

ANALISIS POTENSI PENGEMBANGAN OBYEK WISATA PULAU PUTRI DIDAERAH NONGSA, BATAM, KEPULAUAN RIAU

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ABSTRACT

The Batam City government area is home to various beautiful islands and amazing underwater worlds, including the island opposite Nongsa or known as Putri Island. One of Indonesia's outermost islands, Putri Nongsa Island, which is the direct border between Indonesia and neighboring countries, is located on the edge of the Malacca Strait, across the busiest Phillips Strait in the world, and directly borders Singapore and Malaysia. When the team explored Putri Island, we saw huge tourism potential if it could be managed well.

Keywords: *Tourism; Tourism Promotion; Local Community; Putri Island*

INTRODUCTION

Indonesia Seventeen thousand five hundred and four islands make up the archipelago. found in the archipelago, especially in The Riau Islands. Riau Islands is a group of islands located in Indonesia. The province, which is at the very edge of western Indonesia, borders directly with neighboring countries such as Singapore and Brunei and has strong trade relations. Countries in Southeast Asia. This makes all the islands become. located in the Riau Islands as one of the properties of State Value as appreciated, provide an explanation regarding Law no. 27 of 2007 concerning Management of Coastal Areas and Small Islands, paying attention to all natural resources. It needs to be maintained and utilized optimally for its importance for society and future grandchildren.

Putri Island is the outermost island. In the EEZ Border Zone Region. Exclusive Economic Zone (EEZ) which is an area 200 nautical miles away from the baseline stretch of coast. The geographical location is in the province. The Riau Islands are located on Batam Island. Nongsa District, Sambau Village. Outstanding interesting features of the Island. it is located on the border with the Singapore Strait and ship traffic. Internationally, this makes the island famous as a marine tourism destination for local residents both domestically and abroad.

However, the central government is currently working with Batam City in the Riau Islands to make Putri Island an attractive tourist destination and increase the number of foreign tourists.

When our team made observations some time ago on Putri Island, there were breakwater rocks placed around each region of the archipelago when the sea level was high. Putri Island is classified as a small island, but its size is larger than before

In order for tourists who visit this island to be more comfortable and happy to play in the water, the government is expanding the area through land reclamation actions. The underwater scenery when snorkeling or diving is no less beautiful, many brightly colored and funny fish around the coral. You can also take a banana boat if you want, and there are many other activities that can be done on this island. Princess Island is very easily accessible from the center of Nagoya.

It can be used by both four-wheeled vehicles and two-wheeled vehicles. It takes approximately 30 minutes to reach Nongsa Beach. Arriving at Nongsa Beach, you can continue your journey to Putri Island by taking one of the available boats. The journey takes approximately 10 minutes

Tourists who visit Putri Island generally just relax and enjoy the scenery while cycling or camping on Putri Island where the sellers on Putri Island also rent tents to be used when camping. However, currently the number of tourists who come to visit Putri Island is not as crowded as before. In addition, many factors make the

decrease in tourists visiting, one of which is access to infrastructure and public facilities whose access is still difficult to get on the princess island.

The limited clean water and electricity resources make Putri Island experience obstacles to progress and attract tourists who come to visit. Several efforts have been made by the government to help overcome this limitation, one of which is that the government is also trying to increase the availability of electricity resources by providing electricity terminals at several points on the princess island. However, it does not last long because visitors do not take good care and maintain public property. For the availability of clean water, sellers usually buy clean water using personal funds, which are transported using special ships.



Gambar 1 : Landmark sign Pulau Putri



Gambar 2: Icon wonderfull indonesia

LITERATUR REVIEW

Tourism Information System

Mereka menjelaskan bahwa TIS adalah sistem yang mengumpulkan, mengelola, dan mendistribusikan informasi pariwisata untuk

mendukung keputusan pengguna dan meningkatkan pengalaman wisatawan. Jurnal: Wang, Y., & Fesenmaier, D. R. (2004). "Towards an integrated framework for tourist information systems." *Tourism Management*.

RESEARCH METHOD

The research was carried out in October 2024 to coincide with Putri Island, the information we got after the research was "Travel costs, attractions of Putri Island, tourist experiences, food variety, infrastructure and facilities support tourism travel" The method we used in researching is a Qualitative method. Qualitative methods include observation, interviews, case studies, and analysis of texts or documents.

RESULTS AND ANALYSIS

From the results of the research we have carried out, we found several advantages and disadvantages on Putri Island, some of which are:

- Advantages
 - The view of the beach water is very clean and clear,
 - You can see the Singapore building because it borders the sea of Singapore and Malaysia,
 - It has an iconic landmark sign of the princess island and wonderful Indonesia as a marker of the princess island,
 - The existence of bicycle facilities in the tourism area to surround the putri island area,
 - Can do camp tours on the island.
- Disadvantages
 - Unfit public infrastructure,
 - Lack of clean water for general use,
 - Limited electricity is a factor in the lack of interest in tourists,
 - Periodic payments confuse tourists,
 - Absence of local cuisine,
 - There are not many activities that support tourism,
 - Lack of cleanliness in the tourist area,
 - Lack of social media promotion that is not reaching

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