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SWOT Analysis Of Potential Regional Original Income And Development Of Bakar Tongkang Bagansiapiapi Cultural Tourism

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ABSTRACT

The barge burning event go gue cap lak is a local tradition of the Chinese community in Bagansiapiapi. This event is a cultural ritual event for the people of the east coast of Sumatra Island. The event has had an economic effect on the people of Bagansiapiapi City at large. The research was conducted by observation, unstructured in-depth interviews, and literature study. The Baking Barge go gue cap lak tradition event was analyzed from the perspective of the potential local revenue generated on the economic activity conditions of the people of Bagansiapiapi City, namely by using a SWOT analysis technique (strengths, weaknesses, opportunities, and threats) systematically. The barge-burning cultural event is a unique and specific cultural event for the people of the east coast of Sumatra. The barge-burning cultural event is able to attract thousands of local and foreign tourists. The barge-burning cultural event has a great economic effect on local revenue of the Rokan Hilir district government.

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INTRODUCTION

The revitalization of cultural values and traditions in many ethnic groups in various parts of the world continues to squirm even though they are squeezed by the rapids of modernization and the pace of the cosmopolitan world. Humans have a tendency to seek identity, form character, and achieve learning, namely social learning (Heyes, 2011; Reed et al., 2010). The character of human identity will move according to the development or change in the social environment it faces, including the cultural identity of coastal communities (Harapan, 2016; Nyoto, 2018).

The search for cultural identity, cultural and historical values as well as spiritual aspects inspired by religious emotion in various forms of religious ceremonies and rituals, seems to be an oasis in the midst of the wave of materialism and consumerism of the Bagansiapiapi community (Güliz & Belk, 1996; Pangestu & Karnadi, 2020). Everyone subconsciously tries to find a way home, back to the cultural house that fills the realm of his subconscious (Kamuri & Pratama, 2017). Cultural values as a pillion, have a complete meaning that actually makes a difference (Fearon, 2003; Harsono, 2016; Isar, 2006).

One of the turning waves and revitalization of this culture is the tradition of barge burning known as Sio Ong Cuan, in the Bagansiapiapi Chinese ethnic Indonesian community in Rokan Hilir Regency, Riau Province, which has lasted for almost a century, to be precise since the 1920s and is held every year. On the 16th of the 5th month of the Chinese calendar, it is known as the burn barge festival go gue cap lak (Rosmaliza et al., 2015). In this procession, participants in the ceremony burn a replica of the barge as a symbol of history and religiosity (Melisa & Rianto, 2021).

There is interesting thing, that the barge-burning ritual as a cultural tourism event turns out to have an economic multiplier effect, including tourist visits, economic activity, land transportation modes, hotels, and daily consumption goods. This multiplier effect has an impact on economic growth (Asmit et al., 2020). For this matter, the Rokan Hilir district government should be able to take advantage of this opportunity in terms of local revenue. It is clear that something has been gained from these activities, but has the local revenue been maximized? From the root of the problem, it can be described in the following fishbone framework.

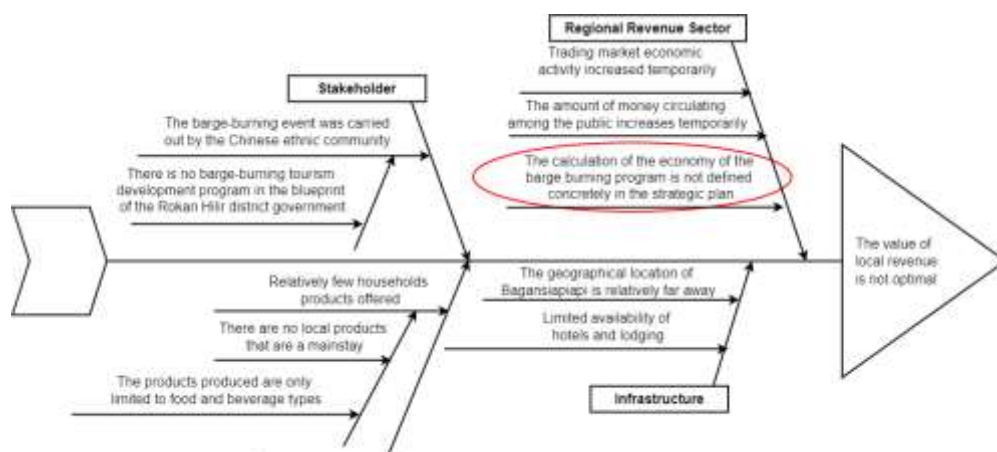


Figure 1. Fishbone Diagram

The following is an explanation of each fishbone category in Figure 1.

1. Stakeholder
The barge-burning ritual is carried out by the chairman and community leaders of the

Bagansiapiapi ethnic Chinese or those from Bagansiapiapi independently. Funding for all the needs of the barge burning event is provided independently. There is no program for developing barge-burning ritual tourism in the blueprint of the Rokan Hilir district government. Thus, there has been no open funding support from the local government to the organizing group.

2. Regional Revenue Sector

The amount of money circulating among the public is large. Economic activity in the buying and selling market also increased. The problem is that there is no system capable of optimizing local revenue from the transaction value.

3. Creative Economy

There are relatively few household products offered. There is no local product that has become the mainstay of Bagansiapiapi which is able to form the icon of the barge-burning event. The products produced are only limited to food and beverage products.

4. Infrastructure

The use of the mode of transportation is only limited to conventional engine rickshaws. The problem is that the engine rickshaw owner is not creative in decorating his rickshaw even at the moment of the barge burning festival. The frequency of using the mode of transportation to Bagansiapiapi is limited to the barge burning ritual. The availability of hotels and inns at the time of barge burning is also minimal.

From the results of the analysis and identification of the root causes that have been carried out using the fishbone diagram above, hidden problems were found from the findings of the initial problems that were identified, related to the implementation of the ritual of barge burning *go gue cap lak*. In

connection with the results of the identification of the root problems that have been carried out, the researcher chose the root cause of the optimization of local revenue as the focus of this research. The purpose of this study was to analyze the optimization strategy for calculating local revenue at the Bagansiapiapi barge burning event.

Literature review (stakeholders, banking sector, creative economy, infrastructure)

The Bakar Tongkang tradition of religious significance was held in honor of God Kie Ong Ya and God Tai Sun. These two gods are believed by the Indonesian Chinese ethnic community in Bagansiapiapi to have played a major role in maintaining the safety of their ancestors when migrating along the voyage from Songkla village in southern Thailand to Bagansiapiapi which at that time was still a dense forest in 1825 AD (Wirman et al., 2018). The majority of the Chinese make a living in the field of fishing and live in the sea (Nyoto, 2018). In general, superstitious beliefs are very strong among the Bagan Chinese. On every birthday of the gods, there are various offerings, prayer papers, candles, incense, and others then pray for blessings at the temple, especially on the 16th day of the 5th month of the Chinese New Year.

Many people believe that Bagansiapiapi can be exploited, at first on instructions and guided by gods. Nearly 200 years ago, the land of Bagansiapiapi was still empty and arid, by a group of 18 Chinese fishermen surnamed Ang who fled the persecution of the local Siamese (now Thailand) population, while carrying a statue of Ki Hu Ong Ya landed on Bagansiapiapi beach as the first pioneer (Nyoto, 2018; Wirman et al., 2018). Later, the arrival of new residents increased, so such superstitious beliefs took root for a long time.

The positive side that should be noted is that in Bagansiapiapi there is unity between social associations and family ties, mutual cooperation, and harmonious human relations (Fearon, 2003; Green & Dougherty, 2008; Ogbu, 1992). This religiosity-based tradition actually has a tremendous economic effect. The culture of burning the barge go gue cap lak can be called an effort to engineer culture in the era of globalization (Harsono, 2016). The burning barge tradition has the potential to develop cultural tourism that is able to provide economic income growth for the community (Fadilah et al., 2017; Nurman et al., 2020).

RESEARCH METHOD

3.1 Place and Time of Research

This research was carried out in Bagansiapiapi City, Rokan Hilir Regency, Riau Province, Indonesia and was conducted from April to October 2022.

3.2 Research Design

Data collection techniques in the form of in-depth interviews were obtained from the Tourism, Youth, and Sports Office of Rokan Hilir Regency and the barge-burning event committee. The data analysis technique was carried out using SWOT analysis, a descriptive analysis was carried out (Leigh, 2006).

RESULTS AND DISCUSSION

One of the plans for economic progress to be achieved is to develop the industrial and trade sectors as outlined in the vision element. The element of this vision is a

formulation made by the Department of Industry, Trade and Markets of Rokan Hilir

Regency which formulates vision, namely "The realization of a sustainable and competitive growing industrial and trade sector in order to lead an independent and prosperous society". The industrial and trade sectors that are growing sustainably are the industrial and trade sectors that provide a positive trend for economic growth from time to time in the 2017-2021 period (Badan Kesatuan Bangsa Dan Politik, 2019).

One of the international events that can be synchronized with this sector is the barge burning ritual, which is a magical ritual tradition that has been passed down from generation to generation by the Bagansiapiapi Chinese ethnic community. The burning barge tradition is the only "ritual" culture that differs from some cultures of barge burning in several countries in Asia and Africa (Cox & Blake, 1991; Fearon, 2003).

4.1 Estimated amount of money in circulation during the Burn Barge Festival Event

The amount of money circulating from tourists visiting the barge-burning cultural tourism event is directly proportional to the number of tourist arrivals, where the amount of money circulating during the implementation of the barge-burning cultural event in 2019 reached Rp. 1,650,950,000,000.- compared to 2017 of only Rp. 788,543,750,000.-

Table 1. Amount of Money Circulating During the Barge Burning Cultural Event

NO	YEAR	MONEY IN CIRCULATION (Rupiah)
1	2016	No Data
2	2017	788,543,750.-
3	2018	1,382,687,500,000.-

NO	YEAR	MONEY IN CIRCULATION (Rupiah)
4	2019	1,650,950,000,000.-
5	2020	14.475.000.000.-
6	2021	21.766.000.000.-

Source: Regional Revenue Agency of Rokan Hilir Regency in 2020

In order to find out cumulatively the number of tourist visits that come especially to hotel occupancy in Bagansiapiapi and of course it will have a direct or indirect effect on economic

growth in Rokan Hilir Regency, the following is the presentation of hotel occupancy rates in the table below:

Table 2. Total Hotel Occupancy Rates January-December

NO	YEAR	AMOUNT (People)
1	2019	124,826
2	2020	102,586
3	2021	126,569

Source: Regional Revenue Agency of Rokan Hilir Regency in 2020

Table 3. Total Hotel Occupancy Rates January-December

NO	DESCRIPTION	AMOUNT (Rupiah)
1	Hospitality	1,071,931,206
2	Restaurants	4,432,166,721
3	Place Rental	260,866,122
TOTAL		5,765,986,049

Source: Regional Revenue Agency of Rokan Hilir Regency in 2020

The impact of tourist visits is the regional government's original revenue. In table 3 above, it can be seen that from the 3 items of the tourism sector (hospitality, restaurants and houses and rental places), local revenue earned a total of Rp. 5,765,986,049.00 in 2019. However, in the strategic plan of Rokan Hilir Regency for the tourism sector, it is not clear that an estimate for the calculation of the potential regional income for barge-burning cultural events is made.

It can be explained that the 2020 and 2021 barge-burning cultural events will be canceled due to the Covid-19 outbreak.

The ritual of burning the barge go I stamped lacquer in 2022 specifically to burn the barge was abolished because it was feared that it would create a crowd. This clearly affects the economic impact negatively (Mofijur et al., 2021). The committee only performs prayer rituals and karaoke entertainment at night so that there are not many crowds.

The barge-burning ritual has a general economic impact, namely on the number of tourist visits so that hotels, guesthouses, and inns receive the impact of these visits (Hutasoit et al., 2017). Sources of information from the Tourism Office of

Rokan Hilir Regency said there were 17 hotels and dozens of guesthouses and inns ready to accommodate visiting tourists. If it is related to the RPJMD of Rokan Hilir Regency, the Regional Government for the 2016-2021 period has a vision of "The realization of Rokan Hilir as an Industrial Estate in order to lead to a prosperous and independent civil society", then what should be promoted is the barge-burning cultural tourism industry.

Economically, the largest multiplier effect flow is in the transportation, hotel, banking, and restaurant sectors. Meanwhile, the small business sector such as hawker stalls and the home industry is also positively impacted. This means that the barge-burning event actually has a broad economic impact on the economic life of the Bagansiapiapai community in particular and Rokan Hilir Regency in general.

Strengthening economic development is directed at efforts to strengthen a more balanced and equitable economic structure for the welfare of the community by taking advantage of regional conditions and potentials as well as existing opportunities by prioritizing efforts to restore and develop the regional economy through increasing cultural activities as well as encouraging and facilitating efforts increase in regional productivity. Therefore, economic development is prioritized on economic growth based on the local economy which has a wide impact (multiple effects) such as the industrial and trade sectors because these sectors make a fairly large contribution to the regional economy and have the ability to contribute to regional original income.

In the Rokan Hilir Regency Strategic Plan for 2016-2021, it is stated that in order to encourage the achievement of welfare, it is

necessary to increase economic activity, such as industrial commodities. Home industry commodity activists will naturally be motivated to display their products more because they see a great opportunity for tourist visits to Bagansiapiapai City. A wide-open market share will provide high-demand opportunities. On the other hand, high demand will be followed by the availability of supply according to the available products. It is an opportunity for the home industry to offer a number of processed products to the visitors of the barge-burning event.

4.2 SWOT Analysis and Development of Regional Income Potential

SWOT analysis is a four-quadrant analysis consisting of strengths, weaknesses, opportunities, and challenges. The four SWOT quadrants are then divided into two factors, namely internal factors consisting of strengths and weaknesses, and external factors consisting of opportunities and challenges. From the identification of problems that originate from fishbone analysis (figure 1), the real problem that is the focus is that the value of local revenue is not optimal. From the identification carried out, the reason is that economic calculations are not realized in the strategic plan of Rokan Hilir Regency.

The following is a table of SWOT Analysis and strategies for developing potential local revenue. From table 4, it can be seen in the S-O group, that barge burning is actually unique cultural tourism because it only exists in Bagansiapiapai. The burning barge culture also offers a combination of traditional Chinese belief in the gods they worship, and even they believe that the direction of the fall of the replica barge pole is an indication of sustenance (Melisa & Rianto, 2021; Wirman et al., 2018).

Table 3. Total Hotel Occupancy Rates January-December

<p style="text-align: center;">Internal factors</p> <p style="text-align: center;">External factors</p>	<p>STRENGTH (S)</p> <ol style="list-style-type: none"> 1. Availability of a legal basis in the form of laws and regional regulations. 2. Strategic location supported by adequate infrastructure. 3. Strengthening the role of local governments and community groups. 	<p>WEAKNESS (W)</p> <ol style="list-style-type: none"> 1. Unavailability of tourism and culture management data bank. 2. Funding support from the local government is inadequate. 3. The policy direction regarding barge-burning tourism has not been accommodated in the Ranperda
<p>OPPORTUNITY (O)</p> <ol style="list-style-type: none"> 1. It is a unique and specific cultural tourism event. 2. Able to bring in many visitors. 3. Geographical position adjacent to neighboring countries. 4. Supportive social conditions of the community. 	<p>S-O</p> <ol style="list-style-type: none"> 1. Offer unique and specific cultural tours. 2. Selling cultural tourism event to foreign countries. 3. Strengthening the role of medium, small and micro business actors. 	<p>W-O</p> <p>the barge-burning event sector. Thus, making this tremendous cultural tourism opportunity only part of the annual routine of Rokan Hilir Regency alone. From the W-O group, local governments need to provide more intense stimulation and guidance so that business actors are more productive. The implementation of the strategy is to create variants of MSME products or others so that they will have an impact on regional income. To support producing flagship products, buying and selling transactions, and others, because it generates profit value, local governments must be able to complete a system of the barge-burning cultural event.</p>
<p>THREAT (T)</p> <ol style="list-style-type: none"> 1. Infrastructure to the location of barge burning is relatively poor. 2. There are relatively few local products offered. 3. Foreign tourists are relatively small. 	<p>S-T</p> <ol style="list-style-type: none"> 1. Allocating budget transparently. 2. Creating a harmonious society. 3. Increase promotion professionally. 	<p>W-T</p> <p>Several times the experience of holding barge burning events, visitors who come are not only around Bagansiapiapi, but Chinese immigrants from Bagansiapiapi and even tourists from foreign countries. To boost the increase in visits, it is necessary to promote, clear and interesting information so that tourists are more interested. As a consequence of the ritual of burning the barge go gue cap lak, the number of visits will increase, so the consequence is that adequate hotel or lodging facilities are needed.</p>

For its implementation, the local government of Rokan Hilir Regency must be able to sell the distinctive advantage of barge-burning culture through national and international tourism work programs. It is known that this event is able to attract many tourists visits, so it becomes an opportunity to offer a number of MSME products to visitors. The right strategy to run it is to increase the variety of MSME products as superior products that have more selling value. Furthermore, the S-T

group stated that the government's budget to support this barge-burning ritual has not been explicitly described in the

regional strength of Rokan Hilir Regency. In fact, the budget of tourism and culture management data bank. The local government of Rokan Hilir Regency did not plan for the economic calculation of local revenue from

the barge-burning event sector. Thus, making this tremendous cultural tourism opportunity only part of the annual routine of Rokan Hilir Regency alone. From the W-O group, local governments need to provide more intense stimulation and guidance so that business actors are more productive. The implementation of the strategy is to create variants of MSME products or others so that they will have an impact on regional income. To support producing flagship products, buying and selling transactions, and others, because it generates profit value, local governments must be able to complete a system of the barge-burning cultural event. Improve and improve computer technology. Several times the experience of holding barge burning events, visitors who come are not only around Bagansiapiapi, but Chinese immigrants from Bagansiapiapi and even tourists from foreign countries. To boost the increase in visits, it is necessary to promote, clear and interesting information so that tourists are more interested. As a consequence of the ritual of burning the barge go gue cap lak, the number of visits will increase, so the consequence is that adequate hotel or lodging facilities are needed.

Furthermore, for the W-T group, it is known that one of the indicators, especially when local revenue is not

optimally received, is that budget planning is not made explicitly in the Rokan Hilir Regional Government Strategic Plan. In fact, from the results of an interview with Welly Zulkiar (Head of Destinations), there were complaints from the non-Chinese community regarding the support for local government funds for the barge-burning event. Opinions like this are part of the challenges that must be solved so that the barge burning go gue cap lak event has the full support of the community. The unavoidable challenge is the geographical location of Bagansiapiapi City, which is considered far from the provincial capital of Riau, Pekanbaru. The distance between Pekanbaru and Bagansiapiapi takes 4 to 5 hours, which is a problem. Although there is already a Pekanbaru-Dumai toll road, the Dumai-Bagansiapiapi toll road still uses public roads. The strategy to reduce the obstacle to this mileage problem can only be done by improving existing road facilities so that travel is smoother until one day the government connects the

Trans Sumatra Toll Road. If this is realized, the distance and travel time will be shorter.

CONCLUSION

The barge-burning cultural tourism event is the culture of the Bagansiapiapi community, Rokan Hilir Regency, Riau Province, which is located on the east coast of the island of Sumatra. This event is held every 16th of the 5th month of the Lunar calendar, so it is popularly called barge burning (bakar tongkang go gue cap lak). This event brings many economic benefits due to increased tourist activity and financial transactions. This national tourism can be developed more broadly into international tourism so that it has an even greater economic effect. The economic impact that occurs will contribute to local revenue for the local government of Rokan Hilir Regency, Riau Province.

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