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Empowerment of Coastal Communities in the Growth, Management and Development of Tourism Objects in the Digital Era at Bintan District

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Abstract

This study aims to explain the potential for maritime-based tourism in Bintan Regency, Riau Islands Province and the welfare conditions of the local community as well as to explain management and development strategies in the digital era in maritime-based tourism areas in Bintan Regency, Riau Islands Province with an overview of tourist attractions, accessibility, facilities and communities. improve social welfare. The research method used is descriptive qualitative. The results of the study show that tourist attractions in maritime-based tourism areas in Bintan Regency, Riau Islands Province are quite diverse, accessibility to reach maritime-based tourism areas in Bintan Regency, Riau Islands Province is quite easy, available facilities still need to be repaired and people who live in tourism-based areas maritime in Bintan Regency, Riau Islands Province is very friendly to immigrants, including tourists. Based on this analysis, an urgent strategy was obtained to stimulate growth, management and development of maritime-based tourism areas in Bintan Regency, Riau Islands Province, including the use of budgets for the development of existing potential, the use of technological advances to increase tourism development, increase tourism cooperation with other regions, improving the quality of the apparatus in the tourism sector, providing facilities and infrastructure for tourism activities, increasing tourism promotion efforts for maritime-based tourism areas at the national and international levels and increasing efforts to improve the environment through empowering local communities in the digital era.

Keywords: Empowerment, Growth, Management, Development, Digital Age

1. Introduction

The tourism sector is one of the sectors that is currently the focus of development. This is due to the trend of countries in the world that make the tourism sector a more profitable sector without destroying the environment. This means that the development of the tourism sector does not have an impact on the degradation of the surrounding environment, this is in line with the concept of "save the earth" which is echoed as a form of efforts to save the environment on Earth. Indonesia, which is dubbed the “Jamrud Khatulistiwa” because of its charm of natural beauty, has made Indonesia one of the destinations for tourists around the world.

Table 1. Number of Tourist Visits

YEAR / REGION	DIS. BINTAN	PROV. KEPRI	INDONESIA
2017	371.592	2.139.962	14.039.799
2018	522.399	2.635.004	15.810.305
January-May 2019	258.485	1.137.996	6.374.083

Source:https://www.bps.go.id/dynamictable/2018/04/05/1296/jumlah-kunjungan-wisatawan-mancanegara-per-bulan_ke-indonesia-menurut-pintu-masuk-2017-2019.html

Based on Table 1, the number of tourist visits to Indonesia is relatively large, namely 15,810,305 people in 2018. Riau Islands Province contributed 2,635,004 people or 16.66% of the visits of foreign tourists to Indonesia in 2018. Bintan Regency is in the second position. Two in the Riau Islands Province for foreign tourist visits, namely 522,399 or 19.82% of the total number of foreign tourists visiting the Riau Islands Province in 2018. Meanwhile, Indonesian tourists visiting the Riau Islands Province area are estimated to have 9-11 million people in 2018 (News media Tanjungpinangpos.id). This is an opportunity for Bintan Regency with beautiful natural conditions and is in a strategic area.

2. Literature Review

Based on geographic location, Bintan Regency is in a strategic area which is adjacent to two countries (Singapore and Malaysia) and is on the Malacca Strait shipping route which is a busy shipping route. Bintan Regency has 86,398.33 km2 or 98.50% of the sea area which has great potential to attract tourists from the tourism sector, one of which is through tourism objects. On the Kepri-travel.kepriprov.go.id website, tourist attractions in Bintan Regency that are frequently visited by tourists are Bintan Lagoon Resort, Trikora Beach, Nikoi Island, Mapur Island, Kijang City Garden Fountain, Ekang Anculai Village, Lagoi Bay Bintan and Pancingan Poyotomo .
In the current digital era, information is not limited, so the growth, management and development of tourism objects must follow this trend by looking at the opportunities and potentials they have to be able to provide optimal benefits.

However, with the opportunities and potentials it has, Bintan Regency is still unable to stimulate growth, manage and develop these tourism objects optimally so that the community has not been able to enjoy the value of the benefits from the tourism sector. It can be seen that the number of unemployed people in Bintan Regency is 4082 people. Supposedly, with this opportunity and potential, Bintan Regency can empower the community so that the unemployment rate decreases and welfare increases. Tourism development is carried out based on the principles as referred to in Article 2 which is realized through the implementation of a tourism development plan by taking into account the diversity, uniqueness and uniqueness of culture and nature, as well as human needs for tourism. Therefore the author conducts research to stimulate growth, manage and develop tourist objects through community empowerment in Bintan Regency in the current Digital Era so as to provide beneficial values, namely community welfare at an optimal point.

3. Methodology

Research data analysis is part of the data testing process after the data selection and collection stage. A study requires a data analysis which is expected to be able to provide solutions to research

questions to form the basis of research. The research method is basically a scientific way to get data with specific purposes and uses Sugiyono (2018: 2) with data collection procedures and techniques according to the approach or method, which is meant by a quantitative approach. Furthermore, this research will be analyzed using statistical tests with the help of the SPSS 25 application (Statistics package social sciences).

Population

According to Sugiyono (2015: 119) population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by researchers to be studied and then drawn conclusions. So the population is not only people, but also objects and other natural objects. Population is also not just the number that is in the object / subject being studied, but includes all the characteristics / properties possessed by the subject or object. The population in this study are people who are affected by the management and development of tourist attractions in Bintan Regency.

Sample

According to Sugiyono (2015: 120) the sample is part of the number and characteristics of the population. If the population is large and it is impossible for the researcher to study everything in the population, for example due to limited funds, energy and time, the researcher can use a sample taken from that population. The samples used in this study are people who are affected by the management and development of the Trikora Beach tourism object, Bintan Regency.

Validity Test

According to Ghozali (2016: 52), the validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. So the validity test aims to measure whether the questions in the questionnaire that we have created can actually measure what we want to measure. Valid or not criteria is if the correlation between the scores of each question item with the total score has a significant level below 0.05 then the question item can be said to be valid. And if the correlation score of each question item with the total score has a significant level above 0.05 then the question item is invalid.

Reliability Test

According to Ghozali (2016: 48), reliability testing is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to a question is consistent or stable over time. The respondent's answer to this question is said to be realistic if each question is answered consistently or the answer cannot be random because each question wants to measure the same thing. Reliability measurement can be done in two ways, namely repeated measures or repeated measurements and one shot or just one measurement. In this study, the measurement of reliability was carried out by means of One Shot or just one measurement.

Normality Test

According to Ghozali (2016: 154), the normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution or not. This test is done by looking at the distribution of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals. A good regression model is normally distributed. If significant> 0, 05 then the variables are normally distributed and vice versa. The normal distribution will form a straight diagonal line, and the residual data plot will be compared with the diagonal line. The basis for making decisions is as follows:

1. If the data spreads around the data diagonally and follows the diagonal direction, then the regression model meets normality
2. If the data spreads far from the diagonal line, the regression model does not meet normality

Multicollinearity Test

According to Ghozali (2016: 103), the multicollinearity test aims to test whether the existing regression model finds correlation between independent variables. A good regression model should not have a correlation between the independent variables. If the independent variables are correlated, these variables are not orthogonal. Orthogonal variables are independent variables in which the correlation value between independent variables is equal to zero. To detect the presence or absence of multicollinearity in the regression model, by looking at the tolerance value and its opposite, namely the variance inflaction factor (VIF). These two measures indicate which independent variable is explained by the other independent variables. By making a decision, if there are independent variables that have a tolerance value> 0.10 or VIF <10, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

According to Ghozali (2016: 134) the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from residuals or observations to other observations. If the residual variance from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. If the test results are above the significant level (r> 0, 05) it means there is no heteroscedasticity, and vice versa.

Multiple Linear Regression Analysis

Linear regression analysis is used to measure the strength of the relationship between two or more variables, it also shows the direction of the relationship between the dependent variable and the independent variable (Ghozali, 2009: 86). In addition, regression analysis is also used to test the truth of the hypothesis. The regression analysis in this study is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

Information :
Y = dependent variable (community welfare)
a = constant
b1, b2, b3, b4 = coefficient of the regression line

x1, x2, x3, x4 = independent variables (community empowerment)
e = error or confounding variable

Hypothesis Testing

A hypothesis is a temporary answer to a problem that needs to be proven true and must be logical, clear, and testable. Hypothesis testing can be done partially (t test) and simultaneously (F test).

1. Partial Hypothesis Test (t test)

According to Ghozali (2016: 97), the t test basically shows how far the influence of one explanatory or independent variable individually in explaining the variation of the dependent variable. The t test aims to test the effect of the independent variable (Community Empowerment) on the dependent variable (Community Welfare) separately. The hypothesis used in this research is: By making the following decisions:

2. Simultaneous Hypothesis Test (Test F)

The F test is a test of the significance of the equation used to determine how much influence the independent variable (X) jointly affects the dependent variable (Y), namely job satisfaction.
By making the following decisions:
a. By comparing the value of F count with F table
If F table> F counts, then H0 is accepted and H1 is rejected
If F Table <F count, then H0 is rejected and H1 is accepted
b. By using the probability of significance
If the significance probability value> 0, 05; then H0 is accepted and H1 is rejected.
If the significance probability value <0, 05; then H0 is rejected and H1 is accepted.

3. Analysis of the Coefficient of Determination (R2)

According to Ghozali (2016: 95), the coefficient of determination (R2) essentially measures how far the independent variable affects the dependent variable. The coefficient of determination is between zero and one. A small R2 value means the ability of the independent variables, namely Community Empowerment, to explain the dependent variable, namely Community Welfare. Vice versa, a value close to one means that the independent variable provides almost all the information needed to predict the variation in the dependent variable.

4. Result and Discussion

Validity and Reliability Test

The validity test is used to measure the validity or validity of a questionnaire, where all the variables used in this study contain 10 (ten) questions, namely a combination of 5 (five) questions from the Community Welfare variable, 5 (5) Community Empowerment variables (five) item questions and responded to by 84 respondents. Confidence level = 95%, with an error level of α = 5%, for n = 84, the r table is 0.2120. This is based on the r table, if r count > r table then the validity test is valid, because r count is greater than r table and the valid instrument items will be used in the study, if the question item is invalid then it is not used in this study. Reliability test is intended to determine whether the questionnaire can provide a constant size or not. The technique used is the

Cronbach Alpha coefficient technique. A construct or variable is said to be reliable if it gives a Cronbach Alpha (α) value> 0.60.

Data Normality Test

The data normality test in this study was carried out using the Kolmogorov-Smirnov with a confidence level of 5% or 0.05. The Kolmogorov-Smirnov test is seen from the symp.Sig value, with the following test criteria: If Asymp.Sig. > 0.05, the data follows the normal distribution If Asymp.Sig. <0.05, the data follows an abnormal distribution.

Table 2. Results of the One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		84
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.41411896
Most Extreme Differences	Absolute	.089
	Positive	.089
	Negative	-.055
Test Statistic		.089
Asymp. Sig. (2-tailed)		.095[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Multicolonierity Test

According to Ghozali (2016: 103) the multicolonierity test aims to test whether the regression model finds a correlation between independent (independent) variables. Multicolonierity test can be seen from the Tolerance value or VIF value. A model is said to be free from multicolonierity if the tolerance value is more than 0.10 or the VIF value is smaller than 10.00.

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Empowerment	1.000	1.000

a. Dependent Variable : Public Welfare

It can be seen that the tolerance value of all independent variables is > 0.10 and the VIF value of all independent variables is < 10.00, it can be concluded that there is no multicolonierity between independent variables in the regression model in this study.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether or not there is an inequality of variants from the residuals or from observations to other observations. A prerequisite for the regression model is no heteroscedasticity. The way to detect the presence or absence of heteroscedasticity can be seen using the Glejser test.

Table 4. Heteroscedasticity Test Results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.644	1.045		-.616	.540
	Empowerment	.079	.047	.184	1.692	.094

a. Dependent Variable: ABS_RES

From the table above, it can be seen that none of the independent variables statistically significant affect the dependent variable ABS_RES. This can be seen from the significance probability above the 5% confidence level, it can be concluded that the regression model does not contain heteroscedasticity.

Multiple Linear Regression Analysis Testing

Multiple linear regression analysis is used to determine the effect of the independent variable on the dependent variable. The results of the multiple linear regression test in this study can be seen in the following table:

Table 5. Multiple Linear Regression Analysis Test Results

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.352	1.754		3.621	.001		
	Community Development	.694	.078	.700	8.879	.000	,174	5,754
							,324	3,084
							,277	3,611
							,230	4,357

a. Dependent Variable: KP

Based on the table above, multiple linear regression equations can be drawn up and interpreted as follows:

Community Development = 6.352 + 0.694+ e

1. The constant value (a) is 6,091, meaning that if the value of the independent variable (Community Empowerment) is considered non-existent or equal to 0, then the value of Community Welfare is equal to 6,352.
2. The regression coefficient value for the Community Empowerment variable is 0.694. The value of Community Empowerment shows a unidirectional relationship between the variables of Community Welfare and Community Empowerment, which means that if Community Empowerment has increased by 1 (one) point, then Community Welfare will increase by 0.694 with the assumption that the other independent variables remain.

Statistical Test Results T

The t test is used to determine whether or not each independent has an effect on the dependent variable. If the probability or significance value α> 0.05 then the independent variable partially has no effect on employee performance, if α <0.05 then the independent variable partially affects employee performance. While the t-table you are looking for at alpha 0.05 (two tailed) is 1.989.

Table 6. Statistical Test Results t

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.352	1.754		3.621	.001
	EMPOWERMENT	.694	.078	.700	8.879	.000

a. Dependent Variable: PUBLIC WELFARE

Hypothesis: The Effect of Community Welfare on Community Empowerment
H0: Partially Community Empowerment has no effect on Community Welfare
H1: Community empowerment partially affects community welfare

Community Empowerment Variable with a sig value of 0.000 and a t count of 8.879. This means that the sig value is smaller than the significance level of 0.05 (<0.05). And based on the comparison of t count with t table, it is found that t count t table (8.879> 1.989). So in this case, H1 is accepted and H0 is rejected, so that partially Community Empowerment has a significant effect on Community Welfare.

Statistical Test Results F

Simultaneous or joint testing is carried out using the F statistical test. This F test is used to determine the effect of all independent variables included in the regression model simultaneously on the dependent variable tested at a significant level of 0.05. The significant level is 5% with the degree of freedom (df) = n-1-k = 82 so that F table = 3.96. This test is done by comparing the significant F count with F table with the following conditions:
If F count <F table, then H0 is accepted
If F count> F table, then H1 is accepted

Based on significant values as the basis for decision making are as follows:

Sig> α, for α = 5%, then H0 is accepted
Sig <α, for α = 5%, then H1 is accepted

Table 7. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.582	1	159.582	78.840	.000[b]
	Residual	165.987	82	2.024		
	Total	325.560	83			

a. Dependent Variable: Public Walfare
b. Predictors: (Constant), Empowerment

H0: Simultaneous community empowerment has no effect on community welfare
H2: Community empowerment simultaneously affects community welfare

Based on the table above, it can be concluded that the significance value is 0.000 and the F value is calculated as 78.840. This means that the sig value is less than 0.05 (0.000 <0.05). And based on the comparison of F count with F table (F table α = 0.05, df = 79) obtained F count 78,840 is greater than F table, namely 3.96 (78,840> 3.96). So in this case H2 is accepted and H0 is rejected, which indicates that community empowerment simultaneously affects community welfare.

Determination Coefficient Testing (R2)

Analysis of determination in multiple linear regression is used to determine the percentage of the contribution of the influence of the independent variables simultaneously to the dependent variable. The results of the analysis of the coefficient of determination in this study can be seen in the following table:

Table 8. Result of Determination Coefficient Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700[a]	.490	.484	1.423

a. Predictors: (Constant), Empowerment

From the table above, it can be seen that the R number is called the correlation coefficient between the Community Empowerment and Community Welfare variable is 0.700. This means that the relationship between the variable Community Empowerment and Community Welfare is strong (significant) at 70.0%. Adjusted R2 in this study is 0.484, this shows that 48.4% of the community welfare at tourist attractions in Bintan Regency is influenced by Community Empowerment. While the remaining 51.6% is influenced or explained by other factors not included in this study.

5. Conclusion

Based on the results of research conducted by the author with the title Empowerment of Coastal Communities in Growth, Management and Development of Tourism Objects in Bintan Regency in the Digital Age, it can be concluded as follows:

The results of the t-test and F-test hypotheses test indicate that the Community Empowerment variable affects the Community Welfare variable. It can be explained that the growth, management and development of tourism objects in Bintan Regency is based on community empowerment. With community empowerment, it can stimulate the growth, management and development of tourism objects in Bintan Regency. This empowerment is a way to stimulate the growth, management and development of tourism objects in Bintan Regency in the current digital era, which will have an impact on the welfare of the community. Community welfare is the final "goal" of community empowerment in stimulating growth, management and development of tourist objects in Bintan Regency. So that people are interested in being able to grow more tourist objects, manage and develop well in today's digital era.

Based on the results of the research that has been done, here are some suggestions that can be given by researchers:

1. For Further Research

This research can be used as reference material for further research and can be a reference for the development of knowledge about human resources related to the role of community empowerment in stimulating growth, management and development of tourist objects with the ultimate "goal" of community welfare. It is hoped that further research can expand the research variables that affect the final "goals" (public welfare).

2. For Further Research

This research can be used as reference material for further research and can be a reference for the development of knowledge about human resources related to the role of community empowerment in stimulating growth, management and development of tourist objects with the ultimate "goal" of community welfare. It is hoped that further research can expand the research variables that affect the final "goals" (public welfare).

3. For Researchers

This research is a learning process and the addition of knowledge, especially in the field of Human Resource Management concentration regarding the role of community empowerment in stimulating growth, management and development of tourist objects with the ultimate "goal" of community welfare.

4. For Government Parties

Tourism is a sector that has great potential to become the main source in Bintan Regency. By empowering the community to be able to stimulate the growth of tourist objects, how to manage and develop tourist objects, the community will be able to feel the benefits, namely the welfare of the community. For this reason, the government must be consistent in empowering people with a focus on tourism.

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