

# CHAPTER I

## INTRODUCTION

### A. Background

Indonesia is a State of the World which has a huge and extraordinary natural wealth that has the potential for the development of tourism object with the many tourism potentials and the potential of cultural arts which are owned by regions throughout the Region. Natural resources that have a forest with all its contents, land with all its forms, and the ocean with its potential that will be utilized continuously for the benefit of development and public interest.

Indonesia is a country which largely consists of many islands, of which there are large islands are: Sumatra, Java, Kalimantan, Sulawesi, Irian Jaya, and other small islands. Because Indonesia has many islands, Indonesia definitely has a richness and beauty of nature. Tourism in Indonesia is currently the most significant foreign exchange earner for Indonesia. The number of tourist arrivals (tourists) to Indonesia in November 2015 reached 777.5 thousand visits, up 1.70 percent compared to November 2014 the number of foreign tourists was recorded at 764.5 thousand visits. Meanwhile, when compared with October 2015, November 2015 the number of foreign tourists fell by 5.85 percent.<sup>1</sup> Cultures and biodiversity of Indonesia are the charms offered by government in improving tourism, because Indonesia is known as an archipelago country that has a tropical climate conditions with 17,508, and up to currently widely tourist attractions that are spread from Sabang to

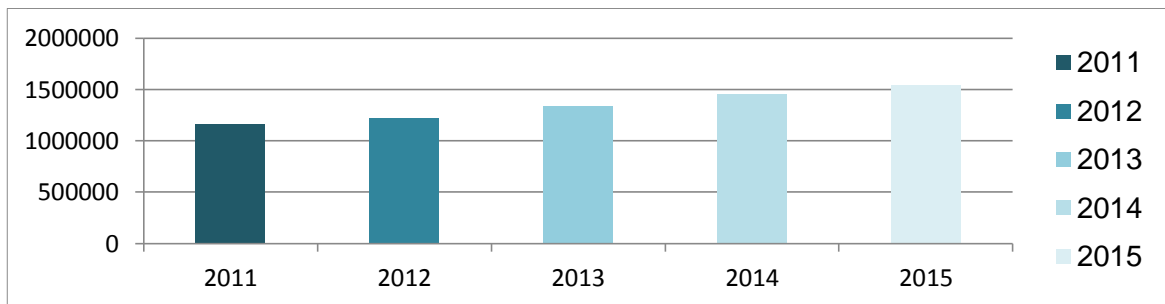
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<sup>1</sup> Berita Resmi Statistik (2016), Retrieved January 4, 2016, from Berita Resmi Statistik No. 04/01/Th. XIX, 4 Januari 2016

Merauke include mountain Rinjani in Lombok, Bali coastal beaches, and temples such as Borobudur in Yogyakarta that had become one of the seven wonders of the world icon. There are 7 places in Indonesia have not set by UNESCO as world cultural heritage (world heritage). Especially in the western part of Indonesia, the Batam city Riau Islands province is the gateway entered to the three main tourism in Indonesia, after Bali and Jakarta.

Based on the statistics in the year 2011 to December 2015 data from the central Agency of statistics on the number of tourist arrivals was recorded from 2011 until July 2015 continue to have ups and downs tourists. In 2011, the number of foreign tourists coming to Indonesia amounted to 1.161.581 people. While in 2012 there to 1.219.608 people. Then in 2013 increased reach 1.336.430 people, up again to 1.454.110 people in 2014, and this number will continue, up to December 2015 alone has reached 1.545.818 people.<sup>2</sup>

**Graphic 1.1: A number of Tourist Visits According Door Entry Batam City, Indonesia, From January 2011 to December 2015.**



Sources: Ministry of Tourism of the Republic of Indonesia 2016.<sup>3</sup>

<sup>2</sup> BPS (2015) jumlah kunjungan wisatawan asing kebatam, Indonesia, Retrieved February 15, 2015, from <http://www.bps.go.id/linkTableDinamis/view/id/807>,

<sup>3</sup> Badan Pusat Statistik (2016) Data is managed from various sources, Retrieved February 16, 2015, from Badan Pusat Statistik Indonesia.

Based on the data, there are foreign tourists by nationality, such as Singapore, Malaysia, and South Korea tourists. In last four years, the numbers of foreign tourists visiting Batam tend to increase. During 2016 reached 1,545,818 million peoples, an increase of about 6.31 percent over the number of tourists during the year 2015 which only reached 1.454,110 million people. <sup>4</sup> It can be seen from the table and graph below, foreign tourists who visited the city of Batam each year increasing, as is the case of these three countries: Singapore, Malaysia, and South Korea, dominating the tourist arrivals from 2013 to 2016.

**Table 1.1: Three large Foreign Tourists According to Nationality From 2013 until December 2016**

No	Nationality	2013	2014	2015	2016	Total
1	Singapore	694.202	753.611	855.485	906.589	3.209.887
2	Malaysia	166.425	187.088	185.997	19692	5.592.02
3	South Korea	52.849	56.655	61.116	62413	2.330.33
4	Others	311.694	324.651	351.511	362.896	1.350.752

Sources: Central Bureau of Statistics Batam City 2017.<sup>5</sup>

The following visits by foreign tourists with the largest number during the last four years are tourist from Singapore with the number of visitors 3,209,887 peoples, and Malaysian with the number of visitors 5.592.02 peoples, South Korean with the number 2.330.33 peoples, Meanwhile other state visitors in the city of Batam, from 2013 until December 2016 only 1,350,752 peoples.

<sup>4</sup> Badan Pusat Statistik (2016) Retrieved February 1, 2016, from Berita Resmi Statistik No. 05/02/2171/Th.IV, 1 Februari 2016.

<sup>5</sup> Data is managed from various sources, Statistic of Foreign tourist To Batam City (2016), Retrieved February 15, 2016.

**Table 1.2: The budget Department of Tourism and Cultural the City of Batam,  
from 2012 until 2016**

No	Year	Total Budget
1	2013	Rp 1,182,933,506,00,-
2	2014	Rp 11,003,470,460.00,-
3	2015	Rp 16,156,345,460.00,-
4	2016	Rp 18,536,831,000.00,- .

Sources: Department of Tourism and Culture Batam City 2016.<sup>6</sup>

From the table above can be seen an increase of budget for tourism in Batam, with a growing number of foreign tourists increased year to visit the city of Batam, Batam city administration also issued a different budget every year, to facilitate the development of tourism in Batam city, from 2013 until 2016.

Batam that part of the Riau Islands Province is also ideal because Batam has a strategic area. Besides being in the international shipping lines, the city has a very close distance and directly adjacent to Singapore and Malaysia. Batam has a wealth of natural and beautiful island surrounded by ocean. This is the value of Batam as natural tourist destinations such as beautiful beaches, golf heaven from all over the world and culinary food very distinctive sea. So that the City of Batam has advantages to develop natural Tourism zones, shopping centers, retail centers crafts, traditional and modern fashion, and Electronic international scale.

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<sup>6</sup> "Data compiled from various sources" (SKPD), department of tourism and cultural the city of Batam (2016) Retrieved February 14, 2016.

But at this time the Tourism sector has not become a major asset and developed optimally to support economic growth in a region. It also happens in Batam City, because it is only used as a place transit Local tourists to foreign countries, as well as foreign tourists who want to other areas in Indonesia, but Batam has a pretty good potential.

## **B. Problem Formulation**

From background issues that have been described previously, it can be stated that the subject matter

1. How the Strategy Management of Development Tourism in Batam City 2015-2016?
2. What factors affect the development of tourism in Batam City 2015-2016?

## **C. Research Purpose**

The purpose of this study was to:

1. Knowing the strategies of the development of Batam city Tourism by the Department of tourism and culture city of Batam
2. Know the factor endowments and a barrier in doing the development of tourism by the Department of tourism and culture city of Batam.

## **D. Research Benefits**

The benefits of this research are:

1. Local Government Batam City

- a. This research will provide input to the relevant authorities, in determining the development policy of tourism
  - b. The study also describes the strategy for the development of Tourism potential
2. Student University
    - a. Academically, this research is expected to contribute FISIP UMY, particularly the Department of Government to enrich the research and literature sources.
    - b. Theoretically, this study is expected to increase the knowledge and insights of researchers to study.
    - c. Practically, this research is expected to contribute to the parties that require knowledge regarding about the research

#### **E. Theoretical Framework**

The theoretical frameworks are strategy and approach for handling the problem that has formulated, starting from developing a research problem with the theory, and conceptions or results of research that has been done. The purpose of this theoretical framework is to integrate, and synthesize all material and to relate.

##### **1. Theory of Strategy**

In Big Indonesian Dictionary mentions the strategy as a careful plan of the activities to achieve specific goals. Understanding the strategy according to Rangkuti (2005: 3) are described as follows:

“The strategy is a meaning to achieve its goals in relation to the long-term goal, the follow-up program and resource allocation priorities. In conjunction with strategic planning, so that the company can have an objective look at internal and external conditions, and the company can anticipate changes in the external environment”.

While the word "strategy" it self is an ancient Greek meaning "Strategos" which means the art of war. The term evolved to the present and is used by an organization in the process of achieving the goals of the organization.

a. Management strategy

Strategic management is a set of strategic plans created by an organization or company to organize and design the movement of the organization or company in the long term. Strategic management can also include a set of managerial decisions and actions that determine the company's performance over the long term.

(Olsen and Eadie 1982) define strategic planning as efforts that are disciplined for making important decisions and actions that shape and guide how to be organizations, organization, whatever he does and why organizations working on such a thing.<sup>7</sup>

Strategic management has four processes in the application: 1) environmental observation, 2) strategy formulation, 3) strategy implementation, and 4) evaluation and control. These processes are carried

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<sup>7</sup> John M. Bryson, *Perencanaan Strategis, Pustaka Pelajar*, hal 5

out in strategic management from environmental observation to evaluation but most importantly strategic management greetings for the future of the company are strategic factors: strength, weakness, threat, and opportunity, or SWOT, often used to analyze the future of the company and to know the state of the company.<sup>8</sup>

Every effective strategy will benefit from the strengths and opportunities while minimizing or overcoming the weaknesses and threats, in the preparation of good strategy management it requires SWOT analysis to determine the steps to be taken in decision making and important actions in public organizations, because analysis SWOT by (R.W Backoff 1985)<sup>9</sup> can clarify the tensions or problems likely to approach the public organization by aligning two main dimensions: good (strengths and opportunities) and bad (weaknesses and threats), present (strengths and weaknesses) and the future (opportunities and threats).

#### b. Strategy of Development Tourism

Tourism development is all business and coordinated activities to attract tourists, it provides the means, goods and services, and all the facilities that the needs of tourists during the occupied tourist.

The tourism development strategy includes:

##### a) Strategy of Development Tourism Product

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<sup>8</sup> J. David Hunger & Thomas L. Whelen, *Manajemen Strategis*, hal 9

<sup>9</sup> John M. Bryson, *Perencanaan Strategis, Pustaka Pelajar*, hal 141



Tourism product development strategy is a strategy that is run to attract and add the adrenaline of the tourists to enjoy the sights offered.

b) Marketing and promotion strategies

Basically, tourism marketing is an effort done by a regional tourism organization (Organisasi pariwisata Daerah) to attract more tourists to come, longer stay and more shopping on tourist destinations visited. Tourism marketing can be interpreted as a system and coordination is done as a policy for companies of tourism industry owned by private and government. Steps and strategies to promote tourist attraction include the following:

- a) Establish a tourism information system using information media to provide information about tourism objects including transportation and accommodation information.
- b) Determining the desired needs of tourists and serving all the necessary needs.
- c) Determining tourism products and marketing programs.
- d) Introducing souvenirs associated with each attraction.
- e) Having resources owned by a region as a tourist destination.

c. Environmental management strategy

Development of nature tourism is basically seen from the potential and quality of the environment, which from the beginning in the development must always pay attention to environmental

impacts, in order to avoid damage to the environment. As meant by the environment, in this case, include physical, biotic, social, economic, and cultural environments that exist in the tourist area.

d. The strategy of human resource development.

Tourism is a business activity undertaken by humans. Improving the quality of human resources in order to improve the quality of service to tourists can be done with the following activities:<sup>10</sup>

- a) Provide intensive guidance as a tourism conscious society by involving an NGO assistant component or a government engaged in tourism.
- b) Increasing public participation in efforts to provide and increase community motivation in maintaining customs and rules.
- c) Improving the quality of education, especially in the field of tourism.
- d) Improve the quality of education, especially in the field of tourism.
- e) The existence of systematic planning support, ranging from the preparation of the Regional Tourism Master Plan (*Rencana Induk Pariwisata Daerah*) and the Master Plan for Development of Tourism Object (*Rencana Induk*

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<sup>10</sup> Oka A.Yoeti, *Perencanaan strategis dan pemasaran daerah tujuan Pariwisata*, Pradnya Paramita, Jakarta, 2005.

*Pengembangan Obyek Wisata*) until the work program of the Tourism Office.

e. Strategi of investation development

Investment has a very important role in tourism development and development. Investment is like a motor that drives the life of the national economy because capital stocks can enlarge production capacity, create jobs, and increase people's incomes.

f. Strategy of Accessibility development

Accessibility is one of the important aspects that support the development of tourism because it involves cross-sectoral development. Accessibility is divided into two parts:<sup>11</sup>

- a) Internal accessibility is a convenience for the mobility and movement of tourists from a tourist attraction to other tourist attractions that are still in a tourist area.
- b) External accessibility is a convenience for mobility and the movement of tourists to the tourist area.

The development strategy is as follows:

- a) Develop a networking system for area accessibility
- b) Improve the quality of transportation service system
- c) Improving the integration of inter-modal transportation
- d) Supporting the realization of the development of environmentally sound areas.

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<sup>11</sup> Gamal Suwanto, *Dasar-dasar Pariwisata*, Yogyakarta, 1997, hal 56

## 2. Tourism

Based on the act no. 10 years 2009 about tourism gave ear clear to the meaning tourism, tourism, as follows: tourism is events on a voyage exercised by someone or group of people by visiting a particular place for the purpose of recreation, personality development, or study uniqueness tourist attraction visited in a period of time while.

Travelers can be clarification using different basis:

Cohen classifies tourists on the basis of the level of familiarizers of an area to be visited, as well as the relative officially organizing travel. Based on this, Cohen classifies tourists into four, namely:

- a. Drifter, are tourists who want to visit the area which is not yet known, who travel in small quantities.
- b. Explorer, that tourists traveling to regulate their own way, do not want to follow the walking tours that are already common, but look for things that are not common. Such travelers willing to use the facility to local standards and the level of interaction with the local community is also high.
- c. Individual mass tourist, are travelers who handed control of his journey to the travel agent and visit the tourist destination that is well known.
- d. Organized-mass tourist, are tourists who just want to visit the tourist destination that is already known, with such facilities that can be encountered in place of residence and travels are always guided by the tour guide.<sup>12</sup>

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<sup>12</sup> Pitana I Gde dan I Ketut Surya Diarta, 2009, Pengantar Ilmu Pariwisata, Andi, Jakarta, P. 4

Travellers, according to Smith are by characterizing the rating into seven is:

- a) Explorer, which is a tourist looking for new travel and interact intensively with local communities and makeshift facilities willing to accept and respect the norms and values of the local.
- b) Elite, that is tourists visiting tourist destination is not yet known, but by prior arrangement and travel in small quantities.
- c) Off-beat, which is travelers who seek its own attractions and do not want to come to places that have been visited.
- d) Unusual, the traveler on his way once in a while also taking additional activities, to visit new places or activities rather risky.
- e) Incipient mass, which is a tourist traveling individually or in small groups, looking for a tourist destination that has standard amenities but still offers authenticity.
- f) Mass, that is tourists traveling to the tourist destination with the same facilities as its region or travel to tourist destinations with the same bubble environmental interaction with local communities are small, with the exception of those directly related to tourism businesses.
- g) Charter, which is tourists visiting tourist destinations with an environment similar to the original area, and usually just to relax/have fun in a big group and to ask for an international standard facilities.<sup>13</sup>

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<sup>13</sup> Ibid, P. 47-48.

Definition of tourism, according to some experts, as follows:

Oka A. Yoeti defines tourism as a journey made for a while, which was held from place to place, with a view not to try to do business or earn a living place visited, but simply to enjoy the trip for sightseeing and recreation or for meet the diverse desires.<sup>14</sup>

According to Holloway J.Christopher Tourism is the departure of the people in the time while in the short term to places of interest outside the residence and work every day as well as their activities while in places such purposes.<sup>15</sup>

Robert Mcintosh and Shashikant Gupta Tourism is a combination of symptoms and relationships that arise from the interaction of tourists, businesses, host governments and host communities in the process of attracting and serving tourists as well as other visitors.<sup>16</sup>

Tourism is a wide range of tourist activities and supported a variety of facilities and services provided by the public, employers, Government and Local Government. Tourism is one of the types of industries that are considered able to generate rapid economic growth in employment, increases in income, living standards and stimulates the productivity of other sectors.

The definition of tourism is not being exactly the same among experts. Although there are variations understanding of Tourism, there are some basic components that are generally accepted within the limits of Tourism. All definitions

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<sup>14</sup> Yoeti, Oka A. 1990 ,Pengantar Ilmu Pariwisata. Angkasa. Bandung, P. 10

<sup>15</sup> Ibid, P. 36

<sup>16</sup> Ibid, P. 37

are presented always contains some basic elements, according to Fluker Richardson dan namely:<sup>17</sup>

- a. The element of travel, namely the movement of people from one place to another.
- b. The element 'temporary residence' in a place that is not a place to live normally.
- c. The main goal of the movement of people is not to make a living/work place of destination.

Mathieson and Wall (1982) state that tourism covers three (3) main elements, namely: <sup>18</sup>

- a) A dynamic element, which is travel to a tourist destination.
- b) A static element, which is stopped in the goal area.
- c) A consequential element, or as a result of the above two things (especially on the local community) which includes the impact of economic, social and physical contact with tourists.

#### Strategic Issues of Regional Tourism

##### a. tourism promotion

Tourism promotion aims to increase the number of tourists visiting the East Lombok, tourism promotion can be done in a way, put an ad on TV, radio, internet, billboards, and others.

##### b. Improving the quality of human resources Government Bureaucracy

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<sup>17</sup> Pitana I Gde dan I Ketut Surya Diarta, ,2009, Pengantar Ilmu Pariwisata, Andi, Jakarta. P. 4

<sup>18</sup> Ibid

By improving the quality of human resources that exist will certainly impact on the policy or programs to be more precise in order to achieve maximum results.

c. Community empowerment

By empowering the community will have an effect on the economy of the community itself, with the empowerment of the community will be given training related to tourism.

Based on the above explanation of human activity tourism is visiting from region to region, as well as tourism activities there are some groups, namely drifter, explorer, individual mass-tourist and organized mass tourist.

### **3. Local Agencies**

The regional agency is for the regional, provincial, district or municipal government. The functions that are carried out by the regional office are the formulation of technical policy in accordance with the scope of its duty, the granting of licenses and the implementation of public services, as well as the guidance of the execution of the tasks according to the scope of the task. The regional office is headed by a head and is accountable to the Governor, Regent / Mayor through the regional secretary.<sup>19</sup>

In running the local government, autonomous regions have the right and obligation to deal with several sub-districts underinuaa in the development, management, and maintenance of all existing asset areas such as Natural Resources,

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<sup>19</sup> <http://id.wikipedia.org/wiki/Dinas> daerah



Human Resources, and all potentials in the autonomous region is good provinces, districts and municipalities as well as matters related to autonomous regions.

Regional appraisal certainly needs help to optimize the regional autonomy which has been given by the central government because local government is impossible to work alone, and then the district is set up local agencies to help local government in implementing policies that have been made in accordance with the scope of work of the service.

Regional agencies play an important role to assist local governments in exercising their rights and responsibilities, the role of regional agencies in exercising their rights and obligations, the role of regional agencies has been formulated by local governments in accordance with their positions and scope of work, the formation of regional agencies determined by local governments in accordance with regulations in every province or regency/municipality consisting of 14 Dinas, and especially Jakarta Capital City (DKI) provinces consisting of 14 departments.

a. Regional Department in Indonesia, in general, are as follows:

- a) Department of Health that carry out the Affairs of the Government area in the field of health of health strategic planning until the administering health services.
- b) Department registration and Residency is implementing elements of the autonomous region in the field of population and civil registration, with the vision of" accomplishing the administration

of population and the civil registry through the optimization of the quality of service".

- c) Department of social, labor, and Transmigration is a subsystem of a Government that is responsible for carrying out services in the field of employment and social welfare, Immigration, to improve the livelihood of the public.
- d) Department of National Education is the element of the implementing autonomous region in the fields of education, sports to reach a balance with other areas.
- e) Department of cooperatives, nifty little Medium Business, industry and trade is an element of the implementing autonomous region in the field of cooperatives, SMEs, trade, and industry.
- f) Marine and Fisheries Agency that is in charge of executing agency of local Government Affairs in the field of maritime and fishery, by providing a service of common in cultivation and arrest, coastal and small islands, institutional capacity building, and authority and supervision of marine resources and fisheries.
- g) Department of culture and tourism, namely implementing elements of local governance in the field of tourism and culture.
- h) Department of Cooperatives & Small and Medium Enterprises, namely the service in charge of carrying out the Affairs of local governments in the management of revenue (PAD/APBD), and regions with increasing of tax asset mainly on Hotel and restaurant taxes.

- i) Department of Agriculture and Gardening, namely implementing elements of the Affairs of the local government in the fields of agriculture and forestry, with increased yields in agriculture and an increase in fruit plantations.
- j) Office of the farm i.e. the implementing elements of local governance in the field of animal husbandry, by meeting the needs of the farm in the region shall, thus the results of the farm will be more increase and tread life community will increasingly develop.
- k) Department of Forestry is implementing elements of local Government Affairs in the field of forestry, forest sustainability in order to keep with the achievement of people's welfare and the keep of primarily environmental beauty of the forest.
- l) Department of transportation, communication, and information as implementing Government Affairs area in the fields of transport, communication and information and the purpose of the improvement of livelihood of the community through the development of communication and information.
- m) Department of mining and energy, namely implementing elements of local governance in the field of mining and energy by making planning on managing the strategic potential of mining and energy.

n) Public works, namely implementing elements of local governance in the field of public works, with the objective of reducing the level of unemployment in the community and enhance the people's welfare.

b. Basic tasks and functions of the regional department service-generally as follows:

a) the basic tasks of the Regional Office

Service area generally has the duty of carrying out the Affairs of the government area in accordance with the provisions

b) Regional Service Functions

In carrying out the main tasks the regional agencies perform functions in general as follows:

1. Preparation of strategic planning in accordance with the field and scope of work.
2. Formulation of technical policy in accordance with the field and scope of work.
3. Implementation of government affairs and public services in accordance with the field and scope of work.
4. Guidance, control, evaluation and reporting of the implementation of activities in accordance with the field and scope of work.
5. Guidance to the technical implementation unit (UPTD).
6. Implementation of other duties given by the local government, namely Governor, Regent / Mayor in accordance with the main task and function field and scope of work.

## **F. Definition of Concept**

Conceptual definition according to Saifuddin Azwar is a limitation to the problems variables are used as guidelines in the research that will facilitate in operationalizing the field.<sup>20</sup> To make it easier to understand and interpret many theories that exist in this study, and then will be determined some conceptual definitions related to the study, among other things:

1. Strategic management is a set of strategic plans made by an organization or company to design the movement of the organization or company in the long term.
2. Tourism development strategy is all efforts and activities are coordinated to attract tourists, in this case, the provision of infrastructure to reach the destination of tourism to be visited and to meet all the needs of a tourist while in the tourist area.
3. Tourism is a variety of tourism activities and supported by various facilities and services provided by the community, businessmen, and central and local governments.
4. The regional agency is the implementing element of the regional government, both provinces, districts/cities headed by a head who will be responsible to the governor, regent/mayor through the regional secretary, and responsible in accordance with the scope of work.

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<sup>20</sup> Saifuddin Azwar, Metode Penelitian, Pustaka Pelajar, Yogyakarta, 2007, Pages 72

5. Department Tourism and Culture Batam City is the implementing element of local government.

### **G. Definition of Operational**

According to Saifuddin Azwar, operational definitions are a definition that has a single meaning and objectively accepted if the indicator does not appear.<sup>21</sup>

Based on this understanding, to measure the variables in strategic management of tourism and culture of Batam city to the development of regional tourism, the indicators that can be used in this research are tourism development strategies in the tourism and culture office of Batam city through:

- a. Variable strategy management: (J. David Hunger and Thomas L. Wheelen).
  - 1) Environmental observation: observation of internal and external environments (strengths, weaknesses, opportunities, and treat).
  - 2) Strategic formulation: development of long-term plans for effective management of environmental opportunities and threats from the strengths and weaknesses of the organization.
  - 3) Strategic Implementation: the process by which management embodies its strategy and policies in action through program development, budget and procedures.
  - 4) Evaluation and control: the process through which organizational activities and performance outcomes in monitor and actual performance are compared to desired performance.

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<sup>21</sup> Ibid Pages 72

- b. Strategic development variable.
  - a. The strategy of development Tourism product:
    - a) The development of tourist attraction
    - b) Type of attraction
    - c) Improvement of facilities and infrastructure
  - b. Marketing and promotional strategies: marketing and counseling
  - c. Strategy of investment development
    - a) Cooperation with private parties / foreign investors.
    - b) Minimize the constraints that occur with investment policy making
    - c) Accessibility strategy: the availability of transportation to be used to reach the object of tourism.

## **H. Research Method**

### **1. Type of Research**

This research uses descriptive qualitative, in which the researchers did not describe the figures in the explanation of the discussion of the object studied but explains in the analysis the discussion of the object examined. The purpose of the descriptive qualitative research was to plan systematically, factual, and accurate information on the facts and the properties of populations or specific areas.<sup>22</sup>

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<sup>22</sup> Types of research papers, (2016) retrieved march 9, 2016, from <http://www.underacademy.org/distinguishingbetween-the-types-of-research-papers-and-their-components>,

This study focused on the Strategy of Tourism Development in Batam City 2015-2016.

## **2. Research Location**

This research was conducted in Batam City Riau Islands Province, "especially the Office of tourism and culture of Batam city", in this case includes the executor of tourism development activities in Batam city, with the aim of mengerahui what strategies undertaken Batam city government in tourism development, know the involvement of other parties such as: entrepreneurs, scholars, religious leaders and the surrounding community and the benefits obtained by the community around the tourist area.

## **3. Types of Data**

Data used in this study are primary data and secondary data, that is:

### **a. Data Primer**

The Primary data is data obtained directly from the respondents to get information and statements related to the object of research, primary data collection is done by conducting structured interviews with respondents and provide questionnaires to related informants. Then, the respondents answered by selecting option answers which have been provided in the list of questions.<sup>23</sup>

### **b. Secondary Data**

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<sup>23</sup> Moleong, Lexy J. Op.cit, Pages 16



Secondary data is data/information supporting research obtained from other sources such as books, records, agendas, results of meetings, books, documents, literature, brochures, pamphlets and articles, and documentation or commonly known as library research.<sup>24</sup>

#### **4. Data Collecting Method**

In collecting the data gathered in the research object to complete the data compiler researchers then use data collection techniques as follows:

##### **a. Interview**

The technique of interview is interviewing the respondents directly. However, but due to long distances, the researcher used a telephone interview. The interview aims to strengthen the research information due to the shortage of data in obtaining information. Interview techniques used is the structured interview. According to Lexy J. Moleong, the structured interview is an interview in which the interviewer has her/his own set of issues and questions to be submitted, to the list of questions drawn up neatly with the points that form the basis set very structured questions.<sup>25</sup>

##### **b. Documentation**

The technique of documentation is usually divided into official and personal documents, the document has long been used in research as a source of data because in many ways the documents are used for the

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<sup>24</sup> Creswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed methods approaches* (3rd ed.). Thousand Oaks, CA: Sage

<sup>25</sup> Moleong, Lexy J. Op.cit., Pages 217-21

test, as a data source in interpreting, and even to predict the result. A personal document is a note written by a person about his actions, thoughts, and beliefs. Official documents are materials providing information which is generated by social institutions, such as magazines, bulletins, and statements which can be utilized.<sup>26</sup>

## 5. Data Analysis

The data analysis was conducted using qualitative descriptive. According to Miles, data analysis is a way to manage data, analyze data obtained from the field form of words, phrases, sentences, schemes, or images to provide an explanation or theoretical significance.<sup>27</sup>The stage of the data analysis are (1) data collection, taken through interviews with respondents, and studying secondary data, as well as doing observations of a phenomenon, (2) classification of the data, which determines a category or grouping the data obtained on the basis of criteria or certain categories, (3) data processing, which make up servings data format which makes it easy to be presented, (4) verifying the truth and accuracy of the data (validity), and (5) making interpretations which give meaning to the data found using particular theory or concept.<sup>28</sup>

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<sup>26</sup> Ibid.

<sup>27</sup> 1 Miles, Matthe B, Huberman, A Michael. (1992). *Analisa Data Kuantitatif*. Terjemahan Tjetjep Rohendi Rohidi. Jakarta. Universitas Indonesia Pers

<sup>28</sup> Yoga Sugama, M. (2014). *Pelaksanaan Fungsi, Tugas, Wewenang Camat Dalam Pemberdayaan Masyarakat Kasihan Tahun 2013*. (Undergraduate Thesis, Universitas Muhammadiyah Yogyakarta, Yogyakarta)

## **6. Systematic Writing**

In the writing of this research into a paper, the writer divides it into several chapters which are interrelated so that it becomes a complete research.

Chapter I: Providing introduction consisting of Background, Research Question, Research Objective, Object and Benefits Research, Theoretical Framework, Conceptual Definition, Operational Definition, Research Methodology, and Systematic Writing.

Chapter II: Discussing the description of the research object/area of research

Chapter III: Will Analysis development strategy of Tourism Batam City to facing ASEAN Economic Community

Chapter IV: Conclusion, consists of, the conclusions of the research and recommendation.

