

**DEVELOPING THE COASTAL AREA OF TANJUNG RIAU'S OLD
VILLAGE INTO A DECENT AND PRODUCTIVE RESIDENCE****Azis Burhan¹****Universitas Batam, Batam, Indonesia**102622007@univbatam.ac.id**Yuanita FD Sidabutar²****Universitas Batam, Batam, Indonesia**yuanita.td@univbatam.ac.id

Abstract

Batam is a city in the Riau Islands Province, Indonesia. Batam City comprises several islands: Batam, Galang, and Rempang, along with other smaller islands located in the Malacca and Singapore Straits. Three larger islands are connected by the Bareleng Bridge: Batam, Galang, and Rempang. Batam City is part of the Batam-Bintan-Karimun (BBK) Free Trade Zone. Batam City covers a land area of 715 km², consisting of rice fields, forests, and hills, while its sea area covers 1,575 km². The city's climate is tropical, with temperatures ranging from 25 to 35 degrees Celsius, and the land surface is varied, with valleys and hilly areas. Kampung Tua Tanjung Riau is a sub-district located in the Sekupang district of Batam City, Riau Islands, Indonesia. The sub-district covers an area of 23.90 km², with a population of 23,987 in 2020, and a density of 1,004 people per km². Kampung Tua Tanjung Riau is located in neighborhood units (RW) 01 and 02. In densely populated areas like Kampung Tua Tanjung Riau, environmental issues arise, such as uncontrolled waste management. Some homes still dispose of toilet waste into the sea, creating environmental problems. The public must become aware of tourism, which can boost economic growth in the area. However, several obstacles must be addressed immediately by local residents and the government to provide support for residents' prosperity and a healthy environment.

Keywords: Old Village, Infrastructure, Culinary Tourism, Coastal Village



INTRODUCTION

Batam is a city in the Riau Islands Province, Indonesia. Batam City comprises several islands: Batam, Galang, and Rempang, along with other smaller islands located in the Malacca and Singapore Straits. Three large islands are connected by the Barelang Bridge: Batam, Galang, and Rempang. Batam City is part of the Batam-Bintan-Karimun (BBK) Free Trade Zone.

Batam City's proximity to Malaysia and Singapore makes it a strategically important city, as well as its proximity to international shipping routes. Batam City is one of the fastest-growing cities in the world, thanks to its well-planned development. Founded in the 1970s by the Batam Authority (BP Batam), it had a population of only around 6,000 at the time. It has since grown rapidly, becoming a major city.

Batam was once a quiet, unpopulated island, consisting of forests and coastal areas. After the central government provided support, the city grew rapidly. Its residents worked as fishermen and farmers, with many living along the coast.

In the 1970s, Batam was developed as an industrial, logistics, and natural gas area by the government-owned company PT Pertamina, hoping to grow like Singapore. The President issued Presidential Decree No. 41 of 1973, handing over Batam City to the Batam Authority, now known as the Batam Business Agency, as the agency responsible for its growth and development.

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Kampung Tua Tanjung Riau is a sub-district located in the Sekupang district of Batam City, Riau Islands, Indonesia. The sub-district covers an area of 23.90 km², with a population of 23,987 in 2020 and a population density of 1,004 people per km². Kampung Tua Tanjung Riau is located in neighborhood units (RW) 01 and 02.

The population is predominantly Malay, originally from Tanjung Pelanduk (now Tanjung Uncang) and Tanjung Batu (now Marina Cyti). They moved to Tanjung Riau due to evictions, where the location was intended to be used as a modern industrial area to advance Batam City. At that time, Batam only had three sub-districts: Sekupang, Belakang Padang, and Lubuk Baja. Kampung Tua Tanjung Riau is located in the rear district of Padang.



In 2001, the Mayor of Batam designated the area of Batam's original inhabitants as Kampung Tua. To date, there are 32 Kampung Tua in Batam, one of which is Kampung Tua Tanjung Riau, located in Sekupang District.

Currently, residents of Kampung Tua Tanjung Riau work as fishermen, factory workers, industrial workers, traders, restaurant owners, and government employees. Some are simply housewives. Most of their homes are situated above the water and are constructed from simple wood or planks, but some are quite well-built and sturdy, using reinforced concrete and featuring attractive designs.

Figure 1: Location Map of Kampung Tua Tanjung Riau



Source: Google Map

In densely populated areas like Kampung Tua Tanjung Riau, environmental issues arise, such as uncontrolled waste management and residents' lack of concern for waste management. This leads to waste being disposed of improperly, polluting the surrounding environment, making it appear slum-like and unmaintained. This is further compounded by the waste generated by visitors who come to enjoy the beach or enjoy the local seafood cuisine.

Another issue is that some buildings still discharge waste from toilets into the sea, when it should be disposed of through existing septic tanks. There are examples of waste management practices in these locations that suggest residents should do the same and not dispose of toilet waste into the sea.

RESEARCH METHOD

This research was conducted in Kampung Tua Tanjung Riau in the Sekupang district of Batam City, Riau Islands, considering the location's potential, thanks to the existing connecting road infrastructure, which was used for research information purposes. The data analysis method used was a qualitative or case study approach, consisting of field observations, interviews with local residents, and document reduction of information on the Kampung Tua Tanjung Riau site.



RESULTS AND DISCUSSION

Kampung Tua Tanjung Riau is one of Batam's heritage areas. Strategically located, overlooking the Singapore Strait, this area holds significant historical significance as a former Malay settlement and the first landing point for immigrants from various ethnicities (Chinese, Javanese, Bugis, etc.) who came to Batam.

The suboptimal infrastructure in Kampung Tua Tanjung Riau is a major challenge for tourism development. Roads within the village are generally narrow, uneven, and accessible only to motorcycles or small cars. This makes access difficult for tour buses and large vehicles. Inadequate transportation infrastructure is considered a major barrier to the visitor experience. Road improvements and widening, along with the addition of clear directional signs from the main road, are needed.

Basic Facilities (Sanitation and Electricity) The electrical network appears to be disorganized (spaghetti junction) and there are poor drainage issues, especially during rainy seasons. It is necessary to normalize the electrical cables and improve the drainage system to improve safety, aesthetics, and visitor comfort.

Supporting tourism facilities such as adequate parking, clean public restrooms, sufficient trash receptacles, rest shelters, and information boards are still very limited. The limited availability of supporting facilities reduces the duration of tourist visits. They tend to just come and go without being able to linger and enjoy the area.

Culinary tourism is the main attraction of Kampung Tua Tanjung Riau and a major draw for both local and international tourists. Culinary tourism here is synonymous with fresh seafood prepared simply (grilled, boiled, fried) with authentic flavors. Visitors can choose fish, crab, shrimp, and shellfish directly from the refrigerator. The sea-to-table concept and the beachside dining atmosphere with views of the boats and the sea are very appealing. Prices are also relatively more affordable than seafood restaurants in the city center. Culinary is a major economic support for the local community. Many of these seafood restaurants are family-owned and run for generations. The culinary sector employs a significant local workforce and supplies other businesses (such as fishmongers and small grocery stores).

Issues of cleanliness and waste management, particularly food waste and plastic from food stalls, are also frequently discussed. Traditional operational management is also a frequent topic of discussion.



The research generally concludes that Kampung Tua Tanjung Riau has enormous tourism potential, with culinary tourism as its primary driver. However, this potential is hampered by inadequate infrastructure. The area's future lies in its ability to balance infrastructure development with the preservation of its cultural values and local uniqueness, enabling it to transform from simply a "seafood place" into an "integrated and sustainable heritage and culinary tourism destination."

The following is a SWOT analysis to identify the problems and determine appropriate solutions.

NO	Source of potential	Problems that need to be solved	Potential that must be developed	Problem Solution
1	The historic location of Kampung Tua	Environmental hygiene is poor	It has beautiful views and a beautiful beach atmosphere as well as delicious culinary delights.	Carrying out outreach efforts to raise awareness among everyone about maintaining cleanliness
2	Connecting road infrastructure that has been built	There are still local residents who throw household waste into the sea and the parking area is narrow.	Tourist area that can accommodate many people with interesting views	Providing education about a healthy environment so that it becomes a livable residential area for residents and providing more vehicle parking facilities.

CONCLUSION

The results of this study have concluded the following: The location of the old village of Tanjung Riau has a strategic opportunity to become a coastal tourism area, culinary tourism, and economic driver with many visitors coming, because this location has enchanting natural beauty, although the problem of waste and waste management is still a problem.

The proposed tourism development strategy in the coastal area is as follows: using media for promotion such as Facebook, Instagram, websites, and others, as well as inviting stakeholders to join and share their ideas and create tour packages that include tourist attractions available in the location, as well as providing adequate parking facilities to accommodate more visitors.

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