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The Implementation of Community Development with Potentials Cultural, Fisheries and Culinary in Lance Village, Batam for Community Based Tourism and Economic Sustainability by PT Perusahaan Gas Negara (Sales and Operation Region I)

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abstract

Island communities around the world face complex challenges, mainly due to geography and limited resources. In Indonesia, these challenges are compounded by uneven development, resulting in limited access to basic services such as health and education. Batam Island, as a major industrial hub, reflects many of the problems common to other islands, including rapid urbanization, increased population density, and environmental issues. This research focuses on Lance Island around Batam, which has great potential in marine and tourism. The community empowerment program by PT Perusahaan Gas Negara (PGN) aims to improve the quality of life of the community through economic development, education, health, and the environment. This approach is in line with the principle of Community Based Tourism (CBT) which places the community as the main actor in tourism development. This research uses a qualitative method with purposive sampling technique to extract data from relevant informants. The results show that the community empowerment program has provided significant positive impacts, including economic improvement, women's empowerment, cultural preservation, and tourism development. Commitment to sustainability and strong cooperation between the company, educational institutions, and local communities are key to the success of this program.

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Keywords: community empowerment, community-based tourism, economic sustainability, cultural preservation.

INTRODUCTION

Island communities around the world face a range of complex challenges, often exacerbated by geography and limited resources. According to research by Connell and Lea (2002), climate change and sea level rise are significant threats to islands, with direct impacts on coastal settlements and ecosystems. In Indonesia, this problem is further exacerbated by uneven development, which leaves many islands behind in access to basic services such as health and education (World Bank, 2019). Limited access to health services leads to high maternal and child mortality rates in the islands (UNICEF, 2020). In addition, limited access to quality education results in low levels of literacy and formal education in many Indonesian islands (UNESCO, 2017).

Batam Island, as one of Indonesia's major industrial centers, faces specific challenges that mirror those of many other islands. Rapid urbanization in Batam has resulted in increased population density and the emergence of slums. According to Hall (2011), industrial growth in Batam has also resulted in serious environmental problems, including air and water pollution, and inadequate waste management. In addition, although Batam offers many employment opportunities, working conditions are not always ideal and job insecurity remains a significant problem (Patunru, 2015). The rapid industrial development in Batam is often not matched by adequate urban planning, leading to various social problems such as increased crime rates and social tensions (Susanti, 2018).

In addition to these issues, Indonesia's islands also face challenges in terms of food security. Limited agricultural land and reliance on off-island supplies often lead to food insecurity, especially in times of crisis (FAO, 2021). In some islands, such as East Nusa Tenggara, prolonged droughts have exacerbated this situation, threatening the livelihoods of local farmers and fishermen (OXFAM, 2020).

These issues emphasize the importance of coordinated interventions to improve the quality of life of island communities through sustainable infrastructure development, improved access to basic services, and environmental protection. Governments, non-governmental organizations and the private sector need to work together to address these challenges, ensuring that island communities can enjoy the benefits of equitable and sustainable development (Asian Development Bank, 2019). These interventions should also include efforts to mitigate and adapt to climate change, as well as increase the

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capacity of local communities to participate in development processes and manage their own natural resources (UNDP, 2020).

Speaking of natural resources, Batam as an attractive investment area, continues to provide the best experience for investors. As the main driver of the economy in the Riau Islands, Batam seeks to develop various investment potentials. One of the sectors being promoted is Batam's tourism sector (BP Batam, 2022).

The tourism sector in Riau Islands has experienced a significant decline in recent times, and is no longer able to compete with tourism in neighboring Malaysia and Singapore. Data from the *Badan Pusat Statistik* (BPS) shows that since April 2024, foreign tourist visits to Riau Islands have decreased by 30 percent. The Riau Islands Provincial Tourism Office stated that the tourism sector in the province faces one main problem, which is accessibility. There are two main factors in this accessibility, namely price and immigration issues. Both problems remain unresolved to date, which has a negative impact on the tourism sector (Tempo, 2024).

Lance Island is one of the small islands located around Batam Island, Riau Islands Province (Directorate of Coastal and Small Island Use, 2018). Batam itself is included in the frontier and outermost areas because it borders directly with Singapore and Malaysia. Geographically, Lance Island has a lot of potential, especially in the marine and tourism sectors. From the marine side, Lance Island has abundant marine products, both from catch and cultivation. In addition, many crafts are made from raw materials from the sea. In terms of tourism, Lance Island has rich resources such as mangrove forests, beaches, and culinary, and is supported by many international tourist destinations in the vicinity.

Lance Island is one of the small islands located around Batam Island, Riau Islands Province (Directorate of Coastal and Small Island Use, 2018). Batam itself is included in the frontier and outermost areas because it borders directly with Singapore and Malaysia. Geographically, Lance Island has a lot of potential, especially in the marine and tourism sectors. From the marine side, Lance Island has abundant marine products, both from catch and cultivation. In addition, many crafts are made from raw materials from the sea. In terms of tourism, Lance Island has rich resources such as mangrove forests, beaches, and culinary, and is supported by many international tourist destinations in the vicinity.

Lance Island is the only neighborhood in Sagulung sub-district with a beach. The island has an area of about 6 hectares and is inhabited by 58 households, consisting of about 200 residents, 90% of whom are fishermen. The wives help the family economy by making crackers that are sent out of the area, such as Medan. They would like assistance in gaining knowledge about processing various types of fish such as gonggong, fan

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clams, renjungan crabs, grouper, snapper, dingkis, ketarap fish, pea fish, mullet fish, reef fish, and other types of fish that can be packaged after processing so that they last longer as souvenirs or to be marketed and exhibited at business fairs (Silitonga, F et al., 2023).

In an effort to realize the potential of the region in the form of culture, fisheries and culinary to support community-based tourism and economic sustainability on Lance Island, PT Perusahaan Gas Negara (Sales and Operation Region I), hereinafter referred to as PGN SOR 1, carries out corporate social responsibility through a community empowerment ecosystem based on the company's commitment to make a positive contribution to the community around its operations. In addition, it is expected to build and strengthen harmonious relationships between the company and the community.

Based on these problems and potentials, this research will elaborate more deeply on the implementation of community empowerment programs derived from the potential of the region to realize community-based tourism and local economic sustainability.

LITERATURE REVIEW

According to Jim Ife in his book “Community Development, Creating Community Alternatives-Vision, Analysis and Practice” (1997), empowerment is defined as providing individuals with resources, opportunities, knowledge, and skills to improve their ability to direct their own future and actively participate in influencing the lives of their communities. Ife also states that the concept of empowerment is strongly linked to notions of power and disadvantage. Furthermore, Ife explains the understanding of empowerment from four different perspectives: pluralist, elitist, structuralist, and post-structuralist.

Howard and Wheeler (2015) state that community development begins with understanding the needs and aspirations of underprivileged groups. The concept of Community Empowerment, which has become a major focus in Social Welfare studies since the 1990s, is often associated with Community Intervention. Payne (1997:266), as referenced by Adi (2013), explains that empowerment aims to provide support to communities to have the power to make decisions and act, despite facing individual or social barriers. The goal is to change mindsets and improve abilities so that people are more confident in utilizing their potential.

Brokensha and Hodge, also cited by Adi (2013), explain that community development is a series of efforts designed to improve people's lives through active participation, with as much initiative as possible coming from the community itself. It encompasses a wide range of development activities at the local level, both those carried out by government agencies and other non-governmental community organizations.

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According to Pearson (2011), sustainability in empowerment can increase economic value in the community and ensure that the program can continue. Sustainability strategies in empowerment will create a more independent community. Empowerment sustainability can be assessed based on three main aspects: ecological sustainability, economic sustainability, and socio-cultural sustainability.

One of the main objectives of community empowerment programs is to strengthen the community's ability to meet their daily needs, especially economic needs (Romadhon & Muhtadi, 2018). The economic sustainability of a program can be seen from the participation and involvement of community members in providing energy or ideas to develop the program.

Community-based tourism (CBT) is a concept that highlights the role of communities in tourism development. The basic principle of CBT is to place the community as the main actor through their empowerment in various tourism activities, so that the benefits of tourism can be enjoyed as much as possible by the community. The main goal of tourism development is to improve the welfare of local communities. The concept of Community Based Development is often used by tourism development planners as a strategy to mobilize communities to actively participate as partners of the tourism industry. The goal is to empower communities socially and economically and provide added value in the travel experience, especially for tourists.

In the current global trend, community-based development has become a development tool and strategy applied not only in the field of tourism, but also in the context of country development, by opening up opportunities and access for communities to participate in the development process.

Community Based Tourism emphasizes empowering communities to better understand their values and assets, such as culture, customs, cuisine, and lifestyle. In tourism development, the community must independently mobilize these assets and values to become the main attraction for tourists. Through CBT, each individual in the community is directed to become part of the tourism economic chain and given the skills to develop small businesses.

According to Suansri (2003), the principles of CBT include:

1. Recognize, support and promote community ownership in tourism.
2. Involve community members in every stage of tourism development.
3. Promote community pride.
4. Improve quality of life.

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5. Ensure environmental sustainability.
6. Protect local uniqueness and culture.
7. Foster cross-cultural learning.
8. Respect cultural differences and human dignity.
9. Distribute profits proportionally to community members.
10. Contribute revenue to community development projects.
11. Highlight the authenticity of the community's relationship with its environment.

With this approach, CBT is very different from the conventional tourism development approach, as it places the community as the main actor in the development process with the main objective of improving the economic living standards of the community.

RESEARCH METHOD

Based on the context of the problem and the purpose of this research, which aims to provide an overview of the implementation of community empowerment programs to realize sustainable tourism and sustainable economy in Lance Island, Batam, a qualitative approach is used. According to Denzin and Lincoln (2005), qualitative research is an in-depth process of understanding social phenomena through direct interaction with participants. The approach involves flexible and reflective data analysis, using a variety of techniques appropriate to the research context. The main goal of qualitative research is to collect new data and insights, with the focus developing gradually over the course of the research. The advantage of this flexible approach is that it allows the researcher to narrow the focus of the research as the data is collected and analyzed.

Qualitative research emphasizes understanding social processes and cases by emphasizing interpretation, namely how individuals form social understanding and meaning. Unlike quantitative research, qualitative research does not use variables, test hypotheses, or convert social life into numbers (Neuman, 2014).

The determination of informants in this study uses non-probability sampling techniques, where the researcher does not need to determine the sample size at the beginning and has limited knowledge about the sample population. To achieve the research objectives and consider the situation and needs during the research process, purposive sampling method was applied.

According to Neuman (2014), purposive sampling is part of non-probability sampling, which allows researchers to select informants based on certain considerations and objectives. This technique allows researchers to select informants who have

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knowledge or experience relevant to the issue under study, or who represent certain groups relevant to the research question. With purposive sampling, researchers can gain insights and perspectives that suit the needs of the research.

This research follows the stages of the data analysis process described by Creswell (2012). The analysis process begins with identifying two types of data: text data such as interview transcripts, and visual data such as images or photographs. After that, the data was sorted and analysed by creating codes as markers, which were then used to summarise the information in the form of tables, diagrams, or discussion sections.

RESULT

The community empowerment programme which is one of the implementations of PT Perusahaan Gas Negara Tbk - Offtake Stasiun Panaran's CSR (Corporate Social Responsibility) activities in Tembesi Village is based on the company's commitment to make a positive contribution to the community around its operations. PT Perusahaan Gas Negara Tbk - Offtake Stasiun Panaran has a social responsibility to contribute to the welfare of the surrounding community. Kelurahan Tembesi as one of the areas adjacent to the operations of PT Perusahaan Gas Negara Tbk - Offtake Stasiun Panaran is the focus of attention for community empowerment and development programmes.

PT Perusahaan Gas Negara Tbk - Offtake Stasiun Panaran is committed to supporting local development by participating in improving the quality of life of communities around its area of operations. This includes the economic, education, health, and environmental sectors.Environmental Responsibility: As an energy company, PT Perusahaan Gas Negara Tbk - Panaran Station Offtake recognises the importance of preserving the environment. The CSR programme in Tembesi aims to reduce the negative impact of the company's operations on the environment and increase environmental awareness among the local community. Effective implementation of CSR programmes can improve the image and reputation of PT Perusahaan Gas Negara Tbk - Offtake Stasiun Panaran as a company that is responsible and concerned about the welfare of the community and the environment.

Government regulations and policies encourage companies to implement social responsibility. PT Perusahaan Gas Negara Tbk - Panaran Station Offtake follows this policy by implementing CSR programmes that benefit the community. PT Perusahaan Gas Negara Tbk - Panaran Station Offtake realises that business sustainability depends not only on financial gain but also on social and environmental sustainability. Through CSR programmes, PT Perusahaan Gas Negara Tbk - Offtake Stasiun Panaran strives to

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ensure that its business operations provide long-term benefits to the community and the environment.

Lance Island is located in Tembesi Tower Urban Village which is one of the urban villages in Sagulung Sub-district, Batam City, Riau Islands Province, Indonesia. It has a topography that includes lowlands and coastline with an elevation between 0 to 100 meters above sea level. As it is located on an island, the community here mostly earns their living as fishermen.

Lance Island has been the focus of various community empowerment programmes initiated by PT Perusahaan Gas Negara Tbk - Panaran Station Offtake, in collaboration with Batam Tourism Polytechnic. These programmes are designed to improve the quality of life of the local community through economic development, education, health, and the environment.

Support for Local Development

PT Perusahaan Gas Negara Tbk - Panaran Station Offtake demonstrates its commitment to local development by supporting various sectors of community life around its area of operations. This support includes:

- **Economy:** Development of seafood-based micro, small and medium enterprises (MSMEs).
- **Education:** Skills training and community capacity building.
- **Health:** Public health programmes that focus on prevention and increasing health awareness.
- **Environment:** Environmental conservation efforts and sustainable waste management.

Dodol Pulut and Processed Fish Food MSME Program

One of the programs that has been implemented is assisting the production of Dodol Pulut MSMEs on Lance Island. This program includes:

- **Legality** Management: Helping MSMEs obtain the necessary business legality.
- **Training:** Providing training on seafood processing and business management.
- **Marketing:** Assist MSMEs in product marketing strategies.

The program has shown positive results, with MSMEs able to increase their income by up to IDR 300,000 per month. In addition, the program also contributes to the empowerment of women on Lance Island, by involving them in the production and marketing process.

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Source: Internal Company Data, 2023

Tourism Potential on Lance Island

Lance Island has rich tourism potential, including:

- **Natural Beauty:** White sandy beaches, mangrove forests, and beautiful natural scenery.
- **Local Culture:** The people of Lance Island have a strong Malay culture, with traditions of gotong royong, kenduri, and other cultural events.
- **Tourist Activities:** Tourists can join cooking classes for Batam specialties, learn to make handicrafts, and enjoy traditional music and dance performances.

Impact of the Empowerment Program

The implementation of the community empowerment program on Lance Island has had significant positive impacts, including:

- **Economic Improvement:** Through the development of MSMEs, local communities are able to increase their income and welfare.
- **Women Empowerment:** The program provides opportunities for women to actively participate in economic activities.
- **Cultural Preservation:** By promoting local culture, local communities are able to maintain and preserve their traditions.
- **Tourism Development:** Lance Island's tourism potential is increasingly recognized and developed, attracting more tourists.

Commitment to Sustainability

PT Perusahaan Gas Negara Tbk - Panaran Offtake Station and Batam Tourism Polytechnic are committed to continuing this empowerment program with a focus on sustainability. These efforts include:

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- **Continuous Training:** Continuing training and mentoring to ensure long-term success.
- **Environmental Management:** Implementing sustainable environmental management practices.
- **Collaboration with Government:** Collaborate with various parties to expand the impact of the program.

The community empowerment program on Lance Island demonstrates that with the right support, island communities can improve their quality of life through economic development, cultural preservation, and sustainable utilization of tourism potential.



Source: Internal Company Data, 2023

DISCUSSION

This research highlights the complexity of the challenges facing island communities in Indonesia, with a particular focus on Lance Island in Batam. A community empowerment program run by PT Perusahaan Gas Negara Tbk - Panaran Station Offtake and supported by Batam Tourism Polytechnic shows that the right intervention can have a significant positive impact on the welfare of the local community.

Economic Enhancement: Beyond the Limits of Local Potential

This program demonstrates the importance of supporting local development, which includes economic development, education, health, and the environment. Through this program, the people of Lance Island can improve their overall quality of life. For example, the Dodol Pulut and processed fish food MSME programs have increased community income and empowered women in the production and marketing process.

Jim Ife's theory in "Community Development, Creating Community Alternatives-Vision, Analysis and Practice" (1997) is relevant here, where empowerment is defined as

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providing individuals with resources, opportunities, knowledge, and skills to enhance their ability to direct their own futures and actively participate in influencing the lives of their communities. Ife's pluralist and elitist approach shows how the program gives power and opportunities to previously disadvantaged communities, assisting them in overcoming social and economic challenges.

Community-Based Tourism: Attracting Travelers with Authentic Attractions

The tourism potential of Lance Island is also a key focus in this study. The natural beauty, local culture and tourist activities on offer can be a significant draw for tourists. Through proper promotion and good management, this potential can be further developed to provide economic and social benefits for the local community.

Community Based Tourism (CBT) emphasizes empowering communities to better understand their values and assets, such as culture, customs, cuisine, and lifestyle. The principles of CBT, as described by Suansri (2003), include recognizing, supporting and promoting community ownership in tourism and involving community members in every stage of tourism development.

Culture, Fisheries and Culinary: Preservation and Development of Local Traditions

The research also highlights the importance of cultural preservation in the context of tourism-based community empowerment. By promoting local culture, communities not only maintain their traditions but also attract tourists looking for authentic experiences. In addition, the environmental preservation efforts through this program show that environmental sustainability is a key factor in sustainable tourism development.

According to Pearson (2011), the sustainability of empowerment can increase economic value in the community and ensure that the program that has been running can continue. A sustainability strategy in empowerment will create a more self-reliant community, focusing on ecological, economic, and socio-cultural sustainability.

Collaboration and Sustainability: Key to the Program's Success

The success of the program is also supported by strong collaboration between the company, educational institutions, and local communities. Commitment to sustainability is demonstrated through ongoing training, good environmental management practices, and collaboration with the government.

This approach is in line with Howard and Wheeler's (2015) view that community development starts with understanding the needs and aspirations of underprivileged

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groups. The concept of community empowerment, as explained by Payne (1997:266), aims to provide support to communities to have the power to make decisions and act, despite facing individual or social barriers.

This research confirms that through appropriate interventions, island communities such as Lance Island can achieve significant and sustainable improvements in quality of life. This approach reflects theories of empowerment and community development that place communities as the main actors in the development process and improve their economic standard of living.

CONCLUSION

This research concludes that the community empowerment program run on Lance Island has succeeded in improving the quality of life of the community through economic development, education, health, and the environment. The Dodol Pulut MSME program and processed food from fish are clear examples of how economic empowerment can increase the income and welfare of the community, especially women.

The rich tourism potential of Lance Island, including its natural beauty and local culture, can be further developed to provide economic and social benefits for the local community. Cultural and environmental preservation are key factors in the success of this program, ensuring that tourism development is not only economically beneficial but also socially and ecologically sustainable.

The strong cooperation between the company, educational institutions and local communities demonstrates the importance of collaboration in achieving sustainable development goals. Commitment to sustainable training, good environmental management practices, and cooperation with various parties are important foundations for the sustainability of this program.

With the right support and a coordinated approach, island communities like Lance Island can overcome the challenges they face and improve their quality of life through economic empowerment, cultural preservation, and sustainable utilization of tourism potential.

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