

CHAPTER I

INTRODUCTION

1.1 Background

The Republic of Indonesia is a country with abundant natural resources which has biodiversity and the potential for rich history and cultural heritage. The abundance of natural resources can increase the economic growth of the Indonesian people. If the resource can be managed properly according to the content or interests the most interesting for the people of Indonesia then the utilization of resources These natural resources can encourage the economic growth of the Indonesian people especially in the tourist areas.

Pariwisata is one of the beneficiaries of natural resources can improve the economy of the Indonesian people, especially people who are in an area that manages natural resources become an attractive natural tourist spot for tourists. In addition to improving the economy of the tourism community, it can also increase the sense of pride for the Indonesian nation, so that people who care about a country will grow. Tourism is an interesting thing and is most in demand by every individual, because it can relieve fatigue, boredom, boredom and develop creativity that can support an individual's productivity.

Tourism plays a major role in national development because besides generate income and at the same time generate foreign exchange, sector Tourism is closely related to foreign investment. Tourists who come to Indonesia include those who have business dealings with Indonesia.

In the current era of globalization, the progress and development of tourist objects is very much needed because they can be made a top priority to support the income of people who are in areas that have these tourist objects. . Almost all regions and provinces can develop tourism by showing tourists the beauty and uniqueness of their respective cultures

The tourism sector is the largest and strongest industry in financing the global economy. The tourism sector can also be used as the main driver for

growing the economy of the people around tourist objects the. The tourism industry is an economic driver that is expected to operate in a sustainable manner through tourism development public. In order to carry out the development of people's tourism, it is necessary to strive for diversification of tourist attractions that aim to improve the welfare of all members of the community in the tourism area.

As an area that has tourism assets, Bima Regency has quite a variety of tourism potential that can meet all the needs of tourists. If the tourism potential can be managed properly by the responsible party, then the interest of tourists or visitors will increase can grow rapidly to visit the tour. One of them is the North Rupal beach tourist attraction which is a beach tourism mainstay of the Rupal sub-district government, Bengkalis district.

The development of potential tourism factors requires many fields and supporting factors, one of which is the ease of accessibility of these tourist facilities or often called accessibility, both ease of accessibility of transportation, telecommunications and information in order to meet all the needs of road construction (land), shipping (river and sea) aviation (air transportation) not only as an alternative business but as an additional guide, because the movement of goods and people between regions requires transportation support facilities.

So that it can raise the economy of the country and provinces, cities and villages that have tourist objects. If every tourist object is managed properly by the government and the people who are around the tourist object. Tourism has also been recognized as the largest industry from various world development indicators, especially in areas that have good tourism potential. Therefore, there is much that must be done by the government and the people of Indonesia to develop tourism potential, especially people in areas that have tourism potential.the good one.

This is also because the tourism sector is very important to improve and encourage the economic development of the community in an area that has good tourism potential that can be visited by tourists.

North Rupert is a part of Riau province which is located in Bengkalis district which is in Rupert sub-district which is one of the areas that has the potential for beautiful sea tourism, namely "North Rupert beach". Besides having the potential of a beautiful sea, North Rupert also has marine income that can be marketed in the market.

North Rupert Beach is located in Bengkalis Regency, about 5 hours from Bengkalis City and takes 2 x crossings using fishing boats within 2 hours. The obstacle faced by this North Rupert beach tourist attraction is the lack of transportation in the form of large capacity passenger boats, damaged roads, lack of road signs to North Rupert beach attractions and unavailability of internet networks.

The potential possessed by the beach in North Rupert is the existence of several islands adjoining North Rupert Island from the Japanese heritage or commonly known by the Rupert people (Aceh pig & shoal island) which can be a supporting factor in attracting tourists to visit. Therefore, a mature strategy is needed from the village government and the community to develop the North Rupert beach tourism object so that it can increase the income and welfare of the village.

The tourism development strategy is an integrated plan that covers various aspects, involving the government, private sector, community and academics. The aim is to explore the constraints, internal and external environmental conditions of a tourist attraction, so that it can become a tourist destination worthy of development in the future.

Tourism development is an effort to improve or advance tourist destinations to make them better and more attractive in terms of the places and objects in them, with the hope of attracting tourists to visit these destinations. One of the main focuses in tourism development is ensuring the availability of adequate facilities, environmental cleanliness and sustainable management.

The tourism development process requires careful planning to increase the attractiveness of the destination. This involves an in-depth analysis of the unique characteristics of the destination, so that an integrated and sustainable

development plan can be formulated. Collaboration between various parties involved, such as government, entrepreneurs and local communities, is very important in designing a holistic tourism development strategy.

Strategic planning for tourism development does not only focus on increasing the number of tourist visits, but also on efforts to preserve the uniqueness and authenticity of local culture and the environment. The importance of maintaining a balance between economic growth from tourism and environmental sustainability is the main focus in formulating effective tourism development strategies.

The involvement of local communities and their participation in decision making regarding tourism development is crucial. This ensures that the needs and aspirations of local communities are represented in every policy taken, as well as ensuring that there is shared responsibility in maintaining and developing the tourism potential of their region.

In developing a sustainable tourism strategy, active involvement of various parties, careful planning, and a deep understanding of local characteristics and needs are very important. In this way, tourism destinations can develop sustainably, providing significant economic benefits, while still maintaining the authenticity and sustainability of the surrounding environment.

Based on the description in the background, the writer is interested in conducting research with the title **“Promotion Strategy In Increasing The Number Of Tourist Visits Through Social Media In North Rupert Coast”**.

1.2 Formulation of the Problem

Based on the background that has been described, where the tourism potential of North Rupert is very diverse, ranging from natural tourism, cultural tourism, historical tourism and beach tourism. Tourism potential in North Rupert.

Looking at data on tourist visits from 2020-2021 the number of tourist visits continues to increase every year, but the increase in the number of tourist visits has not been able to make tourism the main sector in increasing the regional income of North Rupert. To increase the number of tourist visits on North Rupert

Island, proper tourism promotion is needed so that existing tourist objects can be recognized by the wider community, not only by the people around the object.tourism or Riau region only. Based on the description above, there are several problems related to the promotion strategy in increasing tourist visits to North Panta Rupert, namely as follows:

1. Tourism promotion carried out by the Rupert Tourism Office not yet well identified.
2. It is not yet known how the impact of tourism promotion has had on increasing the number of tourist visits to North Rupert Beach
3. It is not yet known the right promotion strategy to increase tourist visit in North Rupert.

1.3 Purpose of the Study

The research objectives on Promotion Strategy In Increasing The Number of Tourist Visits Through Social Media In Rupert Utara Beach Tourism may include the following:

1. Objectives

The purpose of this study in general is "Formulate Promotional Strategy in Increasing Tourist Visits at North Rupert Beach.

2. Target

The objectives of this research are as follows:

- a. Identify forms of tourism promotion carried out by the North Rupert Tourism Office.
- b. Knowing the impact of promotions that have been carried out on increasing tourist visits.

1.4 Benefits of the Research

In research promotion strategy in increasing visits tourists at the North Rupert Pantai are expected to have benefits. The benefits that can be provided through this research are:

1. Researchers can benefit by applying the theories learned during their academic pursuits, enriching their understanding and knowledge base.
2. The Department of Tourism and Culture in Bengkalis Regency should consider this research's findings to enhance the region's tourism sector, ultimately bolstering Rupert's local revenue.
3. The outcomes of this study can guide private sector investments and potentially foster collaborations with the Bengkalis Regency government, fostering opportunities for joint efforts in advancing the tourism industry.
4. The public stands to gain valuable insights into North Rupert Beach's attractions, fostering community awareness and encouraging active participation in its preservation and further development efforts.

1.5 Scope and Limitation of the Problem

Given the formulation of the problem above, it is necessary to have research boundaries so that discussions can be more directed and efficient, namely the boundaries of the research area in North Rupert Beach with a research focus on the tourism promotion sector. The limitations of the problem are as follows:

1. Identify forms of tourism promotion carried out by the Bengkalis Regency Tourism Office, using descriptive analysis with observational data collection methods, interviews.
2. Knowing the impact of promotions that have been carried out on increasing tourist visits, using descriptive analysis with observational data collection methods, questionnaires.

1.6 Writing System

Writing the systematics of writing this report is organized into 6 chapters. Here Is the systematics of each chapter and its brief description :

CHAPTER I: INTRODUCTION

This chapter contains the background of the problem, the formulation problems, research objectives, research benefits and systematics writing.

CHAPTER II: LITERATURE REVIEW

This chapter contains the theoretical foundations that support research, such as policy theory, also contains Islamic views, definitions concepts, research variables and operational concepts, frameworks thinking and previous research.

CHAPTER III: RESEARCH METHODS

This chapter discusses the location and time of research, types and data sources, data collection methods, analysis methods.

CHAPTER IV: GENERAL DESCRIPTION OF RESEARCH LOCATION

This chapter contains an overview of the location research that includes geographical conditions, history and structure North Rupert District organization and North Rupert Tourism UPT of Bengkalis Regency.

CHAPTER V: RESEARCH RESULTS AND DISCUSSION

This chapter contains the results of the research and discussion of the results research on Marine Tourism Management on Rupert Island North of Bengkalis Regency.

CHAPTER VI: CLOSING

This chapter describes the conclusions and recommendations obtained from the previous chapters.

REFERENCES

APPENDICES

WRITER BIOGRAPHY