

# *North Rupert Island Governance Development as Rural Area Cultural Tourism of Bengkalis Regency in Destination Branding*

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**Abstract**— Administratively Rupert Island located in Bengkalis Regency of Riau Province, which currently developing into a tourism area, both nature and cultural tourism. This area specifically has a rural area cultural tourism such as, customs, daily life, traditional architecture, and rural spatial structure. The aim of this research is to analyze government regulation that has been compile in Rupert Island development as a cultural tourism rural and the gate of Bengkalis Regency's Malay Cultural. To explore the government efforts of building the public space in Rupert Island as the rural area cultural tourism in destination branding, and find out the locals, entrepreneurs, and business people real involvement in creating destination branding-based infrastructure, and desire to compile the development infrastructure towards the growth of cultural tourism rural and another sectors that has been supporting the living of society in this area. This research use qualitative method, obtaining the data with interview, observation and enough reference. The result of this research, shows that government hasn't act based on the regulation regarding North Rupert Island with tourism rural awareness. Regardless, this research able to find some main potential related to public space specifically eventful public space on the Island as starter community for rural area cultural tourism. Local society, stakeholder and the media also keep on giving their support towards the development following the acceleration growth of infrastructure.

**Keywords**— *Rupert, Cultural Tourism Rural, Malay, Destination Branding*

## I. INTRODUCTION (HEADING 1)

Tourism sector which one of the main supporting system of living for a society now shifting from industrial perspective to cultural perspective (Stebbins, 2006). Cultural tourism is a tourism with specific interest towards the visitor participation on new and deeper cultural experience that can create an aesthetic experience, intellectual, emotional or psychological (Reisinger, 2004:24). Anthropologically, cultural refers to ritual, ceremony, dance and performance that provided by the locals to tourist or visitor (Fridgens, 2006:77).



The shifted perspective of tourism from industrial to cultural also happen in Indonesia. In fact, the cultural aspect is the prime movement of tourism world in Indonesia and currently on progress developing in another region of Indonesia, Riau Province is one of them, with Malay Cultural Tourism as the topic. For the last few years, the government of Riau has been trying hard to make some territory of Riau becoming the main destination of cultural tourism, Rupert Island is one of them. Administratively this island located in Bengkalis Regency, Riau. This island has about 1.500 km<sup>2</sup> area and 47 thousand citizens that consist of two districts, Rupert District and Rupert Utara District. Rupert Utara District is the one that currently in progress on becoming the tourism area, both nature and cultural tourism.

In general this research focusing more to this problem for further elaboration of structuring possibilities to increase the effectiveness of rural area cultural tourism in Rupert Island. Researcher assuming that the program of rural area cultural tourism in this area is still weak, it is determined by the extent of local society participation on all of the program. Referring to the backgrounds that has been stated before, the formulation of the problem is how to organize Rupert Island into the rural area of cultural tourism in destination branding of Bengkalis Regency. And the aim of this research is:

1. Analyzing the regulation (laws and regional regulation) that has been arranged by government in order to developed Rupert Island as the rural area cultural tourism and the gate of Bengkalis Regency's Malay Cultural
2. To excavate government efforts on building the public space in Rupert Island as the rural area cultural tourism of Bengkalis Regency in destination branding
3. Finding the actual fact of locals, entrepreneurs, and business people participation on making

infrastructure in North Rupert Island based on destination branding.

4. Mapping the construction of infrastructure towards tourism development, especially the cultural tourism and other sectors that being the support system for locals in North Rupert Island.

## II. LITERATURE REVIEW

This research based on some conceptual framework, not only on exploring the field information, but also develop the result to achieve a scientific research, comprehensive and useful. Some concept that uses are management, rural area tourism and destination branding.

Management is one of technical term to show an arrangement, organiza, carry out or managing. So, management here means to re-arranging or re-organize the things that has been done before. In this research management or re-arranging the development of Rupert Island started from the proses of developing cultural potential it self.

The rural area cultural tourism is one of the common cultural tourism program. Based on Bonink (1992) there are two kinds of approachment to cultural tourism. First is "sites and monument" approachment that focusing on various type of attraction that visited by the tourist or generally known as the approachment that take culture as a product. Those site includes the archeology and museum sites; architectural site (ruins of buildings, well-known building or historical, city); statue, artworks, handicraft, gallery, festival and cultural event; drama (theater, film, etc); language and literary studies, and another literary event; religious festival; and cultural or sub-cultural that conclude everything in one certain area. The second approachment called conceptual approachment, an approachment that defined cultural tourism qualitatively through an analysis of practice, experience and the meaning of each approachment from tourist to the other place or culture. Richard (1996) describe this conceptual approachment is a way to find the motive and the meaning that attach in cultural tourism activity.

The last concept is destination branding. Destination branding is a guide on developing the strategy that also an evaluation framework to measure the successability of branding in one area of tourism (Blain, Levi and Ritchie, 2005 : 78). Generally, destination branding known as the whole action of creating a positive image over the specific region and communicating this action towards various group that become the goal through visual, narrative, event, not only local but also internationally to gain advantage in order to compete with another cities (Kavaratzis, 2008).

## III. RESEARCH METHOD

This research held in North Rupert Island, Bengkalis Regency, Riau Province. All of the research activities will be done for 2 (two) years from 2019 to 2020, where each year it will be hold for 10 months

range. The technic of determining the research subject or informant is purposive. In this occasion the informant consist of 2 (two) groups of society. First group is consist of the decision maker, meanwhile the second group consist of the original public taht has been living in Rupert Island for more than 10 years and currently older than 17 years old. The information or the data that needed in this research is consist of primary and secondary data. As qualitative research, the data analysis technic in this research will be conducted through three activites, first, data reduction process; second, data display and; third, an analysis from conclusion drawing and verifying. After all data has been collected, the data will be checked for validity.

## IV. RESULT AND DISCUSSION

This research obtain four major discussion such as:

### A. *The Regulations of Rupert Island Development as The Rural Area Cultural Tourism in Bengkalis Regency*

Rupert Island development as a rural area cultural tourism in Bengkalis Regency has juridical and constitutional regulations that include in some regulations, the decision and determination that government created nor national or province level. This section will once again observes those regulations and underline several important point as the starting point on carry out this research and analyzing the data that found in the field.

First of all regulations that describe the position and provision regarding Rupert Island in Indonesia. Rupert Island was decided as one from 111 Outer Small Island in Presidential Decree Number 06 of 2017. Another relevant policy is Indonesian Government Regulation Number 62 of 2010 about the utilization of Outer Small Islands. The next regulation is Indonesian Act Number 1 of 2014 about the modification of Act Number 27 of 2007 about the Supervision of Coastal Region and Small Islands. Specifically, government also put Rupert Island in Indonesian Government Regulations Number 50 of 2011 about National Masterplan for Tourism Development 2010 - 2025, namely in section 35 about the direction of tourism image development policy. And to build this image, government named tourism in Rupert Island especially the beach as 'The Longest White Sandy Beach Island'.

Then, at the provincial level, in the meeting of Provincial Development Plan which was carried out on July 1, 2019, the government decided to include development related to Rupert Island infrastructure in the Riau Province Medium Term Regional Development Plan (RPJMD) 2019-2024. Proposal from Bengkalis Regency Government for this sector. Among them, increasing the development of Rupert Island, increasing the status of the National Tourism Strategic Area (KSPN) to the Special Economic Zone (KEK) of Rupert island, then connecting between islands, bridges,

ports and RoRo, increasing the status and improving the quality of roads and developing the Coastal Region and borders; handling abrasion, empowering and improving the community's economy and peatland management (AntaraRiau, 3 July 2019).

From several regulations, laws and results of various plans that have been prepared both by the central government and local government above, it can be drawn some of the main focus and position of Rupert Island in the current Indonesia Tourism discourse, then to be able to become the background of this ongoing research. As one of the small islands in the outer category, the first aspect emphasized by the government is defense and security. This priority provides a nuance that closing the possibility of establishing dynamic relations of the islands with overseas territories. This is a little contradictory to the spirit of the government in the field of tourism which actually wants to open the widest possible range of these islands to be reached by visitors from domestic and overseas. Therefore, a more detailed explanation is needed that related to defense points which at the same time considering or even support other government programs such as the development of the tourism aspect.

Next are the points related to the utilization of Rupert Island. In this case, almost all regulations prioritize tourism aspect as one of the fields that can be maximized. But if we pay attention, tourism refers mostly to natural tourism, the source of which is nature itself, not centered on the people or communities. Although it has been stated in the rural area tourism platform developed by the government, Indonesia's tourism work program in the future is dominated by cultural tourism. The government focus must be lowered and applied also in local governments, especially Riau Province and Bengkalis Regency in developing Rupert Island.

Based on the laws and regulations above, they are the most important parties in relation to the resources available on Rupert Island. All services should be directed to them and all of the regulations they have should be maximized, included on how they are as one of the unit of cultural village are promoted and maximized their existence. To carry on this intention, we need to look at the locals and residents of Rupert Island in the frame of their cultural heritage.

Judging from the various aspect of the cultural heritage, the image created related to Rupert Island is not only a place where there is *The Longest White Sandy Beach Island*, but it must be more than that. Then the *branding* of the tourist village in Rupert, which includes both the cultural heritage of objects and its intangible must be multidimensional awareness. Branding must consist of aspects of economy, society, policy, culture, ecology, and geography.

*B. Government efforts to build a public space in Rupert Island as a cultural village to support cultural tourism destination branding.*

Public space in general defined as a "stage" where the drama of local's lives unfolds (Carr, Francis, Rivlin & Stone, 1992:3). Public space has a significant roles on locals daily life and also their daily space as a community (Gallacher, 2005). It is intertwined with the locals daily social activities. Public space includes not only physical dimension but also social dimension and psychological dimension of the society.

Based on those reasons, we can conclude the meaning of public space in Rupert Island it self as a cultural village or settings, not only physics but also social and psychological in Rupert Island where social interaction between locals or tourist occurs in tourism context. And this research found various kind of public space in Rupert Island such as:

*a. Eventful Public Space in Rupert Island*

Eventful public space in Rupert Island includes Rupert Beach Festival, Mandi Safar Festival, International Moto Cross (Ketapang-Lelong-Lohong-Makeruh), and Raptor bird migration. Mandi Safar Festival is one of significant and attracting example related to Riau and Bengkalis government efforts on developing the eventful public space. This festival not only mark as eventful public space, but also mark as religious and recreational public space. This festival is one of the tradition that exist for decades. It is held for every forth week of Safar. Said that every Wednesday on the forth week is considered as an unlucky day to travels. To avoid the bad things, one day, since decades ago Rupert citizen has done Mandi Safar ritual, which centered in Tanjung Lapin Beach. The water used for Mandi Safar said as a holy water that has been prayed which is taken in an old well not far from the Tanjung Lapin Beach, Tanjung Punak Village, Noth Rupert.



This festival also part of multidementional. The purpose it self widen not limited to an cultural event only, but also for recreational facilities, and more importantly, it is also provide locals a better meaning and function on their life. This festival bringing up the awareness of a space or a public place for example

government who give their attention in increasing the values of beaches in Rupert Island, also the awareness of how important Rupert Island is as the outer island which now has now changed its public perception become the face of Indonesia, that has plenty of tourism potential. Function and symbol that have expand to be one of public space significant prove in various rural area tourism forming elements in Rupert Island. And furthermore, how locals are involved and give their though creates what we called public behavior landscape. If public behavior towards a place can be mapped, it will be easier to build the place.

**b. Religious Public Space in Rupert Island**

Meanwhile, religious public space includes the activity that be done in a worship place or another location that related to spiritual association such as an activity in Klenteng Vidya Sagara, Klenteng Cin Bu Kiong, Klenteng Cin Hang keng and grave pilgrimage to Putri Sembilan. Festival Mandi Safar as mention before is also part of this religious public space.

What attractive from this part is how the activity in religious public space shows various aspect of tolerants and beliefs also high multiculturalist attitude. Each celebration of religious rituals not only involving the people who have the same belief but also all of the society of North Rupert. the society end up having the celebration that supposedly exlusive and the sites from public space is open to public.

Another example that really actual is can be seen through the celebration of Chinese New Year and Klenteng Cin Bu Kiong Vihara Vidaya Sagara 45th birthday that just being held in Januari-Februari in Kador Village, Rupert. The artist from both inside and outside of the country are attending the celebration (Taiwan, Singapore, Thailand) and barongsai performance enliven the celebration. Buddhist people from various region in Indonesia, even from outside of the country came to pray and do another religious ritual. This celebration also welcomed by locals because this event can help them increase their income by selling foods or souvenirs.

**c. Daily Life Public Space in Rupert Island**

Daily life public space is a public space where all of daily activities are being held (Sun, 2009 : 2). Daily life public space is not included or mentioned in the main plan and in the Kawasan Strategi Pariwisata Nasional (KSPN) North Rupert Island. Meaning, the purpose of daily public space now is only for locals doing their activities, not for the main course of tourism destination in Rupert Island. We need to increase locals awareness of daily public space to be the main course of a rural area tourism.

The matters that included in daily public space in Rupert Island can actually we see through daily activities of the locals. As an example we can cite a research from Julianus Limben from 2011 about Suku Akit in Rupert Island, that also able to be one of cultural tourism destination for Riau government.

Akit has taken rivell flow or strait between islands area as their residence that are overgrown by mangrove

forests. They are depending on environment or nature around them to live. Therefore, their livelihood is inseparable from natural resources that can be used, even now part of them are able to cultivate those natural resources, for example produce a charcoal from lumber. But again, the tradition that they still persist up until now is fishing activities. Almost 80 percent of Akit tribe working as a fisherman and farming the rubber tree.

Because most of the majority livelihood is fishing, their residence are not far from the sea and river although some of the Akit tribes also knows how farming and the fields. They built houses along the riverbanks of Morong Straits or on the bays or niches in their fields. (Limbeng, 2011 : 36-37).

From Limbeng explanation above, we can discover some of daily public space that are potential to be cultural tourism point in Rupert, such as locals residence, their livelihoods; rubber trees, beach and the river where they catch fish and the last one is their fields where they farm.

**d. Recreational Public Spaces in Rupert Island**

Recreational public spaces exist to fulfil people's needs for public places that can be used to spend time and get entertainment (Sun, 2009: 38). Meanwhile, Carr et al (1992) identified more than five needs sought by the public from recreational public spaces, namely comfort, a place to rest, engagement with the environment both passive, active, and discovery. Based on the understanding and category, will be seen how far the existence and development of the recreational public spaces on Rupert Island.

Recreational Public Space on Rupert Island covers all the tourist attractions beaches until now. For more details, it can be seen in the blueprint of the public spaces plan that will be built at several points of tourism potential on Rupert Island, especially the coastal area below:

Looking at the blueprint, at a glance all the communal facilities are exists. The need to equip a region into a tourist area, not just the nature, but culture is also well recognized, by incorporating amphi-theater buildings, stages and museums as part of the tourist area. However, the government should look further to the extent to which the design of the region reflects or becomes a manifestation of its people's realm of minds. For example, to what extent the design has taken into account people's trust in spatial order, or to what extent the design does not oppose or crash into the cosmological beliefs of citizens regarding a particular place. Such matters need to be considered in the process of developing recreational public spaces, especially when referring to the five functions mentioned above.

**e. Public Art as part of the Public Space on Rupert Island**

Another thing that needs to be examined in the blueprint is the presence of public art as part of public



space. For example, the most obvious example is the Zapin Api Monument which planned to be built as the icon of North Rupa National Tourism Strategic Area (Kawasan Strategi Pariwisata Nasional/KSPN), as well as the construction of a plaza on Pesona Beach. Although not clearly concretized, in addition to the two examples above, what goes into the Rupa's Core Area Development Plan is also the construction of Malay building images on each house. Perhaps what is meant by 'imagery' is part of the local residents' houses architecture or public buildings that characterize Malay architecture.



Even though it has been included in the development plan, the existence of artworks that are part of the public space is not or has not been based on the awareness as a public art. For this reason, in this section, the nature of public art and its significant functions will be explained in supporting the development of the Rupa National Tourism Strategic Area (KSPN) in the context of a tourism village.

**f. Real involvement of local residents, entrepreneurs, and business people in creating the infrastructure of Rupa Island's cultural village that is aware of destination branding.**

This section will describe how local residents, entrepreneurs, and business people become part of the process of developing Rupa Island as a cultural village, especially in terms of infrastructure and how they are branding the effort. Local residents refer to the native who are the first parties to bear the infrastructure of Rupa Island. These locals have a place and infrastructure that is part of their daily lives, which they maintain and preserve, indirectly supports the Rupa Island tourist village program. While entrepreneurs and business people refer to people who run businesses that support the program. They may or may not be local residents. A more detailed description of these parties will be presented below.

**g. Local Residents as Owners, Keepers, and Users**

On Rupa Island, Riau Province, there is an indigenous community called Akit. In some government sites, for example the Department of Settlement and Regional Infrastructure (Kimpraswil), Department of Social Affairs, they are often referred to as isolated or disadvantaged tribes. On Rupa Island, this tribe spreads in several villages, such as Tanjung

Medang, Tanjung Punak, Tanjung Rhu, Hutan Panjang and Titi Akar, all of which enter the District of North Rupa (5). Until now they are still actively carrying out their cultural systems, such as beliefs, social organizations, political systems, and other. This cultural system must be supported by existing infrastructure and maintained since the beginning of their existence. This section will detail the one and only social life system and their infrastructure, which is expected to support the creation of the Rupa Island tourism village program.



**h. The Role of Entrepreneurs and Business People in the Development of Village Culture on Rupa Island**

The role of entrepreneurs and business people can be seen most clearly in the existence and sustainability of Small and Medium Enterprises (SMEs) having been established in the midst of the Rupa community. These SMEs include:

1. Salted Fish Processing SME in Teluk Rhu Village;
2. Fish crackers manufacture SME in Teluk Rhu Village;
3. Durian blocks manufacture SME in Suka Damai Village;
4. Pandan woven SME in Kadur village;
5. Weaving SME in Tanjung Medang Village.

In addition to SMEs, the community is also incorporated in the Tourism Awareness Group (Kelompok Sadar Wisata/Pokdarwis) which until now scattered in several areas of Rupa as follows:

1. Pokdarwis Tuah Negeri, Tanjung Punak Village;
2. Pokdarwis Pantai Tanjung Lapin, Tanjung Punak Village;
3. Pordarwis Pesona Utara, Teluk Rhu Village;
4. Pokdarwis Kilau Pasir Putih, Teluk Rhu Village.

In this Tourism Awareness Group (Pokdarwis), there is a Tourism Community Capacity Building Program which includes:

1. English Tourism Village, a tourism community that able to speak English. As an attraction for visitors who want to practice passive or active English, they

- just need to come to Tanjung Punak Tourism Village;
2. Cultivation of flower trees, namely nursery colorful flower tree cuttings to add beauty and have a sale value;
  3. Fostering homestay owner groups, organized coaching on tourism, especially regarding *sapta pesona*;
  4. Procurement Program for Supporting Facilities of Tourism Activities;
  5. Procurement of culinary materials, especially to sellers of special food, homestay facilities, tour guide equipment, namely procurement of Pokdarwis costumes, secretarial equipment, permanent space facilities for superior products of Tanjung Punak Tourism Village, and documentation equipment. Cultural Arts Appreciation Improvement Program, procurement of equipment and raw materials for craft and product labeling, procurement of art equipment, and exhibition/gazebo spaces.
  6. Organizational management training in improving the performance of the Tanjung Lapin Tourism Awareness Group.

This program looks promising even though in reality there are several obstacles that inhibit the progress of these programs. The obstacles came mainly from the aspect of infrastructure. Procurement of homestays and other tourism supporting facilities require the availability of adequate infrastructure. Meanwhile, infrastructure is still a very lacking aspect on Rupert Island. This section will be elaborated further in the final section of this research.

Aside from Pokdarwis, the community is also incorporated in other community organizations that directly or indirectly contribute to the improvement of tourism village infrastructure. For example, Tanjung Punak Village has community organizations like NGOs, LINMAS, FKPM, and arts organizations such as *Perkumpulan Kompang* and *Perkumpulan Rabbana*.

Meanwhile, there are parties that need to be observed which are not only located on Rupert Island, but also at the national level, namely the Association of Indonesian Travel and Tourism Agents (ASITA), especially the Rupert Island branch.

Some of ASITA's proposals on Rupert Island have been raised. One of them was once said by the chairman of the Indonesian Travel and Tourism Agents (ASITA) of Riau, Dede Firmansyah. I hope President Jokowi can make Riau as one of the new 'Bali' because Riau has many potential tourist attractions. One of them is the beautiful North Rupert Island and the outer islands of Indonesia that faces Malaysia. He hopes the President can build a port on Rupert Island to support the accelerated development of tourist attraction on that island (Antaraneews, 2019). Dede also hopes the government can beautify and revive old airports in Riau, such as the airports in Dumai, Rengat, Tembilahan, and others. "If it is turned on and maximized, surely Riau tourism will be better in the

future," hoped Dede as he told Hallorieu (17 December 2018).

Besides Asita, there are other associations that also support the efforts to improve Rupert Island as a tourist attraction, especially cultural tourism. The association is an online media called *genPi.co*, an online media serves news and information about Indonesian and international tourism published by PT. *Pesona Digital Com*.

One of the highlights news by *genPi.co* related to North Rupert Island is the discourse of making it a Special Economic Zone (*Kawasan Ekonomi Khusus/KEK*) which was raised by the Minister of Tourism Arief Yahya during a working visit to Rupert Island, Bengkalis Regency, Riau Province, Tuesday (20/8/2019). Reported by *genPi.co*, Rupert island which is very close to Malaysia has a combination of two industries in it, namely agriculture and tourism. With two industries and an area of approximately 1,500 square km, North Rupert Island is ideal to be a Tourism Special Economic Zone.

***i. Mapping infrastructure to the development of tourism, especially cultural tourism and other sectors supporting the life of the people on Rupert Island***

Based on Presidential Regulation No. 42/2005 concerning the Committee for the Acceleration of Infrastructure Provision, it is explained that procurement of several types of infrastructure must be regulated by the government, namely transportation infrastructure, road infrastructure, irrigation infrastructure, drinking water and sanitation infrastructure, telematics infrastructure, electricity infrastructure, and natural gas and oil transportation infrastructure. The classification of infrastructure above is categorized as basic infrastructure, because it is needed by the wider community so it needs to be regulated by the government regarding its provision.

In the context of the development of the tourist village area on Rupert Island, infrastructure is supporting the main aspects of accessibility and amenities. Bengkalis government itself has described the latest accessibility conditions to North Rupert Island as follows:

1. The access road condition to National Tourism Strategic Area (KSPN) North Rupert can be reached in 2 ways, by land and by sea;
2. Access conditions using the land route through the Port of Roro Dumai - Rupert by using the Roro Ship with a distance of  $\pm 25$  minutes to the Port of Roro Tanjung Kapal on Rupert Island.
3. Then the journey continues with a landline with partial road conditions paved with concrete rebates.
4. But the rest are still dirt roads with quite apprehensive conditions, especially if it is raining. Travel time from Tanjung Kapal Harbor to North Rupert is  $\pm 3$  hours' drive.

Overall, the accessibility condition is still far from feasible. The government then detailed some of the

shortcomings in terms of accessibility, for example, in land routes there was no public transportation and there was only motorcycle taxis (Ojek) at Tanjung Medang Port. Meanwhile road conditions at several points were heavily damaged, especially in the rainy season. While in the sea lane there are only two crossings, namely the Dumai-Tanjung Kapal roro crossing and the Speedboat to Dumai-Tanjung Medang. Moreover, the air route so far can only be reached via Dumai with three flight routes which is Dumai-Batam, Dumai-Medan, and Dumai-Jakarta.

To be more precise, look at the illustration made related to the limitations of accessibility below:

Infrastructure is also related to amenity. North Rupert Island itself is supported by amenities consisting of tourism facilities and its supporting facilities. Existing tourism facilities on Rupert Island include:

- ❖ Lodging: 12 inns, 3 guest houses, 22 homestays.
- ❖ Restaurants: 10.
- ❖ The condition of the roads are partly concrete pavement and some are still dirt roads.

Meanwhile supporting facilities include:

- ❖ Lighting conditions are under construction in 2016;
- ❖ Tourist boats are available;
- ❖ Water games (banana boat, jetski) available at Pesona Beach;
- ❖ ATM (not yet available).

Looking at the mapping infrastructure in North Rupert Island that has been carried out by the government, it seems that this sector needs the most attention in a high level of urgency given its existence is still far from the ideal picture even on the most basic infrastructure, especially if juxtaposed with the Tourism Destination Development Step standard in the form of a Village Tourism Development Acceleration issued by three Indonesian ministries namely the Ministry of Villages, Disadvantaged Regions, and Transmigration (Kemendes PDTT), the Ministry of Cooperative and SMEs (KemenKUKM), and the Ministry of Tourism (Kemenpar). Programs from these three ministries related to accessibility and amenities include:

1. Airport development and improvement of international direct flights to airports in urban areas as the entrance to rural areas;
2. Improving the roads quality to rural areas;
3. Construction of clean toilets and other tourism facilities;
4. Development of international standard homestays;
5. Establishment of souvenir center facilities and culinary areas for tourists.

How to catch up then? What needs to be prepared first is the awareness that underlies the development of these infrastructures. The infrastructure development of the tourism village on Rupert Island needs to be based on the awareness of an integrated infrastructure development, means the development carried out by being connected to each other, has a positive impact and goes hand in hand through three main consolidation steps; first, infrastructure improvement

for access to leading tourist destinations. Second, consolidation of local cultural wealth. Third, consolidation of the tourism community, including by preparing patterns of community behavior on Rupert Island towards tourists, as well as foreign tourists (Kusuma, 2014:124).

This integrated infrastructure development has been triggered since a long time by experts, one of which was conveyed by Grigg (1988) in the definition of separate infrastructure. Infrastructure is a physical system that provides transportation, irrigation, drainage, buildings and other public facilities, which are needed to fulfil basic human needs, both social and economic needs. This understanding refers to infrastructure as a system. Where infrastructure in a system are parts in the form of facilities and infrastructure (networks) that are inseparable from one another.

One form of integrated development can be seen through infrastructure development that is economic in conjunction with the development of social and administrative infrastructure. For example, the construction of roads or the provision of pioneer buses to tourist village on Rupert Island are carried out in conjunction with the construction of health and communication facilities such as the provision of Wi-Fi, also with the construction of administrative facilities at each tourist destination like counters and information centers. Only through this integrated infrastructure development can the backwardness infrastructure turn into an ideal infrastructure of a tourist village on Rupert Island be realized.

## V. CONCLUSION

This research analyzes several subjects regarding the efforts to promote Rupert Island in Bengkalis Regency as a cultural tourism village destination. The first one is related to policies formulated by the government regarding Rupert Island, which has no awareness yet to develop the 'cultural' aspect of the island. This research also found there are several types of public spaces existed and need to be improved. These public spaces include eventful public spaces, religious public spaces, daily life public spaces, and recreational public spaces. In addition to it, this research also suggests the making of public art as part of these public spaces.

The next point, this research traces the roles of those who are members of the pentahelix model, which is the government as regulator, academics as drafter, media as catalyst, private sectors as filler of business aspect, and community as accelerators. This section mainly outlines the role of private sector, community, and media in the branding effort of the tourism village on Rupert island. As the result, it was found that there are many communities were active in supporting the creation of that tourism village. The communities are in

the form of Pokdarwis or SMEs. Likewise, the private sector and media continue to provide input to the government in order to improve and realize the branding effort of the Rupert Island tourism village.

The last point outlines the existence of infrastructure on Rupert Island. Based on data held by the government, the infrastructure in Rupert Island, in various aspects (economic, social, and administrative infrastructure) is still very concerning. To improve, enhance, and accelerate the development, this research suggests that the government conduct integrated infrastructure development, namely by building together various interrelated sectors that support the realization of a tourist village on Rupert Island.

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