

Sustainable Tourism: Cultural And Historical Tourism Destination, Bulang District, Batam City.

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Abstract. *Batam City is one of the main tourist destinations in Indonesia, side by side with Jakarta and Bali. Various tourist destinations are available in Batam City such as shopping tourism, sports tourism, marine tourism, MICE tourism, culinary tourism, religious tourism. As an area that was once the center of civilization in the past, Bulang District is one of the administrative areas of Batam City which still maintains the original cultural identity of Batam City. The various cultures and history have the potential to be developed as a tourist destination. However, currently these various potentials have not been utilized optimally. This study used a qualitative research method with a descriptive approach. Researchers try to get a picture of the actual conditions in the field and explain it in the form of a description. Retrieval of informants using purposive sampling. The data analysis used is Miles and Huberman's interactive model. The results of the study show that Bulang District has the potential to be developed as a cultural and historical tourism destination. There is a lot of cultural and historical heritage, both Tangible Culture and Intangible Culture. The Jogi Dance from the Basri Beach Studio represents the original culture of Batam City. In addition, there are also historical relics such as the Old Forest of Pulau Buluh, Happy Shop, Jami Nurul Iman Mosque, Samudera Bhakti Temple, Temenggung Abdul Jamal Funeral Complex, Temenggung Abdul Jamal's legacy weapons such as Pauh Janggih Washing Feet, Spears, Swords, Keris, Sundang, Talam and Plates. Aspects of supporting tourism, 1) Road accessibility and communication are well available, 2) Additional facilities are minimal, 3) Additional services are limited. So it needs sustainable planning and development so that the existing potential can be utilized optimally. In addition, synergy is needed between the government and various parties.*

Keywords: *sustainable tourism, tourism, culture, history*

INTRODUCTION:

Geographically, the city of Batam, which is a part of the Riau Archipelago Province, is situated in a highly advantageous position. A strong selling point for the development of Batam City is its strategic location and position, which are backed by its potential. According to the 2019 Central Bureau of Statistics, with a proportion of 12.09%, Batam City is the third entrance point for international tourists after Bali and Jakarta. As a result, Batam City serves as one of the primary entry points for tourists.

The development of the tourism industry, which is a significant sector for economic growth, must be properly thought out and take into account several factors. The expansion of the tourism industry with an eye

toward maximizing visitor numbers and maximizing economic gains has a detrimental effect on socio-cultural and natural environmental harm. In connection with this, the concept of sustainable development should be used to the growth and development of the tourism industry (sustainable tourism).

A cultural tourist destination is one form of tourism that can be created in line with the features of Batam City. At the moment, a strategic step is being taken to develop the potential for cultural tourism. This is relevant not just to the money made from tourist, but also to cultural tourism, which gives each place its own distinct character.

However, up until this point, neither domestic nor international travelers have made Batam City's cultural and historical tourist attractions their favorite. Despite the fact that Batam City's culture is very promising for development as a destination for cultural tourism. This study's definition of the problem is as follows: 1) What prospective tourist attractions exist in Bulang District, Batam City?, and 2) How have tourist and cultural destinations developed there?

METHOD

This study is qualitative in nature. Findings from qualitative research are those that cannot be obtained via the use of statistical techniques or other quantification techniques (Trisliatanto, 2019). Meanwhile, a descriptive research methodology is being applied. Researchers will make observations in this study through watching occurrences relevant to the study's goal. The received data was then examined and verified by the designated informants.

RESULTS AND DISCUSSION

According to Regional Regulation Number 2 of 2005 regarding the growth of Districts in Batam City, Bulang District was established. Compared to Batam City residents as a whole, the residents of Bulang District have unique traits. This is evident from the cultural aspects of Batam's diverse metropolis that nevertheless retain their original Malay identity.

One of Batam City's top growth priorities, and even a top development focus nationally, is the tourist industry. Foreign visitors to Batam City consistently increase year after year. In 2016, there were 1,432,472 tourists. In 2017, there were 1,504,275 visitors. In 2018, there were 1,887,244 visitors. In 2019, there are now 1,947,943 tourists. Shopping tourism (shopping tours), agricultural tourism (agritourism), cultural tourism (culture tours), ecological tourism (ecological tourism), historical tourism (historical tours), meeting, incentives, convention and exhibition (MICE) tourism, and religious tourism are all forms of tourism in Batam City (religious tourism). The expanding tourism industry in Batam City also affects the local economy.

The culture and history of Bulang District set it apart from other parts of Batam City. Tourists are currently interested in cultural and historical tourism, especially when it is combined with local knowledge. in order to give visitors a fresh and unforgettable experience.

1. Tourist Attractions

a. Opportunity for Creative Turisme

Jogi Dance

Figure 1 Jogi Kenduri Dance Performance



Source: Batam City Tourism and Culture Office

A type of intangible culture that originated on Panjang Island in the Bulang District of Batam City is the jogi dance. Mr. Basri and Mak Normah, a husband and wife team, are the creators of this dance. The Jogi dance has grown to be recognized as a symbol of Batam City and has been performed throughout the country, including in Bandar Malacca, Batu Pahat, Pekanbaru City, Taluk Kuantan, Jakarta, Yogyakarta, Medan City, Tanjungpinang City, Borobudur Temple, and Yogyakarta. The Malay community in Batam City, which is dependent on maritime operations, serves as an inspiration for jogi dance. The Jogi Dance has been designated as an intangible cultural treasure by the Ministry of Education and Culture for 2022 by the Batam City Tourism and Culture Office.

b. Historical Tourism Potential

Buluh Old Island

According to the year stamp on the well's wall, Raja Ja'far of the Riau-Lingga Sultanate built the Old Well, also known to the residents of Buluh Island as Perigi Tua, in 1911. Buluh Island Old Well

Figure 2 Old Well/ Old Well from 1911



Source: Author Documentation (07 April 2020)

The well has a diameter of 1.6 meters and a depth of 7 meters, according to the data collection's findings. Raja Ali Kelana's Batam Brick Works company, established in 1896, is the owner of the Batu Bata Batam Brick Works brand, which was used to reinforce the well. Socially, this historical legacy, which takes the form of an Old 1911 Well, served as the neighborhood's supply of clean water in the past.

Old well, built in 1911, is currently in disrepair. There is a lot of debris within the well, which has become completely overgrown with moss and vegetation. Additionally, the well that is present in the middle of the Senior High School 11 Batam field is quite vulnerable because students frequently utilize it as a place to sit and play. The Cultural Heritage Expert Team of the Tourism and Culture Office, under the direction of the Batam City Government, has been conducting conservation activities since July 15, 2020, when data gathering began.

Happy Shop

The Happy Shopping Complex used to be the hub of commerce in Batam. This is strongly tied to Buluh Island's advantageous location. The Happy shopping center and other businesses meet the fundamental necessities of the neighborhood.

Figure 3. Tan Yu Tse`s Happy Shopping Complex



Source: Author Documentation (July 18, 2021)

The Tan Yu Tse family owns this historic structure, which was constructed in 1920. The third generation of the Tan Yu Tse family is currently in charge of ownership. In the past, Buluh Island's Happy Shops and other stores served as Batam's primary commerce hub. Two blocks facing each other make up the pleasant shopping center. A port is located behind the main building and is directly connected to the owner's home. Here, items are loaded and unloaded from ships and transported from there to stores or the other way around.

Especially the wooden components, the Happy Shop Complex is currently in a worn and unmaintained condition. The concrete component, which is still securely in place but is no longer in service, is not maintained. However, the Happy Shop Complex and other stores that are still open, despite being less busy than they once were, show that Buluh Island still served as the economic heart of the past.

Other Buildings

Figure 4 Other Buildings

	<p>Description :</p> <p>This structure was once a water storage facility. This basin used to be the site of the van Batam district office and vice-chaf office. Numerous bricks bearing the 1896-founded Batam Brick Works mark can be seen all over the structure.</p>
	<p>Description :</p> <p>The original seven-story staircase was built in 1930 and served as the primary entrance to a previous Chinese school. A 1911-dated Old Well is located four steps in front of where SMAN 11 Batam is currently standing.</p>

Source: Author Documentation (07 April 2020)

Not all of Buluh Island's historical artifacts have been recognized as cultural heritage items. Only the Syech Saharani Family Funeral Complex and Perigi 1911 have been given cultural heritage designations. The West Sumatra Cultural Heritage Conservation Center has listed Perigi 1911 under registration number 02/BCB-TB/C/02/2014. The burial of Syech Saharani is designated with the number 04/BCB-TB/C/02/2014.

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Tamenggung Abdul Jamal Funeral Complex

An important geopolitical region is Pulang Bulang. The Johor-Riau-Lingga Sultanate's family clan treasurer has lived in Bulang Lintang from the 18th century. Even Sultan Sulaiman Badrul Alamsyah, during a disagreement with the Bugis in 1736, resided in Bulang Lintang.

In 1757, Temenggung Abdul Jamal was appointed Temenggung of the Sultanate of Johor-Riau-Pahang and given the title of Bulang Lintang. Temenggung Abdul Jamal has two daughters, Mr. Mrs. Encik Puan Kecil, Mrs. Encik Puan Raja, Tun Ibrahim, Raja Muhammad, and Daeng Busu as a result of his marriage to Raja Maimunah





Figure 5 Temenggung Abdul Jamal Family Funeral Complex






When the gunpowder on the ship Temenggung Abdul Jamal was sailing in to attack the Dutch burst, he and his son Daeng Busu perished in the sea off Dompok Island. The body of Temenggung Abdul Jamal was then transported to Bulang Lintang and laid to rest there. Many artifacts from Temenggung Abdul Jamal and his family, including the burial site, weaponry, and other items, are still kept in Bang Rahim's (Wak Tarek) home.

The Cultural Heritage Preservation Center has designated Temenggung Abdul Jamal Funeral Complex as a cultural heritage object and assigned it the registration number 05/BCB-TB/C/02/2014. The tombs of Temenggung Abdul Jamal and his wife, Raja Maimunah, are located side by side in this structure, which has a space of 15 by 20 meters.

In addition to the burial complex, Temenggung Abdul Jamal and his family left behind a number of other items or heirlooms. Bang Rahim has owned and preserved each of these artifacts for many years. These artifacts from the past are:

	<p>Advanced Foot Wash Pauh</p> <p>Tomonggong Abdul Jamal's wife washes her feet on the halves of the Janggi Pauh fruit. Only in Africa, specifically on the UNESCO World Heritage Site island of Sychelles, does the sea coconut variety known as the pauhjanggi fruit exist.</p>
	<p>Sundang</p> <p>In Malay, it is known as Sundang, whereas in Indonesian, it is known as the Command Stick. Sundang serves as a representation of Temenggung Abdul Jamal's position. This 56 centimeter long heirloom is constructed from a single rattan section. The state of Sundang is being kept up and is still good.</p>
	<p>Spear</p> <p>Temenggung Abdul Jamal has left behind two 139 cm long, pointed-tipped spears made of wood. There is hair covering the spear's tip at the base.</p>
	<p>Keris :</p> <p>There are two metal keris, but only one of them still retains its sheath.</p>

	<p>Sword :</p> <p>Metal swords are still in good shape, however they are now without a scabbard.</p>
	<p>Tray :</p> <p>59 cm in diameter and made of brass. serves as a location to store heirlooms.</p>
	<p>Plate :</p> <p>Plate with a diameter of 36 cm. There is a belief in the oral society that this plate is able to neutralize poison.</p>

Even though residents of Batam City seldom ever hear the name Bulang Lintang, the presence of the Temenggung Abdul Jamal Funeral Complex and its ruins has drawn several visitors. Temenggung Abdul Jamal Funeral Complex has been registered with the West Sumatra Cultural Heritage Conservation Center under registration number 05/BCB-TB/C/02/2014. Temenggung Abdul Jamal Funeral Complex has been designated as Batam City Cultural Heritage as of 2022, on the advice of the Batam City Cultural Heritage Expert Team.

c. Religion Tourism Potential

Jami Nurul Iman Mosque

Jami Nurul Iman Mosque is one of the oldest mosques in the administrative area of Batam City. According to information from informants, information was obtained that this mosque was built in 1872

Figure 6 Jami Nurul Iman Mosque



Source: Author Documentation

The Jami Nurul Iman Mosque has added new structures and undergone a number of modifications. The mosque's dome and the two wooden pillars that support it are two of the original components that have been maintained. There are a number of graves in the mosque's courtyard that are frequently visited by pilgrims. The neighborhood still looks after this tomb, but it is not considered sacrosanct. This is just a simple assumption that the tomb has some connection to Buluh Island's past.

Samudera Bhakti Vihara

Figure 7 Samudera Bhakti Vihara



Source: Author Documentation (07 May 2020)

One of the earliest Buddhist temples in the vicinity of Batam City is Vihara Samudera Bhakti. It is believed that this house of worship has been in existence since the 19th century. The Vihara Samudera Bhakti is in good shape and has been well-maintained. The Vihara is strategically located on the waterfront with a view of Mount Bulang. The Vihara's presence testifies to the long-standing diversity and toleration among religious groupings.

2. Accessibility

From Batam City's downtown and other locations, access to Bulang District can be made first via land transportation, then via water transportation. The tourism industry in Batam City is greatly aided by the city's excellent road system. The Batam City Government launched the TransBatam bus route from Sagulung Port to the International Port in Sekupang and vice versa in October 2018 to meet the needs of the general population. Additionally, travels to numerous tourist spots in Bulang District are made using a pancung boat, a type of sea transportation.

3. Amenity

The desire to visit a tourist destination is influenced by amenities or extra facilities. Additional amenities associated to a tourist site, such as lodging options, dining options, gift shops, tourist information offices, and so forth. Existence amenities include both physical and non-physical qualities, such as service friendliness in the administration of physical facilities. These extra amenities are still quite basic, though.

4. Ancillary Service

Additional services are currently not readily available in Bulang District. Only information controlled by the Batam City Tourism and Culture Office is currently available as tourism-related material. Given that Bulang District currently possesses the potential for cultural heritage that can be developed as a destination for cultural tourism but has not been completely utilized, this is understandable.

Bulang District in Batam City has the potential to become as a destination for tourists interested in culture and history. Visitors may be drawn to the Bulang District by the rich cultural and historical resources there. Based on the findings of interviews with a number of tourists, the author draws this conclusion. They think it's fascinating to visit places where culture and history still remain.

The development of the city's infrastructure is of great interest to the mayor of Batam, according to Drs. Ardiwinata, head of the office responsible for tourism and culture in Batam. This is an endeavor to enhance Batam City's reputation as a top tourism destination in Indonesia. The Batam City Medium-Term Development Plan's second aim, "Realizing Sustainable Urban Development supported by Advanced, Safe, Beautiful, and Comfortable Infrastructure, Utilities, and Transportation Systems in line with Spatial Planning," explicitly states this.

One of the crucial elements in the tourism sector is facilities. These amenities include places to eat, restrooms, places of worship, gift shops, and hotels. Additional amenities in Bulang District are still few for a place that has just been mentioned as a cultural and historical tourist destination. The Barelang Bridge Hotel is the sole inn in the Bulang District. There aren't many other services in Bulang District that support tourist attractions. Only data held by the Batam City Tourism and Culture Office can be used to discuss the existence of culture and history.

Priority is given to the growth of the industrial and tourism sectors in Batam City's 2020–2024 RPJMN. Cultural tourism is one development path. Additionally, it served as a guide for the Batam City Government when creating Regional Regulation Number 7 of 2021 regarding the 2021–2026 Medium Term Development Plan. The same ordinance also says that sustainable development principles will be used in Batam City. So that the development of the tourism industry also takes into account sustainable factors. Sustainable tourism development is a concept for growth that guarantees the existence of socio-cultural, economic, and environmental factors.

Tourism development makes ensuring that the environment is managed in a way that is healthy, lovely, welcoming, safe, and comfortable. Considering the effect on the environment It will entice tourists to visit Bulang District as a result of tourism.

Bulang District's planning and development of cultural and historical tourism must take the economic cycle into account. In sustainable development, the outcomes of any economic operations should be distributed to all parties. Tourism-related businesses benefit local governments, the private sector, and communities economically. This has been observed in Bulang District, where water transportation workers frequently arrange for passengers to be escorted to local tourist attractions.

Socio-cultural considerations are crucial for the development of sustainable tourism. It will ensure the preservation of the values present in a tourism site to pay attention to the socio-cultural influence. By focusing on the sociocultural aspect, Batam City's native identity can be preserved in the age of globalization.

The government of Batam City is constantly working to enhance the region's reputation by developing numerous development sectors. However, up until now, Bulang District tourism planning and development has not been carried out to its full potential. In Regional Regulation No. 7, which relates to Batam City's RPJMD, the direction and the foundation for development are outlined. The Detailed Spatial Plan (RDTR), which is currently being created by the Batam City Cipta Karya and Spatial Planning Office, must still be finished before the Batam City Regional Tourism Development Master Plan can be considered complete. The Bulang District's planning and development of cultural and historical tourism cannot be carried out to its full potential due to incomplete legislation.

The primary goal of government development projects is to boost community wealth. Consequently, society itself is the topic of evolution. The residents of Bulang District are willing and actively participate in growth, particularly in the tourism industry. The community also actively submits development plans through the Musrenbang, which helps the local government.

Despite the fact that Bulang District's tourism development is currently not being implemented to its full potential, there are already initiatives in place to help this implementation. The Barelang Bridge Hotel was constructed by the private sector, and PT. Latrade Batam Indonesia also permanently constructed the People's Port of Sagulung, both of which are obviously highly beneficial for local activities and the tourism industry.

According to Robert K. Merton's structural functional theory, there are structures in every society that serve specific purposes. The existence of a manifest function is one of the functions in the functional structure. It is intended to manifest since it is a function that society expects to perform in the manifest state. Therefore, it is essential to plan and develop sustainable tourism development after determining the potential that already exists. To fulfill the manifest, all parties must play a part. To develop the potential already present and make it a component of Batam City's tourism industry, the government, the commercial sector, and the community must effectively carry out their respective roles in the city.

CONCLUSIONS AND SUGGESTIONS

According to the findings of the research, Bali and Jakarta are Indonesia's two most popular tourist destinations, and Batam, with its many potentials, is just behind them. There are many places to go, including those for maritime tourism, retail tourism, MICE, sports tourism, and cultural tourism. As far as cultural and historical tourist spots go, the Riau Archipelago Province is solely recognized for Penyengat Island in Tanjungpinang City and Daik in Lingga Regency. Bulang District is one place with promise as a tourism destination. The diverse cultures and histories present in Bulang District can be exploited as tourist sites for culture and history. The lack of extra facilities and services to support a tourist attraction shows that these numerous potentials have not

been considered as a development emphasis. Therefore, sustainable planning and growth are required in order to fully use the potential already present.

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