

THE STUDY OF TOURISM DEVELOPMENT OF WATERFRONT CITY (CASE STUDY OF UJONG BLANG BEACH OF LHOKSEUMAWE CITY)

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ABSTRACT

Indonesia is an archipelagic country and has a long coastline. Beach tourism in Indonesia is very potential to be developed. Thus, it needs to be structured and developed in order to improve urban development. The tourism sector has important values and contributions with broad dimensions, in economic, social-political, cultural, regional and environmental. The purpose of this research is to formulate the concept of Waterfront City in the development for the purpose of developing waterfront tourism. Analyzing the aspects needed for the construction of waterfront tourism in Lhokseumawe City. This paper raises the study of important aspects that need to be considered in the development of tourism areas, especially coastal tourism areas. The research was conducted with mixed methods, qualitative and quantitative. With this writing, it is expected to be an input to the tourism areas planning in Indonesia and in Lhokseumawe city in order to improve regional development, especially in the waterfront tourism sector. The conclusion with the existence of waterfront tourism planning, it is expected to have guidelines and important things related to regional development in order to increase economic growth.

KEY WORDS: Waterfront City, Regional Development, Waterfront Tourism

INTRODUCTION

Lhokseumawe is one of the cities located in Aceh Province, which is located on the northern coast, directly adjacent to the Strait of Malacca. Seeing that the existence of the geographical location of Lhokseumawe City which is adjacent to the coast, it can be categorized as Waterfront City. The existence of waterfront tourism in the city of Lhokseumawe is not organized yet. In general, it is still managed privately by the people around the tourist attraction. The types of waterfront tourism in Lhokseumawe include beach tourism, riverbank tourism, riverside tourism. Therefore, it is very appropriate if tourism in the city of Lhokseumawe to develop waterfront tourism areas in relation to the waterfront city. The existence of waterfront areas can be utilized for the development of the city and has economic value with the construction of infrastructure facilities in the waterfront area. The decrease of regional income in Lhokseumawe City from the oil and gas sector will affect the income, therefore it is necessary to develop the sources of income

from other sectors such as tourism, agriculture or trade and services. Tourism is a sector that will affect several other aspects such as transportation, accommodation and trade. Therefore, the researchers conducted a research on the tourism potential of the waterfront area in the city of Lhokseumawe.

The existence of waterfront areas can be utilized for the establishment and development of cities such as ports, fisheries, tourism and other maritime-based potentials. The waterfront area has a characteristic that distinguishes it from other types of land surface topography which is a meeting place between land and waterfront. Based on the meeting of its water bodies, the waterfront is divided into 3 types (Steiner and Butler, 2007), namely: 1) River Waterfront, 2) ocean and bay Waterfront, and 3) Lake Waterfront. The city area which is near the water is called a waterfront city.

LITERATURE REVIEW

The type of research carried out in the development of waterfront tourism areas based on the concept of waterfront was the Mixed method- which was with a combination of qualitative and quantitative. Qualitative research was carried out by examining waterfront city and recreational waterfront applications for waterfront tourism purposes and in the location of the research.

DISCUSSION

Waterfront City Literature Study

The history of the emergence of coastal cities or waterfront cities begins when the Europeans compete to sail the seas to explore new territories so that the traces of their journey emerge ports that reflected the maritime nation (Yuwono: 2009). Coastal City or Waterfront City is an area located bordering the water and facing directly to the sea, rivers, lakes and the like. The waterfront area is located in one city which initially can be interpreted as the final node for temporary storage and loading and unloading of traded products before being sent to other regions, in other words, it is commonly referred to as dock areas or Dockland. (Directorate General for Coasts and Small Islands in Coastal City Guidelines: 2006).

Meanwhile, according to Breen, Waterfront is the dynamic area of cities and towns where land and water meet (Breen: 1996). The waterfront area is divided into several aspects. Based on its function aspect, waterfront can be divided into 4 types, namely: 1) mixed-used waterfront, 2) recreational waterfront, 3) residential waterfront, and 4) working waterfront. Whereas based on the type of coastal development, waterfront can be divided into 4 types, namely: 1) arrangement of historical areas conservation, 2) preservation namely preservation of historical areas, 4) redevelopment, and 5) development.

Recreational Waterfront

Recreation is etymologically derived from Latin, "re" and "creare". It means a remake, recreation is an activity that aims to refresh one's body and spiritual, after working day-to-day. According to David Gray as cited in Butler (1976), "Recreation is an emotional condition within an individual human being that flows from a feeling of well-being and self-satisfaction". Recreation is an activity with the purpose to seek entertainment, or just to release fatigue after facing various activities and work.

According to Prianto, 2012, the types of recreation can be divided into three groups, those are:

1. Based on the activities that occur, recreation is divided into two categories, namely active recreation and passive recreation.
2. Based on the place where the activity takes place, recreation can be divided into three areas, namely land recreation, water recreation, and air recreation.

3. Based on its activities, recreation is divided into physical recreation, social recreation, indoor recreation, outdoor recreation, observation recreation and nature recreation.

The criteria for structuring the waterfront area as the development of a tourism area must make the visitors feel safe and comfortable, so it needs to be reviewed from the aspects of safety, security, comfort and beauty (Ridwan; 2010).

The development of an area for recreation/tourism has several criteria. According to the Research Institute for Human Settlements in 1995-2000, the main criteria for the development of area for recreation/ tourism (Recreational Waterfront) in Coastal City are as follows (Ridwan; 2010):

- a. Utilizing the physical condition of the beach for recreational activities (indoor or outdoor).
- b. Development is directed along the water body while maintaining the presence of open space.
- c. Cultural and geographical differences are directed to support tourism activities, especially waters tourism.
- d. The peculiarities of local architecture can be used commercially to attract visitors.
- e. Utilization of the physical condition of the beach for recreational/tourism activities of the beach.

Based on the Guidelines for the Use of Seaside Areas in Urban Areas (Ministry of Public Works: Directorate General of Spatial Planning 2004), tourism areas are areas provided to meet the needs of tourism activities, while the criteria for the use of beachfront spaces for tourism are: a) Facilities and infrastructure are available, b) High accessibility is available to commercial and health service centers, c) Having tourism objects and tourist attractions, d) Enforcement of the width of the coastal border line (Regional regulation or commercial law or system of beach ownership), e) Regulation of groundwater use that is adjusted to the capacity of ground water availability and time needed for refilling, f) The width of the coastal border is 100-300 meters from the highest tide point. The success of the development of waterfront area is determined by the plan to respond the characteristics/uniqueness in the waterfront area. The characteristics are divided into two, physical and non-physical. The physical characteristics include the conditions of nature and environment, access images, buildings, landscape arrangement, availability of urban facilities and infrastructure as well as technological advances, while non-physical characters include the theme of development, water utilization, population activities, social conditions, culture, economy, rules and city/area management (Sastrawati: 2003).

Location of the Research

The location of the research was in Lhokseumawe City, Aceh Province. Lhokseumawe City is located on the coast

which is directly adjacent to the Strait of Malacca. Astronomically, Lhokseumawe City is located between 4° 54' and 5° 18' North Latitude, and between 96° 20' and 97° 21' East Longitude with an area of 181,06 Km². Lhokseumawe City consists of four subdistricts, namely: Banda Sakti subdistrict, Muara Dua subdistrict, Muara Satu subdistrict and Blang Mangat subdistrict. From the four subdistricts, all of them have the potential for the development of waterfront areas, including for coastal tourism areas, artificial lakes, ports, industries, and Fish Landing Sites (TPI).



Figure. Research area of Lhokseumawe City
Source. Google map (left) Lhokseumawe in Numbers: BPS2017 (right)



Figure. Ujong Blang Beach of Lhokseumawe
Source. The Writer's, 2018

The research location was at Ujong Blang Beach, Banda Sakti Subdistrict. Ujong Blang Beach is a popular tourist area located in the city of Lhokseumawe. Ujong Blang Beach is located on the coast which is directly adjacent to the Straits of Malacca so that it is included as a waterfront tourism. Moreover, the location of the beach is

in a strategic location that can be traversed from the city center or from the ring road. Based on Regional Spatial Planning 2011-2031, the coastal area of Ujong Blang is included as a strategic area which is viewed from an economic perspective that can contribute to regional income.



Figure. Ujong Blang Beach of Lhokseumawe
Source. The Writer's, 2018

Similar Comparative Studies Sanur Beach, Bali

Sanur beach is one of the many beaches visited by tourists, Sanur beach is well-known domestically and abroad. Sanur Beach is located in the Sanur Village of South Denpasar, Bali Province. Sanur Beach has beautiful white sand and relatively calm waves, tourists can see the sunrise, this beach has beautiful white sand. Compared to other places in Bali such as on Kuta Beach, Sanur Beach has a quieter atmosphere so it is suitable for family tours. One of the positive impacts of the existence of Sanur Beach is the improvement of the economy of the community, with the existence of this beach, set-aside land is developed into supporting facilities for tourism such as restaurants, villas, water sports facilities and hotels. Previously, the surrounding area was a set-aside land and agricultural land. Communities who previously farmers become service providers in the form of accommodation and transportation providers. With the development of the area, it will give convenience and ease of facilities for tourists who visit it.



Figure. Sanur Beach, Bali
Source. <https://commons.wikimedia.org/>

Losari Beach, Makassar

Losari Beach is one of the icons of Makassar city in South Sulawesi Province. Losari Beach is an alternative recreation area for the citizens of Makassar city who are experiencing rapid urban development. Beach reclamation has changed the condition of what was once a slum as a place to sell fish to become more modern with the development of tourism and business places. Around the area, there are resorts, hotels and shopping centers. Losari Beach is designated as a priority area of the city, at this time Losari beach is planned to become the Center point of Indonesia area. As a tourist destination, Losari beach becomes a crowded place for people who want to enjoy beautiful and comfortable beach views. The uniqueness of Losari Beach is that people can enjoy the sunrise and sunset in one location.



Figure. Sanur Beach, Bali
Source. <https://commons.wikimedia.org/>

Manado Waterfront, North Sulawesi

A beach is sometimes not enough to attract tourists if it just about the view. Development needs to be done so that the coastal area is attractive to tourists and can be a tourist attraction in a region. The construction of Manado

Waterfront in Manado City, North Sulawesi, aims to make the coastal area become more attractive; there are shops, restaurants and various tourist attractions. Manado Waterfront area becomes a popular tourist spot, for locals and tourists who come to Manado. Based on the development of the Manado Waterfront area, it has contributed to support the economic growth of the city. The concept planning of Waterfront City in Manado has been implemented on the Boulevard Area which is on the seafront, the area is a solid trading and business center located on Boulevard Road along the Manado coastline. Manado beach tourism planning with the concept of waterfront city can be seen on the Malala beach which has been arranged on the beachside attractions. In addition, the concept of watershed arrangement is carried out along the Tondano river, which aims to reorganize the riverside area and maintain river sustainability and minimize river pollution.



Figure. Manado Waterfront
Source. <https://commons.wikimedia.org/>

Based on several case studies of the urban area on the waterfront, they can be used as an element of regional development planning including: aspects of the beauty of the environment, tourism support facilities, security, comfort, social and local culture. Construction of waterfront tourism areas is equipped with infrastructure facilities needed. Moreover, the existing conditions around the waterfront area can be integrated into overall planning.

Water tourism in the city of Lhokseumawe has not been managed thoroughly, so far it is still managed individually by the tour operators around the location, this right must be intervened by the regional government in improving regional development, especially related to infrastructure development based on the Regional Spatial Plan 2011-2031. The coastal area of Ujong Blang is included as a strategic area viewed from the economic perspective that can contribute to the regional income. In the process of developing tourism in Lhokseumawe City, the formulation of policies accommodating the aspirations of the tour operators plays an important role in the formulation of strategic issues. In general, several issues related to tourism in the location of the research are: The cleanliness of the tourism area, public awareness and

tourists in maintaining cleanliness is related to awareness in maintaining cleanliness and supporting facilities, such as public toilets and garbage shelters. Security and orderliness in public spaces, supporting facilities for transportation and accommodation, tourism innovations to avoid the monotony of visitors to tourist attractions and tourism awareness campaigns.

According to Law No. 10 Year 2009 concerning Tourism states that the Implementation of Tourism is intended to increase national income in order to improve the welfare and prosperity of the citizen, expand and equalize business opportunities and employment, encourage regional development, introduce and utilize tourism objects and attractions in Indonesia and foster a sense of love for the country and strengthen friendship between nations. Through the ministry of tourism of the Republic of Indonesia, a tourism promotion entitled "Wonderful Indonesia" has launched to introduce tourism, culture and customs in the level of each region in the regional and international level. Aceh Province is specifically for tourism promotion with the branding entitled "Light of Aceh", one of which is that Aceh is a halal tourist destination in the world. Thus, it is necessary to develop tourism areas, especially waterfront areas in the context of regional development.

CONCLUSION

Some conclusions were obtained in the arrangement of the development of waterfront tourism areas in the city of Lhokseumawe.

- a. Based on its function aspect, one aspect of waterfront city is recreational waterfront, the development of recreation area aims to increase the value of the area to improve the comfort of the place and increase visitors to the tourism area.
- b. Tourism is a sector that will affect other sectors, with the development of tourism, it will increase other sectors such as transportation, lodging and trade.
- c. Some aspects that need to be considered in developing the waterfront for recreation at Ujong Blang beach in Lhokseumawe City are: 1) Physical and environmental aspects, 2) Facilities, 3) Comfort and security and 4) Social and cultural.
- d. Water tourism in the city of Lhokseumawe has not been managed thoroughly, a number of things that need to be considered in the development of tourism in the city of Lhokseumawe are: cleanliness at the tourism area, improvement of infrastructure facilities at the tourism area, security and orderliness, transportation facilities, supporting facilities for tourism, innovation and tourism promotion.

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