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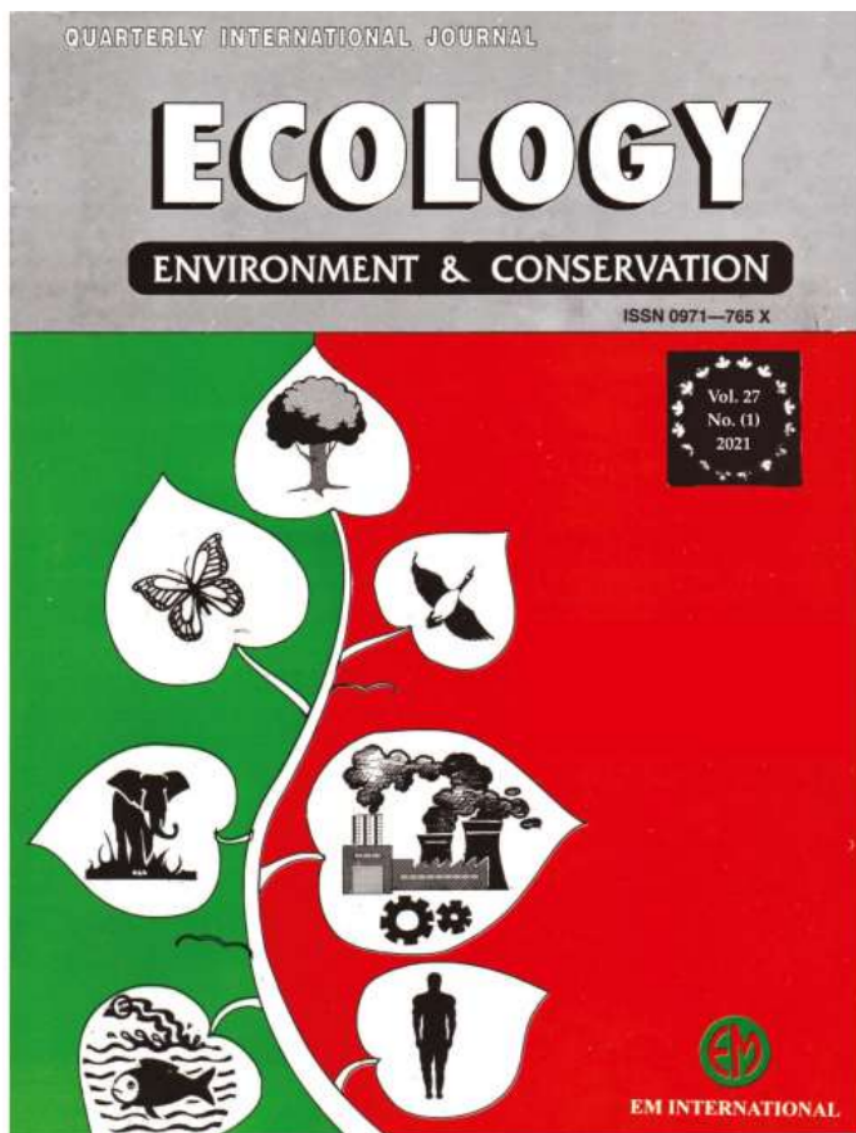
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Identification of Rubiah Island as a Nature Tourism Destination in Sabang, Aceh

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ABSTRACT

The Rubiah Island has a beautiful landscape of white sandy beaches, a marine park with coral reefs and a variety of colourful fish. The relatively short achievement of Iboh is also an attraction and potential as a natural tourist destination. With the potential of this natural beauty, Rubiah Island should be a place frequented by tourists. At present, Rubiah Island is not a place frequented yet by domestic and foreign tourists. While the market potential of Singapore and Malaysia is the country with the highest number of tourists coming to Indonesia from the ASEAN region, it is very close to Aceh. The island's problems include poorly maintained landscape conditions; there are partially damaged historic buildings; the condition of pedestrian paths is not safe and comfortable to pass; various other facilities are not adequate yet as a tourist destination. The purpose of the study is to identify the natural potential and components of nature tourism such as attractions, accessibility and supporting facilities of natural tourism destinations. The research method is descriptive analysis carrying out an inventory of data and travel approaches. Primary data inventory is carried out through direct observation of site conditions. Secondary data obtained through literature review of similar studies in journals, maps and other sources. Identification of Tourism Destinations by conducting a tourism approach to the 5 main elements of tourism: tourist attraction, facilities, infrastructure, transportation and hospitality. Data analysis uses descriptive qualitative to determine the natural potential and constraints on Rubiah Island as a tourist destination. The results of this analysis determines the direction of the development plan. The results of this study show that the natural potential of Rubiah Island is suitable as a natural tourism destination. The attractiveness and improvement of the quality of various supporting facilities needs to be done.

Key words : Identification, Island, Nature tourism, Tourist destination

Introduction

Tourism is a travel activity carried out by some or a group of people by visiting certain places for recreational purposes, self-development (Undang-undang Republik Indonesia, 2009). Tourism is an important economic sector in Indonesia. In 2015, tourism ranked fourth in foreign exchange earnings after oil and gas commodities, coal and palm oil

(Kemenparekraf, 2016). In 2016, the analysis of the World Travel and Tourism Council and the World Bank stated that the tourism industry in Indonesia has contributed 10% of Indonesia's Gross Domestic Product (GDP) at present (Suwena, 2017). The number of foreign tourists coming to Indonesia grew by 10.79% compared to before.

A tourist attraction is anything that has a uniqueness, beauty, and value in the form of a diversity of

natural, cultural and man-made diversity that is the target or destination of tourist visits. Indonesia's natural and cultural wealth is the main attraction of tourism; nature with a combination of tropical climate, islands (CIA Indonesia, 2006); the third longest coastline in the world after Canada and the European Union (CIA Coastline, 2006); beaches, dive sites, mountains and various national parks are natural tourist destinations in Indonesia. A tourism destination is an administrative area in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities that are inter-related and complement the realization of tourism. Based on data from the Central Statistics Agency, the eleven provinces most frequently visited by tourists are Bali, DKI Jakarta, Special Region of Yogyakarta, East Java, West Java, North Sumatra, Lampung, South Sulawesi, South Sumatra, Banten and West Sumatra (Kemenparekraf, 2006). Aceh Province is not included in the order of eleven provinces that are often visited by tourists, whereas the natural beauty and tourism potential are no less interesting than other provinces. While the market potential of Singapore and Malaysia are the countries with the highest number of tourists coming to Indonesia from the ASEAN region (Kemenparekraf, 2016), it is very close to Aceh.

Rubiah Island is part of the Sabang city area, Aceh Province; has a sea area of 2600 hectares. Rubiah Island is part of the Sabang city area, Aceh Province; has 2600 hectares of water. One of the tourism potentials which can attract tourists to Aceh province is "Rubiah Island" a beautiful island with fascinating both undersea wealth. Islands with very beautiful nature that can be explored such as beaches, underwater world with coral reefs and colourful fish. Unfortunately, as a natural tourism destination, Rubiah Island does not yet have adequate facilities. The objectives of this study are (1) Identifying Rubiah Island as a Nature Tourism Destination (2) Exploring the potential of natural development (3) Mapping the constraints (accessibility,

facilities, culture and other aspects.) One of the tourism potentials which can attract tourists to Aceh province is "Rubiah Island" a beautiful island with fascinating both undersea wealth. An island with a very beautiful nature that can be explored such as beaches, underwater world with coral reefs and colourful fish. Unfortunately, as a natural tourism destination, Rubiah Island does not yet have adequate facilities. The objectives of this study are (1) Identifying Rubiah Island as a Natural Tourism Destination (2) Exploring the natural potential that can be developed (3) Mapping existing obstacles (accessibility, facilities, culture and other aspects).

The contribution of this research is to advise the relevant tourism agencies how to develop Rubiah island. Thus, Rubiah Island is better known, becoming a tourist destination for tourists and will have an impact on increasing the economy of the local community. In this way, Rubiah Island will be a leading natural tourism destination

Methodology

The research was carried out on Rubiah Island, Sabang, Aceh Province in March 2020. The position of the Rubiah island located northwest of the island of Weh is astronomically located at 5°52' 59,000' 'NU and 95° 15' 28,000 " BT. This research method is descriptive analysis method. The activities carried out are:

a. Inventory

Primary data obtained by direct observation of site conditions. While secondary data obtained through journals, maps and other sources.

b. Tourism approach, conducted by reviewing 5 main elements of tourism: (1) tourist attractions, (2) facilities, (3) infrastructure (4) transportation and (5) hospitality (Spillane, 1987). The element of attraction includes objects of interest at the location. Facilities, transportation and hospitality refer to tourists' needs for a sense of security and comfort dur-



Fig. 1. Map of research location. Source: Google maps accessed on July 13,2020

ing the tour. Tourism activities need to be supported by infrastructure. This stage is carried out with interviews, questionnaires and on-site observations.

Results and Discussion

Identification of Tourist Attractions

The tourist attraction is everything that is interesting, unique and worth visiting and seeing. (Suwena, 2017). According to tourism objects, Marine tourism is a tourism activity supported by facilities and infrastructure for swimming, fishing, diving, and other sports, including facilities, infrastructure for accommodation, food and drink (Suwena, 2017). Tourism on the island of Rubiah included in the category of Marine tourism. The results of the identification of the attractions of the tourist attraction on the island of Rubiah are beaches, natural marine parks and the Quarantine Hajj as a historical tourist attraction. Tourism activities that can be carried out are:

A. Swimming

The attraction of the clear green sea water of Tosca and the waves that are quite calm, making swimming activities carried out by many visitors at the natural tourist sites of the island of Rubiah. Swimming activity in the sea area is a common activity carried out by tourists when visiting a beach as a beach tourism attraction (Nugroho, 2019). Rubiah Island has the potential to be utilized by managers by providing rental of rubber tires as an attraction for visitors who will swim on the island of Rubiah.

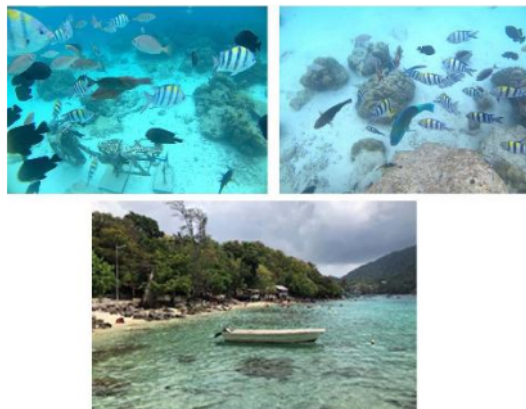


Fig. 2. The Beauty of the Underwater Panorama of Rubiah Island

B. Snorkelling

Indonesia has the richest coral reef area in the world with more than 18% of the world's coral reefs, as well as more than 3,000 species of fish, 600 species of coral, 2,500 species of mollusks, and 1,500 types of crustaceans (Dive Sites of the Archipelago). On the island of Rubiah, the beauty of coral reefs and the rich variety of species of fish, coral reefs, mollusks can already be enjoyed by visitors near the beach. Snorkelling activities are seen by many visitors. Snorkelling is a form of marine tourism that is very popular with coral reef ecosystems (Setyobudiandi, 2011). Rubiah Island has extensive perariran and diversity of coral reefs making this island as one of the leading tourist attractions in the city of Sabang.

C. Diving

The wealth of marine life in Indonesia creates around 600 diving spots spread from Sabang to Merauke (Dive Sites of the Archipelago). Diving activities carried out by local tourists but still dominated by foreign tourists. Rubiah Island is a paradise for lovers of diving, like being spoiled by a giant natural aquarium with a variety of beauty underwater natural biota such as ornamental fish and coral reefs. As one of the exotic islands, Rubiah's potential to be added value is clear sea water with calm ocean currents making it suitable for beginner divers.

D. Boating

Enjoying the beauty of the Rubiah island in addition to snorkelling and diving is around the island by motorboat for about 2 hours. The boating the glass mat is rented to surround the island to enjoy the vast expanse of the Malacca Strait, a beautiful un-



Fig. 3. Natural panorama of Rubiah island

derwater panoramic beauty. The potential of the Rubiah island is perfect for hunting destinations to capture the beauty of nature.

E. Observation of dolphins

The activity of enjoying dolphins began to appear on the surface of the sea water near the island of Rubiah can only be done early morning. Observation of dolphins can use the services of a local fishing boat. The attraction of dolphin watching activities is enjoying a boat trip while looking at the scenery around the sea bordering the Indian Ocean. Travel time to get to the dolphin collection is taken for 20 minutes.

F. Hajj quarantine building

In 1900, the island of Rubiah was made the last stop for the pilgrims' ships to leave or return from Mecca to perform the pilgrimage. In the center of the island there is a historic building as the first hajj quarantine site in Indonesia; so that it becomes a historical record in the history of Indonesian pilgrimage. Therefore, the pilgrimage quarantine building on the island of Rubiah has the potential to be used as an ancient site and the Indonesian Hajj quarantine museum. This former Hajj boarding building deserves to be conserved and made a historical tourist object integrated with Siti Rubiah's grave tourist attraction on this island.

G. Camping Ground

In the eastern part of the island, there is an area that is often used as a camping location for tourists, especially among teenagers. This area has the potential to become a camping ground area due to the relatively flat condition of the site and close to a clean water source such as a well. This area with a stretch of grass is sufficiently maintained because it is managed independently by its owner, Mr. Yahya. Although camping activities are not always found every day, but this area if arranged and managed properly has the potential to increase tourist visits to Rubiah Island.



Fig. 4. Hajj Quarantine Buildings

H. Culinary Tourism

One activity that cannot be separated from a tourism system is to enjoy the image of the taste of local cuisine or culinary tourism. Culinary tours can be found on the west side of the site near the crossing pier. There are 10 restaurants, stalls or food stalls selling seafood with special spices in Aceh. The price of seafood is very affordable, most visited during lunch. Generally, visitors enjoy this culinary tour while enjoying the coastal panorama, or after they finished swimming and snorkelling.



Fig. 5. This area is often used for camping

I. Tomb of Siti Rubiah

Siti Rubiah's grave site can be a potential historical tourism destination. This is related to the history of the name of this island taken from the name of a wife of a cleric from Singkil named Umami Siti Rubiah who breathed his last on the island in 1779. Although the condition of this site is less clearly exposed, but its existence has always been a destination for tourists Rubiah Island. To improve visual quality on this site, realignment is needed by adding interpretation facilities and adding hardscape in



Fig. 6. Food stalls selling drinks and seafood with local flavours seasonings.



Fig. 7. Tomb of Siti Rubiah



Fig. 8. Map of Rubiah Island Tourism Attraction

accordance with site conditions.

Rubiah Island Tourism Development Potential

A. Facilities and Infrastructure

Tourist facilities are a means to serve and facilitate tourist activities in recreation, Marpaung (2002: 69). According to Bukart and Medlik (1974: 133), although not a major factor, facilities affect the arrival of tourists and in enjoying the tourist attractions of a tourist destination. Thus, tourist facilities are important and needed to serve and facilitate tourist activities in the places they visit. Rubiah Island requires the development of tourist facilities such as administrative offices, security posts, guard posts. Infrastructure development through the provision of clean water channels, provision of electricity, circulation networks that connect objects in the site, communication systems and sewage and sanitation. In addition to accommodating the activities of tourists who play water and swim at the beach, the availability of rinse bathrooms and small rooms



Fig. 9. Pedestrian Path

near the beach and stalls become indispensable facilities.

B. Accommodation

Rubiah Island, although well-known as a marine tourism destination, does not provide facilities for tourists to stay (Akbar *et al.*, 2018). Rubiah Island still lacks facilities and accommodation, currently there are only places to eat and drink in the form of small stalls and rental equipment for diving, snorkeling and diving boats. From the results of interviews and surveys on site it is known that a few years ago before the tsunami disaster there were accommodation facilities in the form of small lodges that were rented out per night for visitors. However, after the tsunami, visitors to the island were drastically reduced so there were no more maintenance costs which caused these huts to be abandoned. In the eastern part of the island there is an area that is often used by visitors to camp. This facility has not been planned yet. The use of the area is only to set up tents with grassy and neatly arranged soil conditions; is part of the only inhabitant's house Rubiah Island namely Mr. Yahya. In addition there is one villa owned by a foreign national that is only occupied once a year. This is considered inadequate to support Rubiah Island as a leading tourist destination. Therefore, on the island of Rubiah it is necessary to develop adequate facilities and accommodation while still paying attention to local cultural values that are sharia-based.

C. Accessibility and Transportation

Means of transportation in tourism are very impor-



Fig. 10. These buildings used to be lodges

tant so that tourists can move from one place / tourist attraction to another (Pendit, 1986). To get to Rubiah Island, from Banda Aceh use a fast boat or ferry to Weh Island. Travel time using a fast boat for 45 minutes while using a ferry 90 minutes. Arriving at Weh Island, continue the trip to Rubiah Island by motorboat for 20 minutes. Another most practical access is using a speed boat from Iboih Beach jetty to Rubiah Island jetty which only takes 5 minutes.



Fig. 11. The main access to Rubiah Island is via the pier

D. Hospitality and Safety

Rubiah Island is still friendly to tourists even though it runs the Islamic Sharia in force in the province of Aceh. Islamic law regulations apply only to the people of Aceh and for Muslim tourists. Non-Muslim tourists stay to adjust to the rules of the Shari'a; respect local wisdom such as not wearing clothes too open when in public places. The local government has never curbed the tourists when they are in the sea such as swimming or other activities, but when tourists go ashore it is advisable to respect local wisdom by wearing loose clothing. The impact of Islamic Sharia regulations is also evident in terms of security. Flogging apply if they break the rules. Theft is very rare in Rubiah and Weh islands. Therefore, tourists who will visit the island of Rubiah are made comfortable, safe and do not need to hesitate to travel. The friendly people are always ready to accept the presence of tourists both local and foreign.

Conclusion

The identification results show that the Rubiah island has natural potential as a tourist destination. Further research needs for the development of tourist areas in determining the facilities and space requirements at the site. Analysis of carrying capacity needs to be calculated by considering the area available and the amount of the standard needs of visitors. Thus, Rubiah island maintained its natural and sustainable.

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