
MALAY-BASED HERITAGE TOURISM DEVELOPMENT IN BENGKALIS REGENCY

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ABSTRACT

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The purpose of this study was to determine the development of heritage-based tourism in Bengkalis Regency. Geographically, Bengkalis Regency is a district directly facing the Malacca Strait and directly adjacent to neighboring Malaysia. This makes Bengkalis Regency one of the entry points for foreign nationals who want to make visits or tours to Bengkalis and its surroundings. The research method in this study is a descriptive analysis method with a qualitative approach. As a result, the tourism potential in Bengkalis Regency has not been properly explored, but it is very promising and should be developed. The geographical condition of Bengkalis Regency, which consists of islands and coastal areas as well as the atmosphere of community life and local culture that is typical of Malays, is one of the tourist destinations in Riau Province, especially in Bengkalis Regency. and the factors that influence its development include the strategic geographical location of Bengkalis Regency, the support of relevant agencies in the development and management of tourist objects, and Bengkalis Regency as a historical city with various kinds of areas and cultural heritage.

1. INTRODUCTION

As one of the areas that are clustered within the province of Riau, geographically, Bengkalis Regency is a district that directly faces the Malacca Strait and is directly adjacent to the neighboring country of Malaysia. This makes Bengkalis Regency one of the entry points for foreign nationals who want to make visits and tours to the Bengkalis area and its surroundings. This is confirmed the Provincial government through the Riau Province Tourism and Creative Economy Service (Disparekraf), there are three entrances to Riau Province so far used by tourists, namely by air in Pekanbaru City, by sea such as Bengkalis Regency and Dumai City (antara riau.com, 2016) . Of course this is a distinct advantage for Bengkalis Regency in developing its existing potential.

In the effort to develop the Bengkalis Regency, it will certainly be very relevant and effective if the regional development program is aligned with the government's vision and mission in the next 5 years (2016 – 2021), both substantially and normally. However, the basic values of Bengkalis' vision and mission can be seen from the initiation of the distribution of the "Gate of Development" program, along with the distribution of "Gate of Development" for the Bengkalis Regency area (2016-2021):

Main Gate. The focus is on making Bengkalis Island the Center of Government, Center for Integrated Education and Center for the Development of Serumpun Malay Culture. Gerbang Laksamana. The focus is on making Bukit Batu District and Siak Kecil District a Religious Tourism Industrial Area, an export-import port, a center for the development

of agriculture, plantations and modern animal husbandry that are pro-people. Gem Gate, Focus on making Mandau District and Pinggir District a Center for Development of Industry, Mining, Trade, Employment, Animal Husbandry, Agriculture and Plantation, Coastal Gate. Focus on making Rupa Island a center for regional superior tourism, plantations, animal husbandry, marine affairs and fisheries (nadariau.com).

From the description of the "Development Gate" of Bengkalis Regency, there are several aspects that are felt to dominate the program, and what draws attention are the Main Gate and the Admiral Gate. From the two "Development Gates" there is a synchronization of development goals that are oriented towards the development of the tourism industry, especially on cultural or tourism tourism "Heritage". Tourism development and development objectives Heritage the Bengkalis district government also feels that it is not grandiose to realize, because support from the province of Riau for the development of Malay culture is also included in the commitment of the provincial government which is written in the vision and mission of Riau Province, as explained by the Governor of Riau at the Riau Homeland Of Malay. "We have the potential to develop tourism objects based on Malay culture that are not owned by any other province. That will be the hallmark of our tourism and we will introduce it to the Indonesian and international public" (riau reality.com).

This is also in accordance with Riau's 2020 vision to become a center of Malay culture where the sound of the vision is "The Realization of Riau Province as a Malay Economic and Cultural Center in a Religious, Prosperous and Spiritual Society in Southeast Asia in 2020. Starting from the statement of paraStakeholder both provincial and regional levels, as well as planning documents that lead to culture-based tourism development, it is felt that it is very relevant if the Bengkalis Regency government participates in enlivening and participating in culture-based tourism development (Heritage) in the Riau region, as well as for Bengkalis Regency in particular. Because basically today the tourism industry has transformed into a very strategic potential resource and has a major contribution to the development and development of a region. Therefore, it's not surprising that lately many

regions are competing to boost their tourism sector, even making the tourism sector the main source of regional income. Baiquini et al said that "tourism plays a significant role and has been able to drive the economy of the Balinese people. Around 80% of all Balinese people depend on tourism" (Maksimalinus Maris Jupir).

Making Bengkalis district a center for Malay-based cultural tourism is not impossible, sociologically and anthropologically, Bengkalis society is dominated by ethnic Malays. Social psychology also proves that the Bengkalis people are still very strong and closely related to Malay values. This is evidenced by the existence of Malay sites in the Bengkalis region and the strong Malay values represented in the customs of the Malay tribe itself. The following tours based on Malay culture that can be found in Bengkalis Regency are collected from the Office of Tourism and Creative Economy of Bengkalis Regency:

Table. 1.1 List of Cultural Tourism Objects/Heritage o

No	Attraction Name		
1	Lampu Colok		Bengkalis
2	Acara Ritual Syafar	Mandi	Bengkalis
3	Makam Laksamana Raja Di laut		Bukit Batu
4	Lomba Memancing		Muntai
5	Lomba Gasing	Permainan	Bengkalis
6	Lomba Jong		Selat Baru
7	Lomba Layang-layang		Bengkalis
8	Festival Kompang	Rebana dan	District Capital
9	Festival Melayu	Langgam	District Capital
10	Tari Zapin Api		Rupa Utara
11	Meriam dan Tupai Beradu	Sumpitan Bone	Bukit Batu
12	Tenun Songket		Bukit Batu
13	Taman Pelatihan Gajah		Sembaga/Duri
14	Kebun Binatang		Selat Baru
15	Taman Prapat Tunggal		Meskom
16	Taman Andam Dewi		Bengkalis
17	Pantai Parit 3		Pambang/Bantan
18	Pantai Tjg Sekenip		Pambang/Bantan
19	Pantai Jangkang		Jangkang/Bantan
20	Pantai Tenggayun		Bukit Batu
21	Pantai Sepahat		Bukit Batu
22	Taman Bermain Muda	Kuala	Semunai/Pinggir

23	Taman Kera Jinak	Sekodi	So, in this case it will be investigated further, how exactly is the development of heritage tourism in Bengkulu Regency based on Malayness in order to achieve goals in accordance with the vision and mission of Bengkulu Regency.
24	Lapangan Pasir	Bengkalis	
25	Pantai Selat Baru	Selat Baru	
26	Pantai Rupert Utara	Tj.Medang,Tj.Punak Tlk.Rhu	
27	Pulau Benteng Aceh	Rupert Utara	
28	Kuliner Cik Mahaten	Bengkalis	
29	Festival Pantai Rupert	Rupert Utara	
30	Hutan Giam	Siak Kecil/Bukit Batu	

2. METHODS

Source: Processed 2020

Based on table 1.1 it can be seen that Bengkulu district has cultural tourism potential that can be developed and make Bengkulu district a center for Malay cultural tourism in Riau province. In accordance with the jargon visit Riau tourism namely *The Homeland Of Melayu*. Although in reality, not all cultural tourism objects in Bengkulu Regency are truly ready and mature in their implementation. There are still a number of obstacles, such as difficult access, the location of tourist sites that have not been neatly arranged, and several traditional events that have not been properly organized.

As research conducted by Titing Kartika et al., with the results of research that the development of heritage tourism as a tourist attraction in Cimahi City, the analysis uses development theory which includes Attractions, Accessibility, Amenities and Institutions. Aspects of the attractions offered include something to see, do and buy which are not widely offered at tourist sites to tourists, but there are plans to add to the existing attractions. The aspect of accessibility to fulfill heritage tourism is felt to be sufficient because of the many transportation and easy roads to reach the destination. The amenity aspect is considered sufficient, because several restaurants and places to stay are not far from the heritage area in Cimahi City. The institutional aspect, especially the Cimahi city government, namely the Cimahi City Tourism Office has currently supported and planned so that heritage tourism in Cimahi City can be enjoyed by the public and tourists. Based on the research results, it can be concluded that heritage tourism potential in Cimahi City can be developed into a tourist attraction seen from these four aspects (Titing Kartika, Khoirul Fajri and Robi'ah Khairimah).

The method used in this research is a descriptive analysis method with a qualitative approach. The location of this research is in Bengkulu. The object of this research is the Malay-based cultural tourism development strategy in Bengkulu Regency. The data sources in this study are divided into primary data and secondary data. Primary data is data obtained directly from respondents, namely from the process of observation (observation) and interviews (interview). Whereas secondary data is data obtained from written sources in the form of books, journals, documentation or archives related to the topic under study.

The data collection technique in this study is Observation (observation) is a data collection tool that is carried out by systematically observing and recording the symptoms investigated (Cholid Narbuko and Abu Aachmadi, 2013). So in this study, the researchers' efforts to gather research data were carried out by observing everything related to the process of formulating Malay-based cultural tourism development strategies in Bengkulu Regency.

Furthermore, an interview is a process of communication or interaction to collect information by way of question and answer between researchers and informants or research subjects (Ezmir, 2010). So in this technique, researchers interview research respondents to obtain information about the research object being studied.

Furthermore, Documentation is looking for data regarding matters or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, minutes of meetings, appointments, agendas, and so on (Suharsimi Arikunto, 2010). In this study the researcher collected data in the form of documents,

photographs, books, formal notes, journals, and so on that were relevant to the object being studied.

Then the data analysis technique used is by analyzing all the data obtained through the data collection technique used. From the qualitative descriptive analysis carried out, in-depth images will be obtained about the strategic process of Malay-based cultural tourism development in Bengkalis Regency.

3. RESULTS AND DISCUSSION

The development of Malay-based cultural tourism in Bengkalis Regency is based on the 2016-2021 Bengkalis Regency tourism strategic plan/strategic plan. There are many programs that aim to strengthen cultural treasures. Such as the Tourism Marketing Development Program, Tourism Destination Development Program, Tourism Partnership Development Program, Cultural Value Development Program, Cultural Property Management Program, Cultural Diversity Management Program. These programs prioritize Malay culture because they are in line with the 2014-2019 vision of Riau Province, namely "Malay Culture-Based Excellence Tourism" (Strategic plan of the tourism, culture, youth and sports department of Bengkalis Regency).

Seeing the many strategic plans that aim to strengthen heritage tourism based on Malay culture, of course the tourism service government wants the achievement of the strategic plan to go well. The achievement of the Malay-based heritage tourism development strategy in Bengkalis district is going well, although it has not been fully realized because the desired targets do not match the results obtained.

Targeted achievements, such as the target of increasing tourist visits aimed at developing tourism marketing in 2020 are targeted to reach 52,000 tourists, but 44,800 tourists have been realized. Art and cultural groups in 2020 are targeted to reach 122 groups and only 101 groups have been realized. Even though the desired achievements did not reach the target, the local government through the Tourism Office of Bengkalis Regency also carried out training on Malay-inspired arts and customs, such as

developing dance arts, welcoming guests, Malay wedding customs and so on (Results of Interview with the Secretary to the Head of the Tourism Office).

To develop Malay-based cultural tourism in Bengkalis Regency, there are several factors that influence it, including Geographically Bengkalis Regency with a strategic position with natural charm and cultural diversity so that it has great potential for tourism development, There is support from relevant agencies in the development and management of tourist objects, Regency Bengkalis as a historical city has various areas and objects of cultural heritage.

To achieve this development, the Tourism, Culture, Youth and Sports services carried out tourism and cultural promotions in Bengkalis and then packaged this "package" by covering the deficiencies that had not been able to organize properly which are now in the process of arrangement, starting from the existing infrastructure, improvements and content tools and equipment at Datuk Laksmana's house for example. The name of Bengkalis City was formerly called Kampung Baru. This means that this is a newly opened village, which was opened by the Dutch. Including the Pelindo Port area, it is part of the new village developed by the Dutch (Kahiriah, Jarir, 2018).

DEVELOPMENT OF MALAY-BASED CULTURAL TOURISM IN BENGKALIS REGENCY

Making Bengkalis district a center for Malay-based cultural tourism is not impossible, sociologically and anthropologically, Bengkalis society is dominated by ethnic Malays. Social psychology also proves that the Bengkalis people are still very strong and closely related to Malay values. SWOT analysis is the identification of various factors to formulate corporate strategy. This analysis is based on logic that maximizes strengths(*strengths*) and opportunities(*opportunities*), but at the same time can minimize weaknesses(*weakness*) and threats(*threats*).

The company's strategic decisions need to consider internal factors which include strengths and weaknesses as well as external factors which include opportunities and threats. Therefore it is

necessary to have important considerations for a SWOT analysis (Freddy, 2004).

When we look at it from the strength side, it is the strategic location of Bengkalis itself, and when we look at the shortcomings, it is the Human Resources in Bengkalis Regency itself. When it comes to Malayan-based cultural tourism in Bengkalis Regency, the many opportunities that are obtained are the strategic location of Bengkalis Island. Bengkalis Regency is one of the regencies in Riau Province which is located on the east coast of Sumatra Island. The area of Bengkalis Regency is lowland, with an average height of 2-6.1 meters above sea level with an area of 11,481.22 km², which consists of islands and seas. There are 33 main islands as well as other small islands in Bengkalis Regency. Most of them are organosol soils, namely soil types that contain a lot of organic matter found in rivers, lakes and large and small islands (Central Bureau of Statistics of Bengkalis).

This is what gives us the opportunity to develop Malay-based cultural tourism. When looking at the threat side, we have collectively known that Bengkalis is very strategically located and easily accessible from the transportation side which is very adequate. When we do not prepare human resources from now on then we will only be spectators, seen from the Central Statistics Agency Quoting the contents of the first Human Development Report (HDR) in 1990, human development is a process of increasing the choices that humans have. Among these many choices, the most important choices are to live a long and healthy life, to be educated, and to have access to the resources needed to live a decent life.

The tourism potential in Bengkalis Regency has not been well explored, but it is very prospective to be developed. The geographical condition of Bengkalis district which consists of islands and coastal areas as well as the atmosphere of community life and local culture that is uniquely Malay, is one of the regional tourist destinations in Riau Province, especially in Bengkalis Regency. Tourism objects that already exist and have the potential to be developed include marine tourism, protected forest tourism, historical and cultural tourism (Nurjannah, 2018).

Strategies and efforts to reach the target can be carried out by developing local content on culture

and tourism for all sectors, especially the development of culture and tourism in relatively undeveloped areas to invite investment in other sectors (Nurjannah, 2016). Directly tourism actors are expected to be able to touch and involve the community directly, it is hoped that they can touch and involve the community so that it has various impacts on the local community, even tourism is said to have an extraordinary energy trigger (Sastrayuda, 2010). Therefore, a growing economic sector cannot be separated from adequate infrastructure (Suwono, 2010). One of the strategies in tourism development is the infrastructure development approach. Provision of basic infrastructure is an activity to strengthen tourism (Tuwo, 2011).

The development that is really needed is from the management of tourism itself, this is what will make the development of Malay-based cultural tourism in Bengkalis Regency.

4. CONCLUSION

The purpose of this study was to determine the development of Malay-based heritage tourism in Bengkalis Regency. The result is that the Department of Tourism, Culture, Youth and Sports manage cultural tourism development strategies such as carrying out tourism marketing development programs, tourism destination development, tourism partnership development, Cultural Value Development, Cultural Property Management and Cultural Diversity Management.

Meanwhile, to develop Malay-based cultural tourism, the factors that influence its development include the geography of Bengkalis Regency with a strategic position, the support from relevant agencies in the development and management of tourist objects, Bengkalis Regency as a historical city has various kinds of areas and objects of cultural heritage.

The tourism potential in Bengkalis Regency has not been well explored, but it is very prospective to be developed. The geographical condition of Bengkalis district which consists of islands and coastal areas as well as the atmosphere of community life and local culture that is uniquely Malay, is one of the regional

tourist destinations in Riau Province, especially in Bengkalis Regency.

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