

CHAPTER II

DESCRIPTIONS OF THE RESEARCH OBJECTS

A. Profile Batam City

1. Brief History

Before becoming autonomous area, Batam Municipality represents the secondary Municipality in Riau Province, the first Municipality is Pekanbaru, while Batam Municipality of Administrative which domiciling its mount with sub-Province/Municipality area. Before being Municipality Batam is a regency, Batam is the biggest island name in this area, Part of Malay Empire of still represent Empire of Malay. There was a “better” between Lord Minto and Raffles from the United Kingdom with Dutch so that the twin islands Batam and Singapore given out to the Dutch government. The area of Batam Municipality is approximately 1,647.83 km sq which consists of 1,035.30 km sq of mainland. There are 186 islands, 80 of them are inhabited, while 106 of are empty, three are inhabited, while 106 of our empty, three of them are Batam Island is about 415 Km sq, Bulan, and Kepala Jeri Island. Cause strategic situation of Municipality of Batam is at fairway of international most crowded in the world and with distance was only 12,5 sea mile (20 km) from Singapore and also secretary tourist traffic gateway from the port of Sekupang. With this advantage, the Government of Indonesia as an effort to race growth of Nusantara from all aspect, especially in economic in order to preparation take-off at Pelita VI,

hence governments develop the island of Batam becomes (authority Industrial Development Area of Batam Island).¹

2. Government

The Government of Batam City as an executive institution who carry out the wheels of government, development and social, can be to face any problems appear in accordance with the economic, social, culture and politic development. The government of Batam formed pursuant to government regulation No. 34 on 1983 legalized on 24 December, it is lead by a mayor which regency or municipality level and to be responsible to Governor of Riau. The existence of Batam municipality is an implantation of deconcentration as it stated on rule of law No.5 1974. Batam Municipality built in order to increase the services of social and regional development as the result of Batam Island turn for industrial, trade and tourism are. The change status level of Batam district into Batam Administration Municipality, is divided into 3 Districts.²

Based on the applicable local number two (2) year 2005 took place the expansion area sub up to twelve (12) districts and 62 villages.

¹ According by Central board of statistic (2015) from "Batam City In Figure 2015" "briefhistory pages 1-8

² Central board of statistic (2015) from "Batam City In Figure 2015" pages 24-24.

Table 2.1: Name, Area per District and the Number of Villages

NO	NAME OF DISTRICT	NUMBER OF VILLAGES	AREA OF ADMINISTRATION		BROAD WOKE	
			Ha	% Thd Total	Ha	% Thd Total
1	Belakang Padang	6	76,778.44	18.00	4,402	8.9665
2	Batu Ampar	4	4,541.63	1.06	632	1.2873
3	Bengkong	4	1,942.48	0.46	938	1.9106
4	Lubuk Baja	5	3,960.61	0.93	450	0.9166
5	Batam Kota	6	4,629.53	1.09	2,352	4.7908
6	Sei Beduk	4	12,098.78	2.84	1,739	3.5422
7	Nongsa	4	32,589.55	7.64	5,554	11.3130
8	Sekupang	7	10,721.42	2.51	2,113	4.3034
9	Sagulung	6	6,429.99	1.51	3,579	7.2901
10	Batu Aji	6	6,236.77	1.46	2,119	4.3162
11	Bulang	4	46,029.11	10.79	8,967	18.2650
12	Galang	8	220,604.97	51.72	16,249	33.0977
	Total	64	426,563.28	100.00	49,094	100

Sources: Maps of Raperda RTRW City of Batam 2011-2031.³

3. Geographical Location

Batam city geographically has a very strategic location, namely in the international cruise lines that lie between 0°.25'29 "LU - 1°15'00" LU and 103°.34'35 "BT - 104°26 ' 04 "BT. Batam City area which is 426,563.28 ha, consisting of a territorial land area of 108.265 ha and water/sea 318,298.28 ha. Batam city covers more than 400 (four hundred) island, 329 (three hundred and twenty-nine) of them have been named, including the outer islands in the border region of the country, covering 12 subdistricts and 64 villages. In Batam city borders on:⁴

North : Singapore ocean toward

South : Senayang subdistrict

³ Luas wilayah (2011), Retrieved may 10, 2016, from <http://transparansi.batamkota.go.id/wp-content/uploads/2013/10/RPJMD-KOTA-BATAM.pdf>

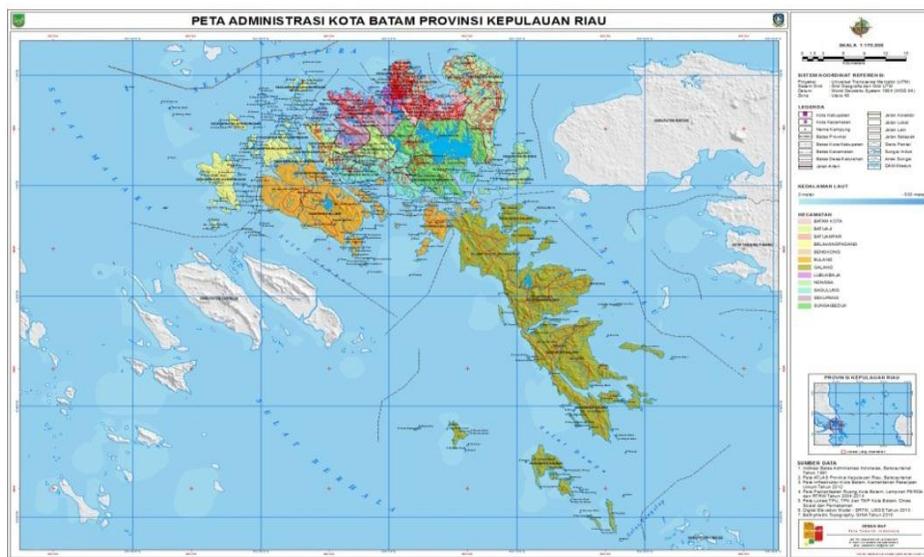
⁴ Data geografis kota batam (2016), Retrieved july 10, 2016, from <http://www.pn-batam.go.id/profil-daerah/45-pemerintahan-kota-batam/82-data-geografis-kota-batam.pdf>

West : Karimun and Moro sub-district, And International Sea

East : North Bintan sub-districts Toward

More detail of the location of City of Batam can be seen in Figure

Figure 2.1: Location of Batam City (Riau Island Province)



Sources: Regional Orientation Map City of Batam in Bapedda City of Batam 2011-2031

4. Population and Labors

a. Population

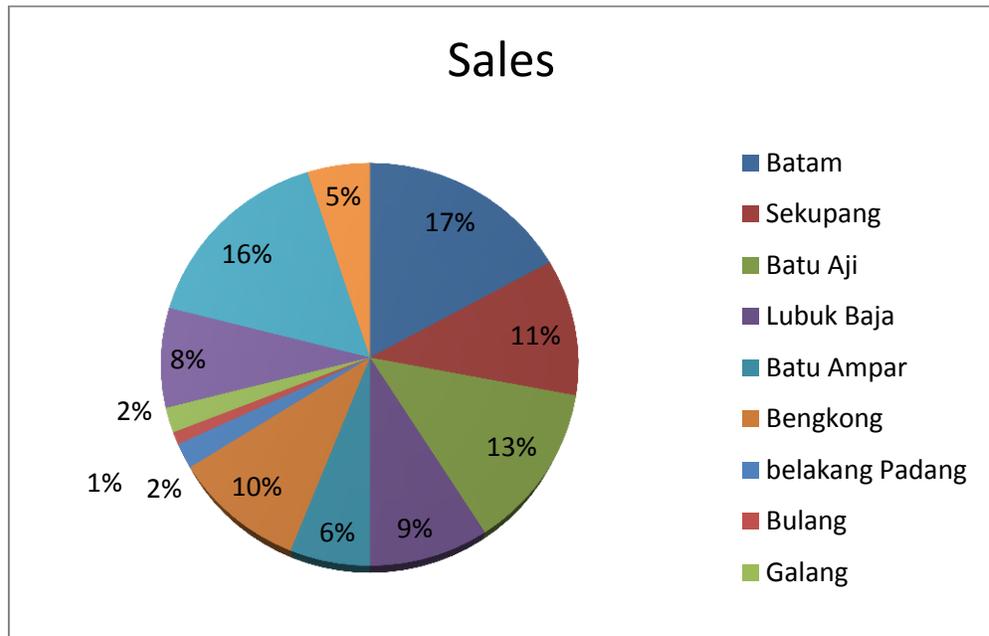
It stated on “Garis-Garis Besar Haluan Negara” that the great number of population will become high potential which is needed by National Development if their qualities are good. However the rapid growth of population makes it difficult to improve social welfare evenly. It mean it is no easy to attain the best quality with the great number of population like other regions in Indonesia, the population program in Batam are: birth

control decreasing infant and children mortality extending life expectation and the even population distribution. Since Batam Island and other islands develop by the Government the growth of population increase immediately. The average growth of population according to population census in 2000-2010 was recorded at 8,1 %.

Number of Batam population based on the result of population census in 2010 was recorded at 944.285 persons, consist of male population 484.867 persons and female population at 459.418 persons with sex ration at 105,54. The population which was recorded, had distributed to twelve districts and 64 kelurahan, the uneven population distribution caused various density per km².

Figure2.2:

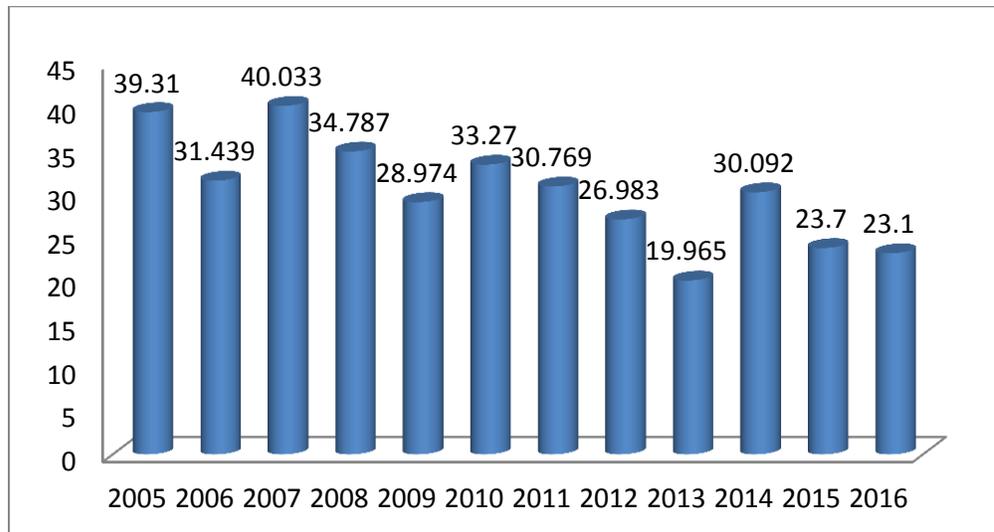
Distribution of population by region Based on 2010 population census



Sources: Department of tourism in Batam, 2017.

b. Job Seeker Situation

Graphic2.1: Number of Registered Job Seekers at Man Power Service of Batam City year 2005-2016



Sources: Department of tourism in Batam, 2017.

The Graphic (000) shows the number of job seekers. On 2006, there were 31.439 people. It was the higher number during 2007-2008. On 2016, the numbers of job seekers were 23.100 people.

c. Residence and Home

The mobility and growth of population have affected to social and environment problems. Its mentioned seen from house and kiosk which are disagree with allotment of fam as command by local Regulation Number 2 Year 2004 about Regional Spatial Land Plan of Batam City on Year 2004-2015. Competent cheap housing in the form of mansions represents one of the effort overcome requirement of house to society especially representing labor. Predicting requirement of the mentions to overcome problems of housing to labors are 589 block to accommodate the more or less 150.784 labor.

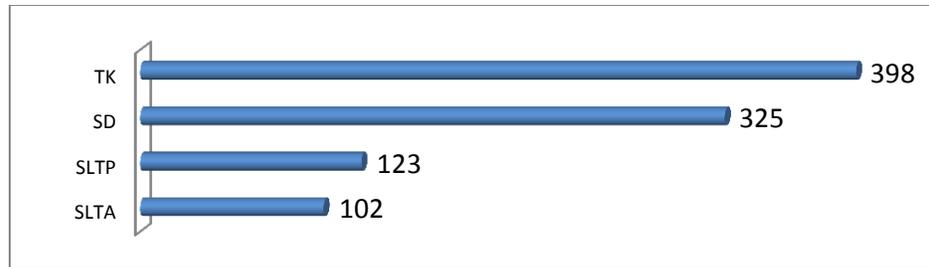
d. Social

Social activities are always done during of duty hours such as, study recreation, sport, and other. There are many social activities done during daily life, caused of the limited data this chapter present the ones are considered important like:

a) Education

Education is a way to make people smart, so that the success of a nation much influenced a lot of population education level. The more high education people will give good effect on social life. To have illustration on education development in batam here presented tables on education sub-sectors namely kindergarten education, elementary school, junior high school, senior high school and other same level with under asminitered by the National Education of Batam City and Outside of it, also colleges/universities private college dataere.

**Figure 2.3: Number of Schools Administered by the Education Service by
Type of school, 2015**

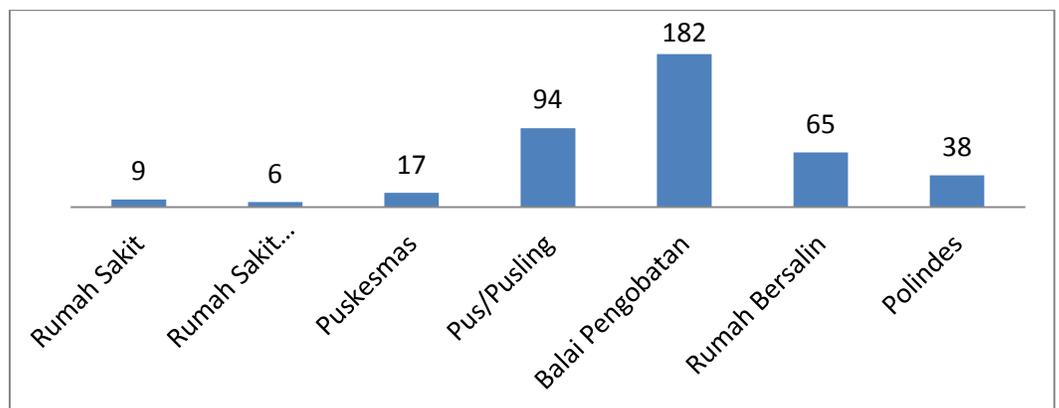


Sources: Department of tourism in Batam, 2017.

b) Health

The purpose of health department is to provide health service to public easily, evenly, and cheaply. Having the above mention it is hoped good health of population will be attained.

Figure 2.4: Number of Medical Practitioners by kind in Batam, 2015



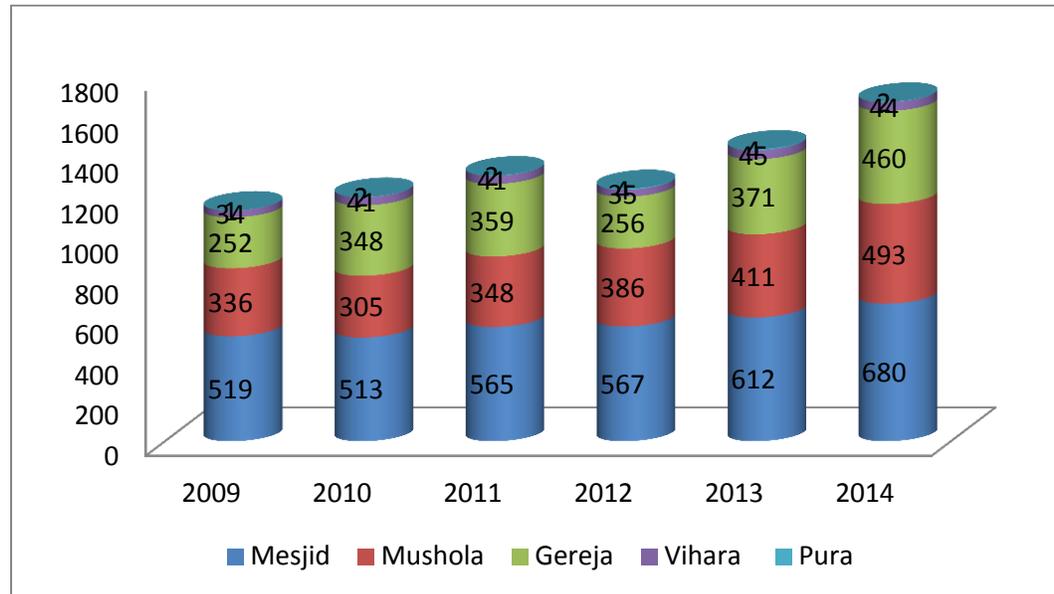
Sources: Department of tourism in Batam, 2017.

c) Religion

The worship built by government and social community are place for carrying out religious activities. The data obtained from religion department office shows that worships has been increasing year by year. In 2000 those were

364 worship in Batam City and 2005 increased to 788 and in 2014 increased to 1.679

Graph 2.2: Number of Religion Worship Facilities by Kind, 2009-2014



Sources: Department of tourism in Batam, 2015.

B. Department of Culture and Tourism Batam City

1. Profile-Basic Tasks and Functions

Basic Task and Functions

Basic tasks of cultural and tourism Office of Batam City in accordance with the rules Mayor of Batam Number 61in2012 about the description of duties and functions of the Regional Office of Batam City then Tourism and Culture of Batam has the task of carrying out the Affairs of Local Government in the field of Tourism and Culture out as well as carry out other assignment given by the Mayor. In accordance with the scope of the task and its functions, in the implementation of Tourism and Culture Island by a head of Department under and is responsible to the Mayor through the

Secretary. In the implementation of the tasks mentioned, Tourism and Culture organize function:

- a. The preparation of the program and service activities in the short, medium and long term,
- b. The conduct of the Affairs of the administrative offices which include public affair, finance, and employment,
- c. The formulation of the technical policy in the field of tourism and culture,
- d. Organization of technical operational activities covering the areas of facilities and Tourism Object, Tourism promotion, and Development field, of Art and Culture History,
- e. The Organization of the Administration and Public Service to the community in the sphere of its work,
- f. Coaching against implementing technical unit in accordance with the scope of the duties and functions,
- g. Implementing of other duties given the Mayor in accordance with the scope of the duties and functions.⁵

In the performance of duties and functions as intended, the tourism and Culture consist of:

- a. Head of Department
- b. Secretariat
- c. Field of Program

⁵ Praturan Wali Kota Batam “nomor: 26 tahun 2010 “Uraian tugas pokok dan fungsi Dinas Daerah Kota Batam, Bab 1 pasal 264, hal 199-200

- d. The Field of facilities and Attractions
- e. The field of development and promotion of Tourism
- f. The field of art and culture and history.⁶

2. Vision and Mission

The Vision and Mission of the City of Batam as defined Batam Regional Regulation No. 12 of 2007 on the establishment of the Organization and Work Procedure Batam City Regional Office stated that the Department of Tourism and Culture in Batam has the tasks of decentralized authorities in the field of the tourism and culture. In accordance with the position, duties and functions of the Department of Tourism and Culture Batam set the vision, namely: *“Terwujudnya Batam Sebagai Kawasan Pengembangan Budaya Bangun Bangsa & Menjadi Pintu Gerbang Pariwisata Indonesia Bagian Barat “* *The vision statement of the meaning of: Menjadikan Batam sebagai Daerah tempat berkembangnya berbagai budaya bangsa serta menjadi pintu gerbang pariwisata Indonesia khususnya bagian barat.* Mission: 1. *“Melestarikan Nilai serta Mengembangkan Keragaman dan Kekayaan Budaya Bangsa dengan tetap menjadikan Budaya Melayu sebagai Payung Neger”* (Preserve and Develop the cultural Wealth and Diversity of the nation still makes the Melayu of culture as the umbrella Country), 2. *“Meningkatkan kualitas Sumberdaya Manusia serta pengelolaan sarana dan prasarana kepariwisataan”* (Improve the quality of human resources as well as management of Tourism facilities and infrastructure), 3. *“Mengembangkan industri Pariwisata yang berbudaya saing, Destinasi yang unggul serta Pemasaran dan Promosi Pariwisata yang*

⁶ Praturan Wali Kota Batam “nomor: 26 tahun 2010” pelaksanaan fungsi, Bab 1 Pasal 263 dan 264, Ayat 1, hal 200

berkelanjutan” (Develop the tourism industry competitive power, superior as well as Destination Marketing and promotion of Sustainable Tourism).⁷

3. Conditions and Tourism potential of Batam City

a. Tourism Object

Potential tourist attraction scattered throughout the city of Batam in various types. Until now, the appeal of which is the mainstay of Batam Riau Islands includes 24 beaches, 5 Area Tourism, 6 Bridges, 15 Religious Tourism, 14 Port/Dock/Airport tourism, 35 sports, 22 Shopping Tour, and 3 historical tours.

Table 2.2: The Number of Attractions in the City of Batam, Riau Islands

NO	Tourist Attraction	Tourism Object
1	Beach	24
2	Tourist Area	5
3	Bridge	6
4	Sports Tourism Facilities	35
5	Religion Tourism	15
6	Port/Dock/Airport Tourism	14
7	Shopping Tour	22
8	Historical Tour	3

Sources: Department of tourism in Batam, 2016.

b. Accommodation

The number of non-Star and star in Batam 2014 much as 63 hotels, while the number of non-star Hotel 125 Hotel, and increased in 2015 to 69 five-star hotel, and the non-star hotels totaling 125 Hotel.

⁷ <https://arsipskpd.batam.go.id/batamkota/skpd.batamkota.go.id/pariwisata/visi-misi-tujuan-dan-sasaran-strategi-dinas-pariwisata-dan-kebudayaankota-batam/index.html>

Table 2.3: The number of Hotel in Batam City 2015-2016

No	Hotel	Amount	
		2015	2016
1	5 Stars	1 Hotel	1 Hotel
2	4 Stars	20 Hotel	23 hotel
3	3 Stars	22 Hotel	22 hotel
4	2 Stars	6 Hotel	9 hotel
5	1 Stars	14 Hotel	14 hotel
6	Non-Stars	125 Hotel	125 hotel
	Total	188	202

Source: Department of tourism in Batam, 2017

c. Support Facilities of Tourism

Supporting Facilities of tourism in Batam comprising travel agents, restaurants, and other supporting facilities experienced significant growth and continuously improve the quality of infrastructure and services that looks like the following table:

More detail of the Data Tourism City of Batam can be seen in Table

Table 2.4: Data Tourism Infrastructure 2015-2016

No	Tourism	Year	
		2015	2016
1	Beach	5	19
2	Tourism Area	5	5
3	Bridge	6	6
4	Religions tourism	15	15
5	Port/Dock/Airpot Tourism	14	14
6	Sports Tourism Facilities	32	35
7	Shopping Tour	8	22
8	Historical Tour	3	3

Sources: Department of Tourism 2016.

d. Restaurant

Table 2.5: The number of restaurants, Rumah Makan and coffee shop

No	Name	Total	
		2015	2016
1	restaurant	512	521
2	Coffe Shop	129	137

Sources: Department of Tourism 2016

e. Number of Tourists Visit

The number of visits of tourism in the city of Batam in Riau Islands lasts 5 years his condition fluctuated, the comparison of total international tourism compared to domestic tourists can be seen in the following table: More detail of the Data Tourism Visit of the City of Batam can be seen in table 9.

Table 2.6: The Growth of Tourist Arrivals in the city of Batam, Riau Island Province 2012-2016

Year	International Tourists	Growth %
2012	1,161,581	
2013	1,219,608	
2014	1,336,430	
2015	1,454,110	
2016	1,545,818	

Sources: Central Bureau of statistics Batam City 2017

f. Hotel Facility

Table 2.7: Occupancy Rate of Classified Hotel Room, 2012-2016

classified	2012	2013	2014	2015	2016
1 star	44,81	40,36	37,68	45,88	50,75
2 star	41,48	33,87	26,97	42,97	49,54
3 star	44,94	51,43	52,74	50,14	63,24
4 star	51,86	53,98	53,51	50,66	51,94
5 star				50,87	55,16
Average	48,21	49,79	49,49	49,49	53,34

Sources: Central Bureau of statistics Batam City 2016

Table 2.8: Number of Hotel/ Accommodations, Room and Beds and Employee 2005-2015

Year	Hotel/Accommodation	Room	Bed Room	Employee
2005	146	7,097	8.930	5.372
2006	159	8.251	10.572	6.214
2007	159	7.819	9.845	5.491
2008	152	7.814	10.064	5.425
2009	153	6.544	8.702	5.783
2010	150	9.211	11.252	6.072
2011	156	9.317	11.482	6.182
2012	162	9.630	12.370	6.305
2013	170	10.570	14.046	6.848
2014	188	11.264	15.519	6.989
2015	202	13,754	16,241	7.487

Sources: Central Bureau of statistics Batam City 2016

g. Local Revenues Sub-Sectors of Tourism

The total number of sub-source revenue (PAD0 of the tourism sector in the city of Batam Riau Islands in 2016 amounted Rp144,843,836,180,03,-, while the development of Pad from 2012 to 2016 can be viewed the following table:

h. Local Revenue Budget

Table 2.9: Realization source revenue Batam City Tourism Sector, from the Year 2012-2016

NO	YEAR	ACCEPTANCE SECTOR	DESCRIPTION		PERCENTASE (%)
			TARGET	REALIZATION	
1	2	3	4	5	6
1	2012	REVENUE BATAM CITY	276,757,849,578,60	325,551,392,753,69	17,63
		TOURISM	71,550,000,000,00	73,220,053,665,90	102,33
		HOTEL	39,330,000,000,00	40,743,723,633,25	103,59
		RESTAURANT	19,150,000,000,00	19,543,134,126,57	102,05
		ENTERTAINMENT	13,160,000,000,00	12,933,195,906,08	98,95
2	2013	REVENUE BATAM CITY	371,655,668,413,00	408,799,508,234,11	106,31
		TOURISM	83,780,000,000,00	88,230,869,196,30	105,31
		HOTEL	48,500,000,000,00	50,182,819,610,81	103,47
		RESTAURAN	22,120,000,000,00	24,552,221,798,41	111,00
		ENTERTAINMENT	13,160,000,000,00	13,495,827,787,08	102,55
3	2014	REVENUE BATAM CITY	511,135,469,396,00	18,355,386,419,73	3,59
		TOURISM	88,500,000,000,00	8,411,183,828,55	9,50
		HOTEL	53,300,000,000,00	5,087,386,860,51	9.54
		RESTAURAN	24,200,000,000,00	2,302,963,050,00	9.52
		ENTERTAINMENT	11,000,000,000,00	1,020,833,918,04	9.228
4	2015	REVENUE BATAM CITY	110,202,000,000,00	605,636,019,079,97	94,14
		TOURISM	64,175,000,000,00	127,287,418,421,70	115,50
		HOTEL	32,475,000,000,00	74,421,985,644,94	115.97
		RESTAURAN	32,475,000,000,00	38,092,617,658,75	117.30
		ENTERTAINMENT	13,552,000,000,00	14,722,815,118,00	109.01
5	2016	REVENUE BATAM CITY	824,774,150,700,00		
			Revised Budget (APBD-P)	December Priod 2015	
		TOURISM	144,685,942,465,94	144,843,836,180,03	100,11
		HOTEL	81,874,916,309,94	80,973,491,072,51	98.90
		RESTAURAN	45,745,750,000,00	46,335,661,512,45	101.29
		ENTERTAINMENT	17,065,276,156,00	17,534,683,595,07	102.75

Sources: Department of Tourism and Cultural 2017