

---

## ANALYSIS OF INCOME INCOME IN BATAM CITY THROUGH THE TOURISM INDUSTRY

**Andrea Putri, Fitri, Ria Bintan Napitupulu and Kendy Setiawan Hartono**

Batam International University

E-mail: 1941201.andrea@uib.edu, 1941210.fitri@uib.edu,

1941342.ria@uib.edu and 1941203.kendy@uib.edu

---

### ARTICLE INFO

### ABSTRACT

Received:

**May, 29<sup>th</sup> 2021**

Revised:

**June, 10<sup>th</sup> 2021**

Approved:

**June, 18<sup>th</sup> 2021**

*Batam Islands has a strategic geographical location between various foreign countries such as Vietnam, Cambodia, Brunei Darussalam, Malaysia and Singapore. Therefore, competition in the Riau Islands is not centered on national competition, even in the international field, because of the geographical location of the Riau Islands which is closer to various foreign countries than the capital city of Indonesia and is also the third tourism destination after Bali and Jakarta. This research uses descriptive qualitative method. Primary data was obtained by conducting (a) in-depth interviews with relevant stakeholders in Batam City Regency. While secondary data comes from various trusted publications, such as BPS, Bappeda Belitung Regency, journals, newspapers, magazines, official documents, and other articles sourced from the internet. All the data is then compiled and adjusted to the focus of this study and then analyzed and drawn conclusions. The results of this study concluded that the economic decline in the Batam tourism sector was caused by these factors. (1) The rapid spread of covid-19 made Indonesia decide to close itself off from other countries. (2) the lack of foreign tourists who travel in Batam. (3) Batam has no plans to stabilize the economy when there are no foreign tourists.*

---

### KEYWORDS

College Promotion, Advertising, Interactive Media, College Marketing

---

**How to cite:**

**E-ISSN:**

**Published by:**

Andrea Putri, Fitri, Ria Bintan Napitupulu and Kendy Setiawan Hartono. (2021). Analysis Of Income Income In Batam City Through The Tourism Industry. Journal Eduvest. 1(6): 505-511

2775-3727

<https://greenvest.co.id/>



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International

## INTRODUCTION

In today's era of globalization, the tourism division is the largest industry in the global economy (Hasani, 2011). Globalization and internationalization have created a strata in society (Purnomo, 2016). Tourism industry resistant to global crisis (Suryawati, 2018), at a time when the global economy is mired but Indonesia's economic growth continues to increase (Chandra, 2015). Bps data shows that the number of guesthouses visiting Batam (Fahlevi, 2016) in January reached 260 visits, a decrease of 44.80% when compared to the previous month (Statistik, 2014), where the number of guesthouses in December 2020 was 471 visits (Diah Ayu, 2020).

So when compared to January 2020, wisman visits in January 2021 decreased by 99.83% (Diah Ayu, 2020). The influence of tourism on economic growth in Indonesia. Batam welcomed nearly two million tourists last year with more than half being tourists from Singapore (Yunus, 2018). When compared to 2018, the island saw a 3.2% increase in the number of tourists (Rahmi & Fikri, 2018); equivalent to more than 60,000 tourists. Then wisman who came to Batam in January 2021, namely wisman who are Filipino (Ismayanti & Djamhur, 2021) and other ASEAN nationalities as many as 259 visits (Jinan & Ilal, 2018).

In this pandemic condition, there are several things that can help the economy of Batam city which is experiencing a decline due to Covid-19 (Rosfiantika, Permana, & Mahameruaji, 2020), one of the things that can help restore the economy of Batam is by reviving the tourism sector of Batam city (Halida, 2021), tourism sector has an important role in encouraging the smoking of a Country (Nizar, 2011).

Figure 1. Table of wisman visits to Batam 2011-2019

Bulan	Kunjungan Wisatawan Masuk ke Batam Pertumbuhan Wisman (persen)								
	2019	2018	2017	2016	2015	2014	2013	2012	2011
Januari	-44.81	-40.07	-18.55	-35.98	-33.41	-22.59	0.2	-21.15	-
Februari	22.86	34.72	-26.72	10.69	4.51	-18.15	-35.16	-19.04	10.77
Maret	10.03	12.54	33.92	3.98	3.66	25.22	18.07	24.72	1.69
April	-10.54	-17.75	5.43	0.2	1.45	-8.27	14.13	-9.47	4.87
Mei	-	-1.35	-16.31	-1.72	18.36	3.03	-22.54	0.32	4.51
Juni	-	17.76	12.02	-1.53	-10.98	21.59	17.36	24.37	16.02
Juli	-	-13.84	-5.86	-14.71	-17.08	-27.26	15.49	-20.86	-2.9
Agustus	-	10.39	1.34	-3.78	22.39	9.27	-11.04	3.33	-21.65
September	-	-3.31	-1.24	14.37	-12.97	1.47	-3.67	-0.32	6.65
Oktober	-	-8.19	-4.89	-0.03	5.69	11.53	-4.35	7.16	5.17
November	-	9.87	6.51	-6.2	1	-2.08	19.63	-0.42	5.41
Desember	-	50.15	60.52	48.92	36.08	39.19	24.2	34.91	29.63

Source: BPS, 2021.

The data in table 1 shows the growth of foreign tourists. Tourists who enter Batam from year to year is increasing, from the 2011 analysis recorded from 29.63% continued to increase to the following year until 2019 of 50.15%. This indicates that the tourism industry is a global economic division that is resistant to global crises, at a time when the global economy is underway.

Figure 2. GDRP growth Batam city

Tahun	PDRB
2011	7,83
2012	7,40
2013	7,18
2014	7,16
2015	6,87
2016	5,43
2017	2,61
2018	4,96
2019	5,92

Source: BPS, 2021

Based on the economic growth rate of Batam city continues to experience a slump in recent years (Idarti & Hasanah, 2018). The data in figure 2 explains that the growth of Batam's Gross Regional Domestic Product (GDP) has always decreased (Purba & Saputra, 2018). Then can be seen a very drastic decrease that occurred in 2017 where gdp batam city is reaching at the figure of 2.61% (Saragih, 2019) and began to increase again in the following year, namely 2018-2019 (Ilyas & Ali, 2020). Batam growth is still above the national economic growth, but as an industrial city growth below 7% is still small growth (Saefuloh, 2016).

In figure 3, Gross Regional Domestic Product of Batam City can also be seen from the previous 5 years, namely from 2016 seen a significant increase and decrease following the GDP chart in Batam City as attached (Sandy, 2018).



Figure 3. GDRP Batam City Chart 2016-2020

Source: BPS, 2021



Figure 4. Graph of cpi development in Batam  
Source: BPS, 2021

Penelitian ini membandingkan pendapatan Kota Batam di sektor pariwisata sebelum pandemik dan saat kondisi pandemik (Hamsal & Abdinagoro, 2021), data taken in the form of data numbers wisman who traveled in Batam before and after the pandemic. The core problem in this study is the growth that occurs in the economy of Batam tourism sector (Fahrika & Roy, 2020) decreasing during the pandemic, this study seeks the decline purely due to Covid-19 (Marsella, Zaki, & Masburiyah, 2021), tujuan penelitian ini untuk mendiskripsikan penurunan ekonomi di sector pariwisata batm yang di sebabkan oleh pandemik (Kho, 2021). The initial hypothesis is, batam economy in tourism sekotr decreased in the result of forced closures that caused wisman can not enter Batam because the airport and the docking is closed, caused by this pandemic, the lack of wisman greatly affects the economy in the tourism sector of Batam city (Nirwandar, 2011).

Results of the study (Purwadinata & Kaluge, 2017) shows that local tax innovation programs have the potential to slow down local government innovation in other sectors. The conclusion of this study is that local tax innovations conducted by local governments have not run optimally because there are still many other program innovations that require a follow-up plan of the local tax program so as to seem to slow down the innovation of local governments in implementing fiscal decentralization (Harefa, 2020).

## RESEARCH METHOD

This research uses descriptive qualitative method by comparing the disclosed data. The data is obtained from BPS Batam through data execution. The data used include primary and secondary data. Primary data was obtained by conducting (a) in-depth interviews with relevant stakeholders in Batam City Regency, such as the Tourism Office, Regional Revenue Service, Regional Development Planning Agency (Bappeda), Regional Financial and Asset Management Agency, Central Statistics Agency (BPS), and academics tourism colleges and (b) focus group discussions (FGD).

Primary data collection activities were carried out in the Belitung Regency area in 2018. All of these stake holders were selected with consideration as policy makers, direct actors, and observers of tourism issues. While secondary data comes from various trusted publications, such as BPS, Bappeda Belitung Regency, journals, newspapers, magazines, official documents, and other articles sourced from the internet. All the data is then compiled and adjusted to the focus of this study and then analyzed and drawn conclusions and recommendations in the context of policy improvement efforts to increase the proportion of PAD revenue from this sector. In an effort to compile the results of the analysis, this study also carried out pre-field research activities before in-depth interviews with stakeholders. The activities carried out include documentation and literature studies as well as focus group discussions with resource persons who have expertise in their respective fields.

## **RESULT AND DISCUSSION**

The discussion of several causes of the economic decline in Batam City, one of which is a decrease in income from the tourism sector, research reveals the economic decline in the tourism sector was caused by the Covid-19 Pandemic, the closure carried out by Indonesia was due to all cities which resulted in foreign tourists not being allowed to enter Indonesia. Batam, with the regulation in the field of tourism, it is necessary to revise it. The reason for the need for revision is because so far revenues from the tourism sector have not been the mainstay of regional income.

However, considering the rapid development of tourism infrastructure development, it is believed that in the coming year the tourism sector is expected to be the main source of income for the regional government to support APBD revenues. Local government efforts to increase PAD are carried out through intensification and extensification for all types of revenue. Efforts to increase the tourism sector in order to have an impact on Batam City's regional income, intensification and extensification of all potential revenues are carried out through the PAD Optimization Team.

This is also a discussion in discussions with tourism actors who stated that it was necessary to encourage tourism sector activities to increase regional revenues and tourism actors. This team consists of technical agencies that manage regional revenue receipts Batam City has focused on being a place for industry and tourism, previously it needs to be known that Batam includes FTZ (free trade zone) and SEZ (special Economic Zone) Batam is also a place that in the interest of tourists.

Batam is a place for foreign tourists to go on tourism as well as to shop for goods in Batam, so the closures carried out by Indonesia really have an impact on the economy of the Batam tourism sector, because tourists cannot enter Batam, causing many tourism places to be deserted and employees there losing This work also makes the unemployment rate in Batam increase drastically, which is very unfortunate, but there are some foreign tourists who can enter because the large ship where they work rests in the Batam sea, but it is also less likely to boost Batam's economy if only a few can enter.

## **CONCLUSION**

From the results of the research and discussion, it can be concluded that the economic decline in the Batam Tourism sector was caused by factors, namely (1) the rapid spread of Covid-19 made Indonesia decide to close itself off from other countries.

(2) the lack of foreign tourists who travel in Batam. (3) Batam does not have a plan to stabilize the economy when there are no foreign tourists. A suitable recommendation according to our research is that Indonesia reopens itself to other countries because in our opinion if Indonesia is able to anticipate Covid in the country, it should also be able to handle foreign tourists who come to visit tourism, and also if it has been reopened Covid prevention protocols must be strict and implemented in tourist attractions located in Batam.

## REFERENCES

- Chandra, Santoso. (2015). Efek Global pada Penurunan Perekonomian di Asia Timur dan Lebih Khususnya Dampaknya Terhadap Pertanian dan Industri Makanan Olahan di Amerika Utara. *Media Bisnis*, 7(1), 66–74.
- Diah Ayu, Fitriyani. (2020). *Pengaruh Pariwisata Terhadap Kesejahteraan Pelaku Usaha (Studi Kasus pada Pariwisata Jame Kembar Kecamatan Belik, Pemalang)*. Purwokerto: IAIN Purwokerto.
- Fahlevi, Achmad Reza. (2016). Faktor-Faktor yang mempengaruhi Revisit Intention dan Recommendation Intention (Studi pada Wisatawan Mancanegara yang Berkunjung ke Batam. *Journal of Accounting & Management Research*, 13(2), 112–123.
- Fahrika, A. Ika, & Roy, Juliansyah. (2020). Dampak pandemi Covid 19 terhadap perkembangan makro ekonomi di Indonesia dan respon kebijakan yang ditempuh. *Inovasi*, 16(2), 206–213.
- Halida, Uly Mabruroh. (2021). Manajemen Risiko di Era Covid-19 Terhadap Ekonomi di Indonesia. *Mabny: Journal of Sharia Management and Business*, 1(01), 1–13.
- Hamsal, Mohammad, & Abdinagoro, Sri Bramantoro. (2021). *Sustainable Tourism Pariwisata Wisata di Era Normal Baru*. SCOPINDO MEDIA PUSTAKA.
- Harefa, Mandala. (2020). Dampak Sektor Pariwisata terhadap Penerimaan Daerah di Kabupaten Belitung [Impact of Tourism Sector on Regional Income in Belitung Regency]. *Jurnal Ekonomi & Kebijakan Publik*, 11(1), 65–77.
- Hasani, Zuyyina Alfa. (2011). *Solo Kriya Komunal Didalam Konteks Pengembangan Kawasan Gilingan Menuju Sentra Industri Mebel dan Kampung Wisata Industri Mebel*. Surakarta: UNS (Sebelas Maret University).
- Idarti, Idarti, & Hasanah, Afriyanti. (2018). Analisis Pengaruh Struktur Kepemilikan, Kebijakan Hutang dan Likuiditas Terhadap Financial Distress. *Journal of Applied Managerial Accounting*, 2(2), 160–178.
- Ilyas, Muhammad, & Ali, Mohammad. (2020). *Tipologi Sekolah Islam Jenjang SMA/MA Berdasarkan Hasil Ujian Nasional Tahun 2017-2019 di Kabupaten Karanganyar*. Universitas Muhammadiyah Surakarta.
- Ismayanti, Maya, & Djahur, Ina G. (2021). *Laporan Akhir Rancangan Pola Perjalanan Overland Wonderful Flores*. Jakarta.
- Jinan, Ach, & Ilal, Syauqi. (2018). *Pengaruh marketing public relations terhadap keputusan berkunjung di Taman Nasional Baluran, Situbondo, Jawa Timur*.

- Malang: Universitas Islam Negeri Maulana Malik Ibrahim.
- Kho, Jessen. (2021). Penyebab Penurunan Dan Solusi Pemulihan PDB Indonesia Dimasa Pandemi Covid-19: Pandemi Covid-19. *Jurnal Manajemen, Ekonomi, Keuangan Dan Akuntansi*, 2(1), 99–104.
- Marsella, Andrian, Zaki, Muhammad, & Masburiyah, Masburiyah. (2021). *Analisis Yuridis Terhadap Pelaksanaan Pilkada Serentak Tahun 2020 Dimasa Pandemi Covid-19 Perspektif PKPU No. 6 Tahun 2020*. Jambi: UIN Sulthan Thaha Saifuddin Jambi.
- Nirwandar, Septa. (2011). Pembangunan sektor pariwisata di era otonomi daerah. *Diakses Pada*, 24.
- Nizar, Muhammad Afdi. (2011). *Pengaruh pariwisata terhadap pertumbuhan ekonomi di Indonesia*. Jerman: Universitätsbibliothek der LMU München.
- Purba, Daris, & Saputra, Asron. (2018). Faktor Dominan Penurunan Pertumbuhan Ekonomi Batam. *Prosiding Seminar Nasional Ilmu Sosial Dan Teknologi (SNISTEK)*, (1), 37–42.
- Purnomo, Rochmat Aldy. (2016). *Ekonomi Kreatif Pilar Pembangunan Indonesia*. Surakarta: Ziyad Visi Media.
- Purwadinata, Subhan, & Kaluge, David. (2017). Apakah inovasi pajak daerah memperlambat daya inovasi pemerintah daerah dalam pelaksanaan desentralisasi fiskal?(Studi di Kabupaten Sumbawa, Indonesia). *Jurnal Ilmu Ekonomi Dan Pembangunan*, 17(2), 43–56.
- Rahmi, Asri Noer, & Fikri, Muhammad. (2018). Pariwisata Karang Para, Geopark Ciletuh dan Pengaruhnya Terhadap Pertumbuhan Ekonomi di Indonesia. *J-IKA*, 5(2).
- Rosfiantika, Evi, Permana, Rangga Saptya Mohamad, & Mahameruaji, Jimi Narotama. (2020). Program live update pemberitaan risiko Covid-19 di televisi nasional Indonesia. *ProTVF*, 4(2), 247–269.
- Saefuloh, Asep Ahmad. (2016). Kebijakan Ketenagakerjaan pada Sektor Industri di Kota Batam. *Kajian*, 16(1), 189–215.
- Sandy, Muh. (2018). *Pengaruh Upah Minimum Regional, Investasi dan Pertumbuhan Ekonomi terhadap Penyerapan Tenaga Kerja di Kabupaten Pangkep*. Universitas Islam Negeri Alauddin Makassar.
- Saragih, Juli Panglima. (2019). Kinerja Industri Manufaktur di Provinsi-Provinsi Sumatera Tahun 2010-2015 [Manufacturing Industry Performance in Sumatra Provinces 2010-2015]. *Jurnal Ekonomi & Kebijakan Publik*, 9(2), 131–146.
- Statistik, Badan Pusat. (2014). *Monthly Report on Socio Economic Data, April 2014*. Indonesia: Statistics Indonesia.
- Suryawati, I. Gusti Agung Alit. (2018). Strategi Pengembangan Pariwisata Bali Berkelanjutan Menghadapi Pasar Bebas Asean (afta). *Jurnal Mitra Manajemen*, 2(6), 680–692.
- Yunus, Ulani. (2018). Branding Kota Batam melalui Dimensi Multikultural. *Prosiding Konferensi Nasional Komunikasi*, 1(1).