

Improving the Tourism Management of Grandpa Land Trikora Beach, Bintan

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Abstract: Grandpa Land Trikora Beach is a new spot among the Trikora beaches. It was firstly open in 2016 and publically opened by August 2021. It is a very potential tourism object in Bintan, Kepulauan Riau. Thus, the its management is highly needed to increase its potentials. The better management, the better improvement will be. This research was carried out with a qualitative descriptive approach. The data were collected through in-depth interview and research object observation. Some recommendations are suggested by the researcher after doing the research as the efforts to increase the potencies of Grandpa Land Trikora Beach. Management should increase its performance by improving the service and do promotion with more massively by using media social with more platforms and frequently updating the news of Grandpa Land Trikora Beach to the people.

Keywords: Management, Tourism, Beach.

1. Introduction

Kepulauan Riau or Riau Islands is one of the provinces in Indonesia which its sea is twice of its land. It has 96% sea and 4% land with the most islands that are 2.408 big and small islands such as Bintan Island, Batam Island, Penyengat Island, Lingga Island, Karimun Island, Natuna Island, Anambas Island, and etc. Having a very wide sea, therefore, Riau Islands Province obviously has many marine and fishery potentials especially marine tourisms that one of them is beach tourism [1].

Bintan Island is a mainstay tourist spot in the Riau Islands. This tourist spot in Bintan is famous for its beautiful coastline, luxurious resorts, and also world-class golf courses. In Bintan Island, there is a most beautiful beach visited by many tourists, namely Trikora Beach. Trikora Beach is famous for its beautiful white sand, clear water, beautiful rocks, and rich marine lives. This beach is located in Malang Meeting Village, Gunung Kijang District, Bintan Island. This beach has four parts that are Trikora 1, 2, 3, and 4 [2], [3].

Grandpa Land Trikora Beach is a new spot from the Trikora Beaches. Originally opened in 2016, Grandpa Land Trikora Beach is officially open for public on August 2021. The area is 5.5 hectares. The initial capital for the construction of this beach is around 3-4 billion rupiahs. The owner of this beach is a businessman from Manado.

1.1 The Formulation of the Problems of the Research

According to the Grandpa Land Trikora beach developer, it is stated that this beach is being carried out without a proper systematic management. This is caused by the limited resources owned by this beach developer. The main concern in this research is how to improve the management system on the Grandpa Land Trikora 3 beach.

1.2 Objective

This research was carried out to investigate how to improve the management in Grandpa Land Trikora 3 Beach.

2. Materials and Methods

A qualitative-descriptive method was used as the methodology in finding out the result of the research. It, then, utilized the supporting materials during the research process.

2.1 Materials

Materials and tools are needed in conducting a research properly [1]. The materials utilized in this research are as follows:

- A set of questionnaires containing the list of questions about the research.
- Stationaries to log the results of interview
- Recording tools to record the interview
- A camera to capture the process of interview and to record the result of interview.
- The journals to assist the result process in this research.

2.2 Methods

A qualitative-descriptive approach was used in this research methodology. The data were collected by using an in-depth interview and the existing objects observation. Data were taken from the primary data that are direct data obtained from interviews and observations and the secondary data that are referenced materials used to assist in compiling research results. The data, then, were analyzed descriptively by presenting the findings from the research and then processing them by analyzing the results and providing recommendations or input related to efforts to improve management based on the results of studies and literatures [4], [5].

3. Results and Discussion

3.1 Results

From the investigation and observation carried out by the researchers, the results found are depicted below.

3.1.1 The Tourism Destination Profile



Figure 1. The Entry Gate of Grandpa Land Trikora Beach

This beach is named Grandpa Land located in Trikora 3. Trikora 3 is one of the most famous beaches from Trikora 1 to 4 among the people of the Riau Islands and is located in Bintan Regency, Riau Islands. There are already many resorts that have been established by investors both from domestic and foreign investors. The existence of these resorts ease the visitors coming to stay while enjoying the beauty of the beaches along the area. There are some beaches in this area are free of charge to visit and there are also some restricted beaches or some visitors have to take the offer package because they are owned by the private sector. Grandpa Land Beach is included in the beach category managed by the local community so that it is easy to reach by all visitors who come to visit. The visitors only need to pay for parking lot to enter and enjoy the Grandpa Land Trikora Beach.

This beach is a potential tourism spot that serves the visitors and absolute beauty of a beach and natural panorama with well-developed tourism only if it is managed properly by the developer and community cooperation. Therefore, the researchers are highly interested to investigate further about this tourism spot Grandpa land Trikora Beach. Not only the beautiful panorama, it has also the advantages compare with other beaches in Bintan Regency, Riau Islands Province. They are as follows [6]

- The tourist attraction of Grandpa Land Trikora Beach as an attractive tourist attraction is supported by a stretch of white sand along the beach that adorns the waters of Grandpa Land Trikora Beach.
- Grandpa Land Trikora Beach is a comfortable beach with stable winds in order that the events requiring calm and comfort can be held.
- The field is wide so it is often used as a campsite by a group of organizations and students.

The facilities at Grandpa Land Trikora Beach apart from the beach area offered to visitors are also bathrooms, prayer rooms, canteens, guard buildings, huts, parking lots, and trash bins that can be used by the visitors.

3.1.2 Management of Granda Land Trikora Beach

The owner of Grandpa Land Trikora beach is an entrepreneur from Manado, North Sulawesi, Indonesia. It is then developed and guarded by the local people cooperated with the owner.

The Grandpa Land Trikora beach management system is still being carried out with a system that has not been managed systematically. This beach developer has plans to further improve the quality of the beach by adding infrastructure and looking for solutions to overcome some of the obstacles that exist on this beach such as the large waves that cause sloping rocks [7].



Figure.2 Interviewing the developer of Grandpa land Trikora beach

3.1.3 Business Performance of Grandpa Land Trikora Beach

As a new beach officially operating in 2021, this beach has a pretty tempting turnover. When it was first opened to the public, visitors flocked to the beach to enjoy its beauty, both local visitors and immigrants from outside the area. There are even visitors who rent this beach for camping activities and other non-formal events. This is an undeniable reason why the turnover obtained by this beach is quite fantastic. For weekends, you can step on the Rp.4,000,000 number with 200-250 visitors per weekend. However, from the fantastic turnover obtained, there must be costs incurred for the maintenance of places and beach facilities which can reach Rp.1,500,000 in one treatment and this is beyond the salaries of employees who work on this beach. The number of employees who work on this beach is about 4 people with salaries following the regional minimum wage (UMR) applicable in the Bintan area.

3.1.4 Promotion Strategy of Grandpa Land Trikora Beach

Because it is still a newly built beach, it certainly needs promotions that can attract more visitors, moreover the competitiveness for this beach is quite difficult because the layout of this beach is adjacent to a beach that is quite famous in its area. So they do promotions through social media, sometimes they even give discount prices for visitors who rent facilities for swimming and rent cottage facilities.

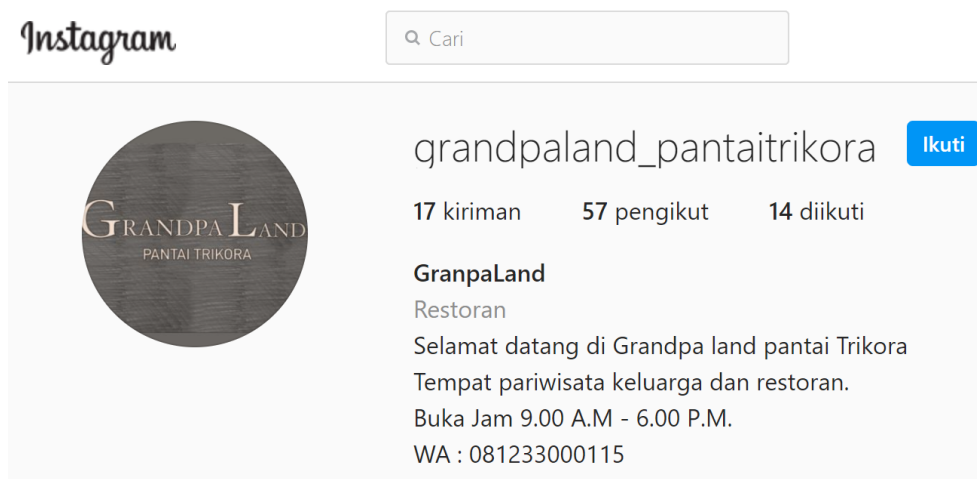


Figure.2 Instagram of Grandpa Land

Grandpa Land has a promotional media via Instagram under the name Grandpa Land with a profile photo that written Grandpa Land Trikora Beach. The description used is Welcome to Grandpa Land, Trikora beach, a place for family tourism and restaurants. Open 9.00 AM - 6.00 PM. The timeline

contains many photos of the moments when visitors come, whether they are swimming, playing or having fun enjoying the beauty of the beach.

3.2 Discussions

Grandpa Land Beach has several facilities that are still inadequate, such as a prayer room which has a small capacity so that it cannot accommodate all visitors who want to perform congregational prayer. Then, the existing trash bins do not use plastic bags, so it is difficult to move the trash to the trash disposal and there is no separation between organic waste and non-organic waste. If the visitors increase on weekends, the huts on the beach are still not enough to be occupied by all visitors. Then, the cafeteria has also inadequate services because the price food and drinks are not listed [8] [9].

There some efforts that can be done to improve the management of the Grandpa Land Trikora 3 beach. Firstly, the developer should provide a wider place of worship to accommodate all visitors who want to perform the prayers. Secondly, the developer should add separate trash bins between organic and non-organic waste and put plastic waste to make it easier to move waste to trash disposal area. Thirdly, it would be better if the beach developer added more huts to anticipate the increase number of visitors on weekends. Finally, the beach developer should provide a list of prices for food and drinks to make it easier for visitors to buy and pay them [10].

From the performance of Grandpa Land, it is quite good for the size of the newly opened beach in terms of turnover, the number of visitors who come and the number of workers. However, Grandpa Land still has to improve its performance by maintaining a reputation for beautiful beaches, excellent service and access to easy-to-reach facilities. Maintaining an affordable price position, for visitors will also be an important consideration in deciding to come back. In addition, the addition of various facilities needed will give a positive impression on the reputation of this beach. For this reason, Grandpa Land must continue to innovate in designing various preparation strategies to improve performance [7].

Even though the visitors who come are already crowded, Grandpa Land's management should continue to increase its promotion. The use of social media, which is still not very optimal, must be improved immediately. The use of only one choice of social media is not enough for a more massive promotion. Management should use more social media other than Instagram to introduce the beach to tourists both inside and outside the Bintan area. The ability of social media is very large in reaching more and wider scope of people out there. In addition, updating news and stories as well as the latest information about Grandpa Land must continue to be reproduced and the frequency increased to be more frequent. The more news about this beach, the more people are likely to know the existence of this beach [2], [3].

3.3 Tables

The table below depicts the available facilities in Grandpa Land Trikora beach.

Table 1: The Available Facilities of Grandpa Land Beach

Item	Facility	Volume	Denomination
1	Bathroom	6	Room
2	Praying room	1	Room
3	Canteen/Cafe	1	Unit
4	Security guard building	1	Unit
5	Hut	14	Unit
6	Parking area	2	Area
7	Trash bin	25	Unit

Table 1 shows the facilities that are available in Grandpa Land Trikora Beach. There are six bathrooms, a praying room, a canteen/cafeteria, a security guard building, fourteen huts, two parking areas, and 25 trash bins in several spots.

4. Conclusion

This research provides information about tourist beaches in Bintan. Especially, it provides the information about the Grandpa Land Trikora beach. It has some facilities that are available such as six bathrooms, a prayer room, a canteen / cafe, a security guard building, 25 tourist huts, two parking lot, and 25 trash bins. This beach is managed by the local community and gets permission directly from the owner who comes from Manado. This Grandpa Land Trikora beach provides beautiful views, blue sea water, and white sand along the beach. The efforts that can be done to improve the management of the Grandpa Land Trikora beach are that the developer should provide a wider place of worship so it can accommodate all visitors' needs of worship. They, then, should add separate trash bins between organic and non-organic waste and put plastic waste to make it easier to move waste to trash disposal area. Afterwards, it would be better if the beach developer added more tourist huts to anticipate the increasing number of visitors on weekends. Finally, the beach manager should provide a list of prices for food and drinks. For the rest, management should increase its performance by increasing the service and do promotion with more massively by using media social with more platforms and frequently updating the news of Grandpa Land Trikora Beach to the people.

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