Potency of Waterfront Tourism in Palembang

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Abstract. Palembang city is a tourism destination attraction of the that has the potency of waterfront tourism. This becomes one of the great opportunities in the development of the city of Palembang, but in its implementation, there are still many potencies that have not been explored optimally. The purpose of this research is how the potency waterfront tourism object in Palembang City. Research method uses survey method. Techniques of collecting data using interviews, observation, and document recording. The results showed that the potency relevance of waterfront tourism object in the city of Palembang has the potency to be developed into a modern and dynamic tourist package. Potency of waterfront tourism objects has internal and external need to be added and taken into consideration as well as the participation of the community and government in the development of tourism.

1. Introduction

Palembang is the capital of South Sumatra Province and also the largest city in South Sumatera region, which has waterfront that serves as a means of transportation and trade between regions and is the City of Water. Waterfront is the main means of transportation for the people of Palembang, even in the days of this river sriwijaya kingdom passed by the ships of trader’s stopover from other areas. Apart from being a means of transportation, the river musi is also one of the favorite tourist attractions in the city of Palembang which continues to be developed by the local government. As one of the leading tourist destinations of Palembang city has a variety of tourist attractions, both natural attractions, cultural attractions and tourist attractions man-made.

Geographical factors are an important factor for the consideration of tourism development. Geographical approach based on the spatial aspect has a close relation with the distribution of an object of discussion. The development of tourism using spatial approach can be seen from the position of tourism object to other objects, it is intended to see the potential that has the object of tourism and the possibility to be developed or developed[1]. From the results of research Oktavia states that the potential tourist attraction of Palembang City has a comfortable topographic conditions and cultural appeal of diverse [2].

Waterfront tourist attraction that became seed in the city of Palembang, among others; Ampera Bridge, Musi River, Kuto Besak Fortress, Kemaro Island, Tomb of Ki Gede Ing Suro, Kapitan Village, Kampung Arab, PT. Pusri and Pertamina. The linkage between tourist objects is one that can increase the tourism sector in Palembang City. Local governments have cooperated with the private sector in terms of tour packages such as tour packages along the river musi, this is an opportunity in increasing tourist visits both locally and overseas especially towards the MEA, but in the implementation, there are still many potential - the potential that has not been explored optimally Thus
requiring the role of many parties in order to create new innovations in the acceleration of regional tourism development. Efforts to optimize the tourism of Palembang city by developing all the potential interconnection between tourist objects either from attraction / attraction, accessibility, facilities, infrastructure, hospitality and security. Therefore, holistic planning is required, so that all parties know, not only the potential and existence but the opportunities that these tourist objects can be measured from visitors, the public and related parties. The purpose of this research is to know the potency of waterfront tourism object in Palembang City.

2. Methods
The method used in this research is survey method. Survey research is a qualitative approach and additional qualitative information is needed so that the description of social phenomena presented with tables becomes clearer and livelier, and social phenomenal issues can be displayed [3]. The research undertaken is still development, concepts and fact abundance. The fact finding that researchers do to certain phenomena, based on factual data obtained from the survey either in the form of direct or indirect information. Data collection is done by using a tool in the form of data collectors.

2.1. Data Collection

2.1.1. Observation. Observations in this study include the circumstances surrounding the research environment, tourism potential both internal potential and external potential (site and situation), involvement and daily activities of the community around the study site.

2.1.2. Interview. The data taken are the identity of the manager, the potential and the state of the tourist attraction, plan and development, support and constraints faced.

2.1.3. Documentation. This technique is required to obtain images/photographs relevant to the research theme. This documentation can supplement the secondary data in describing the research area and reinforce the research conclusions.

2.2. Data Analysis
Data analysis using qualitative descriptive frequency table, criteria and classification then analyzed using SWOT analysis (Strength, Weakness, Opportunity, and Threat).

3. Results and Discussion

3.1. Potency of Waterfront Tourism
There are three different routes to show the linkage between the place of origin and destination, i.e. route go, return route and recreational route [4]. Routes go and route home using different paths, while recreational routes use the same path, with relatively short paths and the facilities they enjoy are along the path. In this case intermediate attractions are required for alternative visits although they are not the main purpose of the trip. The linkage between tourist objects is a potential because it allows in terms of promotion of several attractions can be packaged in a tour package that attracts more visitors. Related objects are:

Kuto Besak Fortress – Monpera. Fort Kuto Besak was built for 17 years, starting in 1780 AD and inaugurated its usage on Monday, February 21, 1797 M. Benteng Kuto Besak was originally a palace building which in the XVIII century became the center of Palembang Sultanate. The idea to establish Kuto Besak Fort came from Sultan Mahmud Badaruddin I who ruled in 1724-1758, but only realized when the Sultanate of Palembang was ordered by Sultan Muhamad Badaruddin (1776-1803 AD). In the era of his reign, Sultan Mahmud Badaruddin moved the Kuto Lamo Palace to Kuto Besak. The Dutch call Kuto Besak as Nieuwe Keraton or Keraton Baru. This fort area consists of a wide court with a background of rows of palm trees in the yard of Benteng Kuto Besak which blends with the
Benteng Kuto Besak stood firm with a length of 288.75 meters and 183.75 meters wide. The height of the fort is 9.99 meters (30 feet) with a thickness of 1.99 meters (6 feet). In each corner of the fort is a bastion, but there is one bastion located at the corner of the fort in the northwest direction of the form is larger than the other three bastions. The three bastions of the same shape are typical of Kuto Besak Fortress. On the East, South, and West side of Kuto Besak Fortress there is the entrance. The main entrance overlooking the Musi River is called lawang kuto, while the other entrance is called a stern lawang. Kuto Besak Fort is located in the center of Palembang City, South Sumatra Province, precisely located north of Musi River. The fort overlooks the Musi River and is adjacent to other attractions in the city of Palembang.

Kemaro Island. Kemaro Island is a distance of only 10 km from the center of Palembang. This beautiful island is located in the delta of Musi River which became one of the tourist attraction of Palembang. The attraction of kemaro island consists of Soei Goeat Kiong Pagoda or known widely by the name of Goddess Kwan Im, Tomb of Tan Bun an and Siti Fatimah and Nine-story Pagoda and the legend of kemaro island.

Arab Village Kampung Arab is one of the new tourist destination in Palembang City located on the outskirts of the river musi. The uniqueness of Arab village consists of Arab ethnic settlements, hundreds of years old houses and can be reached via river and land routes. Most of the people in Arab Kampong are people who come from Arabia and estimated about 300 years ago, people from Arab came to Palembang to trade and spread Islam. The villagers' homes surrounded an open field, and the homes of the invaded people faced the Musi River. In addition, many people houses are located along the Musi River, and facing towards the River. The division is based on the level of their religious knowledge. The houses are usually every house has several Heads of Families. This is because their homes are occupied from generation to generation from their families.

Kapiten Village. The ancient kapiten village was home to people from China, and today is no longer dominated by the Chinese but has mingled with Indonesians. As historical evidence that the capiten village is a relic of the Chinese who once lived in Palembang there is a house built by Marga Tjoa from China. The house was built there are 3 relics of Marga Tjoa, measuring ± 24 meters wide and ± 50 meters long, among the houses are located in the middle of the used to store the dead family ashes which is called the house of perabuan. The house was awaited by the descendants of the Tjoa family until now. In this old house there is a unique 3-dimensional Tjoa Ham Him painting that when we look at it from three directions the painting is always looking towards us.

Ki Merogan Mosque dan Lawan Mosque. The mosque was built by Masulus businessman Masagus Haji Abdul Hamid bin Mahmud in 1871. The shape of the architecture is similar to the Palembang Grand Mosque is patterned traditional. Place mihrabnya made of wood carved in typical Palembang. The shape of the beduk is unique, long, with a relatively small diameter. One of the uniqueness of this mosque is never flooded. Although the entire city of Palembang hit by floods due to the influence of tidal water and heavy rains, but the Merogan mosque located on the edge of the river Musi is always safe from the flood bath. Ki Merogan Mosque is located on the edge of Ogan River Kertapati district while Lawang Kidul Mosque is on the bank of Musi River area across Ilir urban village 5 Ilir. Both forms of this mosque are similar even though the founders of both mosques died but until now still crowded visited by people because his tomb at Ki Merogan mosque location is considered sacred and there are some interesting stories at the time he was alive.

Raft House. Raft house is a unique sight that can be found dikoridor Musi River. The house is designed with diverse architectures and functions. Raft houses are houses that float on the Musi River. This house is made of wood and bamboo with a roof of kajang (nipah), shingle and lately with a tin roof (lighter material). Rumah Rakit is the oldest house in Palembang City and may have existed in the days of Sriwijaya Kingdom. At the time of the Sultanate of Palembang, all foreigners had to settle on the raft including the British, Spanish, Dutch, Chinese, Campa, Siamese, even the first Dutch Trade Office on the raft, complete with its warehouse. This raft house in addition to residence also serves as a warehouse kerajianan industry. Even in the 1900's built Hospital above the raft, because they are considered more healthy and beautiful because it can see life along the Musi River. At this moment we
can enjoy the view of the Musi River while enjoying a drinking meal on top of the raft house which became Legend floating shop.

PT. PUSRI. PT. Pupuk Sriwijaya, established on December 24, 1959, is the first fertilizer factory in Indonesia. This factory is a State-Owned Enterprise (BUMN) located in one ilir, East Ilir district II. Currently PT. PUSRI has four factories which produce 2,280,000 tons of urea and 1,499,000 tons of ammonia. The results besides being used for domestic needs are also exported in various countries, including to Malaysia, Thailand, Philippines and China.

PERTAMINA. Pertamina is located beside the river musi. The refinery was built by Shell in 1930, while the Gerong River oil refinery was built by Stanvac in 1935. This year it was nationalized and operated by Pertamina. Plaju and Gerong River refinery is Pertamina Processing Unit III, in addition to producing Polytam plastic factory raw material and Pure Trephalic Acid (PTA) for Polyester fuel is clothing factory material.

The linkage between tourist objects above reflects some kind of tourism among others in the form of natural tourism object, culture and man-made. These tourist objects are in one area around the musi river which is precisely in the ampera bridge that became Landmacknya Palembang which used as a tour package that is tour package of musi. This tour package is circular or circuit, that is through east and west path. This tour package route is called a circuit because the path is traversed or taken between the lane going towards the east and the path back through the path to the west that is passed by the waters of the musi river which looks like a circle. Musi river tourist transport packages can be seen in Table 1.

| Number | Ship Name       | Package                                | Rates/people |
|--------|-----------------|----------------------------------------|--------------|
| 1      | KM. Puti Kembang| BKB-Ki Marogan-Musi 2-Lais River-Bagus Kuning | Rp. 70,000,- |
| 2      | KM. Segentar Alam | BKB-Ki Marogan-Musi 2-Kemarau Island-Lawang Kidul | Rp. 50,000,- |
| 3      | Bus Air         | Belido BKB–Kapiten Village - Ki Marogan - Lawang Kidul – Kemarau Island - Bagus Kuning | Rp. 30,000,- |
|        | Perahu Naga     | BKB – Kapiten Village - Ki Marogan - Lawang Kidul – Kemarau Island - Bagus Kuning | Rp. 30,000,- |
|        | Sapta Pesona    | BKB – Kapiten Village - Ki Marogan - Lawang Kidul – Kemarau Island - Bagus Kuning | Rp. 30,000,- |
|        | Baung 1         | BKB – Kapiten Village - Ki Marogan -10 Ulu - Kemarau Island | Rp. 20,000,- |
|        | Baung 2         | BKB – Kapiten Village - Ki Marogan -10 Ulu - Kemarau Island | Rp. 20,000,- |
|        | Baung 3         | BKB – Kapiten Village - Ki Marogan -10 Ulu - Kemarau Island | Rp. 20,000,- |
|        | Baung 4         | BKB – Kapiten Village - Ki Marogan -10 Ulu - Kemarau Island | Rp. 20,000,- |
|        | Ketek           | BKB – Kapiten Village - Ki Marogan -10 Ulu - Kemarau Island | Rp. 20,000,- |
| 5      | Speed Boat      | BKB - Jaka Baring - Musi 2 – Lais River | Rp. 30,000,- |

Source: Dinas Pariwisata Palembang City, 2017 [5]

Potency that have not fully managed and utilized to the fullest and still seem naturally, so it has not been fully able to attract visitors to the tourist objects and as a result the number of visitors who come still little. This will greatly affect the development of these tourist objects in terms of improving facilities and infrastructure as well as improvements to tourism attraction. Map of waterfront distribution objects can be seen in Figure 1.
3.2. Depth of Tourism Objects
Potency that exist around the tourist attraction have different potency with the attraction of each tourism attraction. The linkage between tourist objects is one of tourist attraction to visit tourist objects with one tour package. Levels of other tourist objects that are in the vicinity of the waterfront need to know, because with knowing the level of the government or the manager can know the advantages and disadvantages that exist in each tourist attraction.

The level of river attractions based on the number of visits that come to the tourist attraction are: (i) Depth of Primary Tourism Object. Primary tourism attraction is the main tourist attraction of the tourist attraction to visit the desired tourist attraction. Based on the level that the tourist attraction is quite interesting is the Ampera Bridge which became an icon of Palembang City and tourist attraction Kuto Besak Fort (BKB) is a historical tourism attraction, where this tourism attraction is a fortress in the kingdom of Sriwijaya and made the court facing the waterfront. Both of these attractions is one of the most visited tourism attraction. (ii) Dept of Secondary Tourism Object. Secondary tourism attraction is the second tourism attraction that became the attraction of tourists to visit the desired tourist attraction. Based on its level that secondary tourism object is Kemaro Island tourism, kapiten village, Arab village and raft house. This wisata object becomes the second seeded sector in attracting tourists, because the journey in taking the tourist objects need to use the river transportation and the lack of tourism attractions. (iii) Dept of Tertiary Tourism Object. Tertiary tourism object is the third leading tourist attraction that becomes the attraction of tourists to visit the desired tourist attraction. Based on its level that the tertiary tourism object is the tourist attraction of Ki Merogan Mosque, Pertamina and Pusri, this is due to lack of planning or arrangement of tourism.
| INTERNAL FACTOR | STRENGTHS (S)                                                                 | WEAKNESSES (W)                                                                 |
|----------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
|                | • The existence of nature tourism (natural scenery) is one of the attractions of river attractions | • Tourist attractions are only available during events                       |
|                | • Cultural attractions are an attraction to travel                            | • Inadequate and poorly maintained transportation facilities and safety systems for inadequate river transport (tires and life jackets for tourists) |
|                | • Accessibility to this attraction is quite easy to reach, the distance and time is quite close, the location is close to the city and the number of river transportation to this tourist attraction. | • The availability of facilities and infrastructure is very inadequate (such as: docks in every attraction, means of attractions, seating, public phones, souvenir shops, guide, hygiene facilities) |
|                | • The security conditions in this tourist attraction is quite safe and the service of tourist officers is quite good | • Existing facilities are poorly maintained (eg. poor bathroom conditions)     |

| EXTERNAL FACTOR | OPPORTUNITIES (O)                                                                 | THREATS (T) /ANCAMAN                                                                 |
|----------------|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
|                | • Provide a representative means of transportation                            | • Tourist attractions that exist only at events only                               |
|                | • There is a calm and safe feeling that tourists feel during a visit to this river tourist attraction | • The irregularity of the cost of tourist transport for tourists causes the tourists lazy to come to this attraction |
|                | • Opening job opportunities and business opportunities                        | • Lack of visitors resulted in the cost of maintenance of facilities and infrastructure is not good to improve / increase infrastructure |
|                | • Increased community revenue and local revenue (PAD) of Palembang City       | • Competition promotion with other areas / other tourist objects                   |
|                | • The entry of tourism business investment from local and foreign investors   | • Low quality of human resources and lack of awareness of tourists and communities to maintain and maintain the environment |
|                | • Opportunity to promote tourism with more modern media into and outside the country | • Schedule transportation schedules at certain hours (passenger ships only) to be more efficient, inexpensive, effective |
|                | • Opening opportunities to make connections with other nearby attractions     | • Establish transportation standard rates to enable visitors and providers of the means of transportation to benefit |

|                | W + O Increasing the Role of LG, Foundation, People | S + O Strategy Development Directives (Progresif/Aktif) |
|----------------|------------------------------------------------------|--------------------------------------------------------|
|                | • Increase the number of inadequate facilities and infrastructure and complete the shortcomings | • Packaging natural attractions and cultures for the better in order to attract local and foreign investors in the development of tourist attractions |
|                | • Growing cooperation between LGs, Yayasan and Masyarakat in maintaining sustainability, maintaining facilities and in packing tourism attractions so that the cooperation of the three can attract foreign and local investors to invest | • Create attractive and effective packages and promotions in attracting investors and prospective visitors alike |
|                | • Cooperate with other tourism object managers in order to create tour packages and continuity with other objects in the vicinity | • Make promotions in all print and electronic media more interesting and complete by saying the price is really in line with reality, not too expensive |

|                | W + TSociety + Organization Must Be Active (Community Activities) | S + T Active Opens Opportunity |
|----------------|-------------------------------------------------------------------|--------------------------------|
|                | • Improving the quality of human resources with special coaching for local communities and streamlining community empowerment | • Create travel packages related to river attractions |
|                | • Enabling gotong royong to maintain existing facilities and infrastructure and cleanliness of the environment | • Schedule transportation schedules at certain hours (passenger ships only) to be more efficient, inexpensive, effective |
|                | • If necessary to hold light levies for the maintenance of sanitary facilities and toilets to be managed and maintained better by the community | • Establish transportation standard rates to enable visitors and providers of the means of transportation to benefit |
|                | • Improve the welfare of socio-economic life of local communities, with government assistance by providing training / skills to produce a product that can be a typical souvenir of Palembang | • Developing more modern and representative means of transportation |
With the potential of tourism owned by each object then it can be made a tour package. This tour package can be seen in Table 3.

**Table 3. Tour Packages Development**

| Tour Packages          | Mileage                     | Tourism Attractions                          | Length of journey      |
|------------------------|-----------------------------|----------------------------------------------|------------------------|
| Waterfront Tour        | BKB - Pusri - Kemaro Island - Pertamina = 45 minutes / 5 km from the city | Nature and cultural tourism (Religion and pilgrimage) | 1 day starting at 8 am and ending at 15.00 wib. |
| Enjoy the daily life of Musi River's riverside people. |                                           |                               |
| Pass under Ampera Bridge Passing the PUSRI Factory. |                                           |                               |
| Stop by on Kemaro Island. |                                           |                               |
| Passing through Pertamina. |                                           |                               |
| Stop at the Arab Village. |                                           |                               |
| Lunch at warung legend (raft house). | Rumah raft - Kampung arab - rakit house - kapiten village - Estuary Ogan - BKB = 45 minutes |                               |
| Stop in Kapitan Village. |                                           |                               |
| Stop at Muara Ogan (Salat). |                                           |                               |
| Return to the dock of the kuto fortress. |                                           |                               |

With this tour package can develop the area of Waterfront corridor becomes an attractive and competitive river cruise tourist destination for the domestic and foreign tourists market and increase the visit of domestic and foreign tourists to the city of Palembang.

**4. Conclusion**

Waterfront tourism objects has the potential to be developed into a modern and dynamic tourist package. Attractions need to be added to fauna attractions, water tours, outbound tours, and making the boardwalk, playground and reforestation (eco park). The most important aspect of accessibility (level of affordability) to be improved is the condition of the river transportation facilities, the aspects of facilities and infrastructure that need attention and the addition of dock construction in every tourist attraction, hygiene maintenance (WC and clean water installation, Souvenir shop, puskesmas, payphone and tourist guide boards).

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