

Analysis of Cultural Tourism Governance Bakar Tongkang Against Rokan Hilir Regency Revenue Increase

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Abstract

Analysis of Cultural Tourism Governance Bakar Tongkang Towards Increased Regional Income of Rokan Hilir Regency aims to find the root problems in the management of Cultural Tourism. The research method conducted here is the Mixed Method (Quantitative and Qualitative) method using the Lean Six Sigma approach in conducting its analysis and application. The results achieved from this research are 1) Continual improvement made by the Department of Sport and Youth Tourism in Rokan Hilir Regency, in managing Cultural Tourism 2) The impact of good governance carried out since 2016, in 2019 Cultural Tourism can produce a) 74,800 Number of Tourists Visiting b) Growth in Creative Economy in Culinary c) Amount of Money Circulating during Cultural Tourism Rp. 1,650,000,000 and long time Travelers Stay in the City of Bagansiapiapi for 10 days.

Keywords: *Cultural Tourism, Number of Visitors, Money Supply, Creative Economy and Length of Stay*

1. INTRODUCTION

Rokan Hilir Regency is Consists of several rivers and islands, River Rokan downstream is the largest river crossing as far as 350 kilometers from his voice in Rokan Hilir up upstream in Rokan Hulu. Besides the river, Rokan Regency Hilir Also has a lake and an island that faces Malaysia, in the form of the Islands Aruah.

Rivers, lakes and Aruah Islands are very potential tourism objects, not to mention the relics of the Dutch era and existing cultures passed down from generation to generation, such as B2K ethnic Chinese Cultural Tourism which is a Cultural Tourism event held every year in the month. June on the fifteenth day at Bagansiapiapi. The ritual Bakar tongkang, also known as the Baker Ceremony, tongkang was actually able to attract the attention of local and foreign tourists, especially citizens of Chinese descent. It is said, hundreds of years ago, when the Chinese people who were lost in the sea finally arrived at the land of hope

(Bagansiapiapi) after sailing across the ocean saved from error. So that they did not return, it was agreed for the Bakar Tongkang they were carrying, and see which way they would get their fortune based on the directions hit in which direction the ship's mast fell.

The purpose of this study will explain and analyze the phenomenon in the form of Analysis of Governance of Cultural Tourism Bakar Tongkang Towards Increased Revenue of Rokan Hilir Regency.

While the benefits of research are as a means to implement and establish a Public Policy (blue print) in compiling the Rokan Hilir District Tourism Program.

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2. THEORETICAL ANALYSIS

Tourism or tourism is a trip made for recreation or vacation and also preparation for this activity. A person who travels at least 80 km (50 miles) from his home for recreational purposes, is the definition by the World Tourism Organization referred to as a Tourist or Tourist (Wikipedia).

A more complete definition, tourism is the service industry. They handle services ranging from transportation services, hospitality services, housing, food, beverages and other related services such as banks, insurance, security etc. And also offers a place to rest, culture, life in the camp, adventure, new experiences and other different.

AJ Burkart and S. Malik in their book entitled *Tourism, Past, Present, and Future*, reads "Tourism means the short-term and short-term movement of people to destinations outside the place where they usually live and work, and activities their activities while staying at the destination" (in Soekadji, 2000: 3).

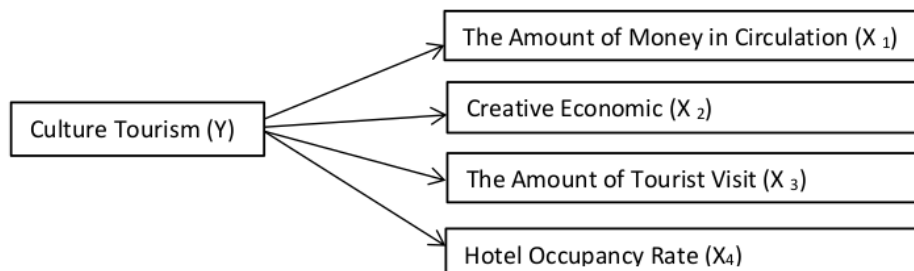
Tourism for culture (Cultural Tourism), is a type of tourism that is characterized by a series of motivations, such as the desire to study in teaching and research centers, to learn the customs, institutions, and ways of life of people of other countries, to visit historical monuments or relics of past civilizations.

Rokan Hilir Regency, Riau Province has the potential of various lucrative cultural and tourist attractions. Development development accompanied by an increase in population from time to time, so that the potential of culture and tourism that were previously underestimated, now the opposite becomes an interesting icon to glance at. One of them is a story about culture such as the Ritual Bakar Tongkang which eventually becomes an annual tourism agenda. Tourists from various directions such as Jakarta, Malaysia, Singapore, Thailand, Taiwan to China arrived. Rokan Hilir Regency (Rohil) also makes this annual activity as a tourism event and regional promotion. The local government through the Office of Culture Tourism Youth Arts and Sports made a Tourism Awareness campaign program in 2017 which essentially reminded tourism as part of providing welfare benefits for the People. In addition, a tourism awareness campaign from the Indonesian Ministry of Tourism Culture has been launched some time ago. The reality is that there are quite a lot of tourism objects scattered in every sub-district in Rohil Regency.

Tourism is a very strategic sector in the Indonesian economy and is a sector that is relatively resistant to economic crises. Tourism transactions for measuring the GDP of the tourism sector are in accordance with the Nesparnas formula, namely: consumption of foreign tourists; domestic tourist consumption; Tourism investment; national tourist expenditure (pre + post trip); and tourism promotion (Budi Hermawan).

The development of tourism in an area is inseparable from the availability of facilities and infrastructure in the tourism object and the availability of transportation facilities to reach the tourism object. How does the impact of the availability of facilities and infrastructure, transportation facilities in providing the needs of tourists in enjoying the entertainment tours available and tourist attractions that are displayed in providing satisfaction for tourists. This condition is needed so that tourist satisfaction can be maintained and increase local income (Ugy Soebiyantoro), Normaika Hutasoit. If the variable of foreign tourists and hotels increases, the tourism industry's GRDP also increases. This is consistent with the research hypothesis that foreign tourists and hotels have a positive and significant effect on the GDP revenue of Yenny Maya Dora and R. Adjeng Mariana Febrianti, (2013). More and more tourists visit the culinary entrepreneurs also increase. And so that existing culinary entrepreneurs can survive, it is demanded to be able to innovate the products offered.

To illustrate the relationship between the independent variable and the dependent variable, it can be described in the research model as follows:



Analysis of Cultural Tourism Governance Towards Increased Revenue of Rohil Regency Revenue, through the Number of Tourist Visits, Hotel Occupancy Rate, Amount of Money Circulating, and Creative Economy. The detailed proposition of the conceptual framework of this study is explained in the following section.

2.1. Number of Tourist Visits

H1. Number of Tourist Visits has a positive effect on Cultural Tourism

2.2. Amount of Money Circulating

H2. The Amount of Money Circulating has a positive effect on Cultural Tourism

2.3. Creative Economy

H3. Creative Economy has a positive effect on Cultural Tourism

2.4. Hotel Occupancy Rate

H4. Hotel Occupancy Rate has a positive effect on Cultural Tourism

Based on the above hypothesis, an IPO Process (Input - Process - Output) can be made As shown in Figure 2.

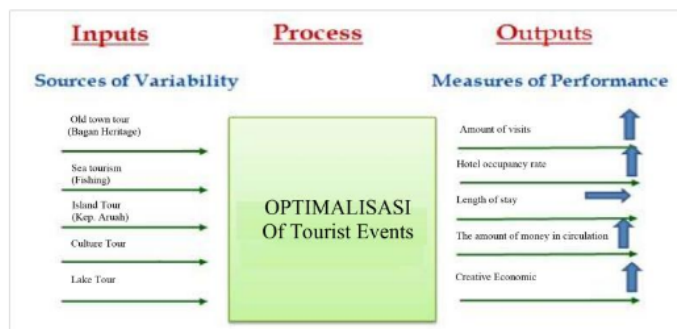


Figure. 2. IPO

3. RESEARCH METHODS

This study uses a questionnaire as the data collection tool to measure the perception of tourist. This section describes the survey conducted; Model used in this study is Lean Sigma Methodology by adopting Structural Equation Modeling (SEM) or SmartPLS. Measurement model for determining or selecting a superior tourism (culture) by using the Second Order Confirmatory Factor Analysis. To find out and analyze the influence of Cultural Tourism by using the development of a path diagram with the Lean Sigma methodology after data analysis and assumption testing simultaneously and simultaneously. (Mixed Method, Qualitative and Quantitative).

Population refers to the whole group, person, event, or matter of interest that an investigator wants to investigate (Sekaran, 2003). In this study the population was all tourists visiting the Rokan Hilir Regency during the Bakar Tongkang Cultural Tourism event.

Jogiyanto (2004) explains that the sampling process is an important process, the process must be able to produce accurate and precise samples. The sampling technique used in scientific research is a random census, so that the sample in this study is tourists who visit Rokan Hilir Regency at tourism events. This random census-taking technique is used in order to obtain more complete information about the actual conditions. Another reason is that the population is considered too large (62,000 visitors in 20018) and easy to collect data.

Locations Research sites were conducted in Rokan Hilir Regency, Riau Province. And done in April 2017 - April 2020.

Instrument used in this study was to provide a questionnaire. Questionnaire or questionnaire is a list of questions distributed by post to be filled and returned or can also be answered under the supervision of the researcher (Nasution, 2007).

Questionnaire or list of questions, namely data collection techniques that aim to collect primary data in order to test the proposed hypothesis. Through this technique can be known responses, opinions, and attitudes of respondents regarding the Potential of Tourism as a Source of Regional Revenue from Tourism Activities. Selection of respondents' answers by using a questionnaire with a rating scale technique, namely the measurement scale at the level of the ordinal scale.

27 Data Collection Techniques

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6 Validity Test

Validity is a measure that shows the levels of validity or validity of an instrument (Arikunto, 2009). The instrument is said to be valid if it is able to measure what is desired. Valid instruments have high validity. Conversely, less valid instruments have low validity. To test the validity of the questions in the questionnaire, a bivariate correlation between each indicator score and construct (Ghozali, 2009). Furthermore Ghazali stated that the questions in the questionnaire were said to be valid if the correlation of each question to the total construct score showed significant results. Obtaining a coefficient of more than 0.3 indicates that all questions are valid or have accuracy and accuracy in its measurement function (Donald Ary, 2010).

Reliability Test

In the data collection process, the first questionnaire to be used was tested for reliability, which is a tool for measuring a questionnaire which is an indicator of variables. A questionnaire is said to be reliable or reliable if someone's answer to the question is consistent or stable from time to time, in later testing using the SPSS program. For reliability testing, the Cronbach alpha coefficient is used. Instruments have high reliability if they have a Cronbach alpha coefficient ≥ 0.6 (Nunnally, 1960; in Ghazali, 2009). In other words if $r_{\text{Alpha}} > r_{\text{table}}$ then the item variable is called reliable or can be trusted, conversely if $r_{\text{Alpha}} < r_{\text{table}}$ then the variable is called unreliable or unreliable.

Path Analysis

Multiple linear regression is a regression in which the dependent variable is Leading Tourism (Y_1). The number of Tourism Visits (Y_2) is linked or explained by more than one Cultural Tourism Optimization variable

8 (X₁). Multiple regression analysis is used to analyze the effect of independent variables consisting of the dependent variable (Y₁) and (Y₂).

Lean Sigma Methodology (Data Processing and Analysis)

After a quantitative test has been carried out through a path analysis, to further ensure the results of the regression test, it is continued with a qualitative test using several informants who are experts in the Sports and Youth Tourism Office of Rokan Hilir Regency and some community leaders both Chinese figures and figures from the Malay Community.

Data processing²¹ carried out in accordance with procedures and theories related to Lean Six Sigma. The steps in processing data in this study are as follows:

1. Define Stages

Data processing that was first performed was to define stages. The define stage itself consists of several processes including the SIPOC Analysis, the goal is to describe the condition of the research object in terms of suppliers, inputs, processes, outputs and customers

2. Measure

Stages the measure stage is the second stage in the DMAIC quality improvement program. This stage is done by measuring the Critical to Quality (CTQ) on the most influential waste by looking at the results of the pareto chart showing the causes of the waste. Processing begins with testing the observational data that is the operating cycle time data.

3. Stages of Analyze

At this stage, the factors that most influence the process will be determined. The purpose of this stage is to parse the problem by analyzing and looking for the factors that cause the problem. At this stage, the processing carried out is to make a relational diagram.

4. Stages of Improve

Proposed improvements will be given at this stage. In addition, this stage is the development of ideas or ideas to eliminate the root cause of the problem.

5. Stages of Control

The final stage is the preparation of standard operating procedures (SOP) as a result of the effort to submit a proposed improvement in the previous stage.

4. FINDINGS

Assessment of the model (Validity and Reliability)

Testing the validity used is the Pearson Correlation. The significance of the Pearson Correlation used in this study was 0.05. If the significance value is less than 0.05 then the question item is valid and if the significance value is greater than 0.05 then the question item is invalid (Ghozali, 2016).

Testing the validity and reliability of the instrument is done by confirmatory factor analysis whose results are presented in Figure 3. Indicators of a variable are said to be valid if they have a significant loading factor (at $\alpha = 5\%$). The research instrument is called valid unidimensional if it has a value of goodness of fit index (GFI) > 0.90 and is called reliable if the value of construct reliability > 0.70.

Checking the validity and reliability of the instrument is carried out in stages, ie if the results of the confirmatory factor analysis are obtained a GFI value < 0.90 or there is a loading factor from a small indicator (< 0.30), then the disposal of the relevant indicators is carried out, then a repeat confirmatory factor analysis is performed. The final results of this retest using 4 (four) subvariables of the creative economy indicators as shown in Figure 3 below:

Figure: 3 Indicator Test Results

	Creative Economic	The amount of tourist visits	The amount of money in circulation	Culture Tourism
Creative Economic	0.510			

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The amount of tourist visits	0.605	0.646		
The amount of money in circulation	0.542	0.738	0.654	
Culture Tours	0.608	0.665	0.642	0.670

Source: Processed data author (2019)

Suggested values are above 0.6 and the table above shows that Cronbach's Alpha values for all constructs are above 0.6. The lowest value is 0.608 (Creative Economy).

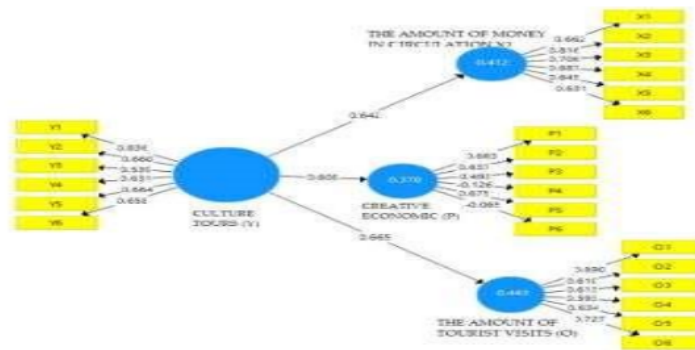
Discriminant Validity

Assessment of the structural model

Analysis of the data used in this study is the Partial Least Square approach using Smart PLS software. This approach can be used in measuring a small number of samples. Besides this analysis also does not use certain distributed data can be in the form of nominal, ordinal categories, intervals or ratios

Assessing the Outer Model or Measurement Model

Data analysis techniques using SmartPLS there are three categories for outer model assessment, namely convergent validity, discriminant validity and composite reliability. The following picture is PLS Algorithm in this study.



8 **Figure 4 Analysis of the Outer Model**

Source: Processed SmartPLS data (2019)

Based on the criteria in the Outer Model image above, then the following things can be explained clearly;

Convergent Validity

In the convergent validity category of the measurement model with reflective indicators that are assessed based on the relationship or correlation between the estimated item scores and PLS software. The high size of individual reflection will meet if the correlation value with measured construct is more than 0.70. but Chin (Ghozali 2006) argues that in the initial stages of research the development of a measurement scale of loading values of 0.5 to 0.6 is considered sufficient. Then this study will use a loading factor limit of 0.50. Henceforth can be seen in Table 1 Recapitulation of Outer Loading and Average Latent Indications. In the table, each outer loading test indicator is obtained with a value greater than 0.5. So the individual reflective size is said to meet the requirements.

Based on the above table obtained outer loading testing of each indicator has a value greater than 0.5, so that the individual reflective size is said to meet the requirements.

3 Discriminant Validity

Discriminant Validity is done to ensure that each concept of each latent variable is different from the other variables. A model has good discriminant validity if each loading of each indicator of a latent variable has the greatest loading value with another loading of other latent variables. Then the results of discriminant validity testing in this study.

From the table above, it can be seen that some Loading factor values for each indicator of each latent variable have no loading factor value that is not the greatest compared to the loading value if it is related to other latent variables. This means that each latent variable has a good discriminant validity where some latent variables do not have gauges that are highly correlated with other constructs.

49 Composite Reliability and Average Variance Extracted (AVE)

In the criteria of validity and reliability can also be considered from the reliability value of a construct and the value of the Average Variance Extracted (AVE) of each construct. The construct is said to have high reliability if the value is 0.70 and AVE is above 0.50. Table 1 presents the Composite Reliability and AVE values for all Variables.

Table 1 Cronbach's Alpha Composite Reliability and Average Variance Extracted (AVE)

Variable	Cronbach's Alpha	AVE	Composite Reliability
The amount of money in circulations (X)	0.654	0.893	1.119
Creative Economic (X2)	0.510	0.789	1.267
The amount of tourist visits (X3)	0.646	0.771	1.297
Culture Tours (Y)	0.670	0.605	1.530

18 Source: Processed SmartPLS data (2019)

Based on table 3 it can be concluded that all constructs have met reliable criteria. This is indicated by the value of Cronbach's Alpha Composite Reliability above 0.70 and AVE above 0.50 as recommended criteria.

Evaluation of Structural Model (Inner Model)

Tests on structural model was evaluated by the percentage of variance explained, which is to see the value of R2 for the dependent latent variables using predictive value relevance (Q2). To calculate Q2 the formula can be used:

$$2 \quad Q2 = 1 - (1 - R12) (1 - R22) \dots\dots (1 - Rp2)$$

11 Large Q2 with a range of $0 < Q2 < 1$, the closer to the value of 1 means the model is getting well. Next to test the Inner Model can be done by looking at the value of 24 (predictive relevance). Vice versa if below 0 (zero) shows that the model lacks predictive relevance. To assess a model with PLS it starts by looking at the R-Square of each latent variable. Changes in the value of R-Square which is a Goodness-Fit Model test. Changes in the value of R-Square can be used to explain the effect of certain exogenous latent variables on whether endogenous latent variables have substantive effects. R-Squares value 0.75 (strong), 0.50 (moderate) and 0.25 (weak). The coefficient of determination R2 of the endogenous variables.

Based on the determination coefficient R2 in the table above can be seen the value of Q2 is calculated as follows: $Q2 = 1 - (1 - R12)(1 - R22)(1 - R32) = 0.42404$

The results of calculations known value of the above data predictive relevance (Q2) = 0.42 or 42% means that the accuracy or accuracy of this research model can explain the diversity of variables in the perception of the Creative Economy, Number of Tourist Visits and

A 23 nt of Money in circulation to cultural tourism by 42% or moderate. The remaining 58% is explained by other variables not contained in this research model. This model can be used for hypothesis testing. This means that the Q2 obtained can be said to be a model that is formed and has moderate model accuracy or accuracy because a value below 50% is obtained. Then it shows that the model in this study can be said to have a moderate predictive value and if used in testing a hypothesis can be followed by qualitative analysis through interviews with informants.

5 Results of Structural Model Testing and Research Hypotheses.

Structural models inner models are evaluated by looking at the value of the path parameter coefficient between latent variables. Structural testing (inner model) is done after the model in the relationship built in this study is in accordance with the observational data and the overall suitability of the model (goodness of fit model). Testing the structural relationship model to determine the relationship between latent variables designed in this study. From the PLS output testing structural models and hypotheses is done by looking at the estimated value of the path coefficient and the critical point value (t-statistic) which is significant at p value <0.05. The results of the complete data analysis can be seen in the PLS model output.

Testing the Coefficient of The Path Effect Directly

In this study testing the hypothesis and path coefficient directly affect the variable perception of the Creative Economy, Number of Tourist Visits and the Amount of Money Circulating on Cultural Tourism. in this case the method is performed bootstrap on the sample testing Bootstrap from PLS analysis can be seen in the result output for inner weight.

The results of the direct influence can be seen from the path coefficient and critical point values that are significant at $\alpha = 0.05$. The results of the full direct effect test are presented in Table 2

Table 2 Direct Effect Pathways and Hypothesis Testing Coefficients

Hypothesis	Path Coefficient	T Statistics	P Values	Emperical Evidence	
H 1 X1 = Y	0.553	0.487	0.443	Significant	Accepted
H 2 X2 = Y	0.317	0.128	0.103	Significant	Accepted
H 3 X3 = Y	0.375	0.201	0.163	significant	Accepted

Source; PLS Processed Results (2019)

Based on the results of the analysis that can be seen in Table 4.14 shows the influence that can be explained as follows:

- a) **Perception of the Effects of the Amount of Money Circulating on Cultural Tourism**
 Hypothesis with the variable Perception of the Amount of Money Circulating has a significant effect on Cultural Tourism, it is proven With statistical testing that shows the path coefficient (original sample estimate) of 0.553 this result is supported by the tcount 0.487 greater than the values and the significant level of p-value 0.443 ($p > \alpha = 0.05$). This shows that the first hypothesis can be accepted.
- b) **Perception of the Effect of Creative Economy on Cultural Tourism**
 Hypothesis with the variable Creative Economy Perception has a significant effect on Cultural Tourism, this is evidenced by statistical testing that shows the path coefficient (original sample estimate) of 0.317 this result is supported by a t-count 0.128 greater than the value of - table and significant level of p-value 0.103. ($p > \alpha = 0.05$). This shows that the second hypothesis can be accepted.
- c) **Perception of the Effect of Number of Tourist Visits on Cultural Tourism**
 Hypothesis with the variable Perception of Number of Tourist Visits has a significant effect on Cultural Tourism, this is evidenced by statistical testing that shows the path coefficient (original sample estimate) of 0.375 this result is supported by a t-count of 0.201 greater than values and significance level of p-value 0.163 ($p > \alpha = 0.05$). This shows that the third hypothesis can be accepted.

Descriptive Analysis and Discussion).

Research Results (DMAIC Descriptive Analysis).

In this study will discuss the results of research which in essence is to answer the acceptance of a hypothesis or not that has been previously formulated

Descriptive analysis is an analysis conducted after quantitative analysis through Partial Least Square analysis, which is then carried out deepening by conducting interviews with informants and analyzed through Lean Sigma methodology.

Define

In this phase, a process of defining the Cultural Tourism event in Rokan Hilir Regency is currently underway. This process is described in an IPO, the result of this IPO will be a value stream mapping. The results of the value stream mapping show that there are a number of critical processes that occur to obtain outputs that serve as Measures of Performance;

Figure 4. Input Process Outputs



Resources; Processed Data Author 2019

Measure

Phase measure is the stage of data collection to build a "current state" based on the actual conditions in the workplace with the processes that occur in the field. At this stage the validation process will be carried out, measuring, and analyzing problems based on existing data, such as data on Chinese Cultural Tourism visits recorded at the Tourism, Youth and Sports Office of Rokan Hilir Regency. As for visits to other destinations, data collection has not been done by the relevant Dinas.

Table 6. 2016 Chinese Cultural Tourism Bagansiapiapi

Year	Sembahyang Sayur	Cap Gomeh	Imlek	Ceng Bang	Bakar Tongkang
2016	6,818	15,908	19,548	22,140	37,000

Sources: Processed Data Author 2019

Table 7. Cultural Tourism Base Line in 2016

Year	Hotel Occupancy rate	Culture Tours	Length of Stay	The amount of money in circulations
2016	2,738	37,000	2 days	No data

Sources: Processed Data Author 2019

The 2016 data is the Baseline Data that will be used as a basis for calculating the development of Cultural Tourism in this study which is calculated for 3 years or in other words until the Cultural Tourism event is held in 2019.

Analyze

At this stage an analysis of the results of quantitative and qualitative data processing in the previous stage in the form of an analysis of the proposed improvement plan. The proposal given based on the results of data processing using the lean sigma method approach will be compared with the existing condition to analyze the strengths and weaknesses of the proposed proposal.

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At this stage, what is done is to analyze the reasons why the management of Cultural Tourism in Rokan Hilir Regency is not yet optimal. This step is done using 5 whys. Then from a number of causative factors, analyzed until the discovery of the most basic causes for further improvement at the improve stage.

An analysis using 5 Ways was carried out to find the root causes of problems in the management of Rokan Hilir Cultural Tourism. The steps in determining the 5 Ways Are:

- a) Determine the problem to be identified.
- b) Ask why the problem occurred and write the answer under the problem.
- c) If the answer provided does not identify the root cause of the problem written in step 1, ask again 'why' and write the answer below.

Repeat step 3 to find that the root of the problem is identified.

Improve

This stage contains an alternative process improvement event or organization of Rokan Hilir Cultural Tourism events, based on an analysis of the causes that have been found to minimize and even eliminate barriers. The results of the improvement will be proposed improvements to the Rokan Hilir District's Office of Sports and Youth Tourism.

To maximize the visit of tourists at the Cultural Tourism event, the Government of Rokan Hilir Regency does the following things in order to improve the implementation of Cultural

Tourism events, among others

1. Inventory of Potential Cultural Tourism Rokan Hilir Regency
2. Process Improvement of Guest Services
 - a. info on the implementation of Cultural Tourism events.
 - b. hotel room availability info
 - c. info supporting attractions such as Bagan Heritage
 - d. info on the availability of halal and non-halal places to eat
3. Communication with Charters who are at home and abroad
4. Involvement of all Pro Active Stakeholders in disseminating Cultural Tourism events
5. Stimulating the emergence of a Creative Economy from Cultural Tourism events
6. Enhancing Security and Services, both when, during and after organizing Cultural Tourism events.
7. Improved Service Quality both when, during and after organizing a Cultural Tourism event.

Control Control

Phase is the phase to monitor so that the alternative improvements selected can really be applied or applied. The first control mechanism is making control sheets. The making of this control sheet is to remind operators or organizers of Cultural Tourism events about the things they have to do as a team that organizes Cultural Tourism events in Rokan Hilir Regency, so for the next it is necessary to compile control charts continuously to find out the process in control or not.

DISCUSSION

Rokan Hilir Tourism Destinations, continues to stretch since 2016 its development is quite promising, it can be seen from Table 8, where the profile movement of tourists visiting Rokan Hilir Regency shows an increase from year to year as illustrated in Table 8, Data on Tourist Movements in Rokan Regency Downstream below,

Table 8. Movement Profile of Tourist Data in Rokan Hilir Regency



Source: Processed data Author 2019

Movement of the Profile of Tourist Visits to the Regency of Rokan Hilir is not only at one destination or event, but of several events dominated by Chinese migrants who have succeeded in Overseas,

Tourists come to Bagansiapiapi or other areas in Rokan Hilir Regency for or in a number of Cultural Tourism and Religious Tourism events, as shown in Table 5.4 above, from data on the Movement of Chinese Cultural Tourism Growth in Rokan Hilir Regency. From this table it can be seen that Cultural Tourism (BT) occupies the highest position of the 5 types of Chinese Cultural Tourism events that can attract visitors or Tourists to Bagansiapiapi/Rokan

Hilir Regency, followed by Ceng Beng, Chinese New Year, Cap Go Meh and Vegetable Prayers. With the following details:

Table9 Cultural Tourism Events Visited by Tourists in Rokan Hilir Regency

Events	2016	2017
Sembahyang Sayur	6,818	11,363
Cap Gomeh	15,908	22,725
Imlek	19,548	27,925
Ceng Bang	22,140	36,900
Bakar Tongkang	37,000	48,125

Source: Processed Data Author 2019

From the baseline data above it can be seen that the Cultural Tourism Bakar TongkangBurning Event is the most desirable to be visited bytourists both domestic and foreign. Here we see a significant increase from 2016 with 37,000 visits and in 2017 reaching 48,125 people. Based on this baseline data, researchers see that the Burning Bakar TongkangCultural Tourism Event can be used as one of the Tourism Icons or Cultural Tourism of Rokan Hilir Regency. And is the Climax of the whole series or Tourism Procession in Rokan Hilir (Kasman Arifin 2019) The Tourism Climax in Rokan Hilir Regency is Bakar TongkangBurning Cultural Tourism, while the support must be sought as an alternative, so that if the visitor does not reach its climax as due to rain fall or the heat of the sun, he can still enjoy tours that support the Cultural Tourism Bakar TongkangFuel Barge.Bakar TongkangBurning Tourism Support, among others; Bagan Heritage, Bagan Culinary and Pulau Jemur Tourism.

Cultural Tourism (Bakar Bakar Tongkang= BT)

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Every fifth month of the sixteenth / (go gwe cap lak) for the Bagan Chinese community, a ritual that has been passed down from generation to generation will take place. This ritual is known as Bakar Bakar Tongkangwhich aims to relieve the arrival of the ancestors of the Chinese community who inhabited the city of Bagan Siapiapi and also to celebrate the birthday of the deity / khong who protected the Chinese community Bagansiapiapi, this god named Kie Hu Ong Ya.

Once upon a time in the past, a group of Chinese people from Fujian, China wandered across the sea with a simple wooden boat. Their purpose of wandering was to expect a better quality of life. In a precarious atmosphere, they prayed to Lord Kie Hu Ong Ya, who they had brought from the beginning of the trip. They asked for instructions on where the ship would dock. In the silence of the night, the god Kie Hu Ong Ya gave them instructions. The passengers of this ship see a faint light, this light is like a flame. Assuming that where there is fire there is life, they follow the direction of the light. Finally they arrived at the mainland on the edge of the Straits of Malacca. There were 18 people who survived when they landed on the mainland which would become the forerunner of the city of Bagansiapiapi. These 18 people are surnamed Ang, they will later become the ancestors of Bagapisiapiapi.

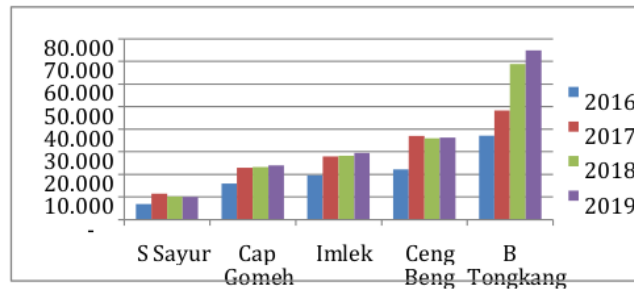
In addition to commemorating the arrival of the Chinese community in Bagansiapiapi, BT Cultural Tourism is also a ritual to commemorate the birthday of the god Ki Hu Ong Ya. The god they brought directly from the ancestral land on a voyage to the land of hope. The Chinese people of Bagansiapiapi believe that if the main pillar of the Bakar Tongkang falls towards the sea then fortune in the sea, if the pole falls towards the land, then this year's windfall will be on land.

By establishing BT Cultural Tourism as the Tourism Climax of Rokan Hilir Regency, The Office of Tourism, Youth and Sports conducts improvements and repairs which include;

1. Inventory of Rohil Tourism Potential, the Regional Government of Rokan Hilir Regency conducts an inventory of Rokan Hilir Tourism Potential, then establishes a Tourism Event as the Climax of Tourist Visits in Rokan Hilir Regency.
2. Guest Services Improvement Process, after making the Tourism Event which becomes the Climax, the next step is;
 - a) info on the implementation of BT Cultural Tourism, providing information to Tourists both through notification and by using Social Media (utilizing buzzers and influencers) about the time and implementation of Bakar Tongkang Fuel Events each year.
 - b) hotel availability info besides fixed or fixed schedules, information on the availability of hotel rooms, lodging and temples that can be used as a shelter during the BT Cultural Tourism event, along with the rate or rent.
 - c) info Bagan Heritage, so that Tourists can stay or stay longer, it is necessary to develop Heritage Tourism in the City of Bagansiapiapi itself, Heritage Tourism that has been designed namely Bagan Heritage.
 - d) info Culinary Chart, which is not less important is the availability of specific foods of the City of Bagan, which we call the Culinary Chart, both halal and nonhalal foods.
3. Establish Communication with Charters, this activity is very important because it reawakens their childhood and teenage emotions in their ancestral land and the culture they believe in. This emotional connection will encourage the nomads especially the Chinese who have spread across the archipelago and Southeast Asia, many of whom have become successful entrepreneurs or Taipan.
4. Pro Active Stakeholders, Policy Holders in Rokan Hilir Regency, pro active to succeed this BT Cultural Tourism event, various efforts have been made such as inviting Event Organizer, Buzzer and influencers so that this event can be widely known to the public.
5. Creative Economy, through the Department of Tourism, Youth and Sports together with the Department of Cooperatives and Trade, fostering non-formal economic actors into creative economy that produces products with Economic Value Added, especially in the field of local culinary and handicraft.
6. Security and Services, creating security that is conducive for newcomers during and after the event. Under the coordination of Bangko Regional Police and his staff involving all levels of society in the City of Bagansiapiapi, security was very conducive.
7. Improved Service Quality, the Office of Youth Tourism and Sports, formed a Monitoring Team to ensure that the services provided by stakeholders really met the level of visitor satisfaction both Domestic and Overseas Tourists.

The results obtained from the improvement of the process above from year to year showed an increase significant can be seen through Figure 7

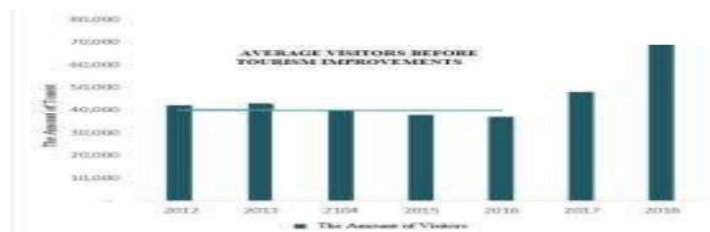
Figure 7. Culture Tour (B.T)



Source: Processed data author 2019

When viewed from the movement of the number of visitors to the Tourism Bakar TongkangFuel Culture, there is a very significant increase from year to year, as shown in the following graph :

Figure 8; Development of The Number of Bakar Tongkang Tourists, 2012 -2018 Period



Source: Processed data author 2019

Based on the t-Test, a value of 98.8% is obtained, which means that there has been an increase in the number of visitors after 2016, as the results of the t-Test below:

t-Test Result Hypothesis Tested:	
H0: Before Mean >= After Mean	Mean
H1: Before Mean < After Mean	Mean
p-value (probability of Type I Error)	0.012
Confidence that Before Mean is less than After Mean	98.8%

The annual Chinese ritual, Bakar Tongkang becomes the main attraction of Bagansiapiapi City. Bakar Tongkang attracts Bagansiapiapi City.

The main attraction of Bakar Tongkang Cultural Tourism is where at the rituals of ethnic Chinese living in Bagansiapiapi, eureka built a sailing ship called a Bakar Tongkang and bumed it. Not only that, during this ritual, various temples that filled Bagansiapiapi performed spirit summoning ceremonies. Anyone who is ready to become a medium for the spirit to possess. "Interestingly the possessed (people) in this ritual do not display shrewdness or something frightening, but instead laugh, there are even those possessed by female spirits and urinating while squatting.

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Besides the unique appeal in this Cultural Tourism that is no less important is the Infrastructure either the accessibility of facilities and infrastructure to the City Bagansiapiapi or City Bagansiapiapi itself which is well defined by the Department of PUPR Rokan Hilir.

Besides accessibility, facilities and infrastructure to support destinations of cultural tourism are the hygiene conditions of the City Bagansiapiapi it self, where the location and function of

Department of Park and Hygiene that can maintain cleanliness both during the Cultural Tourism ven and after the Cultural Tourism event

Information about the organization and availability of lodging during the Cultural Tourism event can be known through information released by the Office of Youth and Sports Tourism both through the Web maup un Social Media is the buzzer and influencer of this Cultural Tourism activity.

With good information and services during and after The Bakar Tongkang Cultural Tourism event, making tourists both domestic and foreign tourists expect to come back to Bakar Tongkang Cultural Tourism in the following years.

Number of Circulating Money (X₁)

Tourists visiting Cultural Tourism during the event and post-event both in the form of cash and electronic money are very large in number and tend to increase every year, as shown in Table 10 below,

Table 10
Amount of Money Circulating During The Event Culture Tour

The Amount of Money In Circulation	
Years	Money in Circulation
2016	No Data
2017	788,543,750,000
2018	1,382,687,500,000
2019	1,650,950,000,000

Source: Processed Data Author 2019

Tourists who visit Cultural Tourism, bring money with various purposes such as for worship, family, social and to buy by. Based on data and results from informants, it can be seen that tourists who visit this Cultural Tourism event are more likely for religious purposes and social purposes. So it can be ascertained that the money in circulation has a multiplier effect on the economic growth of the city of Bagansiapiapi during the Cultural Tourism event. Because in Cultural Tourism the use of a lot of money for religious and social needs that the amount of money spent by each individual does not have a standard size and size, In Chinese Culture that the money handed over to Gods will again multiply through the trade they pursue.

Creative Economy (X₂)

Creative economy, is one of the weak points that need attention by the Rokan Hilir Regency Cooperative and UMKM Office. There has not yet emerged a creative economic creation that can generate opinions for local communities through performances of domestic children, food produced by domestic children and culinary past, which have been tasted by both Foreign and Domestic Tourists.

Meanwhile, Bagansiapiapi Chinese Batik products have not been able to attract tourists to make purchases as by, nor do the handicraft of domestic children from agricultural or plantation products in Rokan Hilir district.

While fishery products are still around or used for culinary basic ingredients that can be enjoyed by tourists and cannot be exported commodities. In the past, fishery products from the City of Bagansiapiapi had achieved its glory as the world's second fishproducing city.

Number of Tourist Visits (X₃)

With the improvement of services to tourists visiting Bagansiapiapi at the Barge Cultural Tourism Tourism event conducted by the Youth and Sports Tourism Office, a significant increase in the number of tourist visits is seen from year to year, as shown in table 11 below;

Table 11 Number of Tourist Visits

The Amount of Tourist			
Tahun	Foreign	Domestic	Total
2016	210	36,790	37,000
2017	2,475	45,650	48,125
2018	3,536	65,214	68,750
2019	32,850	41,950	74,800

Source: Processed Data Author 2019

A very significant movement of tourists visiting cultural tourism occurred in 2019, where foreign tourists rose from 3,538 foreign tourists in 2018 to 32,850 foreign tourists in 2019. This is the opposite of domestic tourists in 2018, amounting to 65,214 people and in 2018 2019 became 41,950 people.

One factor decreasing Domestic Tourists is caused by rising domestic airline ticket prices. While the increase in the number of foreign tourists visiting in addition to the socialization to the nomads carried out by Secretary of the City of Surya Arfan Msi on Chinese immigrants and clans in the chart at the Cultural Tourism event in 2018 ago was also caused by the weakening of the rupiah against other foreign currencies.

Both tourists and domestic tourists enter Bagansiapiapi City through several entrances such as through Medan, Dumai, Batam and Pekanbaru. They come there are individuals and there are also groups such as clans and groups of schools such as the Wahidin School Group and St. Joseph's School. Whereas the average individual comes with relatives who number between 5-10 people per family.

Long Stay (X4) a long stay or a stay of Foreign and Domestic City Bagansiapiapi during the show's cultural attractions can be seen from the level of occupancy and duration of their stay, whether in hotels, guesthouses, homes of relatives or in a monastery owned by each fam or ethnic Chinese community (approximately 40 fam).

With improvements made under the coordination of the Department of Tourism, Sports and Youth, the length of stay or stay of tourists from year to year shows an increase. And in 2019 it will increase to 10 days, as seen in Table 12;

Table 12 Length of Tourist Stay

Length of Stay		
Stay	Stay	
2016	2	days
2017	4	days
2018	8	days
2019	10	days

Source: Processed Data Author 2019

IMPACT OF FINDINGS

Economic Impact

With good governance carried out by the Sports and Youth Tourism Office of Rokan Hilir Regency, an increase in the number of visitors, the amount of money in circulation and the increase in the number of tourists staying in Bagan City, in addition to the growth and development of the Creative Economy in the City of Bagansiapiapi in during this Cultural Tourism event.

Based on the findings that there is a significant increase in the number of visitors as the results of the t-Test, a value of 98.8% is obtained which means that there has been an increase in the number of visitors after 2016 in 2019.

Nationally in 2018 Bakar Tongkang Culture Tourism can win the most Cultural Attraction enthused, which was organized by the Ministry of Tourism, so far the event from Rokan Hilir Regency has never been known by the public at large.

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The economic impact resulting from this Cultural Tourism event can be seen in the summary of calculations as in table 13 below;

Table 13 Economic Impacts of Cultural Tourism in 2019

Dampak Ekonomi						
Belanja Wisatawan perhari	74,800	2,000,000	9 days			1,346,392,285,714
Hotel dan penginapan	18,700	425,000	10 days			79,474,544,643
Transaksi						
Alat Sembahyang						12,500,000,000
Tenaga Kerja	100	250,000	5 days	3 shift		375,000,000
Transportasi	74,800	12,500	11 days			9,667,557,500
Restoran	74,800	70,000	10 days	2 x Makan		104,719,400,000
Ekonomi Kreative lainnya						
Transaksi Non Tunai Days	-3				2,500,000,000	
	-2				7,500,000,000	
	-1				14,250,000,000	
	0				61,071,212,142	
	1				12,500,000,000	97,821,212,142
Total Uang Beredar Selama Prosesi Bakar Tongkang						1,650,950,000,000
(Tidak termasuk hotel dan penginapan)						

1. CONCLUSION AND SUGESTION

Bakar Tongkang Cultural Tourism which is held every month on the sixteenth of the sixteenth (Go Gwe Cap Lak) is an annual event that can be said to be an icon of Rokan Hilir Tourism which can bring in many International and Domestic Tourists. The good and measured

Management of Cultural Tourism Event by the Sports and Youth Tourism Office greatly influences the number of Tourist Visits, the Creative Economy, the Amount of Money Circulating and the Length of Tourist Stay in the City of Bagansiapiapi.

The number of Tourist Visits at the Cultural Tourism event in 2019 recorded 74,800 tourists, consisting of 32,850 National and International tourists and 41,950 International tourists. The movement of tourists visiting Cultural Tourism is very significant, where in 2016 there were only 37.00 tourists and in 2019 increased to 74,800 tourists as well as the length of stay (stay) during the event showed a very significant increase where in 2016 tourists only stayed 2 days and in 2019 tourists stay in the City of Bagansiapiapi into 10 days of the Creative Economy, moving along with the number of tourists who visit Bagansiapiapi, when the Cultural Tourism event is held. The Creative Economy that dominates is still around Culinary. Followed by Chinese Batik and making Tanjak. While in the field of Fisheries and plantations is still lacking. The Amount of Money Circulating, Tourists visiting the Cultural Tourism Barge Fuel event are directly proportional to the number of tourist arrivals. The amount of money circulating during the event in 2019 reached Rp. 1,650,950,000,000 compared to 2016 Rp. 788,543,750,000.

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