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Planning for the Development of the Meranti Bay Bono Wave Surfing Sport

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ABSTRACT

This research aims to determine the planning for developing Meranti Bay's bono wave surfing sport. This study was carried out using a qualitative descriptive approach. Data collection techniques include observation, interviews, and participant documentation. The data analysis is carried out through data analysis, data presentation, and drawing conclusions/verification. Based on the research results and discussion of the focus of the problem in this research, several conclusions can be drawn: Firstly, planning to develop Meranti Bay surfing sports has involved many other related stakeholders. The stages of planning for the development of surfing sports in Bono tourist destinations are 1) preparation of initial needs, 2) study of potential development studies and tourism programs, 3) preparation of human resources, 4) strengthening of institutions, 5) preparation of infrastructure and facilities, 6) Preparation of programs, 7) socialization, 8) implementation and implementation of activities, 9) monitoring and evaluation. Generally, it can be divided into three stages: decision/policy making, planning and implementation processes. The two factors that influence planning for the development of surfing in Bono tourist destinations are human resource factors, environmental factors, potential factors, funding and budget factors.

Keywords: Planning; Development; Surfing Sport; Policy

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INTRODUCTION

Surfing is a type of water sport. Surfing is a sports activity carried out on the waves using a board to manoeuvre. The board driven by the surfer or surfer will move with the waves so that the surfer is challenged to control the balance of the body on the board. The waves produced on the Kampar River are a very unique natural phenomenon. Bono is a natural phenomenon before high tide (Always, 2016; Yani et al., 2021). For the sport of surfing to be developed well, the planning pattern must be programmed well so that it impacts the development pattern to be achieved. Continuous knowledge and skills will be associated with more effective activities or can result in actions to achieve success. Therefore, there will be only meaningful achievements if starting with good planning. If Bono Waves are managed well, they will become a tourist attraction that is in demand by local and foreign tourists. The presence of sports tourism activities will increase expenditure and the need for complementary activities, which can be useful for planners of sports tourism activities (Daniels & Norman, 2003; Daniels & Norman, 2003). Tourism also helps build

knowledge about understanding tourism policy in the context of national reconstruction and social cohesion (Kamble & Bouchon, 2014).

Sports are all systematic activities to encourage, develop, and develop physical, spiritual, and social potential (UU SKN 2005, article 1, paragraph 4). Sport is also any activity or business that can encourage the development of a person's physical and spiritual potential as an individual or member of society through games, competitions, or intensive physical activities to obtain recreation, victory, and peak achievement in human formation. Indonesia has quality based on Pancasila (Mutohir, 2002). Although the quality of the holiday is not directly related to surfing travel behaviour, it is predicted that the main choices are related to surfing destinations, such as surfing destinations, wave variety, and the quality of the natural environment (Barbieri & Sotomayor, 2013). Sports and tourism combine activities that are very profitable when combined. Many positive things can be obtained from sports and tourism activities (Suratmin, 2018). Sports tourism is making sports the main goal of travel (Hidayat & Mutohir, 2018).

Facilities and infrastructure in sports must be available because if one of the facilities or infrastructure is not available, then the activities to be carried out will not be optimal. Facilities for surfing sports: a) *Clothes*. The clothes used during surfing have several functions; apart from protecting the body from sunlight, they also protect the body from coral scratches and can also protect the body from direct impacts from the hard surfing board; b) *Trousers*. Wear shorts/swimming trunks that suit your taste so they don't interfere with your paddling; c) *Surfboard/surfboard*. There are several types of surfboards, including flat boards, V-shaped boards, concave ones, and channel-shaped boards.

Surfboards have criteria (Suratmin, 2018) including the following: a) Surfboard sizes are usually expressed in feet and inches; b) The length of the board from tail to nose for regular surfers is looking for a pole size of 20-40 cm; c) The length point from nose to tail for a Pomula surfer is around 19 inches; if it is less wide, the board will be unstable; if it is too wide, it will be difficult to ride or carry, causing discomfort; d) The thickness of the board is generally adjusted to body weight. The heavier the surfer's body, the thicker the board you use; e) The board design can be plain/without or have a design. The more graphic designs you want, the more expensive the board will be.

Figure 1. Surfboard

Initially, surfboards were made of wood and shaped like ironing boards. However, surfboards made of wood were considered too heavy, and over time, surfboards were replaced with fibreglass or epoxy. Surfboards come in various sizes, uses, and types. The following is the anatomy of a surfboard: a) *Diecks*, the top of the board, are used to place the body when paddling and riding; b) *Tails*, the board's tail, has different shapes, resulting in different characters; c) *Rails*: the edges of surfboards can have different shapes; d) The bottom of the board must remain smooth because this bottom will affect the friction force between the water and the board; e) *Nose*, the nose of the board/front end of a water surfboard. A nose shaped like a triangle, pointed and surf, usually wears thin. Meanwhile, the shape is slightly round for beginners; f) Fiinn, or fins at the bottom of the board, functioning like a steering wheel on a car; g) *Lengrope/leash*, ropes tied to the legs and boards; h) *Grip*, rear foot pads made of rubber.

Surfers who are already skilled certainly understand the shape and materials that are good to use so that when surfing, it will be easy for the surfer and the board to blend.

The location for surfing is in the Kampar Teluk Meranti river area, Pelalawan Regency, Riau Province, which has high waves reaching 3–4 meters. Tourism planning needs to be done because there are many changes in the tourism industry today. Tourism covers many things and involves many parties, so certain strategies are needed to plan tourism activities to run well. Planning in tourism is very necessary because it is important to know the consequences of developments that can affect aspects of tourism. Tourism is important to a country and can help increase national and regional income.

RESEARCH METHODOLOGY

This research uses a descriptive-qualitative approach. The choice to apply a qualitative approach was based on the consideration that the substance of the problem was seen as a comprehensive phenomenon. This research aims to examine events experienced by humans, namely the reality experienced by the people who are the subjects of the study. This research seeks understanding through qualitative methods, namely observation by getting involved in the scene, open interviews, and documents that produce descriptive data. This research uses a case-study approach. Case studies are one of the research designs in the social sciences that are unique about the following three things: (a) the type of research question; (b) the control that the researcher has over the behavioural event that will be studied; and (c) the focus on the research phenomenon (Creswell, 2018). In general, case studies are an appropriate strategy for research questions regarding "how" or "why" when researchers have little opportunity to control the events to be investigated and when the focus of the research is on contemporary phenomena (Yin, 1996).

To obtain primary data in this research, data collection tools were used in the form of observation, direct observation, in-depth interviews, document searches, and documents in the form of existing archives were used as supporting data or secondary data. Observations in this research carried out direct observations or inspections of the field to see how surfing sports tourism was developed based on the potential of Pelalawan Regency. Observation is a method used to observe something, someone, an environment, or a situation in sharp detail and record it accurately (Rohidi, 2011).

An interview is a conversation with a specific purpose. The conversation is carried out by two parties: the interviewer who asks questions and the interviewer who answers the questions (Moleong, 2010). Documentation is looking for data about things or variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, agendas, and so on (Arikunto, 2006).

RESULTS AND DISCUSSION

Result
Planning Process

Planning for developing the Bono Bay Meranti tourist destination uses a top-down approach. This approach is quite an important development, as the management (Bono River Community) is starting to collaborate with other stakeholders, such as the regional government and the local community.

The dynamics of the Bono tourist destination development in Meranti Bay have brought about many changes in area use and management. This also has an impact on planning activities. The involvement of other stakeholders, namely local government and the community, needs to accommodate all their needs and interests.

Through consultation with communities living in areas that will be affected by policies, programs or projects, it is possible to (a) formulate problems more effectively, (b) obtain information and understanding beyond the reach of the scientific world, (c) formulate alternative solutions to problems that socially acceptable, (d) forming a feeling of ownership of the plan and its completion, thus facilitating implementation (Mitchell, 2010).

Planning for the development of surfing in Meranti Bay goes through the following stages:

1. *Preparation of Initial Requirements*. Initial requirements preparation activities before research activities take place. Preparation begins with a policy review of all existing regulations for the existing Bono River Community destination management. In preparing for the development of natural tourism, the management has also collaborated with the local government, especially the Pelalawan Regency Youth and Sports Tourism Office (Disparpora).

2. *Study of Potential Development Studies and Tourism Programs.* The following is Meranti Bay's potential in the form of the Kampar River, which has unique waves consisting of seven layers of waves that come together and are used for surfing activities. The local community supports these tourist activities, but the location is quite far, so it takes approximately 3 hours for visitors to arrive from the city centre.

3. *Preparation of human resources*. In resource preparation activities, the Bono River Community always provides surfing training for anyone who wants to learn; this is done as an effort so that when the wave comes, it is not only used by foreign tourists (foreign tourists) and local tourists but the local community must take part. to animate and enliven every moment so that it will have an impact on people's interest in coming not only as visitors to tourist attractions but also as surfers.

4. *Institutional strengthening*. The community is an important factor in developing tourist destinations, so the government needs to encourage the community to participate significantly. By strengthening village community institutions and the groups within them, real community participation in the development of bono tourism can increase. The objectives of institutional strengthening activities are a)

increasing the capacity and independence of communities/groups community, b) increasing and strengthening the role of institutions and organizations in the community, increasing capital, economic efforts and community welfare, d) increasing community participation and concern in developing the Bono tourist destination in Teluk Meranti.

5. *Preparation of infrastructure and facilities.* Infrastructure has a very important position in the sustainability of these activities. The planned infrastructure includes the construction of a dam along the river bank to make visitors safer and more comfortable, a tower for visitors who want to see from an upper position, and the addition of surfboards. The preparation of infrastructure and facilities can be carried out in collaboration between BRC and UPTD of the Bono tourist destination, the Pelalawan Youth and Sports Tourism Office, the community and the private sector. Apart from that, it is necessary to optimize existing facilities and infrastructure.

6. *Program Preparation.* From the study results of the area's potential, programs and activities for the Bono tourist destination were formulated. Several programs that will be developed at BRC and UPTD Teluk Meranti are MSME (micro, small and medium enterprises) programs and collaboration with related parties.

7. *Socialization.* Socialization is carried out widely to stakeholders and related parties to socialize programs and activities for developing Bono tourist destinations. With this socialization, it is hoped that it can attract support from various parties so that bono tourism development activities can run well.

8. *Implementation and implementation of activities.* Implementing activities is the most important thing in developing the Bono tourist destination. With good implementation, all planning processes will be successful. At this implementation stage, the involvement of the Bono River Community, UPTD Teluk Meranti, the Department of Tourism, Youth and Sports, and the Community is an important element. However, it does not rule out the possibility of involving other parties.

9. *Monitoring and evaluation.* In developing the Bono tourist destination in Teluk Meranti, evaluation and monitoring are also needed to monitor and take corrective action if implementing tourism activities has disrupted environmental conservation.

The planning process for developing surfing at the Bono tourist destination in Teluk Meranti can be divided into three activities: policy-making, the planning process, and implementation. Describes the planning process through three interconnected activities, where one activity is followed by another, starting with policy-making, developed through the planning process, and then implemented (Conyers, 1990).

Based on the three main activities, the actors who play a role can be divided into three actors, namely: 1) policymakers or those who make political decisions; 2) planners, namely people who hold plans because of their position or professional training; and 3) implementation carried out separately by the administrator.

The policymakers in surfing sports activities at the Bono tourist destination are the BRC and UPTD Teluk Meranti leaders. This policy is based on existing laws and regulations and looks at the dynamics of area management development. The second is the planner. In planning the development of surfing for the Bono tourist destination, the planner is a planning team consisting of BRC and UPTD Teluk Meranti planners. It can involve the regional government, namely the Department of Tourism, Youth and Sports, Pelalawan Culture and Tourism Regency, and academics as assistant consultants. Third are the implementers, which, in this case, are every stakeholder

involved, including the government, community, private sector, and other related parties.

Factors Influencing Planning

Planning for the development of the Meranti Bay surfing sport is also influenced by external and internal factors, which can act as drivers or obstacles. Factors that influence planning for the development of surfing are human resource factors, environmental factors, potential factors, and funding/budget factors. For more details, they will be discussed one by one as follows:

1. *Planning Human Resources (HR) Factors*. In planning the development of surfing, the management has collaborated with competent academics. The management itself has competent planning staff consisting of structural staff. These planners have competence in their fields and can collaborate with assistant consultants from academics to carry out the planning process and produce good planning formulations. In the development planning process, planners as planning human resources are the main factor that drives planning implementation (Bratakusumah, 2004).

2. *Environmental factor*. Environmental factors also influence regional development planning. There was a positive response from relevant stakeholders, namely the regional government and the local community. The government welcomes cooperation in developing natural tourism and environmental education at KHDTK Cikampek. The local community has also prepared itself to be involved in regional development by forming a group, namely the Tourism Management Committee (KPP). Environmental factors, both internal and external, strongly influence the success or failure of development planning programs (Bratakusumah, 2004).

3. *Policy factors*. Based on the policy study that has been carried out, the discourse on developing surfing sports cannot be separated from the planning for the development of Bono tourist destinations and does not conflict with existing policies. However, there are a few problems related to existing policies, in that until now, there have been no regulations that discuss the focus of developing this destination.

4. *Funding/budget factor*. Another factor influencing planning for the development of natural tourism and environmental education is the funding/budget factor. So far, the funds available at BRC must be larger and only used to support R&D activities. The development planning process must have been carefully calculated or estimated regarding how much and where the funds will come from so that no development planning results do not consider the possibility of financial support (Bratakusumah, 2004).

Discussion

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In planning the development of surfing for the Bono Bay Meranti tourist destination, it is hoped that stakeholder involvement will be divided into three, namely government, academics and the community:

1. *Government*. The governments related to the management of surfing at the Bono Meranti Bay tourist destination are the central government and regional governments. The government has a strategic role in developing ecotourism sector policies and their support. Policies include strategic legal instruments such as conservation space planning and technical instruments regarding investment services implemented by central and regional (local) governments. The output could be a policy to designate areas of special attention. As the policyholder, the government is responsible for using natural resources and keeping them sustainable. The government's efforts to regulate the use of nature in the form of the Kampat River are the background to the emergence of various policies to support the pattern of managing the river as a tourist destination focused on surfing. The government has the authority to regulate, provide and allocate various infrastructures related to the needs of surfing development. The government is also responsible for determining the direction to go. The macro policies adopted by the government guide other stakeholders in playing their respective roles.

2. *Academics*. Academics are government partner stakeholders. These academics are a source of advice or academic products as material for policy formulation. The product can be potential identification, mapping, resource threshold values, development ideas, planning and management concepts, and implementation methods. Research results are a form of social benefit that can be used for the public interest, especially in ecotourism areas. They are a source of inspiration for area management operations.

3. *Residents/local communities*. Residents/communities are important in developing the surfing sport of Bono tourist destinations, including in the planning process. Planners must actively involve the community through meetings or discussions to absorb input, suggestions, and thoughts supporting surfing development activities.

Nugroho (2011) states that residents act as subjects and objects in ecotourism development. As subjects' thought patterns, local institutions and the wisdom of residents can be adopted in the planning process. Through improving education and skills, residents can also play an active role in various economic activities and ecotourism services. As objects, residents and their environment require a touch of management to achieve the goals of conservation efforts and produce a flow of

benefits for many parties. Policies must be created to balance or maintain the benefits flow to residents. They must be allowed to actively identify, process and sell tourism products and services unique to their environment. These local communities had already managed tourism activities before any development activities took place. People have started opening stalls selling food and drinks. To make it more effective, the management formed a trader group. Forming this group as a forum for business activities facilitates coordination, improves member interaction, and builds and develops solidarity and cooperation. This can be useful for identifying common problems and formulating steps to handle problems between members.

CONCLUSION

Based on the research results and discussion of the focus of the problem in this research, several conclusions can be drawn: Planning for developing the Meranti Bay surfing sport has involved many other related stakeholders. The stages of planning for the development of surfing sports in Bono tourist destinations are 1) Preparation of initial needs, 2) Study of Potential Development Studies and Tourism Programs, 3) Preparation of human resources, 4) Strengthening of institutions, 5) Preparation of infrastructure and facilities, 6) Preparation of programs, 7) Socialization, 8) Implementation and implementation of activities, 9) Monitoring and evaluation. Generally, it is divided into three stages: decision/policy making, planning and implementation processes.

Factors that influence planning for the development of surfing in Bono tourist destinations are human resource factors, environmental factors, potential factors, and funding/budget factors. Based on the research results, discussion and conclusions regarding the focus of the problem in this research, the researcher can suggest the following: 1) In planning the development of surfing in Bono tourist destinations, there needs to be an understanding between the relevant parties. This understanding must be legally binding through a Memorandum of Understanding (MoU) or memorandum of understanding; 2) A community association needs to be formed to make it easier to gather thoughts, ideas and suggestions that can help plan the development of surfing as a Bono tourist destination; 3) Hold meetings with the community regarding area planning, especially regarding the relocation of stalls, parking lots and road access. This means that all parties can provide input and suggestions so that the policies implemented later avoid conflict from related parties.

CONFLICT OF INTEREST

All authors declare no conflict of interest in this manuscript.

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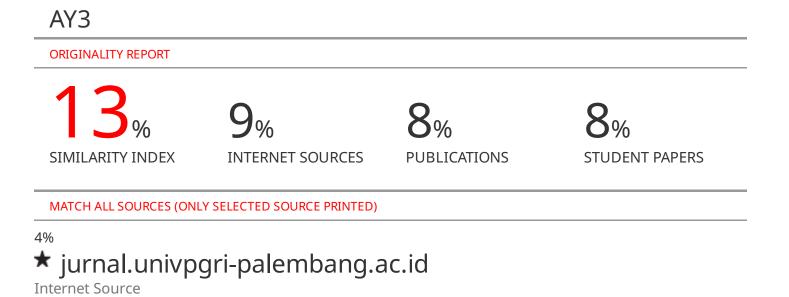
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