
**MODEL OF TOURISM DEVELOPMENT OF TUGU KHATULISTIWA BASED ON
WATERFRONT CITY WITH LEADING AND CO-ORDINATING APPROACH IN
PONTIANAK CITY**

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ABSTRACT

The model of waterfront city-based equatorial tourism development with a leading and co-ordinating approach in Pontianak city is limited to the physical potential of the Kapuas River's waterfront edge. The purpose of this study is the management of waterfront city-based equatorial monument tourism development model with a leading and co-ordinating approach or cooperation system as strengthening Pontianak tourism with the carrying capacity of developing equatorial monument tourism objects is the river Kapuas. Research method with a qualitative analytical descriptive approach where the researcher intends to develop existing phenomena by analyzing and presenting facts systematically to facilitate understanding and drawing conclusions. The results of the study show that the SWOT analysis states that the development of the sustainability development approach (Ecological aspects of Sustainability, Social and Cultural Sustainability, Economic Sustainability) strongly supports the management of the development of a leading and co-ordinating policy model and cross-sector collaboration produces aspects: Institution, Facilities and Infrastructure, Management, Exploitation of regulation of employment opportunities, Marketing of tourism, Community Participation, Research and Development Aspects, so that product, marketing and environmental management can be realized and created the success policy of Pontianak City tourism sector and the strengthening of good tourism governance and become a pilot center for policy studies for other regions.

Keywords: Development, Tourism, Waterfront City.

A. INTRODUCTION

In the field of state assets as fulfilling the country's foreign exchange needs, one of the most promising and priorities is the field of tourism. based on the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, it is explained that tourism business is a business that provides goods and / or services to

fulfill tourist needs and carry out tourism. tourism in Indonesia is one sector that has great potential to support the wheels of the country's economy. Various tourist locations with a variety of inherent cultures can be found along the Earth Pertiwi area that increasingly attracts visitors, both local and foreign tourists. this has become a force for the development of tourism in Indonesia to

date. The millennial era allows for easier mobilization of people because it is sustainable with the role of technology and impacts on the easier and swift exchange of information that occurs. the changes accompanied by the rapid development of technology then attracted the attention of various industrial sectors to utilize Information and Communication Technology (ICT) in order to raise the digital generation and technology mobilization including in the tourism sector. in line with aspects of development, based on regional regulations (PERDA Number 3 of 2018 Article 20 concerning RIPPARDA) of West Kalimantan Province. efforts to recommend the management of Regency / City RIPPARDA, specifically the regulation of tourism development in Pontianak City is specifically recommended provide supportive capacity to strengthen destinations based on blue and green economy (sustainable) and focus on natural areas that provide opportunities for tourists to enjoy nature in a professional manner and consistently meet the expectations of consumers (tourists). in general, management of integrated community resources can be carried out through tourism, in terms of synergistic tourism

development and providing space for the community to create good collaborative management between government, private and community sectors good tourism governance.

Pitana I Gede (2017) stated that the target for 2017 Tourism Ministry level of tourist visits reached 15 million foreign tourists with the assumption of foreign exchange earnings of US \$ 14.9 billion. parameters of the target level of tourist visits in 2017 based on the assumption in 2016 reached 13 million tourists with a target of 2 million tourists. in order to support an increase in tourist visits, the Ministry of Tourism intensively promotes marketing strategies with the DOT (Destination, Original and Time) approach and promotion strategy with BAS (Branding, Advertising and Selling). the aspect of tourism promotion has been strengthened by the branding of Wonderful Indonesia by the Ministry of Tourism.

One of the potential development assets of tourism in Indonesia is the city of Pontianak, West Kalimantan Province, the carrying capacity of the promotion of Wonderful Indonesia by the tourism ministry is also rooted in the city of Pontianak with the intensification of

activities to develop the attractiveness and power of City branding Pontianak as a means of tourism promotion. based on data from BPS City of Pontianak in 2017 about tourism objects in the city of Pontianak which have been managed by the Pontianak City Youth, Sports and Tourism Service, it decreased in January to 3,380 visits, down 19.83 percent compared to December 2016 reaching 4,216 visit, therefore it is necessary to strengthen the development of potential as a means of attracting tourists in the city of Pontianak. As for tourism in Pontianak City, they are Taman Alun Kapuas tours, West Kalimantan Museum, Betang House, Rumah Melayu, Aluevera Center, UNTAN Jogging Track, Jami Mosque, Kadarion Kadariyah, Batu layang Tomb, Tugu Digulis, Sheng Hie Harbor, Equator Monument, Center By - oleh, Cafe Serasan, Karania Metta Bodhisatva Monastery and Sylva Untan Arboretum Forest. the average is in the longest Oistiwa equatorial region or the longest equator and river buffer in Indonesia, the Kapuas River so that the City of Pontianak Culture and Tourism Office in 2017 launches tourism branding is Pontianak City of the Equator .

Seeing the decline in the level of tourist visits in early 2017, according to

Hermawan, (2017) states that the Pontianak City Government intensively carries out promotional activities, one of which is in February 2017, the city of tourism branding, Pontianak Kota Equator with its official icon is the Equator Monument with the aim that the City of Pontianak has its own branding with its trademark. To balance the slogan of the City of Pontianak Greeting the World, Pontianak should have its own face by carrying out city branding, "Tourism is like any other big city in Indonesia there is one uniqueness in this tourism branding, namely Letter P, which is designed with the Equator Monument, creating distinctive and historic characteristics in the city of Pontianak.

In addition to the Equator Monument the Pontianak City Government has been trying to develop the Kapuas River because it has the longest river potential and is one of the new cities that will be revitalized by the National Development Planning Agency (Bappenas). According to Andrasmore Dony (37: 2018) the physiographic conditions explain that Indonesia is dominated by the waters of the sea, lakes and rivers that are characterized. so it is not surprising that there are big cities with economic, socio-cultural and tourism growth supported by the waterfront area with the

concept of developing waterfront city and smart city in between these big cities are Makasar, Samarinda, Jayapura, Palembang, Surabaya, Semarang and Pontianak. the central government will revitalize the riverbank area so that it can be used as a city of water (Waterfront City) to attract domestic and foreign tourists. This potential is a strong reason for the Pontianak City Government to procure the Waterfront City (WFC) project in accordance with the 2015-2019 National Medium-Term Development Plan (RPJMN) in Pontianak City's PERDA Number 6 of 2014 and the FGD Preparation of the Strategic Work Plan for New City Development Build the Kapuas River Waterfront by the Regional Development Planning Board of Pontianak City. This study seeks to balance the demand factor (tourist) and destination development, the purpose of developing tourism in the city of Pontianak, namely the Equator Monument and the area around the main object, namely the banks of the Kapuas river as carrying capacity area to strengthen waterfront city potential. the development aspect uses a leading and coordinating system or cooperation system with the tourism destination element approach: attractions, safety, accessibility, activity (4A), image or image, institutional

or social and environmental, economic and socio-cultural balance society. Community people colony the existence of the Equator monument and the Kapuas River provides an important role in managing better development so that it can contribute to increasing waterfront city tourism attraction. The purpose of this study was to find out the effort to develop the attractiveness of the Equator Monument on the banks of the Kapuas River as an aspect of the study of waterfront city carrying capacity and strengthening of the leading and coordinating .

B. METHODS

This research was conducted at Tourism Object Pontianak City, West Kalimantan. this research is a qualitative descriptive analytical study, where the researcher intends to develop existing phenomena by analyzing and presenting facts systematically to facilitate understanding and conclusion. According to Bodgan and Taylor in Lexy J. moleong (2007) which is meant by qualitative research, namely, a study that produces scientific work by using or examining descriptive data in the form of written or oral words from people or observable

behavior towards the status of a group of humans, an object and cultural group. Data collection techniques in this study include:

interviews or interviews, field observations and observations, documentation.

Table 1.1 Research Data Analysis

Aim	Parameter	Variable	Method
Management of waterfront city-based equatorial Tugu tourism object development model with a leading and coordinating approach or cooperation system as strengthening Pontianak tourism with the support capacity of the development of Equatorial Tugu tourism objects is the Kapuas river	The concept of leading and coordinating	Product management, marketing management, environmental management (physical, social, cultural and economic) SWOT analysis	SWOT analysis

Source: Results of Research Analysis 2018

C. RESULTS

Equator monuments have unique potential that other tourism objects do not have, namely geographical aspects where they are at the 0 ° coordinate point with an imaginary line information system that divides the northern and southern parts of the earth. on the other hand the location of the Equator Monument object is directly adjacent to the Kapuas River, thus affecting aspects of strengthening the waterfront city potential. The following reinforcement of the Equatorial Monument Object Development strategy will be carried out by strengthening the leading and coordinating strategy or cooperation system.

1.1. Management of Equatorial Monument tourism development model based on waterfront city with a leading and co-

ordinating approach or cooperation system

a. Location

c the city of Pontianak is marked by the existence of the Equator Monument which is counted as one of the cultural heritage objects, related to Law No. 5 of 1992 concerning cultural heritage. Pontianak city is a lowland with an altitude of 0.8 m to 1.5 m above sea level with a slope of ± 2%. For more details, the location of the research location can be seen on

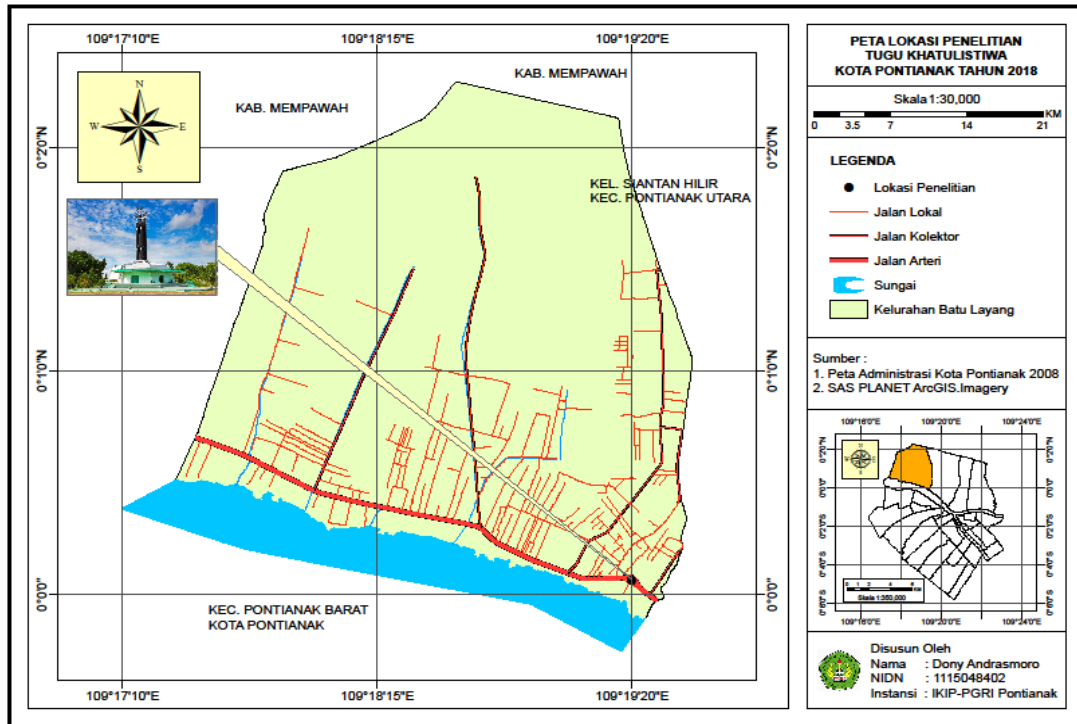


Figure 1.1: Map of the following research locations



Figure 1.2: Structure of the Kapuas River Pattern

From the picture above shows the pattern of the Kapuas River flow in general is radial centrifugal or away from the center point that is derived from a series of

mountains in the middle part of Borneo towards the sea. but the branching of the river flow pattern is dendritic. This pattern occurs because Kalimantan has a relatively

flat topography, a low and elongated coastline and a western river plain. dendritic conditions and characteristics of the river provide a strengthening of the waterfront role is very dominant because the type of

river and its flow pattern are calm and longitudinal. With the strength ending aspect it facilitates the improvement of water or river-based tourism potential .

Table 1.3: Classification of Attraction Scores Tourism Object

No	Parameter score of tourist attraction	Tourist attraction class
1	200 – 157	Very interesting
2	156 – 113	Quite interesting
3	112 – 69	Less attractive

Source: Results of Research Analysis 2018

As the carrying capacity of the analysis of the Kapuas River edge area, the Equatorial Monument area is an alternative in an effort to improve the tourism attraction (DTW) development model for the tourist attraction in Equatorial Monument Tourism Object of Pontianak City after weights are as follows: Total Score = $(X1 \times 4) = 36 \times 4 = 144$ based on the analysis and summation of the total value of the 5 parameters of the assessment of tourist attraction consisting of the level of uniqueness of the tourist objects, the value of tourism objects, beauty of tourism objects, cleanliness of the environment of objects and air cleanliness of the tourist sites, then described by the division of potential power classes in the Equator Monument object with the results of the analysis is quite interesting with a score of 144.

The regional-based tourism development provides an alternative increase in the tourist attraction, in this case the role of the Kapuas River is an alternative that supports increasing the attractiveness of the Equator Monument. this alternative is an increase in tourism potential points in the equator monument. As a result of the analysis of the Kapuas River edge, the Equatorial Monument area has its own alternative ways to improve the tourist attraction development model (DTW).

1.2. Study of SWOT Analysis Equatorial Monument tourism object with leading and co-ordinating.

Analysis is a study of analysis of identification and logic that can maximize strengths (strenght) and opportunities (opportunities), and simultaneously can

minimize weaknesses (weakness) and threats (Threats). The discussion of the SWOT analysis in this study relies on a study of scoring results and identification of logic with a leading and co-ordinating approach to the Equatorial Monument Tourism Object area in the waterfront city. the aspect of the leading and co-ordinating

approach emphasizes the 3 aspects of the study, including product management development, marketing management development, environmental management development. More details can be described as follows :

1) Strength factors (strenght) and Weaknesses (weakness).

Table 1.4: Study Approach leading and co-ordinating SWOT Analysis (Strengths and Weaknesses)

Tourist attraction & Power of Attraction	SWOT analysis	
	Kekuatan (<i>strenght</i>)	Kelemahan (<i>weakness</i>)
Equator Monument and the Kapuas River Waterfront Area	<p>Development of Product Management,</p> <ul style="list-style-type: none"> Existing attractions strongly support the creation of special interest tours. The potential of the Kapuas River waterfront is very supportive of the impact of the strength of new tourist attractions. tourist destinations the attraction of the Equator Monument area and the Kapuas River waterfront area provide strength in providing tourism services / services for tourists: for example information services or hotels, and transportation, this is providing space for the provision of TIC(tourism information center). The development of various tourism events and their event organizers has been carried out with a culmination festival and an impact on cultural preservation in West Kalimantan 	<p>Development of Product Management,</p> <ul style="list-style-type: none"> Insurance is not yet available and guarantees security from the rides of games for visitors of children because remembering the consumers who use it are some children. limited toilet facilities, information centers and threats to the comfort level of tourists. The uncontrolled parking area and the security of the parking area, thus worrying about the level of comfort of visitors.
(Pretty interesting with a score of 144)	<p>Development of Marketing Management,</p> <ul style="list-style-type: none"> The management of tourism package marketing products requires cooperation between the local government and the public or private sector this aspect needs encouragement from the management of the travel agency (tour and travel). The means of promotion were greatly encouraged by the annual culmination of the Kulminasi Festival, which had the effect of increasing local and foreign tourist attraction. 	<p>Development of Marketing Management</p> <ul style="list-style-type: none"> There needs to be an innovation based on social media marketing so that it influences the limitations of tourists to come awkward because of the lack of information about tourist facilities. with the validation of the tourism branding of Pontianak city with the City of Equator, but has not maximized the potential selling price of the community because of the lack of promotion and information systems. there has been no socialization of the calendar of events that affects the increase in international tourist attraction.
	<p>Development of Environmental Management</p> <ul style="list-style-type: none"> Carrying capacity of nature-based tourism potential (the attractiveness of river potential becomes an alternative potential power so that it has an impact on the management of water resources. With the availability of green open space, it has the effect of reducing air pollution. 	<p>Development of Environmental Management</p> <ul style="list-style-type: none"> The environmental cleanliness of the tourist attraction is quite clean, but there are still writings / scribbles in places, thus reducing the beauty and further reducing the attraction of attractions. existing green open space does not function as a form of environmental aesthetics and needs an approach to environmental protection.

Source: Results of Research Analysis 2018

2) **opportunity factor** **factor (Threats)**
 (*opportunities*) and **threat**

Tabel 1.5 study approach leading and co-ordinating Analisis SWOT (opportunity & threat)

Tourist attraction & Power of Attraction	SWOT analysis	
<p style="text-align: center;">Equator Monument and the Kapuas River Waterfront Area</p> <p>(Pretty interesting with a score of 144)</p>	opportunity (<i>opportunities</i>)	threat (<i>Threats</i>)
	<p>Development of Product Management,</p> <ul style="list-style-type: none"> • Building regional policies on integrated tourism management with the aim of improving the quality of community welfare, increasing regional income assets by the government and providing opportunities for investment management by the private sector in supporting development and construction of waterfront city-based Equator Monument. • from the variables of attraction, accessibility and basic facilities that exist, the water attractions in the area of the tourist attraction Equator monument has supporting prospects to be developed. • Pontianak City RIPPDA supports the development of tourist attractions along the Kapuas River as the concept of developing a waterfront city . 	<p>Development of Product Management</p> <ul style="list-style-type: none"> • Low private and government investment in the development of tourist objects. • From the safety factor, the Kapuas River is used as a flow of traffic for large ships carrying goods and people.
	<p>Development of Marketing Management,</p> <ul style="list-style-type: none"> • The city of Pontianak has been supported by adequate transportation networks both land, air and sea transportation. • The management of tourism package marketing products requires collaboration between the local government and the public or private sector, this aspect needs encouragement from the tour and travel management. • Empowerment of the management of new tour packages as selling prices in the tourism industry sector of the City of Pontianak . 	<p>Development of Marketing Management,</p> <ul style="list-style-type: none"> • There is competition in tourism marketing for other tourism objects, thus affecting the level of tourist visits in the Equator Monument area. • there has been no management of the empowerment of communities around tourism objects in fostering creative economic values that have resulted in limited livelihoods in livelihoods.
<p>Development of Environmental Management</p> <ul style="list-style-type: none"> • Providing reinforcement of cultural festival activities in celebration of culmination. • Acceleration of the development of eco tourism-based tourism objects in the Equator Monument area and carrying capacity of the Kapuas river as a Waterfront City development area. 	<p>Development of Environmental Management</p> <ul style="list-style-type: none"> • The concept of waterfront city development has not yet been realized and is still in the concept stage in the Equator Monument area, threatening the problem of environmental damage. • the absence of management of the Kapuas river waterfront area in the equator monument area so that the problem of garbage often occurs (garbage disposal in the river) . 	

Source: Results of Research Analysis 2018

The study of the integrated model development model for the management of tourist destinations in the Destination Management Organization (DMO), in principle, is a form of authority to manage

destinations that are coordinated within a management authority that can cover the entire function management of elements forming a destination in accordance with the direction and policy of development and

joint recommendations. steamaya approach to regional system analysis or strengthening of leading and co-ordinative systems. The

roles and analysis strategies of the collaboration system model are explained as follows:

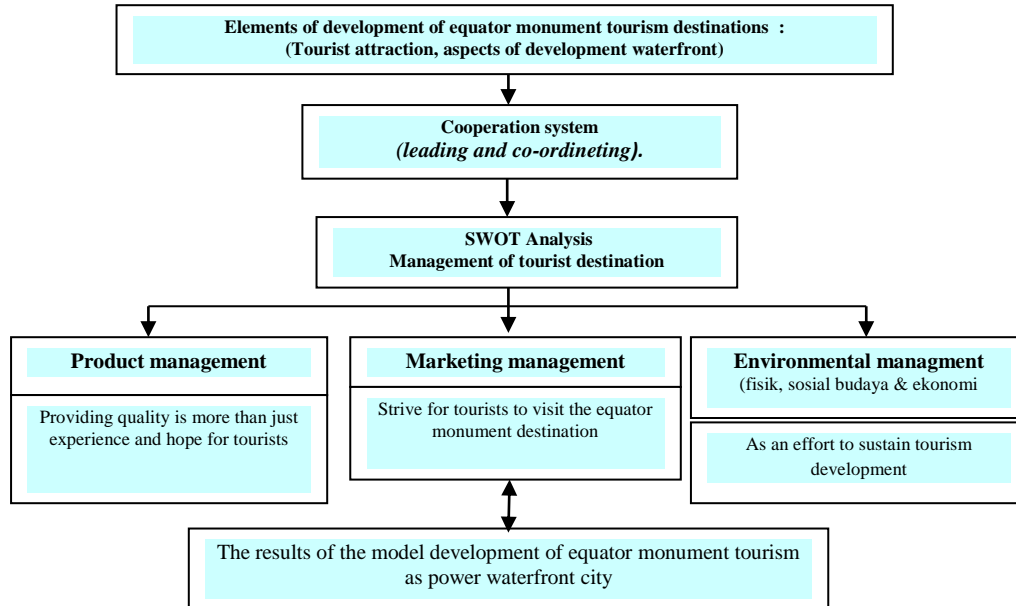


Figure 1.3. Product Implementation The model of tourism object development is a leading and co-ordinating system in the modification of researchers.

to facilitate information based on the SWOT analysis can be seen in the Tables resulting from the development of Equatorial

Monument Tourism with the following leading and co-ordinating system:

Table 1.6 Prospects for Results of Development of Equatorial Monument Tourism Objects (waterfront city area)

Development aspects	Potential Score	Development style	Time of research	Prospects for Development
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Equator Monument area	144 (quite interesting)	leading and co-ordinating <ul style="list-style-type: none"> • Product management, • marketing management • management of environmental managemen 	There is no cross-sector integrated management regulation	The implementation of regulations on the concept of tourism object development model with efforts to establish regional regulations regarding the concept of leading and co-ordinating tourism development. So as to provide cross-sector benefits
Waterfront City area of the Kapuas River (Equatorial Monument Area)		leading and co-ordinating <ul style="list-style-type: none"> • Product management, • marketing management • management of environmental managemen 	Not yet managed the potential of waterfront	Development of a tourism development model on the determination of regional functions by utilizing Waterfront City Tourism Development Zoning Maps

Source: Results of Research Analysis 2018

Based on the results of a study of the leading and co-ordinating based development model, management on zoning for tourism areas with the potential for waterfront city is strengthened which will be made as a

recommendation for future development models by taking into account the risk of spatial. The following is displayed the image of the equator zonation zoning map of the waterfront city as follow

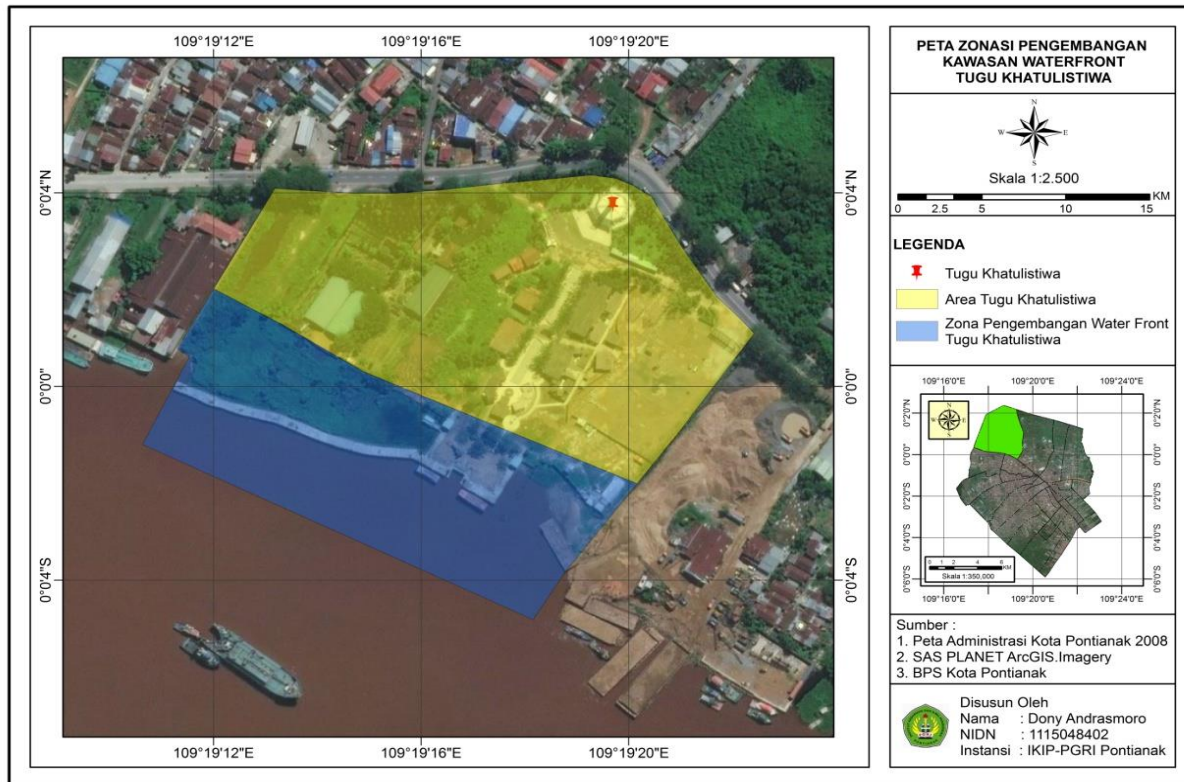


Figure 1.4. Zoning Map of Waterfront City Region.

From the results of the SWOT study, it was planned to plan the development of tourist models based on waterfront city linkages in Equatorial Monument by adopting the sustainability development approach, namely integrated strengthening of the aspects of Ecological Sustainability, Social and Cultural Sustainability, Economic Sustainability, so that it strongly supports the efforts of leading and co-ordinating policy development management. the power to support cross-sector collaboration must be developed where the role of

government, society and the private sector is a component of development that affects the impact of improvements. Planning Development of Equatorial Tugu objects includes regional planning systems, spatial planning (regional spatial planning), standardization, identification of potential, cross-sectoral coordination, funding, and integrated tourism information systems to produce:

- 1) Institutional aspects include the utilization and improvement of institutional capacity, as a mechanism that can regulate various interests, operationally an

organization with appropriate HR and regulations and has high efficiency in the scope of PERDA Governance in Pontianak City.

- 2) Aspects of Facilities and Infrastructure that have two sides of interests, namely (1) tools to meet tourism needs, (2) as controls in order to maintain environmental balance, construction of facilities and infrastructure can increase carrying capacity so that utilization efforts can be carried out optimal.
- 3) Management aspects, namely by developing professionalism and management patterns of Equatorial Monument tourism objects that are ready to support waterfront city-based tourism activities on the Kapuas river and are able to utilize sustainable water-based tourism potential.
- 4) Business aspects that provide opportunities and regulate the use of tourism objects for commercial tourism purposes to third parties and open employment opportunities for local communities around the Equator Monument.
- 5) Marketing aspects of Equatorial Monument tourism are sought to take advantage of high-tech roles and cooperate with various parties both domestically and abroad.
- 6) Aspects of Community Participation around the Equator Monument area through business opportunities that help to improve community welfare.
- 7) Research and Development Aspects covering the physical, environmental and socio-economic aspects of the Equator Monument. It is hoped that later it will be able to provide information for the development and development of the region, the

wisdom and direction of the utilization of waterfront city-based attractions .

The role of regional government in this case the Regional Government of Pontianak City in developing natural tourism objects is very important, by coordinating, planning, implementing and monitoring the development of Equatorial Monument tourism objects. so that priority tourism objects in environment-based development and management and strengthen public and tourist awareness towards maintaining a sustainable natural environment so that they can be managed against policy regulations based on cross-sectoral and cross-cooperation management of product management, marketing management and balanced environmental management and the creation of leading and co-ordinating integrated policy modifications. the success of Pontianak's tourism sector supports the streng thening of good tourism governance. And become a pilot center for policy studies in other regions.

D. CONCLUSION

Based on the theoretical foundation above the conclusions of the research results can be explained as follows:

management of waterfront city-based equatorial Monument tourism object development model with a leading and co-ordinating approach or cooperation system as strengthening Pontianak City tourism is by conducting a SWOT analysis study to show conclusions as a result of strengthening model development sustainability development approach (aspects of Ecological Sustainability, Social and Cultural Sustainability, Economic Sustainability) so that it is very supportive of leading and co-ordinating policy development management efforts. the power to support cross-sector collaboration and produce: Institutional Aspects, Facilities and Infrastructure Aspects, Management Aspects, Business Aspects regulation of job opportunities, Tourism Marketing Aspects specifically Equator Monument, Aspects of Community Participation, Research and Development Aspects. so that product management, marketing management and environmental management are realized so that the creation of a leading and co-ordinating integrated policy model is created

in the management of the concept of tourism development planning. the success of Pontianak's tourism sector supports the strengthening of good tourism governance. And become a pilot center for policy studies in other regions.

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