

Analysis of the Tourism Potential of Tanjung Lapin Beach, North Rupert District, Bengkalis Regency

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Article Info	ABSTRACT
<p>Keywords: Strategy, Tourism Potential, Beach Tourism, Sustainable Tourism Development</p>	<p>Tanjung Lapin Beach is a tourist destination with natural potential in North Rupert District. This study was conducted to analyze the tourism potential of Tanjung Lapin Beach in North Rupert. This research method used descriptive analysis and SWOT. The results of this study indicate that Tanjung Lapin Beach has natural beauty with white sand, cultural attractions, security and cleanliness of the location, friendly residents, and has more complete tourism facilities than other tourist attractions on Rupert Island. To analyze the right strategy in developing Tanjung Lapin Beach to obtain development results, it is recommended to use an aggressive strategy. It is necessary to develop tourism potential, conduct promotions, empower local communities in the field of entrepreneurship, empower and improve services for business actors in the field of tourist accommodation, and develop businesses as income to increase PAD and local community.</p>
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INTRODUCTION

Tourism has become a vital business sector and has a positive impact on the economic development of any country (Stryzhak *et al.*, 2020). Tourism is a crucial factor for the progress of a country or region. The tourism sector is believed to contribute to increasing Regional Original Income for regions with potential natural resources that can be well managed, and generally contributes to improving a country's economy. Tourism has a positive and significant impact on a country's economic growth and employment (Manzoor *et al.*, 2019).

In the era of regional autonomy, the tourism sector will undoubtedly become a potential revenue source for regional governments, with regions having the broadest authority to manage their own regions, including revenue and financing for expenditures, in accordance with regulations governing financial balance and regional governance. Therefore, regions must be able to explore new sources of potential local revenue (PAD) by developing their various potentials, one of which is the tourism sector. Therefore, tourism development in Indonesia should have a clear direction and concept, tailored to the uniqueness of each region (Yani, 2013).

North Rupert is one of the regions in Indonesia that has tourism potential that has not been optimally managed. In addition, North Rupert District is also one of the National Tourism Strategic Areas located in Bengkalis Regency, Riau Province (Rheza, 2019). Of the various tourist attractions in North Rupert, Tanjung Lapin Beach is one of the beaches that has the potential to be a leading

tourist attraction in Riau because this beach is the only beach that has attractions and tourist attractions that are still thick with Malay cultural elements such as displaying the Zapin Api Dance as an attraction for tourists when visiting the island (North Rupert District, Bengkalis Regency, 2019).

In addition to beach tourism, Rupert also has strong cultural attractions (Hazri, 2021). The Tanjung Lapin Beach tourist area on normal days is still relatively quiet, this is because Tanjung Lapin Beach tourism has not been optimally developed by both the community around the tourist attraction and the local government (Place Review, 2018). Facilities and infrastructure that can support the development of Tanjung Lapin Beach tourism are still lacking, there is still a lack of sustainable tourism promotion to the wider community, and most are only through word of mouth, limited knowledge in managing resources, limited access and transportation facilities to Tanjung Lapin Beach tourist attractions also have implications for the sustainability and development of tourism potential on Tanjung Lapin Beach, North Rupert, as well as the suboptimal involvement of stakeholders in terms of coordination and cooperation.(Hazri, 2021)

Reza (2019) stated that established programs for tourism development in North Rupert have not been implemented properly, such as increasing road construction to the North Rupert tourist area, improving accommodation facilities, developing accessibility, limited human resources in the community, and implementing land mapping. Puteri (2022) also stated that the tourism phenomenon in North Rupert includes the lack of commitment of the local government in developing tourism in North Rupert, limited land, and a lack of budget.

To support the development of tourism that can increase tourist visits to Tanjung Lapin Beach, Tanjung Lapin Beach tourism needs to be improved in a potential and planned manner because this tourist destination will later be able to increase regional income and the income of the local community .

RESEARCH METHOD

This study employed a qualitative research approach with a survey design. Survey research utilizes structured or systematic questions posed to a large number of people, and then records, processes, and analyzes all responses. Researchers conducted observations at Tanjung Lapin Beach and then uncovered social phenomena in the field. Therefore, researchers must be accepted by respondents and their environment to uncover hidden data through body language, expressions, behavior, and speech patterns that develop within the respondents' environment (Sugiyono, 2018) . The types of research data are secondary and primary data. Primary data was obtained directly in the field by the researcher as the object of the writing. Secondary data was obtained through sources related to the research. Secondary data was obtained through literature studies that had been conducted in many books, journals, and websites related to the research. Data collection techniques in this study used observation, interviews, documentation, questionnaires, and literature studies. The sampling technique in this study was *purposive sampling*. against 40 respondents to obtain the dominant factors.

RESULTS AND ANALYSIS

Analysis of Tanjung Lapin Beach Tourism Potential

The natural conditions of Tanjung Lapin Beach are attractive and attract visitors, and are a tourist destination with considerable potential for development. Based on the author's observations, the natural conditions of Tanjung Lapin Beach can be summarized as follows:

Table 1.1 Inventory of Tanjung Lapin Beach Conditions

No	Beach Conditions	Sub Indicators	Information	Conclusion
	The Beauty of the Panorama	There is an Island There is sand There are marine biota Wave Height There are coral reefs There are trees around the beach	Aceh Shoal White sand Various Types of Fish 1-2 meters There is Rhu Tree	The beauty of the natural panorama on Tanjung Lapin beach is very diverse
	Beach Cleanliness	Influenced by tourist activities Twigs	Community Consumption Waste (Water bottles, snack packaging, etc.) Sea camera tree and rhubarb tree	Cleanliness at Tanjung Lapin beach is very clean
	Security	No terrorism, natural disasters, theft, and extortion	-	Security conditions on Tanjung Lapin beach are very safe
	Variety of Activities	1. ATV Motorcycle 2. Fishing 3. Swim 4. Playing in the Water 5. Looking for Kepah 6. Banana Boat 7. Jetski 8. Taking photos at the photo spot 9. Sunbathe	-	There are various activities on Tanjung Lapin beach which are very diverse.
	Public	Habit Hospitality	Fishing, looking for mussels, farming and gardening, there are some people who process the fishermen's produce into typical souvenirs from North Rupert. People greet tourists	The community is quite supportive of tourism activities on Tanjung Lapin beach

Source: Analysis and results of researcher observations, 2025

Based on the data obtained above, it can be concluded that Tanjung Lapin Beach has beautiful natural tourist attractions and cultural tourism. It can be seen from the beach with its white sand, cleanliness, comfortable and beautiful location and surrounded by mangrove and pine forests

which add to the impression of its beauty which will be the target of tourist visitors , in addition there is also the Rupert Utara festival and the Safar bathing festival which features competitions and cultural and artistic performances of the Rupert Utara community . Then the government in this case the Department of Culture and Tourism of Bengkalis Regency also develops tourist attractions such as providing tourist activities in the form of surfing, sunbathing, fishing, playing *banana boat* or *jetsky* , swimming, playing ball on the beach, playing kites, *camping locations* so that tourists can be comfortable and enjoy when visiting Tanjung Lapin Beach tourism .

Tanjung Lapin Beach is highly suitable for development due to its diverse tourist attractions. The Bengkalis Regency Government fully supports the development of this potential tourist attraction to promote Rupert Island's tourism potential and to establish North Rupert Beach as a leading and popular tourist destination in Bengkalis Regency and Riau Province. This is expected to increase local and regional income. The community is also encouraged to preserve the local wisdom of the area. North Rupert Beach possesses extraordinary charm, offering significant potential for tourism development.

Amenities

The condition of the infrastructure and tourist facilities at Tanjung Lapin Beach is a critical priority, especially regarding services provided to tourists. For a more detailed overview of the infrastructure and tourist facilities at Tanjung Lapin Beach, see the following observation results:

Table 1.2 Inventory of Tanjung Lapin Beach Amenities

Amenities	Information
Food stalls	10
Water sources	There is (clear)
Gazebo/seating area	There is
Bathroom/toilet	There is
Parking	There is
Street lights	There is
Souvenir Shop	There isn't any
Information center	There isn't any
Directions	There is
Electricity	There is
Hospital	There isn't any
Banking facilities	There isn't any
Cellphone signal	There is (Telkomsel)
Mosque	There is
Lodging/guesthouse/homestay	3
Entertainment area	There isn't any
Grocery store	16
Entrance ticket gate	There is

Source: Analysis and results of researcher observations, 2025

The provision of facilities at Tanjung Lapin Beach is still not managed well and optimally, toilet facilities are only opened when there are certain events, making it difficult for tourists who visit Tanjung Lapin Beach on normal days, besides that it is also due to the lack of budget

issued by the government, especially the Bengkalis Regency Tourism Office to build facilities and infrastructure for Tanjung Lapin Beach so that the development is not optimal and there are also no technology-based facilities.

Accessibility

The condition of land road accessibility is still quite worrying and requires construction and improvement of road quality. Local transportation is still very limited. Only motorcycle taxis are available, and a tourism motorcycle taxi association needs to be developed to improve service and safety for visiting tourists. However, since the COVID-19 pandemic, the motorcycle taxi association has been discontinued, and flights in Dumai have also been closed and have not yet resumed.

Table 1.3 Analysis of Transportation Facilities to Tourist Attractions

No	Accessibility	Explanation
1	Intercity bus	There isn't any, only as far as Dumai City
2	Train	There isn't any
3	Aircraft	Only to Dumai City
4	City/village transportation	There isn't any
5	City bus	There isn't any
6	Taxi	There isn't any
7	Taxibike	There is
8	Roro ship	There is
9	Speed boat	There is

Source: Analysis and results of researcher observations, 202 5

To get to the location of Tanjung Lapin beach in North Rupert is still relatively difficult to access, the distance of the Tanjung Lapin beach tourist attraction to Bengkalis Regency or Dumai City is quite far, the road network is poor and there is no public transportation available, the condition of the roro ferry port is also still limited, with operational hours from 7 am to 6 pm with a frequency of every hour. This condition requires service improvements, especially to open opportunities until more than 7 pm. The condition of the crossing using a speedboat from Dumai port to Tanjung Medang port is also still very minimal, with a frequency of 2 times a day. Access to the Tanjung Lapin beach tourist location is very poor and difficult to reach, so it needs to be developed further, namely road improvements, increasing the operating hours of roro ships and speedboats.

Ancillary Service

In relation to *ancillary service*, Tanjung Lapin beach has active Pokdarwis, namely Pokdarwis Tuah Negeri Tanjung Punak Village, and Pokdarwis Tanjung Lapin Beach, With government support, these Pokdarwis carry out several programs to increase the capacity of the tourism community which include the establishment of flower tree cultivation, namely the cultivation of colorful flower tree cuttings to add beauty and have sales value; coaching homestay owner groups, namely coaching on tourism, especially regarding the seven charms; procurement of culinary ingredients especially to sellers of typical foods, homestay facilities and infrastructure, tour guide equipment, namely the procurement of Pokdarwis costumes, secretarial equipment, permanent space facilities for superior products of Tanjung Punak Tourism Village and documentation equipment. The government also supports the program to increase the appreciation of art and

culture run by Pokdarwis by providing tools and raw materials for crafts and product labeling, art tools, and exhibition space/gazebo. Another program from Pokdarwis which is also supported by the government is organizational management training to improve Pokdarwis performance which has so far been implemented at Pokdarwis Tanjung Lapin.

In addition to the Tourism Awareness Group (Pokdarwis), the community also participates in other community organizations that directly or indirectly contribute to the tourism branding of Rupert Island. For example, Tanjung Punak Village has community organizations including NGOs, LINMAS (National Defense Agency), FKPM (Community Forum for Community Empowerment), and arts organizations such as the Kompang Association and the Rabbana Association. These organizations deserve equal attention, similar to the Pokdarwis, as they involve the local community and are a vital part of tourism development programs. Other stakeholders, particularly those operating at the national level but contributing to tourism in Rupert, also need to be considered, such as travel companies and agents. So far, there are few integrated tour agencies in North Rupert District and they have not yet been implemented. Tourism programs have not been comprehensively developed, and there has been no significant promotion in various media related to these programs.

Promotion

Efforts that have been made by Bengkalis Regency in utilizing communication facilities to promote Rupert Island tourism, especially in the aspect of communication media, have been carried out, one of which is the use of direct promotion through demonstrations such as pictures and prints (leaflets, folders, booklets or brochures, stickers, calendars, wall clocks, etc.) which are distributed through special exhibitions at regional stands displayed both at the provincial and central levels. Furthermore, indirect promotion is also carried out through providing information in the form of printed publications in magazines or information reported by online and print media. For example, the distribution of information through the official website of the Bengkalis Regency government, namely www.bengkaliskab.go.id

Promotion has been carried out by the Bengkalis Regency Tourism Office and the North Rupert Tourism Manager, but in its implementation it has not been carried out optimally, the promotion has not been actively carried out so that many tourists still know about Tanjung Lapin Beach through word of mouth and many tourists are still unaware of Tanjung Lapin Beach tourism. Tourism promotion is very much needed so that tourists and the public can know and get information about Tanjung Lapin tourist attractions. The following is a summary of Tanjung Lapin Beach tourism promotion

Table 1.4 Analysis of Tanjung Lapin Beach Tourism Promotion

No	Information Promotions	and	Explanation
1	Brochure/leaflet		Already available
2	Mass media		Still very minimal
3	Exhibition		The exhibition is not yet significant
4	Website		There are already several internet sites that are involved in promoting the Regency and Provincial Governments.
5	Community		Carrying out festival activities

Source: Analysis and survey (observation and interviews) of researchers, 2025

It can be concluded that Tanjung Lapin Beach offers unique tourist attractions compared to other tourist attractions in Riau. This diversity allows tourists to choose the destination they desire. Tanjung Lapin Beach offers a wide variety of attractions to attract tourists. Among its attractions are the beauty and white sand of Tanjung Lapin Beach, the cultural attractions showcased through festivals, and the safety and cleanliness of the location, the friendly locals, and the more comprehensive tourist facilities compared to other attractions on Rupat Island.

Strategy Formulation

To determine the strategies related to the development of the Tanjung Lapin Beach tourist attraction, a SWOT analysis was conducted on internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats). The following is a SWOT analysis table:

Table 1.5 SWOT Analysis of Tanjung Lapin Beach

<p style="text-align: center;">INTERNAL</p> <p style="text-align: center;">EXTERNAL</p>	<p style="text-align: center;">Strength (S)</p> <p>a) Potential of Beach and Nature Tourism Objects</p> <p>b) Facilities and infrastructure (accommodation, food and drink, etc.) are available</p> <p>c) There is promotion of tourist attractions</p> <p>d) There are cultural tours (Rupat Beach Festival and Safar Bathing Festival)</p> <p>e) Natural rural atmosphere</p> <p>f) There are various tourist activities (surfing, sunbathing, fishing, banana boat, jet ski, swimming, playing ball and kite flying)</p> <p>g) Friendly local people</p> <p>h) Cleanliness of tourist attractions</p> <p>i) Tourist attraction security</p>	<p style="text-align: center;">Weakness (W)</p> <p>1. Facilities and infrastructure are incomplete/inadequate</p> <p>2. Road accessibility to tourist locations is still damaged</p> <p>3. Accessibility of transportation facilities is still limited</p> <p>4. Lack of maintenance and supervision of existing facilities</p> <p>5. Lack of cooperation between <i>stakeholders</i></p> <p>6. limited land</p> <p>7. online promotion is not optimal</p> <p>8. limited budget</p> <p>9. Low quality of human resources</p> <p>10. The organizational structure of the management is still limited</p>
	<p style="text-align: center;">Opportunity (O)</p> <p>1. Creating jobs</p> <p>2. Supporting regional development</p> <p>3. Determination as a KSPN will provide opportunities for development funding</p>	<p style="text-align: center;">SO Strategy</p> <p>1. Increased international tourism promotion both offline and online</p> <p>2. Conducting training and empowerment for local communities in the field of entrepreneurship</p>

<p>sources from the APBD and APBN.</p> <ol style="list-style-type: none"> 4. The government's desire to develop potential 5. Located on the international shipping route, namely the Strait of Malacca 6. Opportunity to open a business for the wider community 7. Increase local community income 	<ol style="list-style-type: none"> 3. Empowering and improving services for business actors in the field of accommodation and food and beverage accommodation. 4. Developing businesses as income to increase PAD and local communities 	<ol style="list-style-type: none"> 2. Building road paving infrastructure 3. Providing public transportation facilities 4. Reopening air transportation and adding flight routes 5. Adding ro-ro and speedboat departure schedules 6. Increase online tourism promotion 7. Improving cooperation between <i>stakeholders</i> 8. Providing guidance to the community regarding tourism businesses 9. Establish partnerships with tour and travel 10. Collaboration on research and financing for the development of Tanjung Lapin beach with education and industry <i>stakeholders</i>. 11. Building international port accessibility
<p>Threat (T)</p> <ol style="list-style-type: none"> 1. Coastal abrasion occurs 2. Potential environmental damage 3. Covid 19 has completely changed the habits of people and tourists 4. Competition between fellow tourist attractions in North Rupal is getting fiercer. to attract tourists. 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Building a breakwater or retaining wall 2. Conducting guidance and outreach to the community to increase public awareness about the environment, customs and culture. 3. Provide public facilities at tourist attraction locations such as waste disposal sites, toilets or bathrooms 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Providing guidance to the community regarding facilities and the sustainability of the Tanjung Lapin coastal environment. 2. Carry out supervision and maintenance of existing tourist facilities 3. Provide adequate and easily accessible handwashing facilities for tourists and the public. 4. Revitalizing tourism awareness groups (<i>pokdarwis</i>) to increase tourism appeal to make it more attractive

Proposed Strategy

As for the internal strategy analysis using the IFAS matrix, as follows:

Table 1.6 IFAS Matrix of Tanjung Lapin Beach Development Strategy

Strengths	Strategic Factors	Weight	Rating	Score
	S1	0.06	4	0.23
	S2	0.06	3	0.18
	S3	0.06	3	0.18
	S4	0.06	4	0.23
	S5	0.06	3	0.18
	S6	0.06	4	0.23
	S7	0.04	3	0.12
	S8	0.06	3	0.18
	S9	0.06	3	0.18
Sub-Total		0.5		1.7
Weakness	W1	0.04	3	0.12
	W2	0.06	4	0.23
	W3	0.06	4	0.23
	W4	0.04	3	0.12
	W5	0.06	3	0.18
	W6	0.04	3	0.12
	W7	0.06	3	0.18
	W8	0.06	3	0.18
	W9	0.04	3	0.12
	W10	0.04	2	0.08
Sub-Total		0.5		1.5
TOTAL		1		3.25

Source: Author's processing, 2025

Furthermore, to analyze external strategic factors, the EFAS matrix is used as follows:

Table 1.7 EFAS Matrix of Tanjung Lapin Beach Development Strategy

Opportunity	Strategic Factors	Weight	Rating	Score
	O1	0.097	3	0.3
	O2	0.097	3	0.3
	O3	0.06	3	0.2
	O4	0.06	2	0.13
	O5	0.097	3	0.3
	O6	0.097	3	0,
	O7	0.097	3	0.36
Sub-Total		0.6		1.77
Threats	T1	0.1	4	0.39
	T2	0.1	3	0.3

	T3	0.1	3	0.3
	T4	0.1	3	0.3
Sub-Total		0.4		0.68
TOTAL		1		2.45

Source: Author's processing, 2025

Based on the calculations carried out from the weights, ratings, and scores, the final values for the strengths, weaknesses, opportunities, and threats are obtained. The next step is to calculate the internal and external values.

Table 1.8 Calculation of Internal and External Values

Internal Factors	External Factors
X = Strengths – Weaknesses	Y = Opportunity – Threat
X = 1.7 – 1.5	Y = 1.77 – 0.68
X = 0.02	Y = 1.09

Source: Author's processing, 2025

To determine the location of the strategy quadrant that is considered to have high priority and needs to be developed immediately, the X and Y axis formulation is used, where the X axis is EFAS (Opportunities-Threats) and the Y axis is IFAS (Strengths-Weaknesses) which are expressed in values according to the *scoring results* as shown in Figure 1.1 below:

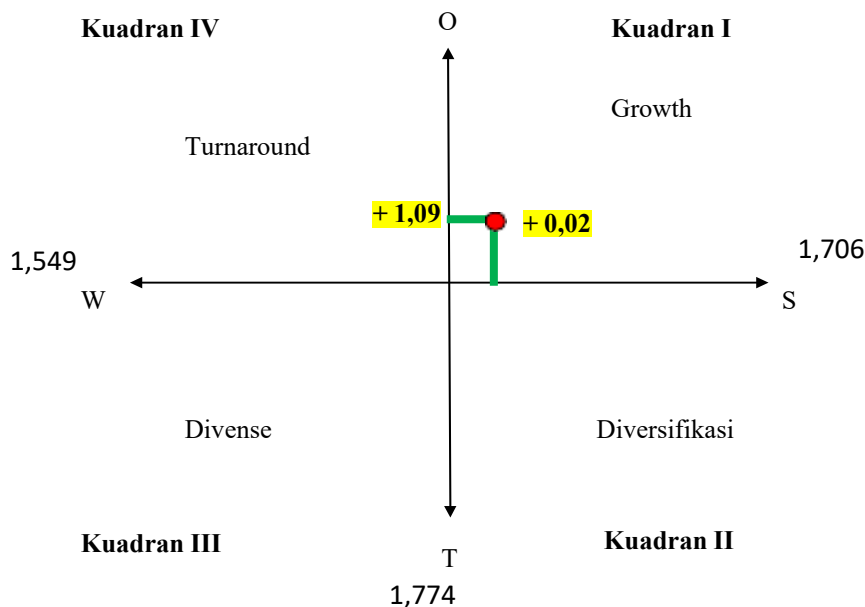


Figure 1.1 Location of the SWOT Strategy Quadrant of Tanjung Lapin Beach

From the description above regarding the score calculation, it can be seen that the results show that the Tanjung Lapin Beach tourist attraction is in quadrant I where the condition of the tourist attraction is very prime. and benefits the local community because it has a very dominant strength compared to its weaknesses, and the opportunities are also greater than the value of the threats, if they can be utilized properly. The strategy that must

be implemented in this condition is to support an aggressive growth policy (Growth Oriental Strategy). Although in fact, Tanjung Lapin Beach has several weaknesses and quite significant threats, Tanjung Lapin Beach can actually utilize the existing strengths and opportunities to ensure Tanjung Lapin Beach can survive and thrive. The analysis is as follows:

1) Conducting international scale promotions both online and offline

Promotion can be done by conducting outreach on tourism development, including tourism awareness training for the Tanjung Punak village community and holding beach events or festivals. Furthermore, the community, along with the Tanjung Lapin Beach tourism management, must maximize the promotion of Tanjung Lapin Beach through online media such as Facebook, Instagram, YouTube, Twitter, and the official Rupert Utara website. Strategies for promoting Tanjung Lapin Beach can be categorized into several objectives, namely:

- a. Promoting tourist localities as attractive and profitable tourist destinations
- b. Improve the image of regional tourism in domestic and international markets
- c. Disseminating knowledge about tourism products that have been developed by the community
- d. Collaborate and foster effective communication with national and international media and press.

2) Empowering the community in the field of entrepreneurship

The tourism business association in North Rupert has not yet received formal legal status, but in general, the business sectors have been mutually supportive of the progress and services provided by tourism in Tanjung Lapin. The strategic plan that needs to be implemented is:

- a. Training, coaching and community empowerment in the field of souvenir production and marketing
- b. Training, coaching and community empowerment in the SME sector
- c. Training, coaching and community empowerment in the field of culinary production

3) Conducting coaching and increasing the service capacity of business actors in the accommodation sector accommodation and food and beverage accommodation

Tourism industry players, particularly owners of accommodations, beverages, and food and beverage establishments, have yet to promote their products online. Digital marketing, or the internet, is key to selling accommodations and food and beverages. Selling accommodations or food and beverages requires relationship marketing, which builds on customer satisfaction based on their experiences with the products and services.

In order to create what each market wants, marketing implementation begins with internal, external and interactive marketing.

- a. Internal marketing: a strategy to train hotel/restaurant employees to improve their knowledge and skills in serving guests, such as friendliness, politeness and honesty, thereby creating guest satisfaction.
- b. External marketing: a strategy that assigns management tasks to find customers, and carries out promotions and coaching to potential customers.
- c. Interactive marketing: Employee expertise in customer service. Employees must be responsive and accurate to create guest satisfaction.

4) Developing businesses as income to increase PAD and local communities

The development of Tanjung Lapin Beach will provide business opportunities for the local community. This will ultimately increase the income and economy of the local community, and the income from business results will ultimately also become regional income (PAD) and also economic growth. A similar thing is also mentioned in research (Sony Toman T, 2020) which states that the tourism development strategy on Samosir Island must be carried out by improving the quality of facilities and infrastructure that support tourism, such as road access, transportation, and adequate accommodation facilities, increasing tourism activities on a national and international scale, conducting continuous promotion of attractions at the national and international levels, developing various product values of tourist attractions involving community participation and all stakeholders in attraction management and improving the competence of human resources in tourism actors. Which will ultimately have an impact on improving the economy and quality of local communities.

CONCLUSION

The right strategy in developing Tanjung Lapin beach tourism object is an aggressive strategy, where the development of Tanjung Lapin beach is carried out by maximizing profits by taking a relatively higher level of risk, this is done by maximizing existing strengths and opportunities. Meanwhile, from the combination of internal and external SWOT matrix, several alternative strategies were concluded. From several alternative strategies, the strategy chosen was to increase existing tourism potential by conducting promotions both offline and online on a national and international scale to increase tourist visits, empowering the community in the field of entrepreneurship, providing guidance and increasing the service capacity of business actors in the field of lodging accommodation and food and beverage accommodation and developing businesses as income to increase PAD and local communities. The strategic analysis obtained is: SO (Strength and Opportunities) Strategy , namely internal analysis factors obtained from environmental conditions in the Tanjung Lapin beach area which are elements of strength and elements of opportunity that can be developed as a leading tourist attraction in North Rupert District.

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