participation:

1. To think about one's own destiny by utilizing social and political institutions that exist in the community as channels of aspiration.
2. Demonstrate the existence of high social and state awareness by not leaving the determination of fate to others, (such as leaders, community leaders, both formal and informal).
3. Fulfill obligations as responsible citizens such as paying taxes honestly and other obligations.
4. Compliance with various applicable laws.
5. Willingness to make sacrifices demanded by development for the common interests.

It can be concluded that participation is an active process and initiative that arises from the community and will manifest as a real activity if it is fulfilled by three supporting factors, namely: there is a will, ability, opportunity to participate. Community participation according to Isbandi (2007) is community participation in the process of identifying problems and potential that exists in the community, choosing and making decisions, implementing efforts to overcome problems, and community involvement in the process of evaluating changes that occur. Community participation is the right and obligation of a citizen to contribute to the achievement of group goals. So that they are given the opportunity to participate in development management by contributing initiatives and creative. (Amran Syah, 2012). Keith Davis in Sastropetro (1988) suggested several types of community participation including: 1). Mind, 2). Power, 3). Mind and energy, 4). Expertise, 5). Goods and 6). Money. Then according to Ericson in Slamet (1993) the form of

community participation in development is divided into 3 stages, namely:

- a. Idea planning stage
Participation at this stage means the involvement of a person in the preparation of plans and strategies in preparing the committee and budget for an activity / project. The community actively participates in participating in community meetings and also offers suggestions, suggestions and criticisms at the meeting.
- b. Implementation stage
- c. Participation at this stage means the involvement of a person at the implementation stage of a project. The community here can provide energy, money or material / goods as well as ideas as one form of participation in the work.

Participation at this stage means the involvement of a person at the stage of utilizing a project after the project has been completed. Community participation at this stage in the form of energy and money to operate and maintain the project that has been built. Such community participation should take place voluntarily and there is sustainability. Participation in question is participation that sees the community as the subject of all development rules not as an object of development. This whole community involvement is carried out through a development mindset that sees society as a subject of regulation with a diversity of behavior. The process of involving community participation starting from the planning, utilization, control of spatial use will emerge an evaluation system of the development activities that have been carried out and become input for the next development management process. Increasing public awareness in the field of tourism requires the dissemination of information about various understandings related to the term tourism in order to add insight. This is very important to be discussed given how with the growing development of Indonesian tourism, the community will contribute to the world of tourism and will benefit from tourism itself.

2. METHOD

This research uses qualitative research with a descriptive case study approach. This study sets the research informant as a source of information to obtain the data needed by using purposive sampling technique. The informants in this study are: First, the key informants are people who know the research problem in depth. As for the key informants in this study were the Department of Tourism and Creative Economy of Riau Province, the Tourism Office of Bengkalis

Regency and Pokdarwis (Tourism Awareness Community Groups) at the Tourist Attraction Site. Second, supplementary informants are people who are considered to know the research problem, even though the individual is not directly involved in the research problem. The complementary informants in this study were visitors and the public. Sources and types of data in this study are: (1) Primary data obtained through interviews with predetermined informants and researchers' field observations at predetermined research sites. (2) Secondary data obtained in the form of reports from the Department of Tourism and Creative Economy of Riau Province and Bengkalis Regency Tourism Office. Data collection is conducted from April to July 2019, which is carried out with various data collection techniques, such as: (a) Interviews conducted with informants that have been determined, starting from information on the Department of Tourism and Creative Economy of Riau Province, Bengkalis Regency Tourism Office, Head Villages in tourist sites, Pokdarwis in tourist sites and communities in tourist sites. Interviews were conducted in a structured way to facilitate researchers in digging up information about the dynamics of tourism development policies in the Coastal Region of Rupat Island, Bengkalis Regency, Riau Province. (b) The researchers conducted observations by observing the infrastructure and other tourist facilities at tourist sites in Rupat Island, Bengkalis Regency, Riau Province. After the data is collected from each research information, then the triangulation method will be used by check and cross check on the results of responses given by research informants. One of the most important and easiest ways to test the validity of research results is to triangulate. The triangulation technique used is triangulation with data sources. This method is done by comparing and checking both the degree of trust of information obtained through time and different ways. This type of qualitative research is descriptive, namely the problem-solving procedure that is investigated by means of describing data obtained from library observations and field observations, then analyzed and interpreted by giving conclusions.

3. RESULT

Rupat island region is part of Bengkalis Regency, Riau Province. Rupat Island is located on East of Sumatra Island with an area of 1,524.55 Km². Administratively, Rupat Island is bordered by:

- North: Bordered by the Straits of Melaka
- South: Bordered by the City of Dumai
- West: Bordering Rokan Hilir, Dumai City

d. East: Bordered by Bengkalis District

Participation is participation, taking part and involving the community in activities carried out by the government, both actively and passively. Community participation is community participation in the process of identifying problems and potential that exists in the community, selection and decision making, implementing efforts to overcome problems, and community involvement in the process of evaluating changes that occur. Community participation is the right and obligation of a citizen to contribute to the achievement of group goals. So that they are given the opportunity to participate in development management by contributing initiatives and creative. Therefore, community participation can be shown in the form of: First, taking part in thinking about one's own destiny by utilizing the social and political institutions that exist in the community as its aspiration channel. Second, it shows a high level of community and state awareness by not leaving the determination of fate to others, (such as leaders, community leaders, both formal and informal). Third, fulfill obligations as responsible citizens such as paying honest taxes and other obligations. Fourth, obedience to various applicable laws and regulations. Fifth, the willingness to make sacrifices demanded by development in the interests of a broad and important common interest.

State and community life requires participation so that active processes and initiatives emerge from the community and will be realized as a real activity if fulfilled by three supporting factors: willingness, ability, opportunity to participate. Therefore, community participation should take place voluntarily and there is sustainability. Participation in question is participation that sees the community as the subject of all development rules not as an object of development. This whole community involvement is carried out through a development mindset that sees society as a subject of regulation with a diversity of behavior. The process of involving community participation starting from the planning, utilization, control of spatial use will emerge an evaluation system of the development activities that have been carried out and become input for the next development management process. Tourism development policy in the Coastal Region of Rupat Pulau Bengkalis Regency also requires community participation to make it successful. Ericson in Slamet (1993) divided the forms of community participation in development into 3 stages, namely: participation in the planning

stage, participation in the implementation phase and participation in the utilization phase. To find out the responses of informants to community participation in tourism development policies in the Coastal Region of Rupa Island, Bengkalis Regency are as follows: "Community participation in tourism activities is basically good enough, especially in the implementation phase and the utilization phase. Community participation in the implementation phase is indicated by direct community involvement in every tourism event conducted by the government, both natural tourism events, artificial tourism and cultural tourism. Community involvement is not only in ideas and thoughts, but also at the level of capital and expertise. Yes ... this is indicated by the opening of homestays for visitors at every tourist location on Rupa Island. Other involvement is indicated by the presence of Pokdarwis in every tourism object in each tourist location. At the stage of the utilization of community involvement by maintaining facilities and infrastructure that have been built by the government such as roads and tourism facilities. Although the utilization of tourism facilities is still not maximized, but in every tourist event carried out by the public wants to jump right in to improve existing tourist facilities so that they can be utilized. While in the tourism planning stage, the community is not involved at all". (Interviews with head of section for destinations infrastructure and tourism agency creative economy Riau, June 2019).

A similar opinion was also conveyed by the Head of the Bengkalis Regency Tourism Office: "The community is rarely involved in the planning stages of tourism development on Rupa Island. Because tourism development planning is carried out by the central government top down and will be carried out by the provincial and district governments. At the implementation level on Rupa Island, only the people who are members of Pokdarwis are involved. But it is also possible for people who are not Pokdarwis to be involved. At the utilization level, the community has been involved to maintain the tourism facilities that have been built. Even though the protection and preservation has not been maximized, the community still wants to be involved to guard it". (Interviews with head of tourism Bengkalis district, June 2019). The same statement was also presented by the Head of Tourism Department of Bengkalis District: "This community is only involved in the implementation stage to build tourism in Rupa Island. This is evidenced by the creation of Pokdarwis in the community. Pokdarwis serves to carry out the management of

tourism in their respective villages, both from the management of tourism facilities, lodging and culinary. But unfortunately only lasts in season-only tourist. Not walking every day and ongoing. If at the planning stage, the community is not involved at all and the utilization stage is only involved in maintaining the facilities already built by the government in tourist sites only". (Interview with head of tourism office in Bengkalis District, May 2019).

A similar response was also conveyed by Pokdarwis at Tanjung Lapin Beach, Tanjung Punak Village as follows: "We are only involved in the implementation stage to develop tourism in this village. Because the activities carried out at our tourist sites were all carried out, the district government through the village government only gave direction to us. We will work optimally when the tourist season arrives, but on normal days we do our routine work as fishermen. Making homestays involving our houses is also based on our direction and initiative to provide lodging for visitors. Although for culinary we are still not able to provide. But there are also people with small stalls selling dishes that characterize the typical fish of Rupa Island. If the planning stage, we do not take part and the utilization phase is only limited to maintaining government facilities that have been built". (Wawancara dengan Pokdarwis Pantai Tanjung Lapin Desa Tanjung Punak, Mei 2019).

The results of this interview explained that community participation in developing tourism in the Coastal Region of Rupa Island, Bengkalis Regency has been running and is already underway. The majority of community participation is indicated at the stage of implementing tourism development on Rupa Island. While at other stages community involvement is very small, there are even stages where the community is not involved at all. Community participation at the planning stage is indeed not involved at all, because tourism development planning on Rupa Island is top down. This means that the Central Government through the Ministry of Tourism and Creative Economy issued a policy that sets tourism on Rupa Island included in the National Tourism Strategic Area (KSPN). The acceleration of Rupa Island as a National Strategic Tourism Area (KSPN) is the basis and main foundation for the government to develop tourism in the region. Even the Riau Provincial Government and Bengkalis Regency Government no longer make derivative policies in an effort to implement policies relating to the National Tourism Strategic Area (KSPN). The

absence of policies at the provincial and district level in tourism development on Rupert Island, resulted in all forms of tourism development planning carried out following the master plan prepared by the Central Government through the National Tourism Strategic Area (KSPN).

Determination of the National Tourism Strategic Area (KSPN) against Rupert Island which made development in the field of tourism begin to stretch from 2016 until now. Gradually the planning set by the Central Government began to be carried out by the Provincial Government and the Regency Government in developing tourism on Rupert Island. One thing that has actually been done is to improve the Roro Ship crossing line from Dumai City to Rupert Island. In addition, road access has also begun to be paid by the government for improvement, this is demonstrated by the construction of a concrete road system at several pivot points on Rupert Island. Road construction is expected to help open up potential tourism pathways to be developed, such as nature tourism, cultural tourism and artificial tourism. Even though the road access construction process that was carried out was still at the stage of completion which was not yet perfect, due to the construction of the land in the Rupert Island area which was peat and not dense, it made the road construction process difficult. This reality can be seen in several pivot points on Rupert Island that have not yet been completed but have been damaged. This challenge provides a proposal to the Central Government that plans the development of the National Tourism Strategic Area (KSPN) Rupert Island to be able to innovate in building roads, so they are not easily damaged and durable if used. In order to support the development planning of the Rupert Island National Tourism Strategic Area (KSPN), the Central Government has also planned the construction of the Pekanbaru City - Dumai City toll road. The construction of this road was carried out to facilitate road access from the capital of Riau Province to Dumai City which is the central crossing to Rupert Island. If this road access planning has been carried out, it is hoped that local, national and international tourists can easily travel.

Community participation at the implementation stage is the biggest involvement of the community in developing tourism on Rupert Island. Because almost every tourism activity carried out by the government, always involves the people who are in the tourist attraction. This involvement was demonstrated by the formation of Tourism Awareness Community Groups (Pokdarwis) at each developed tourist site. The

involvement shown by the community can be directly or indirectly. Community involvement was directly demonstrated by being involved in the Tourism Awareness Community Group (Pokdarwis) that was formed. Because Pokdarwis has the responsibility and authority to implement tourism governance in the village area. Pokdarwis prepares its human resources to manage the facilities that have been provided at tourist sites to manage the income obtained from activities carried out at tourist sites. This means that the management of attractions on Rupert Island is fully carried out by the community to develop themselves, the government is only as support in an effort to provide autonomy and independence to the village. However, the reality found that community participation at the implementation stage only tends to occur on holidays and on certain events. So that if there are tourists who visit when it is not a holiday or tourism event, then the Pokdarwis that is formed is not at the tourist location. This condition will certainly be very detrimental at the stage of management of attractions, because budget income only occurs during the holiday or tourist event. This fact makes the governance of tourism does not run optimally due to budget constraints. Whereas if Pokdarwis can commit in managing existing tourist attractions in its village, it will be able to bring maximum village finance and help finance village development that is carried out. But because the tourism management system has not been maximized, making the tourism potential possessed has not been able to provide a maximum contribution to village finances and economic improvement for the community. Even though there have been many examples shown in some areas that have succeeded in managing the attractions they have, call it the Umbul Ponggok attraction in Klaten, Central Java or the Cerocok Beach attraction on the South Coast of West Sumatra. The maximum management of objects by the community can in fact have an impact on increasing village finances and the community's economy. Similar to the management of coastal attractions on Rupert Island by Pokdarwis, basically they can contribute to village finance and improve the people's economy. But because the management has not been maximized, so the financial income obtained from beach tourism on Rupert Island has not been maximized. This reality requires collaboration from the government, community and private sector in efforts to participate in developing tourism on Rupert Island. Indirect community participation at the implementation stage has reached the stage of capital and expertise involvement. This is indicated by the opening of several homestay-shaped

lodgings by the community to meet the needs of housing for tourists. Homestay management is carried out individually by the community by prioritizing the local wisdom they have. This participation basically provides a significant economic contribution to the community, if the tour visits that occur can be sustained. But the reality that occurs, tourism visits that take place are still not optimal and only occur on holidays.

One of the causes of this inaccessibility is the lack of tourism promotion on Rupert Island. The Pokdarwis should be at the location of the tourist attraction can offer attractive and innovative tour packages to provide an attraction to the tourism potential they have. Because Rupert Island has integrated tourism potential, starting from the potential of natural tourism, cultural tourism and artificial tourism. If these three tourism potentials can be managed into attractive tourism packages and are offered to tourists, it will certainly provide a special attraction to enjoy them. Therefore, the management of tourism on Rupert Island still needs collaborative governance and integrated innovation promotion to provide information to the outside world that on Rupert Island there is a hidden beauty and is worth enjoying. The final stage in community participation is the utilization phase which is the stage of involving the community after tourism development has taken place. Community involvement in activities after tourism development is still very low. This is evidenced by the unavailability of tourist facilities available at tourist objects, such as toilets, small mosque, places to relax, stalls selling and so on. The low level of community involvement in the utilization phase is caused by tourism activities which only take place

on certain days. So that people are not serious about managing tourism facilities that have been provided in an effort to support the utilization of tourism carried out. This condition sometimes makes an impression that is not attractive to tourists who visit at any time. The impression of a visit that is less interesting, sometimes raises the desire not to return to visit the same tourist location. This reality makes tourist visits on the beaches of Rupert Island deserted at certain times. But on holidays and certain events, tourist visits can be crowded and many and make a positive contribution to the community. Therefore, commitment from all stakeholders is needed to develop tourism in Rupert Island.

4. CONCLUSION

The results of research and discussion found that community participation in developing tourism in the Rupert Island Coastal Region Bengkalis Regency has been running and is already underway. The majority of community participation is indicated at the stage of implementing tourism development on Rupert Island. While at other stages community involvement is very small, there are even stages where the community is not involved at all. Therefore, in an effort to increase community participation in tourism development in the Coastal Region of Rupert Island, Bengkalis Regency, a participatory approach is needed. Participatory approach is carried out by forming a tourism village that will be fostered by the stakeholders. Tourism villages that are formed can be fostered by universities or the private sector to provide management training in managing good tourism.

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