

The Potential Phenomenon Of Maritime Tourism In Improving The Digital Lifestyle Of The Millennial Generation

Yuanita FD Sidabutar¹, Malahayati Rusli Bintang², Raymond³

{yuanita.fd@univbatam.ac.id¹, M.Bintang@univbatam.ac.id², Raymond@univbatam.ac.id³}

Lecturer of Master of Regional Planning University of Batam ¹, Batam University Medical Lecturer²,
Batam University Economics Lecturer³

Abstract. The millennial generation is a tourism consumer who has the potential to support the promotion of maritime tourism. Community-based tourism activities must study the character of the development of social media and current lifestyles. Technically, it takes social media research to win the hearts of millennials. The plans needed are logical, realistic, implementable, flexible, creative and acceptable for the millennial generation. The basis of potential that is formed in the hierarchy of space is the function that surrounds it. Expressing superior value creativity in developing the potential of maritime tourism in improving the digital lifestyle of the millennial generation as the purpose and study of this research. The research method is descriptive-analytical and based on theoretical and empirical empirical elaboration. To examine the potential space for maritime tourism in the Riau Islands in improving the digital lifestyle of the millennial generation, an approach with reference to the interpretation of theoretical relationships from an empirical condition is carried out.

Keywords: Maritime Tourism Potential Space, Digital Lifestyle, Millennial Generation, Riau islands

1 Introduction

Indonesia is a country that has tourism potential from abundant natural wealth, diversity of flora and fauna, diverse in each region spread over 37 provinces. One of the provinces of the Indonesian Archipelago is the Riau Archipelago which has 5 regencies and 2 cities, namely Bintan Regency, Karimun Regency, Anambas Islands Regency, Lingga Regency, Natuna Regency, Batam City and Tanjung Pinang City. The Riau Archipelago has different characteristics from Bali, Jakarta and the island of Java, so it requires special policies to increase foreign tourist visits. The Riau Archipelago has an ocean area of 96 percent and 4% of the land area consisting of islands, even districts and cities in the region are islands separated by a vast ocean.

The biggest challenge is to increase foreign tourists by being given convenience for foreign tourists visiting the Riau Islands, especially the younger generation of tourists who have a digital lifestyle. The digital lifestyle contributes to the acceleration of information visually effectively and creatively. Central and regional government policies should encourage places

that have the potential to be given more controlled and consistent arrangements to be considered in order to maintain the beauty and cleanliness of both service and accessibility.

The characteristics of Indonesian tourism, which is an archipelagic country and has enormous tourism potential, consist of the potential for natural wealth, some diversity such as culture, ethnicity, types of food, types of handicrafts, and so on. Tourism potential is natural tourism potential, cultural tourism potential and man-made tourism potential. Natural potential that is used as a tourist attraction such as beaches, mountains and remote areas, parks and conservation. Cultural tourism potential is all the results of human creativity, taste and initiative in the form of customs, handicrafts, arts, historical heritage in the form of buildings. Self-made tourism has an understanding as a tourist destination that is made intentionally or a tourist destination made by humans. The artificial tourist attraction is an object that is made intentionally to attract tourist visits. Marine and maritime tourism is a Riau Islands tourism where all recreational activities are carried out on marine or marine media. Its activities include coastal areas, surrounding islands, and ocean areas. Marine area in terms of its surface, depth, or basically includes marine parks.

2. Research Method

Research on the Phenomenon of Maritime Tourism Potential in Improving the Digital Lifestyle of the Millennial Generation uses descriptive-analytical research methods. It is based on empirical elaboration which is linked in theoretical and empirical. The interpretation of the theoretical relationship from this empirical condition is the approach used to read the maritime tourism space in the Riau Archipelago.

3. Research Results

A trip made many times from one place to another is an understanding according to the etymology of the word "tourism" which is identified with the word "travel" in English. With this understanding, tourism which is based on seeing the current situation and conditions is defined as a planned trip carried out individually or in groups from one place to another with the aim of getting satisfaction and pleasure (Sinaga, 2010:12). According to the World Tourism Organization (WTO) in Marpaung (2000) the notion of tourism is an activity of traveling to a place outside their daily environment where with the aim of having fun, resting for no more than a year in the destination area. The WTO is an international organization responsible for tourism. The WTO classifies tourism into two, namely foreign tourists and domestic tourists. Where foreign tourists are tourists who travel outside their own country, while domestic tourists are tourists who travel within the scope of their own country. In contrast to domestic tourists, foreign tourists are likely to have several problems such as: currency, language and visa matters (Cooper et al, 1998). According to the Indonesian dictionary (2011: 879), Maritim which means everything related to the sea and related to shipping and sea trade has been attached to Indonesia since the days of the previous kingdoms, where Indonesia, which consists mostly of the sea, has been controlled by the existence of a large trading war fleet at that time. So that Maritime Tourism Potential is a form of tourism that uses or utilizes the potential of the coastal and marine environment as the main attraction. The concept of maritime tourism is based on the view, the uniqueness of nature, the characteristics of the ecosystem, the peculiarities of art and culture and the characteristics of the community as its basic strength.

Maritime tourism potential can be assessed from several things, namely (1) development to revive maritime culture, (2) implementing commitments in maintaining and

managing marine resources with a focus on building seafood sovereignty through the development of the fishing industry by placing fishermen as the main pillar, (3) commit to encourage the development of maritime infrastructure and connectivity by building sea highways, seaports, logistics and shipping industry as well as maritime tourism, (4) improving and developing the maritime economy.

Attention to the potential for developing and processing maritime tourism in the Riau Islands in terms of performance seems to be much lower than that of neighboring countries with smaller potentials such as Malaysia, Thailand and Singapore. It is this fact that becomes very visible, the significant difference between the potential for maritime tourism which is able to provide opportunities to generate wealth for the Riau Archipelago, but in reality it is far from the expected expectations. According to the National Tourism Development Master Plan 2010-2025, Development is a process of change for the better which includes planning, implementation, and control efforts in order to create added value as desired. In addition, promotion is also an important thing in tourism development. In accordance with the opinion of Tika (2005:4) that "descriptive research is more directed at revealing a problem or situation as it is and revealing the facts. Although sometimes given interpretation or analysis. The results of the research are focused on providing an overview of the actual state of the object under study.

The characteristic that drives the presence of tourists to a tourist destination is the potential attractiveness of the tourist location/place. The business of tourist attractions is grouped into the following three types (Sunaryo, 2013), namely:

- a. The attraction of natural tourism potential; is a potential natural tourist attraction by being developed more based on the gift of beauty and uniqueness that is available in nature, including: the sea with its rich coral reefs and fish, beaches with beautiful white sand, lakes with beautiful panoramas, forests and savannas with beautiful beaches. the authenticity of flora and fauna, mountains with their volcano appeal, rivers with clear water and awesome currents, waterfalls with steep panoramas, and so on.
- b. The attraction of cultural tourism potential; is a potential tourist attraction that is developed more based on human creations and creations, both in the form of cultural heritage (sites/heritage) and living cultural values.
- c. The attraction of special interest tourism potential; is a potential tourist attraction that is developed more based on activities to fulfill specific desires, such as: fishing, observing certain animals, shopping, health, and body refreshment.

There are several tourism industries that are very important according to Spillane (1987) in Akrom (2014), namely:

1. Attractions, which can be classified as (a) physical attractions based on precise and permanent locations, as well as tourist attractions in tourist destinations such as zoos and museums. (b) Attractions with temporary festivals or performances and whose location can be changed or moved easily such as festivals or regional arts performances
2. The facilities needed, regarding the facilities tend to be oriented towards the attraction in a location because the facilities must be located close to the market. During their stay in tourist destinations, tourists need to sleep, eat and drink, therefore lodging facilities are needed. And there is a need for Support Industries, namely souvenir shops, laundry shops, guides, festival areas, and recreational facilities (for activities).
3. Infrastructure, in this case attractions and facilities cannot be achieved easily if there is no basic infrastructure. The infrastructure development of an area is actually enjoyed by both tourists and the people who also live there, so there are benefits for residents who are not tourists. The fulfillment or creation of infrastructure is a way to create a suitable atmosphere for tourism development.

4. Transportation, in terms of tourism, the progress of the world of transportation or transportation is very much needed because it really determines the distance and time in a tourism trip. Land, air, and sea transportation is a direct main element which is a dynamic stage of tourism phenomena.
5. Hospitality, in this case tourists who are in an environment that they do not know, need certainty of security guarantees, especially for foreign tourists who need an overview of the tourist destinations they will visit. So the basic need for security and protection must be provided and also the tenacity and friendliness of the tourism workforce need to be considered so that tourists feel safe and comfortable during the trip.

According to Yoeti (1987) suggests that the attractiveness of a destination is the most important factor in inviting tourists to visit a destination, at least it must meet three main requirements, as follows:

- a. Destinations are something to see, the attraction has a specificity that can be judged as a tourist attraction. Besides that, it must also have tourist attractions that can be used as "entertainments" when people come to visit it.
- b. The destination must also have "something to do", in addition to many things that can be seen and witnessed, several recreational facilities or amusements must also be provided and places or rides that can be used by tourists for activities such as sports, arts and other activities that can make tourists feel at home. stay longer.
- c. Destinations must also have "something to buy", in that place there must be souvenir items such as local folk crafts that tourists can buy as souvenirs to take back to their respective places of origin.

There are three main elements that build a tourism system, namely: (Leiper in Cooper, 1993), namely:

1. Human element (tourist);
2. Geographical elements,
3. The tourism industry.

Each element of the tourism system model, interact with each other, thus forming a tourism system.

Based on this human element, regarding the potential for maritime tourism, it will be seen and widely informed by not being separated from community participation, which focuses on community-based participation. When all communities support the tourism climate will be built. The people who play a big role are the younger generation / millennial generation, who have an attraction in digital concepts. The digital concept will further accelerate messages of attraction and potential for maritime tourism to be quickly accessed to foreign countries through social media facilities that are favored by the younger generation today. Especially when the years were hit by Covid 19, digital concepts were getting closer to all sectors of development, education, tourism, transportation and others. The community is the first aspect that must be prioritized in structuring the maritime tourism climate. If everyone, including the younger generation, is involved, a comfortable location environment will be formed. In addition to forming community participation, what must also be maintained is the culture that is owned by the regional wealth in the Riau Islands as a wealth of local wisdom. The three pillars of sustainable development are based on not only promoting economic goals but also socio-cultural and environmental sustainability. The mindset of the community is prioritized to be in line with government directives in the advancement of maritime tourism in the Riau Islands. This will be a factor in the sustainability of community-based tourism. When participation and friendliness have been built, the marketing process becomes the next concern, and this success is helped by technology and the presence of the younger generation/millennial generation. Millennials are

generally characterized as users of media and digital technology. Community-based tourism drivers must recognize the character and ways of the millennial generation in communicating. Mastering the way millennials communicate means understanding the sustainable tourism marketing process is formed and runs sustainably.

The phenomenon of the potential for Maritime Tourism has several things explained as follows:

a. Physical Potential

The Riau Islands have natural tourist attractions, fishing settlement tours, beach tourism, night market tours, inter-island crossing tours using water transportation, mosque worship tours and inscription tours. Physical potential is things that support the younger generation to know the natural beauty and artificial beauty can grow life around the object will make a real contribution to the movement of the economy from the tourism sector. The natural potential of the Riau Islands is supported to become one of the centers of economic growth for the Republic of Indonesia in the future. This can be seen from several areas in the Riau Archipelago being pursued as a pilot project for the development of Special Economic Zones (SEZ) in collaboration with the Singapore Government.

b. Accessibility Potential

The Riau Islands Provincial Government (Kepri) has a development plan to open four international routes in Batam City and Bintan Regency to work on foreign tourists. International routes for air travel are opened at Hang Nadim Airport, Batam. International ports that will be opened are Batam Center Port, Nongsa Pura Batam and Bandar Bentani Telani, Lagoi Bintan. International cruises opened in Batam and Bintan to serve tourists from Singapore. Tourism potential is everything that is found in tourist destinations and is an attraction so that people want to come to visit these places. In the Indonesian sea there are 590 species of coral, 12 species of seagrass, 2,057 reef fish, 34 species of mangrove, 1,512 species of crustaceans, 850 species of sponges, 6 species of turtles, 24 species of marine mammals,

c. Potential of Infrastructure

The potential for maritime tourism facilities and infrastructure in the Riau Islands, the highest position is the attraction of coastal tourism and marine tourism. Marine tourism resources include mangrove ecosystems, seagrass, coral reefs and turtle nesting areas (PPSL UMRAH-CRITC LIPI 2010). Such as Coastal Area Tourism, Sakerah Beach, Trikora Beach etc. The second position is in the tourist attraction of the mosque, including the AL-Mubaraq Mosque, the Sultan Riau Grand Mosque or the Penyengat Raya Mosque etc. The third position of tourist attraction to the potential beauty of the island include: Penyengat Island, Bintan Island, Lingga Island, Karimun Island, Batam Island, Galang Island, Sambu Island etc. The fourth position is the tourist attraction of the night market, including: Tanjung Balai Karimun night market, Tiban night market, Batam City Night hawker center, traditional legend night market etc.

d. Digital Tourism Potential

The participation of the millennial generation is very much needed in providing appreciation and collaboration to raise the image of Riau Islands tourism. The millennial young generation has the character as users of media, digital technology and is capable of foreign languages and is energetic. Digital companies dominate the world economy with their sharing economy concept and transform with this new era, so the Digital Tourism policy program. Riau Archipelago Tourism was born. This provides motivation and currently must be able to adapt because the era of the world has changed, so many internet users today are facilitated by Smartphones so that it gives birth to a Millennial Generation. A generation

that 80% exists in cyberspace, social media and digital media. The Ministry of Tourism seized this opportunity by giving birth to a community of netizens today who are interested in tourism and 80% are engaged in social media, namely the Indonesian Persona Generation (GenPI) and the Wonderful Indonesia Generation (GenWI), which were very well received by the Minister of Tourism. GenPI/GenWI is a millennial generation with a community base that is actively promoting Indonesian tourism either through blogs, vlogs or social media to the wider community. They are very active and routinely use their fingers for Indonesian tourism. Their passion is indeed in tourism, for that every day they promote tourism themes including the following: Facebook, Instagram, Twitter, YouTube, WeChat, Weibo, Line, Path, and other social media platforms. Community-based tourism actors must study the characters of the three social media. Technically, it takes social media research to win the hearts of millennials. The first thing to do is look for keywords related to the tourism that we are developing. For example, when there are tourism events such as the Riau Islands Maritime Festival, Riau Islands Carnival, etc., of course the use of hashtags or hash marks in uploading something. After that it is necessary to look for accounts or people who are interested in the tourism character that is being developed. Finally, upload the best photos or videos by including keywords and tagging people so that when other people open the application, it will certainly be a priority display on the start page. The first thing to do is look for keywords related to the tourism that we are developing. For example, when there are tourism events such as the Riau Islands Maritime Festival, Riau Islands Carnival, etc., of course the use of hashtags or hash marks in uploading something. After that it is necessary to look for accounts or people who are interested in the tourism character that is being developed. Finally, upload the best photos or videos by including keywords and tagging people so that when other people open the application, it will certainly be a priority display on the start page. The first thing to do is look for keywords related to the tourism that we are developing. For example, when there are tourism events such as the Riau Islands Maritime Festival, Riau Islands Carnival, etc., of course the use of hashtags or hash marks in uploading something. After that it is necessary to look for accounts or people who are interested in the tourism character that is being developed. Finally, upload the best photos or videos by including keywords and tagging people so that when other people open the application, it will certainly be a priority display on the start page. After that it is necessary to look for accounts or people who are interested in the tourism character that is being developed. Finally, upload the best photos or videos by including keywords and tagging people so that when other people open the application, it will certainly be a priority display on the start page. After that it is necessary to look for accounts or people who are interested in the tourism character that is being developed. Finally, upload the best photos or videos by including keywords and tagging people so that when other people open the application, it will certainly be a priority display on the start page.

Potential pRiau Archipelago tourism as a place that has digital potential for maritime tourism where there is group and individual interaction, activities to improve the digital lifestyle of the millennial generation that occur in it and there is a limit (hierarchy) meaning of the utilization of maritime tourism potential as a space.

4. Conclusion

The description above provides several conclusions as follows:

1. Developing the potential of tourist attractions (cleanliness, safety, comfort) and adding or improving the quality of facilities and infrastructure in every tourist attraction in the Riau Islands. This can be done periodically by the local government and local communities.

2. Providing opportunities for cooperation and promotion networks, as an attraction for investors to be able to develop and partner to build regional planning facilities to support maritime tourism activities in the Riau Islands.
3. The concept of Tourism with Digital Tourism has an impact on changes in travel behavior, starting from enjoying free time by gathering with friends or family traveling to sun, sand, and sea, changes occur to seeking experiences (experiences) with the element of wanting to get recognition for having visited favorite places at the time. This change in travel behavior is caused by most people today who are addicted to gadgets, especially smartphones which have become basic needs outside of clothing, food and shelter. Our feelings, if we don't use our smartphone for a day because it's lost or damaged, may feel like we're going through a very heavy empty space. Or about people walking (or maybe ourselves) not focusing on seeing the road properly,
4. The uniqueness of the digital lifestyle phenomenon plays an active role in the publication of tourism potential in the Riau Islands. The millennial generation who are active users of social media will have an important role in supporting the promotion of tourism developed by the Riau Archipelago. The Millennial Generation as a fast and communicative tourism actor using social media makes a creative contribution in the world of digitalization. The Riau Islands Government can follow up on this in a government program to embrace the millennial generation to be more active and caring. Of course, there are awards or recognitions that are competed or given job opportunities by following this era of digitalization

References

- [1] AJ, Muljadi. 2009. "Tourism and Travel". Jakarta: PT only Grafindo Persada
- [2] Albert RR Palit, Renggi E Siregar, Yuanita FD Sidabutar. 2022, "Cities Without Slums (Kotaku) Program in the Perspective of Community Empowerment in Kampung Tua Tanjung Riau Batam", Budapest International Research and Critics Institute (BIRCI-Journal) vol 2 page 17069-17080.
- [3] Bappeda Research and Development of Lingga Regency. Lingga Regency Medium Term Development Plan (RPJMD) 2021-2026
- [4] Galus Maria, 2019, "Directions for the development of Historical Building Tourism in Lawang District" Faculty of Civil and Planning Engineering, Urban and Regional Planning Study Program, Institut Malang National Technology, Malang
- [5] Jamal, et al. 2000. The Role of Historic Buildings in Shaping Community Identity: Overview In Taiping, Perak. Proceedings of Seminary of Archeology, History, Culture, Language, in Nature Malay Archipelago (ASBAM).
- [6] J Danuwidjojo, F Iood, YFD Sidabutar Malay local wisdom as the identity of Batam City Journal of Potential 1 (2), 22-28
- [7] Murti, Cipta and Hol Wijaya. 2013. Effect of Commercial Activities on Building Functions History in the Yogyakarta Malioboro Street Corridor. Journal of Engineering PWK Volume 2 Number 1, 2013.
- [8] Government Regulation of the Republic of Indonesia No. 50 of 2011 concerning RIPPARNAS (Plan Parent National Tourism Development),
- [9] Prajogo, M. (1976). Introduction to Indonesian Tourism. Jakarta: Directorate General of Tourism Ministry communication.
- [10] Rahma, Pamela. 2008. Conservation of Lawang City Center Area. e-Journal Architecture. Vo. 1 No. November 3, 2008.
- [11] Sammeng, Andi. 2001. Tourism Horizon. Jakarta: Balai Pustaka.
- [12] Salain, Putu. 2012. Conservation Methods in Indonesia Building Restoration Procedures
- [13] Historic. Department of Architecture, Faculty of Engineering, Udayana University.

- [13] Sidabutar Yuanita FD, E Indera, 2021, "A Study on Regional Planning Potential of Binjai City North Sumatra", *Journal of Potential* vol 1 (1), pp. 36-49
- [14] Sidabutar Yuanita FD, E. Indra , 2021, " Maritime Potential Phenomenon in improving the Welfare of the Riau Island Community", *E3S Web of Conferences* 324 (MaCIFIC2021), 08001
- [15] Sidabutar Yuanita FD, J. Danuwidjojo, Flood, 2021, "Malay local wisdom as the identity of Batam City" *Journal of Potential* (2), 22-28
- [16] Sidabutar Yuanita FD, 2020, "The effect of building quality and environmental mental conditions on community participation in Medan city historical buildings", Vol 5 NO. 1 (2020): *IDEALOG JOURNAL*
- [17] Sidabutar Yuanita FD, 2021, "Local Wisdom in Regional Planning", <https://keprisatu.com/kearifan-lokal-dalam-planning-region/>
- [18] Sidabutar Yuanita FD, 2021, "Science of Regional Planning to Develop Riau Islands", <https://batampos.id/2021/03/08/science-planning-region-to-buildIsland-riau/>
- [19] Sidabutar YuanitaFD, 2021, "Basics of regional planning", PT Tiga Saudara Husada, ISBN 978-623-98846-0-4, first printing , November2021.
- [20] Sidabutar, Yuanita, et al. 2017. "The Effect of Building Quality And Environmental Conditions Historical Buildings Against Cultural Tourism in Medan City". *Proceedings of the IPLBI Heritage Seminar*.
- [21] Spillane, James. 1987. *Historical Tourism Economics and Its Prospects*. Yogyakarta: Kanisius.
- [22] Syafiie, Inu. 2009. *Introduction to Tourism Science*. Bandung: CV. Mandar Forward.
- [23] Sugiyono. 2005, *Administrative Research Methods*, Bandung: CV Alfabeta
- [24] Suhartono.Irawan. 2002, *Social Research Methods*, Jakarta: Rosdakarya Youth
- [25] Teguh Eko Rahajo, Jaitul Anwar, Yuanita FD Sidabutar, 2022, "Development of Cemara
- [26] Asri's Children-Friend Play Room" *Budapest International Research and Critics Institute (BIRCI-Journal, vol. 2 pages 16769-16778*
- [27] Tri Sutrisno, Yuanita FD Sidabutar, 2022 *Design for the Development of Kampung Melayu Nongsa as the Identity of Batam City Coastal Tourism, Journal of Potential Issue 1 Volume 2 pp. 1-17*, <https://doi.org/10.37776/jpot.v2i1.817>
- [28] Law No. 10 of 2009 concerning Tourism
- [29] RI Law No. 11 of 2010 concerning Cultural Conservation
- [30] Yoeti, A Oka (1996). *Tourism Marketing*. Jakarta: PT PRADNYA PARAMITA
- [31] Yoeti, A Oka (2006). *Tours and Travels*. Jakarta : PT PRADNYA PARAMITA