

## TANJUNGPINANG TOURISM OFFICE'S ROLE IN DEVELOPING PENYENGAT ISLAND AS A DESTINATION

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### Abstract

#### Keywords:

Tourism Destination,  
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*This study aims to explore the role of the Tanjungpinang City Department of Culture and Tourism in developing Penyengat Island as a tourism destination, based on the implementation of Regional Regulation No. 08 of 2021. A qualitative descriptive method was used, employing interviews, observations, and documentation to collect data from government officials, community members, local tourism groups (Pokdarwis), and MSME actors. The findings reveal that the department performs several strategic roles, including planning, implementation, monitoring, and coordination, particularly through policy instruments such as the Strategic Plan (RENSTRA) and the Regional Tourism Development Master Plan (RIPPARDA). Although progress has been made, several challenges persist, such as limited budget, inadequate stakeholder synergy, and low private sector involvement. The research recommends strengthening cross-sector collaboration, enhancing infrastructure, and expanding digital and international promotional strategies to ensure the sustainable development of Penyengat Island as a cultural tourism destination.*

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### INTRODUCTION

Tourism has emerged as a strategic sector in regional development, offering both tangible and intangible benefits. Beyond economic revenue and employment, tourism fosters cultural exchange, preserves local heritage, and enhances community identity (Ariani & Zulhawati, 2023). In Indonesia, particularly in culturally rich provinces such as the Riau Islands, tourism is not merely about recreation, but a means to project regional identity and stimulate inclusive growth.

In response to these challenges, the Tanjungpinang City Government enacted Regional Regulation No. 08 of 2021 on the Regional Tourism Development Master Plan



(RIPPARDA) (Pemerintah Kota Tanjungpinang, 2021). The regulation outlines a strategic framework for the development of tourism destinations, with Penyengat Island identified as a core cultural tourism site. The regulation aims to create an integrated policy that aligns tourism planning with infrastructure development, environmental sustainability, and community involvement.

Despite these formal policy efforts, the effectiveness of implementation remains uncertain. Past evaluations have shown gaps between strategic planning and real outcomes, particularly due to limited budgets, lack of cross-sectoral collaboration, and minimal private sector involvement (Supragustina, 2022). Against this backdrop, this study seeks to evaluate the concrete role of the Department of Culture and Tourism in carrying out the mandates of RIPPARDA (Pemerintah Kota Tanjungpinang, 2021). By analyzing the planning, implementation, monitoring, and coordination aspects of their role, this research hopes to contribute to the academic and practical understanding of cultural tourism governance in Indonesian cities.

## LITERATURE REVIEW

Tourism governance has increasingly emphasized the strategic role of local governments in the sustainable development of cultural destinations. Ariani and Zulhawati (2023), in their study published in a nationally accredited journal, argue that local government institutions are central in orchestrating tourism promotion, particularly through coordinated planning, policy execution, and cultural preservation. This aligns with Supragustina (2022), who highlights the challenges of implementing tourism policies in coastal regions due to bureaucratic fragmentation and the lack of synergy between city and provincial governments.

Hendriyani (2023) specifically examined the case of Penyengat Island and identified recurring obstacles such as underdeveloped tourism infrastructure, weak branding strategies, and limited community participation in planning processes. These findings reinforce the urgency of adopting participatory governance models that actively involve stakeholders, including Tourism Awareness Groups, local entrepreneurs, and cultural communities.

From a methodological perspective, Sugiyono (2016), in his well-cited textbook, supports the use of qualitative descriptive approaches when analyzing policy dynamics and institutional roles. This approach is further strengthened by the analytical framework of Miles and Huberman (1994), who propose an interactive model of data analysis involving data reduction, display, and conclusion drawing well-suited to tourism policy analysis.

The strategic legal framework used by the Tanjungpinang City Government, as outlined in the Regional Regulation No. 08 of 2021 on the Regional Tourism Development Master Plan (RIPPARDA) (Pemerintah Kota Tanjungpinang, 2021), and the Strategic Plan (RENSTRA), provides the formal foundation for tourism development programs. However, as noted in several government reports, the translation of these plans into action is still limited, partly due to institutional fragmentation and inadequate monitoring mechanisms (Supragustina, 2022).

Lastly, statistical insights from the Central Bureau of Statistics (Badan Pusat Statistik, 2024) illustrate the social and economic landscape of Penyengat Island. These data reveal not only the island's tourism potential but also underscore the critical need for infrastructure improvement and investment attraction.

## METHODOLOGY

This study adopts a qualitative descriptive research design (Sugiyono, 2016) aimed at understanding the role of the Tanjungpinang City Department of Culture and Tourism in developing Penyengat Island as a cultural tourism destination. The research focuses on how the department executes its functions in planning, implementation, monitoring, and coordination, as stipulated in the Regional Tourism Development Master Plan (RIPPARDA) (Pemerintah Kota Tanjungpinang, 2021).

The research subject is the Department of Culture and Tourism of Tanjungpinang City, while the object is its involvement in the development and governance of tourism on Penyengat Island. The study also engages community stakeholders such as Tourism Awareness Groups, local MSME actors, and cultural figures, who contribute relevant perspectives as supporting informants.

The central variable in this research is defined as the department's role in cultural tourism development, explored through observable dimensions including strategic planning, program execution, evaluation mechanisms, and stakeholder collaboration. These dimensions are assessed based on evidence gathered from policy documents, on-site activities, and informant insights (Miles & Huberman, 1994; Sugiyono, 2016).

Data collection techniques include in-depth interviews using semi-structured guidelines with informants selected through purposive sampling. Field observations were conducted to understand the physical and social conditions of tourism infrastructure, cultural assets, and public participation. Supporting documentation such as government plans, program reports, and promotional materials was also reviewed.

The data analysis process follows an interactive model consisting of data reduction, data display, and conclusion drawing. Thematic patterns were identified based on the defined research dimensions. The credibility of findings was ensured through triangulation of interview data, observations, and document analysis. As this study is qualitative in nature, it does not involve statistical hypothesis testing. Instead, validation was achieved through the consistency of data from multiple sources.

## RESULTS AND DISCUSSION

This study involved some informants selected through purposive sampling to ensure data richness and triangulation validity (Miles & Huberman, 1994). The informants represented five key stakeholder categories: (1) local government officials, (2) tourism awareness groups, (3) local tourism business actors, (4) traditional and cultural figures, and (5) academics or researchers. These five categories were chosen based on their relevance to the development of cultural tourism on Penyengat Island, particularly in terms of policy, program implementation, heritage preservation, and community engagement. The informants are presented in Table 1 below.

**Tabel 1 : Informants**

No	Category	Total
1	Tanjungpinang City Department of Culture and Tourism	5
2	Tourism Awareness Group	3
3	Local Community	3
4	Community Leaders	2
5	Local Business Actors	4

Government Perspective, key officials from the Tanjungpinang City Department of Culture and Tourism emphasized their commitment to implementing the RIPPARDA policy (Pemerintah Kota Tanjungpinang, 2021). However, they acknowledged operational limitations such as funding constraints and limited technical human resources. Program implementation was often reactive rather than strategic due to these limitations. Still, some programs have aligned with the master plan, including cultural festivals and promotional campaigns.

Tourism Awareness Group highlighted their role in mobilizing local tourism activities and acting as liaisons between the community and government. They expressed enthusiasm about tourism development but voiced concerns over inadequate training and insufficient involvement in strategic planning. Their input reflected a desire for more participatory governance mechanisms (Ariani & Zulhawati, 2023).

Local Community, residents showed mixed reactions. While some appreciated the increased visitor traffic and economic potential, others worried about cultural commodification and the lack of infrastructure improvement. Community members stressed the need for more transparent communication from the government and greater integration in tourism decisions (Hendriyani, 2023).

Community Leaders, traditional and cultural figures stressed the importance of preserving Penyengat Island's identity. They supported tourism as long as it respected local customs and religious values. Their insights emphasized the balance between tourism growth and heritage conservation (Supragustina, 2022).

Local Business Actors, entrepreneurs involved in homestays, culinary services, and souvenirs expressed optimism about tourism's economic impact. However, they noted a lack of coordination in infrastructure development, unclear licensing procedures, and minimal access to promotional support. These findings underscore the gaps between policy formulation and field-level realities (Hendriyani, 2023).

## CONCLUSION

This study concludes that the Department of Culture and Tourism of Tanjungpinang City plays a pivotal yet constrained role in the development of Penyengat Island as a cultural tourism destination. Through strategic documents such as the Strategic Plan (RENSTRA) and the Regional Tourism Development Master Plan (RIPPARDA), the department has outlined a formal direction for preserving cultural heritage and promoting tourism (Pemerintah Kota Tanjungpinang, 2021). However, practical implementation faces several obstacles, including limited funding, weak private sector engagement, and insufficient coordination among stakeholders (Supragustina, 2022).

Although some programs such as cultural promotion events and capacity-building initiatives have been carried out, they remain sporadic and are not yet embedded within

a sustainable destination management framework. Furthermore, evaluation mechanisms are not systematically applied, and the involvement of local communities in assessing the impact of these programs remains minimal (Ariani & Zulhawati, 2023).

The practical implication of this research is the urgent need for a more collaborative governance model. Local government should build stronger partnerships with the private sector, local communities, and academic institutions to support infrastructure development, promotional efforts, and human resource capacity. Embracing digital platforms for tourism marketing and integrating data-driven monitoring tools can accelerate Penyengat Island's transformation into a competitive and sustainable heritage destination.

This research is limited by its geographical scope, as it focuses only on stakeholders within a single administrative region and does not include visitor perspectives. In addition, the qualitative approach adopted in this study does not allow for generalization of findings across broader contexts (Sugiyono, 2016).

For future research, it is recommended to adopt a mixed-methods approach to capture both institutional and visitor-side perspectives. Expanding the research area to include other cultural destinations within the Riau Islands could offer comparative insights. Further studies should also explore the economic impact of tourism, tourist behavior, and the role of digital innovation in managing community-based tourism.

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