



# Development of Sustainable Marine Tourism Through the Pentahelix Concept in Simeulue Regency

Agatha Debby Reiza Macella, Sri Wahyu Handayani, Sudarman

Department of Public Administration, Universitas Teuku Umar, Meulaboh, 23661, Indonesia

ARTICLE INFORMATION	A B S T R A C T
<p>Received: february 02, 2022            Revised: June 25, 2023            Available online: July 30, 2023</p>	<p>Indonesia's maritime economic potential is now starting to be managed in an innovative and good manner, so that it can become one of the targets of development and can provide optimal benefits for the state and people of Indonesia. This very supportive maritime natural condition can certainly be developed into other potentials, one of which is tourism. This potential certainly should not be missed. Simeulue Island has many beautiful tourist spots that need to be developed. However, the beautiful natural charm is not offset by optimal management. waste management is still bad, there is an assumption that development on the beach will only provide one-sided benefits and a lack of community enthusiasm for the development of beach tourism, and the problem of minimal human resources in managing marine tourism. The purpose of this study is to analyze the development of sustainable marine tourism through the Pentahelix concept in Simeulue Regency. The method used is a qualitative method using observation, interviews and literature studies. The results of the study show that there are 5 roles studied, namely the government, which is carried out by the Disparbud and Bappeda collaborating and coordinating with each other on issues related to tourism development planning which are in the process of being prepared and further sustainable development is needed. While academics play a role in efforts to study the development of tourism and community empowerment in the field of tourism. The media play a role in helping promotions to increase tourist attractiveness, social groups through tourism awareness groups that need to be optimized again and business people who provide tourism support facilities in Simeulue Regency such as lodging, culinary, entertainment and transportation.</p>
<p>KEYWORDS</p> <p>Sustainable Tourism, Pentahelix, Simeulue</p>	
<p>CORRESPONDENCE</p> <p>Name: Agatha Debby Reiza Macella            E-mail: <a href="mailto:agathadebby@utu.ac.id">agathadebby@utu.ac.id</a></p>	

## INTRODUCTION

The territory of Indonesia stretches wide from Sabang to Merauke, has abundant natural wealth with a diversity of natural charms, types of flora and fauna, customs, art as well as culture as well as ancestral remains which have their own history. This has further enriched Indonesia's repertoire as the world's largest economic power generation sector, this sector has become the most popular place for people all over the world. The decision that underlies a person to travel according to spillane as the largest archipelago country in the world. The natural beauty and cultural charm that varies from region to region in Indonesia makes Indonesia has tremendous tourism potential to develop.

Tourism quoted by (Sihombing, 2015) is the activity of traveling in order to obtain pleasure, seek satisfaction, know something, improve one's health, enjoy sports or rest, carry out tasks and make pilgrimages. Meanwhile, according to the Law of the Republic of Indonesia Number 10 of 2019 concerning Tourism, there are various kinds of tourism activities and are supported by various facilities and services provided by the community, entrepreneurs, and the Regional Government.

Tourism is one of the development sectors of a country that can be used as a source of income. This was further emphasized by Ismayanti that one of the development sectors that has received the government's attention to date is sustainable tourism to be able to improve the people's economy. This potential is based on the socio-cultural peculiarities of the community, geographical conditions and the potential for its natural beauty (Ismayanti, 2010)

This is also supported by President Joko Widodo's policy of making Indonesia a "World Maritime Axis". This policy became the forerunner of the rapid development of the Indonesian

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maritime sector. Not only that, this maritime potential also has a positive impact on the advancement of Indonesian tourism. Indonesia has tremendous maritime potential to be developed into tourism. On the other hand, a legal umbrella has been drawn up to manage marine tourism in Indonesia, so that each local government has the authority to manage marine tourism optimally and sustainably (Maulana, 2021).

As for some previous research regarding the development of marine tourism, namely research by Yuliana from UIN-Raniry which resulted that the economic conditions of the Gampong Labuhan Bakti community were still at a weak socioeconomic level, then the government made efforts to provide additional capital to the community and provide training to the community so that they could then empower the economy of coastal communities through South Teupah beach tourism (Yuliana, 2018).

Subsequent research is the Development of Marine Tourism in the Marine Tourism Park of Pieh Island and the Surrounding Sea by Diah Yustianingrum in 2017 that marine tourism destinations are based on ecotourism or eco-friendly tourism, taking into account the aspects of co-ownership, co-management, co-responsibility (Yustianingrum, 2017). Then the next research from I Gede Anom Sastrawan and I Nyoman Sunarta regarding the Strategy for Developing Marine Tourism Potential at Crystal Bay Beach Sakti Village, Kec. Nusa Penida, Kab. Klungkung, which uses a SWOT analysis to produce that the development of the marine tourism attraction of Crystal Bay Beach is carried out by optimally utilizing its potential while maintaining environmental sustainability (Sastrawan & Sunarta, 2014). Subsequent research from Juliana et al which examined the suitability of the carrying capacity of marine tourism in

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Bandengan waters, Jepara district resulted that based on the carrying capacity of natural resources in Jepara, marine tourism that could be suitable in Bandengan waters was recreation, swimming, boating, banana boat and jet sky (Java Juliana et al., 2013).

Subsequent research from Siti Fadhilah and Rimadewi Suprihardjo in 2013 which used Delphi Analysis to gain consensus from respondents that influenced the factors formed from the marine tourism area in the Watulimo area resulted in the development of the tourism area directed through the addition of marine tourism attractions, area expansion, and integration between marine tourism attractions in the District (Fadhilah, 2013).

The next research is from Ilbi Chandra Yani, et al in 2018 using quantitative and qualitative methods which get the result that developing a marine tourism area on Pasia Tiku beach pays attention to external factors, makes a tourism zoning plan, creates an action program for loving the environment, improves coordination, provides training, creates tourist attractions that have cultural value while preserving the authenticity of the tourist area, creativity of the tourism business, utilizing the authenticity and naturalness of the beach and improving the construction of facilities and infrastructure (Ilbi Candra Yani, Dessy Yoswaty, Afrizal Tanjung & Nasution, 2018).

Then research related to the pentahelix, namely research by Raras Gistha Roshardi in 2020 which resulted in that pentahelix is a determinant of the success of sustainable tourism by creating orchestration, ensuring the quality of activities, facilities, services, so as to create tourism experiences and benefits for society and the environment (Rosardi, 2020). Next is research from Novy Setia Yunas in 2019 which resulted in the implementation of pentahelix in developing the economic potential of villages in East Java using innovations that synergize with multisectors through the e-nom makaryo program (Setya Yunas, 2019)

The various studies mentioned above certainly have similarities and differences, in terms of similarities with this research is the focus in research on the development of marine tourism, but the difference in this study is the research locus in Simeulue Regency which has maritime characteristics, besides that the perspective in looking at the point of view of more specific problems in sustainable marine tourism through the pentahelix concept.

According to Munasef (Yustinaningrum, 2017), Tourism activities consist of three main elements. The three elements are man is a person who travels to enjoy the beauty of a place; Space is the area where the journey takes place; and Time is used while traveling and staying at the tourist destination.

Various activities can be developed in the concept of marine tourism such as beach recreation, resorts, diving, snorkeling, fishing tours, island tours, seagrass tourism, fishing, educational tours, and marine animal tourism. Meanwhile, Sarwono (Masjhoer, 2019) explained that marine tourism is not only tourism activities carried out above sea level, but also tourism in the sea area which cannot be separated from the existence of ecosystems with various types of marine biota in the sea. Of course, in the aspect of developing marine tourism This sustainable development requires collaboration, one of which is with the pentahelix model.

The Pentahelix model was proclaimed by the minister of tourism Arief Yahya which was then outlined in the Minister of Tourism Regulation (Permen) of the Republic of Indonesia

Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations that to create orchestration, then ensure the quality of activities, facilities, services, to create experiences and value benefits tourism so that later it can provide benefits and benefits to the community and the environment.

Sustainable tourism development not only attracts tourists but can maintain environmental sustainability both biologically and non-biologically such as social culture. In line with this statement, Gunawan, et al in (Yustinaningrum, 2017) stated that the development of a sustainable tourism industry is actually capable of integrating considerations from various sides, namely economic, socio-cultural and environmental into the process of making management decisions in the components of the tourism industry as a whole.

One of the areas in Aceh that has maritime potential is Simeulue. Simeulue is an island in the middle of the Indonesian Ocean and has amazing marine tourism potential. In addition, the development of marine tourism there is supported by cultural tourism that is unique to its people, namely the acculturation of the Minang, Acehnese, Batak and Javanese peoples. This diversity gives color to Simeulue's culture which can become a potential for marine tourism from a cultural standpoint. Marine tourism is the main product of the Simeulue Island area.

Various marine tourism objects there provide great opportunities to improve people's welfare. The potential for marine tourism that currently exists starts from surfing, sailing, snorkeling, diving, recreation and so on. The coast in Simeulue has a high class and is included in international standards as an area suitable for surfing. The marine park that lies almost around the island is so promising. In addition, the condition of the coast on this island is clean, minimal waste and pristine, making tourists amazed by the beauty of the panorama.



Figure 1. Map Of Simeulue Island (Nirwanudin, 2016)

The tourism potential of Simeulue Regency is dominated by beaches and islands covering an area of 219.80 hectares and it can be said that 88 percent of the total area of the tourist area in Simeulue Regency is a coastal area (Pusat Data, 2015). In addition, almost every district, such as West Teupah, Central Teupah, and South Teupah, which are not far from the city of Sinabang, has amazing maritime tourism potential.

Several marine tourism locations on Simelue Island such as Busung Beach, Alaek Sektare Beach which is located in Teupah Tengah District and Labuhan Jaya beach in South Teupah have white sand, clear sea water with a collection of colorful corals and stretches of rock on the sides. as well as shady evergreen and coconut vegetation.

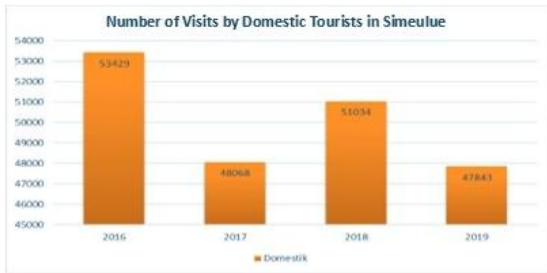


Figure 2. Number of Domestic Tourist Visits to Simeulue Regency from 2016 to 2019 (Disparbud, 2020)

Figure 2 explains that the number of tourists, especially from foreign countries, continues to increase. This is an opportunity that can be utilized by the Simeulue Regional Government in developing Sustainable Marine tourism.



Figure 3. Number of Foreign Tourist Visits to Simeulue Regency from 2016 to 2019 (Disparbud, 2020)

Figure 3 also shows a significant increase in foreign tourists visiting Simeulue, this is also an opportunity that Simelue has attractive tourism potential for world tourists.

Simeulue has extraordinary natural potential which has also been known for its beauty by domestic and foreign tourists. As an archipelago, Simeulue has many beaches and underwater views with a variety of very beautiful starfish and beaches with clean and protected water conditions. This extraordinary potential has made Simelue a marine tourism destination in the South West Aceh region. In connection with the development of marine tourism, of course, this is an important task not only for the government as a regulator, but also for inviting the public to take part in the development of marine tourism, especially on this Busung beach. The development of tourism in a region is of course the main task for the government as a regional captain, but collaboration in the implementation of marine tourism development is a thing that supports achieving the goals of the tourism development strategy that has been prepared.

Pentahelix is a model for seeing regional leadership collaboration and other sectors, both in making decisions and being executors and supporters in the development of marine tourism in Simeulue Regency.

Based on the description of the data and explanation above, it is necessary to study through these phenomena through

a study entitled "Development of Sustainable Marine Tourism through the Pentahelix Concept in Simeulue Regency".

which aims to provide the results of a pentahelix study in the sustainable development of Simeulue tourism as a recommendation for government strategy in planning development and implementation of sustainable tourism development. This is one of the efforts to encourage tourism development in Simeulue to be recognized by the world, to become a national priority tourism so as to be able to improve the economy of the people of Simeulue Regency in a sustainable manner.

**METHOD**

This study uses a qualitative descriptive approach with in-depth data collection, looking at symptoms, facts, events systematically and accurately (Hardani., 2020) Then in the process it is very interactive with data sources or reciprocal processes in order to obtain deeper meaning related to research. The research locus is at the Tourism and Culture Office of Simeulue Regency and BAPPEDA of Simeulue Regency. Data collection technique is the most strategic step in a research is to obtain data (Sugiyono, 2007). Data collection techniques used include observation, interviews, and literature studies. Primary data was obtained by purposive sampling technique, but in the process using snowball sampling technique. Informants came from Disparbud agencies, Bappeda, Tourism Awareness Groups, Communities, Academics, and Business Players. The secondary data comes from research supporting documents from books, reports, journals and others. Data analysis techniques use interactive analysis techniques according to Milles, Huberman and Saldana (2014) found that the activities in qualitative data analysis were carried out interactively and continued until the data was sufficient (Wanto, 2018).

**RESULTS AND DISCUSSION**

*Government Role*

One of the roles of the Simeulue Regency government is as the implementation of tourism development in Simeulu Regency, the service or SKPK which is within the scope of the Simeulu Regency Government of course refers to the vision and mission of the elected regent which is then outlined in a worksheet, namely the RPJM and Strategic Plan of related offices.

Based on the results of interviews with the Tourism and Culture Office, it is known that "the missions of the elected regents have two missions that have a correlation with the tourism office; the first is related to the problem of regional economic growth, - the second is the sustainable use of natural resources. Furthermore, from these 2 missions, the service linked them with work programs at the Simelue district tourism and culture office. Operationally, the Simeulu Regency Tourism Office has done several things which include:

*a. Development of marine tourism facilities in Simeulue district*

If you look at his travels, there was the intervention of the regional head in the context of developing Simeulue district destinations, this intervention was in the form of developing tourism facilities, especially related to maritime tourism, there were several places that had been facilitated by the government, such as Along, Salang and Central Teupah. Apart from that, the construction of amenities in tourist spots such as bathrooms and prayer rooms has also been carried out. Talking about marine tourism, of course the Tourism and Culture Office (Disparbud) of Simeulue Regency does not work alone, because the existence of

the tourism office is as a facilitator and regulator. The agency involves relevant stakeholders such as the PUPR Service in building road facilities and facilities related to electricity and communication issues, including the transportation sector, of course involving many stakeholders. Then there is construction at the Nurlasikin airport which has now been widened to 1,410 meters, and will be widened again and extended to accommodate more aircraft because considering the airport as one of the access points to Simeulue which is used by foreign tourists.

#### *b. Maintaining the Value of "Islamic Shari'a" in the development of sustainable marine tourism*

The Tourism Office also said very optimistically that actually the maritime sector on Simeulu Island was not inferior to the Maldives. Moreover, Aceh is a verandah of Mecca, a special area that is thick with Islamic nuances and really maintains its Islamic law, so that tourism development by the Disparbud of Simeulue Regency does not depart from Islamic law.

"I think it's the same as Aceh, which is predominantly Muslim, but in terms of tourism treatment they have class, because for foreign tourists they are welcome according to their culture, but Simeulue is also heading there but maybe it will be bound by the signs of Shari'a," (Disparbud, interview 15 September 2022)

The statement above indicates that there are efforts to maintain the characteristics that Aceh has in the development of marine tourism carried out in Simeulue Regency.

#### *c. Provide special training*

This training is given to tourism awareness groups and village communities and youth in tourism development in Simeulue Regency so that they can work together with the government to develop sustainable natural resources through tourism. In addition, training was also provided to tourism business actors, especially owners of guesthouses, resorts and home stays in Simeulue Regency. One of them is the Bimtek on Homestay and Tourism Village Development which was organized by the Disparbud together with the Ministry of Tourism in 2019 which was attended by 40 participants from both business owners and also representatives of the tourism village community.



**Figure 4.** Homestay and Tourism Village Technical Guidance for the Development of Regional Tourism Destinations in the Aceh Area in Simeulue Regency in 2019 (Modus Aceh, 2019)

#### *d. Carry out environmental campaigns and environmental hygiene education*

Kampaye is a waste war activity with the government program namely CHSE "Cleanliness (cleanliness), Health (health), Safety (security), and Environment Sustainability (environmental sustainability) which is the jargon of the ministry of tourism which is applied by the Tourism and Culture Office of

Simeulue Regency by inviting the public to protect the environment and also involve the Police, Maritime Affairs and Fisheries Service in terms of protecting the environment around the coast. Conduct socialization and education to the public to maintain the cleanliness of the beach.

#### *e. Organizing international tourism events*

In 2018, an international surfing event was held, and before the surfing was carried out, there were only 400 visitors, but in 2018 it could reach 1,500 foreign tourists, in this implementation we collaborated with the Indonesian Wave Surfing Association (PSOI), and also the National Surfing. In 2021, the Simeulue Government also wanted to hold a survey on a large scale, but did not get approval from the National Police Headquarters because conditions were still in the Covid 19 pandemic so the agenda had to be temporarily postponed.

#### *f. Establish cooperation related to tourism development*

Exploring and increasing cooperation with other sectors such as universities, the Ministry of Tourism and Creative Economy as well as other private sectors are part of the pentahelix coordination carried out by the Simeulue District government. However, for the 2022 period this collaboration has not been carried out again. This was caused by a change in the leadership of the Simeulue Regency Disparbud.

#### *g. Collaborating with Bappeda of Simeulue Regency*

The collaboration role between Bappeda and the Disparbud of Simeulue Regency is now compiling the concept of developing sharia-based marine tourism like Bali but sharia-based which has actually been designed since 2018. The local government through Bappeda has also focused on tourism to be developed, the first of which is on Alaek sektare beach, a regional beach the installation and Alafan stone which had almost finished for the amenities or facilities.

In addition, the Culture and Tourism Office together with Bappeda also prepares a Regional Tourism Development Master Plan (RIPPDA) which is prepared every 5 years. This is structured to serve as a guide in preparing regional tourism development programs and activities. However, currently the RIPPDA is still in the preparation process so it cannot be realized in 2023.

Bappeda also validates the tourism planning proposed by the Disparbud and provides input to the Disparbud in the development of marine tourism that will be carried out in the future, however Bappeda cannot intervene because all the needs of the Agency's budget are the agency's right to plan and manage it.

Of course, the synergy between regional agencies in the development of sustainable marine tourism in Simeulue needs to be strengthened so that there is communication and unification of visions and missions so that the programs and activities carried out by the Disbudpar, Bappeda, PUPR, Transportation and other agencies support each other in the development of sustainable marine tourism in Simeulue Regency.

So far, communication has been established between Bappeda and Tourism when planning the program at the beginning of the year. The plan was also discussed with the DPRK Kab. Simeulue in the budget discussion meeting to then discuss the synchronization of the proposed budget with the activities to be carried out, especially related to the development of Sustainable Marine tourism.

**Media Role**

The media is a partner who plays an important role in making publications into news stories and spreading them through online media or Simeulue, many are promoted only through social media, both individuals and groups, and also government accounts in terms of promoting tourism, besides that the form of promotion that we do is following.

The Aceh Tourism Ambassador, or called Agam-Inoeng, Simelue Regency has won the intelligence category and this has become one of the promotional activities for Simelue to be covered offline through the mass media which will have a positive impact on society.

Several social media have helped the Simeulue Regency government to promote Simelue marine tourism including the Kesimeulueaja IG account, Wisatasimeulue as shown in Figure 4.



Figure 5. Instagram media that participates in promoting marine tourism in Simeulue

Beside through Instagram, tourism promotion is only limited to online media coverage by Acehnese local news, while the Simeulue Regency Disparbud itself does not yet have its own official online media account that is managed for tourism promotion media.

Of course, with the cooperation that will be established between the Simeulue Regency government and several media at the local, regional and national levels, this can help the local government to be able to introduce Indonesian people to Simeulue Regency marine tourism. Promotions that are carried out regularly and continuously and packaged in an attractive way will certainly attract the attention of the public to seek further information related to marine tourism in Simeulue Regency.

**Community Role**

Communities related to the development of marine tourism are social groups that do not have a structure that aims to develop tourism. Disparbud formed Tourism Awareness Groups (pokdarwis) in tourism development locations. But not all pokdarwis run as they should. Disparbud also provides English language training to Pokdarwis so that later they can become tour guides. The last training was held before the outbreak of Covid-19. Disbudpar also conducts socialization and education to the public to maintain the cleanliness of the beach as shown in figure 6.



Figure 6. CHSE Socialization Activities on Cleanliness, Health, Safety and Environment Sustainability and the Beach Garbage War (Disbudpar, 2023)

Tourism awareness communities, art groups, Simeulue surfing communities, women's groups and other forms of community in Simeulue are of course also a strength for the local government to jointly encourage the development of this sustainable marine tourism. The Regional Government as the regulator and policy executor, of course, still needs the community to participate in the success of all programs, policies and activities of the Regional Government, especially related to the development of sustainable marine tourism.

Sustainability is synonymous with environmental preservation, therefore the existence of marine tourism in Simeulue Regency needs to be supported by the community. So that the communities in Simeulue Regency need to be given space so that they are involved and given education about the potential for marine tourism that must be maintained and preserved together, not only tourism-conscious groups are invited to take part in protecting the environment around Simeulue marine tourism, but the communities communities in Simeulue Regency to be invited and given space for them to participate actively in developing Sustainable Marine tourism in Simeulue Regency

**Academics Role**

Academics are an important and quite strategic sector because this is where academics provide thoughts, ideas, ideas, which also act as tourism development consultants who come from certain tertiary institutions who know ideal theories and concepts. The preparation of a program should be carried out comprehensively, it is necessary to involve universities, such as the Acting meeting. Regents of South West Aceh facilitated by one of them by Teuku Umar University as a form of presenting universities, they are not executors but as experts to provide ideas, ideas and thoughts related to tourism development in Simeulue Regency.



Figure 7. Meeting 8 Pj. Regent of South West Aceh at Teuku Umar University (Pakeh, 2022)

Basically, a development begins with careful planning and study so that the implementation is as expected by the Tourism and Culture Office of the Simeulue Regency. Tourism development requires studies and critical issues to study so that a blueprint can be drawn up such as the Regional Development Master Plan (RIPDA). This has been proposed to exist comprehensively, so that it can become a reference in the implementation of development as will be proposed in the planning and which has been initiated in 2023.

Some of the developments that have been carried out are still not functional, especially in the concept of developing the tourism sector, as well as the development of markets for selling souvenirs that have not been studied from the start, so they cannot function optimally. Therefore it is hoped that there will be an in-depth study by academics related to building and developing marine tourism areas in Simeulue.

**Business Actors Role**

Business actors are parties who collaborate for the process of developing a program run by the government. Business actors in Simeule are engaged in lodging such as guest houses, home stays and resorts. However, there are no star-rated hotel facilities in Simeulue Regency, especially around the city. The resort ownership is private in nature which is scattered in several sub-districts such as West Teupah, Central Teupah and South.



Figure 8. One of the lodgings in Simeule Regency is D'Fit Homestay ( dokumentasi penelitian 09 September 2022)

The existence of these homestay business actors is a support in the development of marine tourism in Simeulue Regency and also has an impact on the local community's economy. In this regard, in 2019, the Culture and Tourism Office had carried out technical guidance for homestays and Tourism Villages for the Development of Aceh Regional Tourism Destinations I which was attended by the Ministry of Tourism's Regional I Development Team at that time. The technical guidance was attended by 40 business actors and an explanation was given that the homestay concept should be attached to the life of the local community, so that tourists have experience of local wisdom (Widiarini, 2019).

Then besides that, business people are also engaged in the culinary field, but there is no Simeulue regional souvenir center built yet. These souvenirs are by request and only known by certain people who really know the center. As for business people from Australia, namely the CEO of Webber Reefs Pty. Ltd, Greg Webber regarding the offer of investment cooperation in the development of wave engineering technology or Vwall which is very important for surfing tourism which is now in demand by

foreign tourists in Simeulue Regency (Waspada Online, 2023). This is still at the discussion stage.

However, if it is related to the development of sustainable marine tourism, the position of business actors here is an important part because business actors are a sector that can provide material assistance to improve the community's economy in addition to providing other tourism supporting facilities that cannot be provided by local governments such as lodging, travel, culinary, and souvenirs, can also introduce the local wisdom of Simeulue Regency as a tourist attraction.

Meanwhile, in terms of protecting the environment, business actors in the culinary field in Simeulue Regency are aware of the cleanliness of the environment around the beach itself, namely by giving stickers not to litter, and putting up other moral messages related to keeping the environment clean. The pentahelix collaboration in the development of sustainable marine tourism in Simeulue Regency which has been carried out based on the research results presented in the matrix figure 9

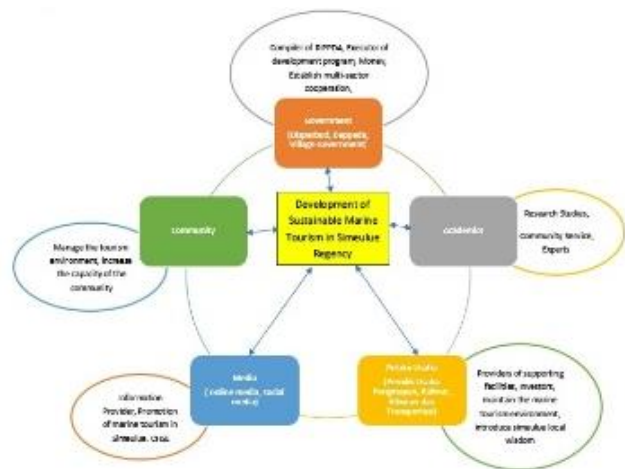


Figure 9. Pentahelix Matrix for Marine Tourism Development in Simeulue Regency  
Source: Processed Research Data

**Identification of Supporting and Inhibiting Factors in the Application of the Pentahelix Concept in the Development of Marine Tourism in Simeulue Regency**

Based on the analysis of various conditions involving the various elements involved in the pentahelix concept, it is known which are the potentials and opportunities that can be exploited in future improvements in the more practical application of the pentahelix concept. So that any obstacles in the implementation of this concept can be well identified in order to find a solution going forward. Likewise with the supporting factors that can be utilized to make the existing potential even better.

**a. Supporting Factors**

1) *Has Maritime Potential*

Simeulue Regency is a coastal area with 88 percent of the total tourism area (Pusat Data, 2015). In addition, there are 22 interesting marine tourism destinations in Simeulue Regency (Agung, 2023). Some of them are the target of tourism development such as alafan stone, alæk sektare, Pinang Island, Ujung Babang, Busung Beach and so on.

2) *Have local culture*

Simeulue has regional cultural treasures such as nandong which can be introduced to tourists who come to Simeulue.

Nandong is the art of speech through chanting poetry or rhymes about advice, morals and expressions (Nasution, 2018). In addition, there are other cultural arts such as Smong Nafi-Nafi sayings or stories that contain tsunami disaster mitigation (Kurniawan, 2022) and Debus as shown in Figures 10.



Figure 10. Simeulue Nandong and Debus Cultural Arts

Source: (Kirfan, 2018), and (Kumar, 2023)

This of course not only preserves but also introduces the Simeulue area even to the national and international level.

### 3) Commitment from local government regarding tourism development

He commitment of the Simeulue local government is stated in its seventh mission, namely "Exploring the potential of its resources as the foundation for increasing regional income as well as being an attraction for tourists and investors" (Pemkab Simeulue, 2020). In addition, in February 2023 the Simeulue Regency Government held a FGD together with the Team of Deputy Coordinating Maritime Sovereignty and Energy of the Coordinating Ministry for Maritime Affairs and Investment of the Republic of Indonesia and related agencies to discuss the Acceleration of the Development of Simeulue's Economic Potential and Tourism Towards a Special Economic Zone (Agambecu, 2023).

in addition, until 2023 a Master Plan for Regional Tourism Development for Simeulue Regency is being prepared until 2045 as a basis for development planning and a form of commitment by the Simeulue Regency Disparbud in sustainable marine tourism and other types of tourism.

### 4) Intensive cooperation with other sectors

Cooperation has been carried out by the Simeulue Government with various sectors, one of which is with the higher education sector to further develop maritime tourism in Simeulue Regency. In 2023 the Disparbud of Simeulue Regency is working with the Bandung Institute of Technology in preparing the Simeulue Regency Regional Tourism Development Master Plan.

## b. Obstacle Factor

### 1) Media promotion is limited

So far, promotional media has been limited to Facebook, Instagram and exhibitions organized by the Simeulue government. However, this is felt to be ineffective in attracting the attention of tourists visiting Simeulue Regency.

### 2) Budget Limitations

As a logical consequence of a development, of course, the issue of availability of budget and financing is one of the main keys to success in a development. This is also one of the inhibiting factors experienced by the Simeulu Regency Tourism and Culture Office.

As stated by the Head of the Tourism and Culture Office of Simeulue Regency, several spots have been built by the government already functional but not 100% as expected due to

constrained internal budget factors. The Regional Revenue and Expenditure Budget (APBD) is small, as is the Aceh Revenue and Expenditure Budget (APBA) which is also limited. Special Allocation Fund (DAK) which has been prioritized for 10 national priority destinations since 2021. Then there is the Aceh Special Autonomy Fund (DOKA) budget or often referred to as the Aceh Special Autonomy Fund (DOA), but which was originally 2% of the APBA, now it is only 1%. The budget allocated for 2019-2020 is very limited because the allocation is reduced and focused on handling Covid. This affects the implementation of tourism development programs.

### 3) Change of personnel

When an agency changes leadership, it will affect the preparation of program planning to activities in the framework of tourism development. Disbudpar itself in one year has changed the head of promotion twice.

### 4) Long mileage

Simeulue Island is the western tip of the Aceh Barsela region, which takes approximately 14 hours from West Aceh. The remote location makes domestic tourists think again when they want to take a tourist trip to Simeulue. Most migrants come to Simeulue to visit family or work, not because they want to travel. Especially when there was a storm, the transportation to Simeulue was cut off for up to a week there were no ships going there. Of course, this further limits people's desire to visit Simeulue tours.

### 5) High travel costs

The cost of traveling with comfortable facilities to Simeulue requires high costs. Departure by boat costs approximately Rp. 100.000,- up to Rp. 250.000,- whereas with current airplanes from Medan it is 1 million to 2 million.

### 6) Network constrained

The remote area of Simeulue and unpredictable natural conditions can disrupt the stability of the internet network in Simeulue. Even though this internet network is very much needed both in government management and also the Simeulue community, as well as foreign tourists. The existence of problematic network constraints makes tourists uncomfortable.

### 7) The dynamics between regional, provincial and central government

Bappeda as a regional development planner has made efforts to allocate budgets related to the development and development of tourism in Kab. Simeulue. Bappeda submitted a request for financial assistance to the center, but this was rejected because the ministry considered that any proposal for regional tourism development must be based on the provincial RIPDA, in this case, Aceh Province. However, the province of Aceh has not finished compiling the RIPDA. Of course this will be an obstacle for the region in carrying out regional development related to tourism. The RIPDA is currently still in the form of a draft and has not been ratified so it cannot be used.

## CONCLUSION

Based on the results of the research, it is known that there are 5 (five) key elements in the application of the pentahelix concept consisting of the Government by the Regional Office of Tourism and Regional Development Planning to collaborate and coordinate with each other on issues related to tourism

development planning which are in the process of being prepared and further sustainable development is needed, then the media is involved in the process of promoting news and providing information to the community related to tourism development in Simeulue Regency, the Community by Tourism Awareness Groups was formed by the Department of Culture and Tourism in several villages to be trained and the hope is to become cadres in developing and protecting the environment around tourist areas in their respective villages. Academics where several universities work together and coordinate with the Simeulue district government regarding culture, and community empowerment. Then the Business Actor side provides several facilities needed to support sustainable marine tourism such as lodging, resorts, culinary, and transportation.

The Simeulue Regency tourism and culture office needs to carry out optimal planning in the context of developing tourist objects by creating sustainable programs, making short, medium and long term targets, it is necessary to prepare standard operating procedures (SOP) in marine tourism development activities so that all management of tourist attractions marine tourism can be carried out by parties that are regulated according to established standards, it is necessary to empower human resources both from public organizations as organizers and village communities as part of a tourism-aware society, as well as bringing in experts to provide specific knowledge both related to tourism management and about marine tourism sustainable development for the local community, especially for villages that have marine tourism potential.

This research provides recommendations for local and village governments in the development of sustainable marine tourism in a comprehensive manner, especially in increasing multi-sectoral collaboration in every stage of marine tourism development from planning, to evaluation and improvement. This research is also still limited to only examining the pentahelix collaboration in the development of marine tourism sustainable, then research can be carried out related to strategy analysis which can be carried out through SWOT analysis and participatory approaches both related to tourism sector development planning and marine tourism development in Simeulue Regency.

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