

# THE ATTRACTIONS OF MARINE TOURISM OBJECTS IN BIREUEN REGENCY ACEH PROVINCE (CASE STUDY OF LAUT JANGKA AND KUALA RAJA BEACH TOURISM ATTRACTIONS)

Dewi Ruhdini<sup>1</sup>, Rahmi Novalita<sup>1,2</sup>, Muhammad Iqbal<sup>1</sup>

<sup>1</sup>Department of Social Science Education, Postgraduate, Universitas Almuslim, Indonesia

<sup>2</sup>Department of Geography Education, Faculty of Teacher Training and Education, Universitas Almuslim, Indonesia

Email : rahminovalita111@gmail.com

\*Corresponding Author, Received: Sept 10, 2023. Revised: Nop 11, 2023. Accepted: Dec 11, 2023



This is an open access article distributed under the Creative Commons 4.0 Share-Alike 4.0 International License. If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original. ©2022 by Journal Sjdgge

**ABSTRACT:** This research aims to identification the attractions of marine tourism objects. This research was conducted at the Laut Jangka tourist attraction and the Kuala Raja tourist attraction, Bireuen Regency. The research method used is descriptive analysis by conducting an inventory of data and tourism approaches. Primary data inventory was conducted through direct observation of the condition of the objek wisata bahari. Secondary data obtained through literature study of similar research in journals, maps and other sources. This stage is carried out by interviews, and field observations. The research results show that along the coast of Bireuen Regency there are various marine tourism objects managed by the community such as; Laut Jangka beach tourist attraction, Kuala Raja beach tourist attraction, Peuneulet Baroh beach tourist attraction, Reuleng Manyang beach tourist attraction, Calok beach tourist attraction, Laot Lapang beach tourist attraction, Ujong Blang beach tourist attraction, Blang Kiju beach tourist attraction, Pangah beach tourist attraction, and beach tourist attraction Kambuek. Identification of tourist attractions around the coast are; sunset, color of sand, swimming, fishing, catching fish using trawlers, motorbike, outbound.

*Key Words: Identification, Marine Tourism Objects, Tourist Attraction*

## 1. INTRODUCTION

The history of the development of Indonesian civilization began in coastal and marine areas. Since the beginning of the century AD, the Indonesian people have been actively involved in international shipping and trade between the Western world (Europe) and the Eastern world (China) through the Strait of Malacca. Even during the days of the Sriwijaya kingdom and the Majapahit kingdom, the Strait of Malacca as the gateway to shipping and world trade was controlled by the Indonesian people. The Sriwijaya kingdom and the Majapahit kingdom were two large kingdoms that made the coast and sea the center of their power. The two kingdoms both used the sea as a trade and defense route by having large and strong navies [1]. Indonesia as a maritime country has shown how since the time of our ancestors, the ocean has been a valuable asset that has brought the Indonesian nation to this day [2], [3], [4].

In developing sustainable tourism, the Ministry of Culture and Tourism implements various policies which include; implementation

policies and technical policies. The Ministry of Culture and Tourism has a role as organizer of integrated tourism development in national development carried out systematically, planned, integrated and responsible while still paying attention to religious values, culture that lives in the community, environmental sustainability and quality in increasing prosperity and public welfare. Indonesia has great tourism potential. One of the guidelines for various regions in Indonesia to optimize all their potential in order to achieve the value of prosperity and welfare of the community around tourist attractions is the Law on Tourism which explains that all natural resources, including natural conditions, flora and fauna as well as ancient heritage, The historical, artistic and cultural heritage owned by the Indonesian people is a gift from God Almighty which is used as a resource and capital for sustainable tourism development to increase the prosperity and welfare of the people [5], [6].

One of the government policies in developing tourist attractions is the authority to develop tourist attractions by local governments. Through

regional autonomy, the development of tourist attractions is faster and more targeted. So far, there has been low community involvement in developing tourist attractions so that regional tourist attractions are less attractive to visitors. The development of regional tourist attractions can increase local community participation in managing tourist attractions. This provides opportunities and challenges in developing tourist attractions to improve community welfare. In general, areas around the coast are one of the mainstay sectors in the tourism sector for developing their potential. The tourism potential in the region is very large and has diversity with an emphasis on beauty and uniqueness. Based on the results of studies in conservation areas in Indonesia, it shows that tourism potential not only prioritizes uniqueness but also has a diversity of objects which have great potential for sustainable tourism development. Besides that. A study by the Directorate General of Nature Protection and Conservation, Department of Forestry, explains that a diversity of tourist objects and attractions are operational and thus attract local and foreign tourists.

The coastal area of Bireuen Regency is one of the leading areas in the field of marine tourism. However, support from various stakeholders is needed to ensure the sustainability of this tourist attraction. Marine tourism attractions need to be supported and appreciated by the government. This is necessary to improve maintenance and protection of coastal areas. Some tourist attractions are neglected, unkempt, even damaged. Apart from that, problems with tourism supporting facilities such as accommodation, transportation and tourism promotion make potential tourist attractions less well known and less attractive to tourists. One of the opportunities for development capital is tourism resources. Tourism resources must be used wisely so that they can be utilized sustainably. However, it needs to be understood that tourism resources are related to other environmental factors such as physical, biological, social, economic and cultural factors. Therefore, its use must be based on sustainability. Tourism development requires the participation of all stakeholders, including: a) government, b) private sector, c) community. The government's role is to support tourism development. The private sector plays a key and spearheading role in tourism development. The community acts as an active actor and participates in tourism development in their respective regions [5].

The transformation of society towards civil society needs to begin with the understanding that society is a social system in which there are structural, cultural and social processes. Structural

changes are influenced by internal and external factors of society itself. Structural aspects include all forms of organizational and institutional arrangements in society. The cultural aspect that is a factor causing societal change is changes in societal aspirations which can be accelerated by engineering structural changes [7]. As we know, local community involvement in the tourism business is influenced by two main factors, namely family income and encouragement, in addition to trust, interest and opportunity [8]. Changes in society towards civil society can be carried out through empowerment activities in the form of community-oriented education, organizational development, improving family welfare and developing the people's economy. The relationship between education and society which includes the relationship between education and social change, economic order, political order and the state.

Coastal areas have potential for marine tourism. The potential of marine tourism objects as one of the natural tourism objects to support sustainable development around the coast to protect resources and the type of tourism that must be promoted so that there is a need for tourist attraction management practices that have available instruments to assess the ability and capacity to develop tourism [9], [10]. Tourism needs to be managed efficiently to ensure sustainability so that policies, forecasting, expansion and management of tourism are needed in creating a vision at the macro level where all stakeholders take individual and organizational responsibility to realize the macro level vision [11], [12]. This research aims to identify the attractiveness of marine tourism objects in Bireuen Regency, Aceh Province (Case Study of the Laut Jangka Beach tourist attraction and Kuala Raja Tourist Attraction).

## 2. METHOD

This research method is a descriptive analysis method. The research was conducted at the Laut Jangka tourist attraction and the Kuala Raja tourist attraction, Bireuen Regency. Activities carried out include:

### 1. Inventory

There are 2 data needed in this study, namely; a) primary data obtained through direct observation of site conditions, b) secondary data obtained through journals, maps and other sources.

### 2. Tourism Approach

The tourism approach is carried out by reviewing the main elements of tourism and the elements of attraction of tourist objects at the location [13]. This stage is carried out by interviews, and field observations.

### 3. RESULTS AND DISCUSSION

Maritime tourism objects are tourist destinations that have the potential to be developed because the richness of marine natural resources and the diversity of maritime culture have the potential to become marine tourism objects that need to be managed and developed as a source of community income and regional original income as well as increasing the country's foreign exchange. Potential marine tourism objects, both at the bottom/under the sea, sea surface, as well as beach panoramas and unique maritime culture. The combination of natural marine tourism and marine cultural tourism has an attraction for tourists, both domestic and foreign tourists. Marine natural tourism attraction activities and marine cultural tourism attractions are one of the potential marine tourism objects that need to be developed by local governments in order to build a paradigm for managing and developing potential marine tourism objects that are environmentally friendly and sustainable.

A tourist attraction is anything that is interesting, has beauty, uniqueness, value in the form of a diversity of human-made natural and cultural riches that are the target of tourist visits [14]. Nature tourism is any form of tourism activity that utilizes the potential of natural resources so that it becomes an attraction for visitors. Natural tourism includes: beaches, lakes, rivers, mountains, craters, natural landscapes, springs, waterfalls and nature reserves [15].



Fig 1. Sunset

#### Sand Color

Sand Color Sand is the most important element on the beach, most of the activities that visitors do with sand are doing sports activities, burying themselves in the sand and sitting while enjoying the view in front of their eyes. The sand found on the coast has a fine and coarse sand

Tourism around coastal areas is included in the Natural tourism category. Along the coast of Bireuen Regency there are various types of tourist attractions such as; Laut Jangka tourist attraction, Kuala Raja beach tourist attraction, Peuneulet Baroh beach tourist attraction, Reuleng Manyang beach tourist attraction, Calok beach tourist attraction, Laot Lapang beach tourist attraction, Ujong Blang beach tourist attraction, Blang Kiju beach tourist attraction, Pangah beach tourist attraction, and the Kambuek beach tourist attraction. The results of identifying the attractiveness of tourist attractions on the coast of Bireuen Regency (case studies of the Panjang sea beach tourist attraction and the Kuala Raja beach tourist attraction are as follows:

#### Sunsets

Natural beauty has an important role in attracting visitors to travel and can be the main goal for visitors to see or feel the attraction of natural beauty. In accordance with Law Number 10 of 2009, namely that the beauty of an attraction is something that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made products that are targeted or visited by tourists. One of the natural beauties that attracts tourists is the sunset. Sunset is the moment when the sun will set. The beautiful scenery makes this moment often awaited by tourists.

texture, caused by the rocks in the beach area. The type and color of sand at an ecotourism object provides its own value for the aesthetics of the beach itself, where beaches that have medium to coarse sized white sand and black sand are very popular with tourists [16]. The sand found along the coast is used as a playground for children because of its smooth texture.



Fig. 2. Sand as a Playground

### Swimming

The attraction of clear sea water and sea waves means that swimming activities are often carried out by visitors at marine tourism locations. Swimming in marine areas is an activity that

attracts tourists when visiting marine tourism objects as a beach tourist attraction [17]. Tourist attraction managers provide rubber tire rentals and boats for visitors who want to swim.



Fig.3. Swimming

### Motorcycle

One of the attractions of marine tourism on the coast of Bireuen Regency is the very exciting sensation of riding a motorbike on the beach. The

activity of riding a motorized vehicle on the beach is like riding a motorbike on the highway.



Fig. 4. Visitors Riding Motorbikes

### Fishing

One of the activities of tourists visiting marine tourism objects is fishing. Fishing is one of the tourist attractions around the coast of

Bireuen Regency. Fishing activities are mostly done in the afternoon while enjoying the beauty of the sunset.

### Catching fish using trawlers

Trawls are one of the fishing tools operated by fishermen. Trawling is a fishing tool intended for catching pelagic fish resource groups. Design and construction are one of the internal factors that

determine the success of trawling. The use of nylon material is the right choice for purse seines, because nylon material has better strength and easily releases water than materials made from curalon, teteron or polyester.



Fig 5. Catching Fish Using Trawls

### Outbound

Outbound is an outdoor learning program based on the principle of learning through direct experience presented in the form of games, simulations, discussions and adventures as a medium for delivering learning material. The

coastal area is a place that is often used as outbound activities for schools. This is because the coastal area is one of the attractions in supporting learning process activities.



Fig 7. Outbound Activities

### Food and Drink

Around the Laut Terjang beach tourist attraction and the Kuala Raja tourist attraction

there are various types of local food and drinks. There are several typical Acehnese foods sold by traders, such as Acehnese noodles, Pliék U, and young coconut drinks.



Fig 8. Banners Salak Pliek U



Fig 9. Visitors enjoy a special coconut fruit drink

The richness of marine natural resources and diversity of maritime culture is a potential commodity as a marine tourism object that needs to be managed and developed as a source of community income and regional original income as well as increasing the country's foreign exchange. Coastal areas have potential for marine tourism. The potential of marine tourism objects as one of the natural tourism objects to support sustainable development around the coast to protect resources and the type of tourism that

#### 4. CONCLUSION

Along the coast of Bireuen Regency there are various marine tourism objects managed by the community, including; Laut Terjang beach tourist attraction, Kuala Raja beach tourist attraction, Peuneulet Baroh beach tourist attraction, Reuleng Manyang beach tourist attraction, Calok beach tourist attraction, Laot Lapang beach tourist

#### 5. ACKNOWLEDGEMENTS

This research was carried out with the support of various parties. the researchers thank manager of the Laut Jangka beach tourist attraction, the

must be promoted so that there is a need for tourist attraction management practices that have available instruments to assess the ability and capacity to develop tourism [9], [10]. Tourism needs to be managed efficiently to ensure sustainability so that policies, forecasting, expansion and management of tourism are needed in creating a vision at the macro level where all stakeholders take individual and organizational responsibility to realize the macro level vision [11], [12].

attraction, Ujong Blang beach tourist attraction, Blang Kiju beach tourist attraction, beach tourist attraction Pangah, and the Kambuek beach tourist attraction. Identification of tourist attraction attractions include; a) sunset, b) color of sand, c) swimming, d) fishing, e) catching fish using trawlers, f) motorbike, g) outbound.

Kuala Raja beach tourist attractionand, and the Social Sciences Education Masters Study Program at Almuslim University.

## 6. REFERENCES

- [1] Yusuma. H., and Susilowati. D. 2007. Determinants of Internet Banking Service Adoption: Consumer Perspectives of Banking in Yogyakarta Special Region” JAAI Vo. 11. No.2, pp.125
- [2] Jussac M. Masjhoer. 2019. Pengantar Wisata Bahari. Penerbit: Khitah Publishing. Yogyakarta.
- [3] Pranatawijaya, V.H., Widiatry, Sari, N.N.K. dan Putra, P.B.A.A. “Sistem Informasi Geografis Mencari Rute Lokasi Travel di Kota Palangka Raya Berbasis Website.” Jurnal Teknologi Informasi: Jurnal Keilmuan dan Aplikasi Bidang Teknik Informatika 13, No 1, 2019.
- [4] Darwis, D., Octaviansyah, A.F., Sulistiani, H. dan Putra, Y.R. “Aplikasi Sistem Informasi Geografis Pencarian Puskesmas di Kabupaten Lampung Timur.” Jurnal Komputer dan Informatika 15, No 1, PP.159-170, 2020.
- [5] Kementerian Pariwisata dan Kebudayaan. (2016). Pedoman Kelompok Sadar Wisata. Jakarta. Kementerian Pariwisata
- [6] RI (Republik Indonesia). 2009. Undang Undang tentang Kepariwisata, UU No. 10 Tahun 2009. Jakarta. Direktorat Jenderal Hukum dan HAM
- [7] Armitage, Derek 2005, Adaptive Capacity and Community-Based Natural Resources Management’, Environmental Management, 35 (3): 703-715.
- [8] Hanim, Norlida, et.all. (2013). Factors of Local Community Participation in Tourism-Related Business: Case of Langkawi Island. National of Malaysia Through Research Grant Scheme GRANT: PIP-UKM.
- [9] Khumalo, P. (2014). Improving the contribution of cooperatives as vehicles for local economic development in South Africa. African Studies Quarterly, 14(4), 6381.
- [10] Meyer, D.F. & Meyer, N. (2015). The role and impact of tourism on local economic development: a comparative study: Tourism and leisure. African Journal for Physical Health Education, Recreation and Dance, 21(1.1), 197-214.
- [11] Safarov, B. & Janzakov, B. (2021). Measuring competitiveness in tourism enterprises using integral index. GeoJournal of Tourism and Geosites, 37(3), 768-774.
- [12] Waitt, G. (2003). Social impacts of the Sydney Olympics. Annals of Tourism Research, 30(1), 194-215.
- [13] Spillane and James, J. 1987. Ekonomi Pariwisata Indonesia, Sejarah and Prospeknya. Yogyakarta: Kanisius.
- [14] Dinas Pariwisata dan Ekonomi Kreatif. 2012. Pedoman Kelompok Sadar Wisata. Jakarta: Kementerian Pariwisata.
- [15] Suwena, I.K. and Widyatmaja, I.G.N. 2017. Pengetahuan Dasar Ilmu Pariwisata. Penerbit Pustaka Larasan
- [16] Eka NY. 2016. Analisis Kesesuaian Dan Daya Dukung Ekowisata Pantai Kategori Rekreasi Pantai Laguna Desa Merpas Kabupaten Kaur. Jurnal Enggano. 1 (1): 97- 111.
- [17] Nugroho, SM. 2019. Identifikasi komponen pendukung daya tarik wisata Loang Baloq sebagai wisata pesisir di Kota Mataram. Media Bina Ilmiah. 1621.13(9): 4-5