



Digital-Based Maritime Tourism Development Policy in the Anambas Islands in Maintaining Maritime Sovereignty

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Abstract

The Anambas Archipelago, one of the potential areas for marine tourism in Indonesia, is located in the Riau Archipelago. Supported by a strategic location, being on the path of New Regional development, becoming an international shipping lane and directly adjacent to the State of Singapore. This study aims to look at the policy of developing digital-based marine tourism in the Anambas Islands. This study uses a qualitative method. Source of data obtained from primary data, secondary data. Observation data collection techniques, interviews, documentation, FGD. Triangulation data analysis technique assisted by N-Vivo12Plus Tools. Maritimeturism development policy is seen from three aspects, namely the policy of compiling E-Tourism prototypes, developing tourist attractions, developing promotion/marketing of marine tourism. The results of the Anambas Islands Regency government have not been optimal in developing digital-based marine tourism. Even though the government already has a National Tourism Development Master Plan (RIPPARNAS) for 2010-2025, which is directed at the development of maritime tourism, there are no specific steps or tourism development policies that carry a digital approach. Based on the theory used, it is known that tourists' needs for accessibility where information access facilities must be easily achieved and technology supporting facilities such as telecommunications and internet access which are added so as to satisfy tourists using technology and smartphones when traveling in Anambas have not been fully realized. So that the role of digital in the marine tourism of the Anambas Islands has not fully provided a positive influence while digitalization should add excellence to the tourist experience.

Keywords: Policy; marine tourism; Digital.

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Introduction

Maritime and tourism have an important role in contributing to the development of countries and regions, reversing the sea as a sustainable development agenda (Sustainable, using information, communication, and technology (ICT) to protect maritime and oceans (Eli et al., 2020). Maritime is synonymous with the term maritime, especially those related to shipping and trade at sea. Riccardo Spinelli.

According to (Spinelli & Benevolo, 2022), maritime is all activities related to and related to the sea. Talking in the context of development in the maritime sector, of them will be talking in the context of development, one of which is in the tourism sector (Yuningsih et al., 2019). Maritime tourism is one of the types of tourism that is currently being developed in several countries, as stated by Marine tourism is a tourism phenomenon that is developing on a global scale (Judiasih et al., 2019; Spinelli & Benevolo, 2022).

Marine tourism includes functional tourism/recreation activities with an emphasis on maritime aspects that dominate (Robert & Brown, 2004) this is because tourism activities include tourist movements that are closely related to the ocean or tourism that is centered on the sea. The importance of marine tourism has been mutually agreed upon along with its role as the main driver for the development (Spinelli & Benevolo, 2022). According to (Arfandi; Adhayanto, 2015) , maritime tourism is all forms of tourism activities that are supported by various facilities and services available at maritime tourism objects. according to (Buhalis & Law, 2018) Maritime Tourism is all forms of travel activities with various purposes to visit tourist objects related to the sea, coastal areas, and small islands.

One of the Indonesian regions that has marine tourism potential is the Anambas Islands. Anambas Islands have an area dominated by water/sea with an area of 6,029.77 km² or around 98.65% sea area, while land is 634.37 km² or about 1.35%. With a total of 255 islands, 26 of them are inhabited and 5 islands are the outermost or border islands Malang Biru Island and Damar Island which have natural beauty under the sea and are hunted by foreign tourists so they have high-selling power. Located in the Riau Islands province, the waters of the Anambas Islands have a lot of marine tourism potential. One of them is Durai Island which is a paradise for turtles in this group of islands. The marine biota that lives under the sea in Anambas is no less competitive than other islands in Indonesia. Another advantage that supports gambas as marine tourism in Indonesia is the clear sea water so that marine biota can be easily seen even from above sea level. This condition further supports the Anambas Islands to continue to develop their area as marine tourism.

Based on data from the Anambas Tourism and Culture Department, in 2020 there were 40 marine tourism objects and based on the latest data from the Anambas Tourism and Culture Department in 2020 the number of domestic tourists was 5161 tourists and 253 foreign tourists. This number can be increased through digital utilization. Implementation and digital development can be done through three things, namely Attractions, Accessibility, and Amenities. The Anambas Islands are part of the National Tourism Development Master Plan (RIPPARNAS) 2010–2025 National Tourism Destination Development Plan (DPN) which is focused on developing marine tourism. Likewise, with the support of the Riau Islands Government to increase tourism in the Riau Islands, the Anambas Islands are included in the Regional Tourism Corridor (KPD) development plan through RIPPDA 2012-2022, which is also intended to focus on the growth of marine tourism.

The direction and policy for the realization of Indonesia as the world's maritime axis was legally agreed at the IORA Summit (Organization of Indian Ocean Coastal Countries) resulting in the IORA Concord document which aims to strengthen Indonesia as the World Maritime Axis. In the IORA Concord document, there are Five (5) Maritime Axis Pillars. These 5 pillars can be seen in the image below.



Figure 1. Five Pillars of Indonesia's Maritime

Based on the picture above it can be seen that one of the pillars is Connectivity and Infrastructure which can be realized through Tourism. Maritime (marine) tourism is one of the important points in achieving economic goals, by making tourist objects an atmosphere for the arrival of foreign tourists. One of the strategic steps to achieve this goal is through digital-based policies. This position positions the role of tourism as a locomotive for the economic development of Batam City as a Multi-Sectoral industry that involves All Elements and Aspects in its development, so that in its development a policy is needed as a basic guideline/reference in the process of organizing and developing tourism in Batam City to maintain sovereignty as a maritime area.

This study aims to build an understanding of the currently developing academic literature on marine tourism from a policy and institutional perspective. Various disciplines have an interest in tourism, tourism penetrates every aspect of life, either directly or indirectly Lam-González. The same is true for marine tourism research, where economic, managerial, geographical, sociological, anthropological, historical, and policy approaches converge. From various scientific perspectives, my analysis focuses on the Digital-based Maritime Tourism Implementation and Development Policy.

The Research is Important to do that the Anambas Islands are one of the potential areas for maritime tourism in Indonesia, Digital-based implementation and development policies need to be implemented to strengthen maritime existence in addition to maritime tourism, maritime tourism) being able to encourage the economy and development in the region. Through this research, it is hoped that it will be able to encourage the realization of Maritime Sovereignty, and regional economic and development security in the Anambas region which can support national security which can maintain territorial sovereignty as a maritime region, support economic independence by securing maritime resources and reflect the personality of the Anambas Islands as one of the maritime regions in Indonesia.

Research Method

This research uses qualitative (descriptive) research. The qualitative method is an approach to scientific research in which the process starts with a problem that needs to be solved (Darmalaksana, 2020). Qualitative descriptions aim to reveal phenomena in the field in the form of words or language related to the behavior, perceptions, motivations, and actions of (Panorama & Muhajirin, 2017) policymakers and implementers. The object of this research will be carried out in the Anambas Islands. Geographical conditions with all the advantages of natural resources that Anambas has will make this study interesting to research.

This research began with a collection process assisted by VostViewer software which helped collect relevant research within a certain time limit which was accessed from Scopus. The Literature Study Process will help find theories that can be used as instruments in solving problems in case studies. The Literature Study will be assisted by the N-Vivo 12 Plus Software Tools. How the N-Vivo 12 Plus works will help connect indicators from relevant research so that it will help find appropriate theoretical concepts in research.

This research uses two types of data sources, namely primary data and secondary data. Primary data was obtained through interviews and documentation. In carrying out interviews, informants are selected only for actors who are considered to have quality information and by research needs. Secondary data used comes from reports from organizing institutions, regulations, results of previous research, books, journals, information from mass media, and official sites that can be accounted for.

The data analysis technique in this study is the Triangulation technique, first, data reduction, in this stage the selection/categorization of information will be carried out which can be used as data information in this paper, choose relevant research results, choose from documentation results from social media and observation results. Second, the display/presentation of data, selected data and relevant election results are then arranged in detail and systematically and in the Nvivo-12 Plus Assist Tools.

Results & Discussion

Marine Tourism Development Policy

Maritime sovereignty can be pursued by utilizing ICT in the tourism industry in the current digital era, digital-based marine tourism can be applied in the tourism sector, as a step to facilitate and assist the recreation process so that it can become a tool to attract tourists. Based on the results of research by the Anambas Islands Regency government, it has not been optimal in developing digital-based marine tourism. Even though the government already has a National Tourism Development Master Plan (RIPPARNAS) for 2010-2025, which is directed at the development of

maritime tourism, there are no specific steps or tourism development policies that carry a digital approach. This will certainly affect the development and progress of the Anambas Islands with their strategic location and all their natural potential.

Based on research results from the Anambas Archipelago documentation, it is included in the National Tourism Destination Development Plan (DPN) through the 2010-2025 National Tourism Development Master Plan (RIPPARNAS), which is directed at the development of maritime tourism. Likewise, the Riau Islands Provincial Government's attention to tourism development in the Riau Islands Region. The government has developed a tourism development prototype. Through the 2021-2026 RIPPDA, the Anambas Archipelago is included in the Regional Tourism Corridor (KPD) development plan which is also directed at focusing on maritime tourism development. However, this development does not fully incorporate the concept and use of digital. This is known from the minimal use of digitalization in every program/policy implemented by the government.

Based on research results, the government has not yet optimally raised public attention to tourism in the Anambas Islands. Based on the results of research on efforts made by the government to build public awareness, namely forming the Tourism Aware Community Group (POKDARWIS), the aim of forming this group is to help the government disseminate information about marine tourism in the Anambas Islands. Independent groups that have received guidance related to tourism can independently manage Tourism Villages from facilities and infrastructure to places for buying and selling culinary delights. Based on the results of the interviews, there is no official travel agent that has been recruited by the government to help inform and offer tourist destinations in the Anambas Islands. Social media that is used is only Instagram with an account (*wisata_anambas*), the government does not have an official website containing tourist content on the Anambas Islands, and there is no online advertising account that can attract potential tourists. Thus, tourists who are already in the attention phase will immediately wake up and pay more attention to one of the attractions on offer. Based on research results, as the government is a tourism digital marketer developer, the government has not optimally created digital advertisements that are packaged attractively so they cannot follow the target audience.

Based on the research results, the decision of tourists to visit Anambas Islands tends to lead to a positive quantity, or it can be said that a large number is by using a good electronic word of mouth approach. The electronic word of mouth which is being carried out is assisted by the private sector / private sector which collaborates with the government to develop marine tourism destinations. Based on the results of interviews, it is known that foreign tourists who pay a visit to know information from PT PB's offer. Furthermore, based on the results of research on the utilization of digital marketing that is utilized by the government, namely opinion leaders called influencers who always participate voluntarily to promote tourist attractions.

Digital tourism marketers can determine the right strategy to implement regarding the development of digital-based tourism. Collaboration between the government and the community for an independent tourism empowerment program is a form of synchronizing optimal development efforts. For tourists, they will determine and make choices according to their wishes and interests that suit them

The E-tourism model aims to provide an overview of digital-based tourism in the Anambas Islands. Starting with the synergy between the local government to develop marine tourism in the Anambas Islands (starting from easy access, modes of transportation and other public services), then building good relations with partners, investors (private), civil society or the local community. The interconnected interaction between government-private-civil society is committed to implementing the concept of Awareness, Intention, Desire, Decision, Action) so that several digital products such as E-Commers Tourism, several offers of marine tourism through services (E-Tour) which are also available in the Special Application and there are tour package offers, then utilizing social media for the marketing process and doing branding.

Development Of Tourist Attractions Through Digital Use

The existence of digital technology plays a role in providing Tourist Attraction Objects for potential tourists to encourage the Anambas Islands cultural tourism service to contribute in providing information through digital platforms. The tourist attraction objects of the Anambas Islands are easy to find through the official website, the official social media Instagram, namely *Wisata_anambas* and local online mass media articles that can be accessed through digital technology. The development of digital-based tourist attractions can be done in several ways, firstly, using social media. Social media

is currently the business media that is most widely used to carry out the easiest promotional events. With social media, tourism promotion can be done more quickly and in real time.

Based on the results of this research, digital tourism is utilized by the Anamabas cultural tourism service, namely Facebook Instagram, and does not have a Twitter account and online advertising. The government has not utilized online advertising to develop marine tourism objects in the Anamba Islands. Advertisements created online to attract tourists to visit Anambas have not been carried out on online advertising platforms. Videos and photos can only be shared via Instagram (Wisata_anambas). Discussion forums as platforms have also not been used by the Anambas government to post data, images, animations, sound, video or descriptions of everything that is connected in a network. The hypelink that is loaded is still unidirectional.

The web forum doesn't have any topics or trades to discuss and doesn't contain any update steps yet. So that the topic was responded to or responded to in a long time. Based on field observations, the information available on various platforms, some of which, such as online mass media, provided minimal information, the content raised did not fully contain information about marine tourism in the Anambas Islands, and some of them not updated in a certain time. This triggers a lack of recognition and information for local communities. Based on the results of the research through observation and interviews, the following diagram presents the utilization of the digital platform that has been carried out.

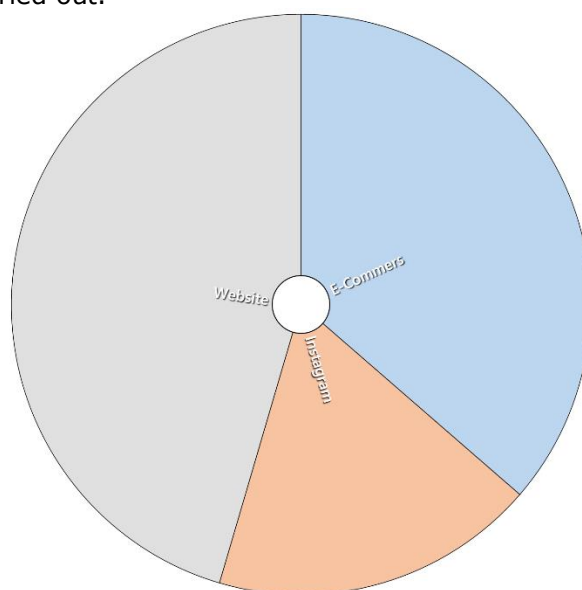


Figure 2. Utilization of Digital Platforms to develop Maritime Tourism Attractions in the Anambas Islands

Sources : N-Vivo 12 Pluss

Based on the research results, it can be seen that there are three platforms that are used to develop marine tourism attractions, namely the website with the highest value, namely 45%, the use of local mass media. then use the 40% E-commerce platform, namely Traveloka.com Advisor.Com, Andalas Tourism, Wisatalova. Then finally, Instagram, the Anamabs tourism Instagram is indeed updated, but judging from the number of viewers it is still minimal and the account does not fully present the marine beauty of Anamabas, the Instagram account also posts other than tourist content.

Conclusions

To support marine tourism with digital utilization, it is necessary to strengthen various digital aspects that are integrated with technology and program implementers to be implemented. Based on the results of the study, it can be concluded that the role of digital in the marine tourism of the Anambas Islands has not fully provided a positive influence because digitalization should add excellence to the tourist experience, this is in accordance with the needs of tourists for one of the accessibility where information access facilities must be easily achieved and technology supporting facilities such as access telecommunications and internet have been added to satisfy tourists using technology and smartphones when traveling in Anambas. However, the marine tourism development policy carried out by the Anambas Islands has not shown an increase in accessibility and quality of access from service centers to tourist attractions and outside the region to Anambas and vice versa easily. not fully online yet.

Responding to the first few indicators, the government has not yet implemented the policy of preparing an E-Tourism prototype, even though there is already a tourism development roadmap. Second, developing the attractiveness of tourist attractions using four dimensions, the use of digital in tourism requires assistance from the role of local communities in providing information on the Anambas Islands, which has not played much of a role, there is no additional supporting infrastructure such as directions to tourist locations, information boards and do and don't instructions. It not available on site. The third is seen from the development of marketing/promotion through the use of social media, namely branding.

The branding that is carried out is limited to providing information about tourist objects, displaying attractive photos and minimally making marketing campaigns such as events held on Anambas Islands, and minimally discussing access to Anambas Islands. The government needs to encourage the community to participate in development. Managing marine tourism by utilizing social media and introducing beauty through content raised and inviting the public to more aggressively promote the natural beauty of Anambas, so that resources for managing tourism can increase in a better direction. In the end it will have an impact on the welfare of society itself. People in tourist destination areas can feel the benefits of developing marine tourism objects.

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