



ANALYSIS OF BANYAK ISLAND TOURISM DEVELOPMENT PLAN IN ACEH SINGKIL REGENCY

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ABSTRACT

Banyak Island is one of the leading tourism destinations in the Aceh Singkil Regency. Many natural and cultural tourism objects are served by Banyak Island. There are 99 islands in the cluster of islands, many of which are very feasible to be developed into mainstay tourist objects, including the natural beauty of the underwater world and green turtles. This study aims to analyze the condition of Banyak Island in terms of attractions, amenities, accessibility, and tourism management as well as to provide alternative development strategies for tourism objects. The method used in this research is a qualitative approach, namely research that produces descriptive data with data collection techniques through interviews, observation, and documentation. The results of this study show that the government's strategy is formulated in developing the Banyak Island tourism area are by utilizing human resources/community in the management of tourism areas, Strengthen the area by optimizing services, infrastructure, stakeholders, and human resources, and by providing supporting documentation for the management of tourism on Banyak Island, intensify the promotion of the Banyak Island Tourist Destination and other Aceh Singkil Regency tourism areas.

KEYWORDS: *Strategy, tourism, regional development*

1. INTRODUCTION

In Law No. 10 of 2009, tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local governments.

The objectives of implementing tourism according to Law No.10 / 2009 are: (a) increasing economic growth, (b) improving people's welfare, (c) eliminating poverty, (d) overcoming unemployment, (e) preserving nature, the environment, and natural resources, (f) maintaining culture, (g) enhancing the image of the nation, (h) fostering a love for the country, (i) strengthening national identity and unity, and (j) strengthening friendship between nations.

Banyak Island is an archipelago located in Aceh Singkil Regency. This island is one of the sub-districts which has a coastal area with an area of 3,578 km². Banyak Island consists of a group of islands directly adjacent to the Indian Ocean, to be

precise at the western tip of Sumatra Island (BPS, 2016).

Banyak Island is one of the tourist destinations that has great potential to be developed even better. Many natural and cultural tourism objects are served by Banyak Island. There are 99 islands in the cluster of islands, many of which are very feasible to be developed into mainstay tourist objects. Including the natural beauty of the underwater and green turtles. As an archipelago, Banyak Island has a very wide sea and beautiful beaches that are no less beautiful than other beaches in Indonesia. White sand, swaying coconut leaves, blue sea, beautiful sunset panoramas beautify the tourist atmosphere on Banyak Island.

Referring to the 2017-2021 Aceh Singkil Medium Term Development Plan (RPJM) through the Aceh Singkil Mid-Term Development Plan Conference in 2017, the government will prioritize



development programs for the potential for Regional Natural Resources. The priority sectors to be developed include the fisheries sector and the tourism sector, which are the superior potentials of Aceh Singkil Regency. According to the Regional Secretary of Aceh Singkil Regency, Drs. Azmi, M.Si, the tourism sector in Aceh Singkil Regency has the same potential and opportunities as the tourism sector in other regions but has not had a significant impact on regional progress (Mediarealitas.com).

In the development plan of a tourism area, it is necessary to have regulations governing the tourism area, because the absence of regulations governing tourism on Many Islands causes the irregularity of the tourism area. Many islands that began to go global since 2010 have not had a significant impact on the progress and development of the Aceh Singkil Regency, therefore it is necessary to have encouragement from the local government for the advancement of local tourist destinations.

2. RESEARCH METHODOLOGY

This type of research uses a qualitative approach that produces descriptive data about spoken and written words and behaviors that can be observed from the people studied (Bagong Suyanto, 2006: 5). To deepen research on the Analysis of the Banyak Island Tourism Area Development Plans, the researchers conducted interviews with informants. In this study, the informants were: (1) Head of Tourism, Youth and Sports, (2) Head of Economy and Tourism, Youth and Sports Tourism Office, (3) Head of Sub-districts of Banyak Island, (4) Tour Guides, (5) Tourism Entrepreneurs, Tour, and Travel Entrepreneurs, and Cafe Entrepreneurs, (6) Communities as Tourism Area Managers, (7) Communities as Providers of Facilities and Other Tourism Services, (8) Communities as consumers/visitors of tourism. Techniques for data collection are carried out by in-depth interviews and literature study and observation. A qualitative approach was used to gather and present the data collected from the field. By making adjustments between the theory and the research results, which had been carefully organized so that the actual situation could be understood, data analysis was carried out descriptively.

3. LITERATURE REVIEW

Development is an activity to add, enhance, improve, or expand (Sirojuzilam and Mahalli, 2010). Tourism is a term given when a tourist travels itself or in other words, the activities and events that occur when a visitor travels (Sutrisno, 1998: 23). Tourism planning must be based on conditions and carrying capacity to create long-term mutually beneficial interactions between the achievement of tourism development goals, increasing the welfare of local

communities, and sustainable environmental carrying capacity in the future (Fandeli, 1995).

According to Yoeti (2016), three factors can determine the success of tourism development as an industry, these three factors are the availability of tourist attractions, the existence of accessibility facilities, and value to visit and see. Meanwhile, amenities, namely the availability of facilities such as lodging, entertainment, restaurants, and local transportation which facilitate the accessibility of tourists. A tourist attraction is the end of a tour that must meet accessibility requirements, meaning that tourism objects must be easily accessible. In developing tourism, environmental quality is also necessary. According to Inskeep (1991), the components of tourism development, in general, are tourist attractions and activities, accommodation, other tourist facilities and services, transportation facilities, and services. Other infrastructures, such as water, electricity, and telecommunication, are institutional elements, these elements are essential for regulating and developing tourism.

Tourism potential is all objects (natural, cultural, artificial) that require a lot of handling to provide an attractive value for tourists (Janianton et al, 2006). In the provision of tourism, it consists of four components, namely: attractiveness (attractiveness), accessibility (accessibility), facilities (amenity), additional services (Ancillary Service). Based on Law No.10 of 2009, the scope of tourism organizations includes (1) Government, Regional, Private and Community Organizations, including Government Organizations, Regional Government Organizations, Private / Industrial Organizations, Community Organizations, (2) Regulations and Operational Mechanisms Tourism Sector. According to Jackson (in Gde Pitana, 2005: 101) an area that develops into a tourist destination is influenced by several important things, such as attractive to clients, facilities and attractions, geographical location, transportation routes, political stability, a healthy environment, there are no restrictions/government restrictions.

Law of the Republic of Indonesia Number 10 of 2009 concerning tourism states that a tourist attraction is anything unique, beautiful, and valuable in the form of a diversity of natural, cultural, and man-made assets that serve as a means or purpose of tourist visits. For the readiness of tourist objects to be visited by tourists in tourist destinations, the tourism infrastructure needs to be built according to the location and conditions of the tourist objects concerned (Suwanto, 1997: 21). Tourism infrastructure is natural and human resources that are needed by tourists on their way to tourist destinations, such as roads, electricity, water, telecommunications, terminals, bridges, and so on. Suwanto (2004: 21). Concerning the types and quality of tourism facilities services in tourist



destinations, a standard tourism standard has been formulated, both nationally and internationally, so that the providers of tourism facilities only have to choose or determine the type and quality that will be provided (Suwantoro, 1997: 23).

4. RESULT AND DISCUSSION

Overview of the Field of Study

Aceh Singkil Regency with the capital city of Singkil is regency located at the southern tip of Aceh Province on the island of Sumatra, Indonesia. Aceh Singkil is a division of South Aceh Regency and part

of its territory is in the Gunung Leuser National Park Area.

The archipelago which is part of the Aceh Singkil Regency is the Banyak Islands which consist of Many Islands and Many West Islands. The boundaries of Aceh Singkil Regency are in the north, bordering the City of Subulussalam and Pak-Pak Bharat of North Sumatra Province; to the south by the Indian Ocean and Central Tapanuli Regency, North Sumatra Province, to the east by the Tapanuli Tengah Regency and Pak-Pak Bharat and Humbang Hasundutan Regency, North Sumatra Province; to the west is bordered by South Aceh Regency, Subussalam City, and the Indian Ocean.



Figure 1 Administrative Map of Aceh Singkil Regency
Table 1

Area by Sub-District in Aceh Singkil Regency

<i>Sub-district</i>	<i>Capital Of Subdistrict</i>	<i>Total Area (Sq.Km)</i>
(1)	(2)	(3)
Banyak Island	Pulau Balai	15,02
Banyak Island Barat	Haloban	278,63
Singkil	Singkil	135,94
Singkil Utara	Gosong Telaga	142,23
Kuala Baru	Kuala Baru Sungai	45,83
Simpang Kanan	Lipat Kajang	289,96
Gunung Meriah	Rimo	224,30
Danau Paris	Biskang	206,04
Suro	Suro Baru	127,60
Singkohor	Singkohor	159,63
Kota Baharu	Danau Bungara	232,69
Kabupaten Aceh Singkil	-	1.857,88

Source of the Aceh Singkil Central Statistics Agency 2019

The Banyak Islands consist of large islands and small islands. Two of them are Banyak Island Sub-

District and West Banyak Island Sub-District which have some interesting tourist attractions. As the name



implies, there are many island clusters in the Banyak Islands. Before the tsunami hit Aceh in 2004, there were around 90 large and small island clusters on Banyak Island. The incident submerged part of the

island and spawned another part. Now there are only about 60 large and small island clusters that keep a beautiful natural charm.



Surface diving or snorkeling on the Banyak Islands is regarded as a tourist activity that must be carried out while you are on vacation. There is a great deal of gosong (raised sand) which then becomes a snorkeling arena. Play with ornamental fish under the water in different types of coral reefs. From the glassless boat robin, its beauty can also be seen. Around Tailana Island, Sikandang Island, Asok Island, Lambeudeng Island, Biawak Island, Malelo Island, Panjang Island, Palambak Kecil Island, and Balong Island, snorkeling spots can be found. The snorkeling spot with clear water is on the beach. There are many ornamental fish and reefs of coral whose habitats are

preserved. You can access many snorkeling activities by renting a boat on Balai Island or Haloban.

SWOT Analysis of Banyak Island Tourism Development Strategy

To determine the strategy of the Aceh Singkil District Government in developing the Banyak Island Tourism Area, a SWOT analysis was carried out (Strengths, Weaknesses, Opportunities, and Threats) with the selection of internal and external factors as follows:

Table 2
Internal factors

Strengths	Weakness
1. Wide area to improve facilities and infrastructure	1. Infrastructure management budget that has not been maximized
2. Beautiful natural tourist attraction in small islands	2. Banyak Island tourism site management is uneven
3. availability of human resources	3. Inadequate quality of human resources

Source: Interview Results (2020)



Table 3
External Factors

Opportunity	Threat
1. Airport development on one of the islands	1. Tourists will prefer to travel to Banyak Islands which results in other tourist locations in Aceh Singkil having fewer visitors.
2. Development of facilities and infrastructure in small islands	2. No residents/communities are living on these small islands, so it will be a concern when no tourists visit.
3. Strengthening and expanding the existence of tourism promotion	3. The community is still relatively ordinary, so they often take personal advantage of every tourist and the public mindset is not completely ready to accept the Banyak Islands as tourist destinations.

Source: Interview Results (2020)

Strategies for Using Strength on Opportunities

- a. Utilizing available land in the construction of facilities and infrastructure..
- b. Maintain the beauty of tourist attractions with community support.
- c. Increase collaboration with the community in the management of Many Island tourism.
- d. Providing opportunities for the community to start a business on small islands that have tourist attractions.

Strategies to Use Strength to Overcome Challenges/Threats

- a. Build facilities and infrastructure in small islands.
- b. Forming tourism area management groups / institutions.
- c. Improve the management of tourist destinations on small islands in collaboration with village officials, communities and tour guides.
- d. Provide training / socialization to the public about tourism awareness.
- e. Provide supporting documents on tourism.
- f. Improve facilities and infrastructure on Banyak Islands and continue to increase promotions for other tourist destinations in Aceh Singkil Regency.

Strategies for Overcoming Weaknesses Using Opportunities

- a. Increase the amount of budget for the management of facilities and infrastructure on the Banyak Islands.
- b. The involvement of stakeholder initiatives in the creation and management of Banyak Island tourist destinations to provide equal opportunities.
- c. Improve the quality of human resources with various trainings on tourism.

- d. Increase opportunities for community participation in tourism destination management.

Strategies to Reduce Weaknesses and Overcome Challenges / Threats

- a. Increase the development of infrastructure and increase the promotion of tourism areas in Aceh Singkil Regency.
- b. Optimizing tourism management groups / institutions in the management of tourism areas.
- c. Create agreements between stakeholders to make equal utilization of the potential of the region.
- d. Increase skills and public awareness about tourism
- e. Build and develop networks that support the management of tourism areas.

5. CONCLUSION

Based on the results of the SWOT analysis above, the government's strategy is formulated in developing the Banyak Island tourism area as follows:

- a. Utilizing human resources/community in the management of tourism areas
- b. Strengthen the area by optimizing services, infrastructure, stakeholders, and human resources, and by providing supporting documentation for the management of tourism on Banyak Island.
- c. Intensify the promotion of the Banyak Island Tourist Destination and other Aceh Singkil Regency tourism areas.

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