



Cultural Heritage Based on Tourism Management : The Bakar Tongkang Festival in Rokan Hilir Regency, Riau Province

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Abstract: The urgency of this research is the great potential of the barge burning tradition to become a tourism based on cultural heritage and local traditions that have cultural and historical value and is a local wisdom that can improve the welfare of the community. However, there is still little in-depth research on how to develop *the Cultural Heritage-Based Tourism Management Model* on barge fire tourism objects which includes the identification of cultural heritage, the development of tourism products, infrastructure development, marketing development and effective management and monitoring so that it can maximize the existing potential and have a significant impact on improving the community's economy. For this reason, this research aims to fill the knowledge gap by studying the potentials that exist in tourism in improving the community's economy. This research method uses a quantitative approach through data collection/survey on all barge tour visitors in Rokan Hilir Regency with a sample of 400 visitors and conducting interviews with relevant *stakeholders*. The data analysis techniques used are SWOT and QSPM analysis by analyzing the external and internal environment. The findings indicate that cultural heritage-based tourism development through the Bakar Tongkang tradition in Rokan Hilir Regency has good prospects for improving the local economy, as reflected by IFAS and EFAS scores of 3.28 and 2.89, respectively. The priority strategy is to optimize digital promotion and integrated annual event management, supported by infrastructure improvements, tourism product innovation, and strengthened local wisdom-based management.

Keywords: Cultural Heritage, Tourism Management, Barge Burning, Rokan Hilir

INTRODUCTION

The contribution of the tourism sector to the Indonesian economy in 2024 is quite significant. Tourist visits reached 1.07 million visits, according to data from the Central Statistics Agency (BPS). Riau Province's contribution to the national economy is 5%, occupying the 6th largest GDP nationally and becoming the largest k3-2 in the Sumatra region. One of the sectors that has the potential to be developed into a source of local original income (PAD) in Riau Province is the tourism sector because Riau province is located between the three Bermuda triangles bordering Malaysia, Singapore and Brunei Darussalam. This reflects the great potential of tourism in supporting the growth of the national economy in general and the economy of Riau Province in particular. One of the tours in Riau Province is the tradition of Barge Burning in Rokan Hilir Regency.

Previous research found that the tradition of burning barges is one of the cultural attractions in Riau that has symbolic meaning and has social harmony (Melisa & Par, 2021; Pratama, 2022; Ernita *et al.*, 2023). Although the tradition of barge burning is a local wisdom of the Rokan Hilir people whose existence has been around for a long time, there is still little in-depth research on how an effective tourism management model and its impact can be maximized for the economy of the local community in particular.

Research on the Malay people's perception of the traditional barge burning ceremony found that the Malay community recognizes that the tradition is a cultural heritage of Rokan Hilir that must be preserved and paid attention to by the local government (Ahda & Alwi, 2021; Zulkarnain, 2022), but there has not been much research that has explored in depth how the potential can be developed from the barge burning tourism.

Research on the impact of barge tourism on the economy found that the tourism has a great impact on the community's economy (Azzahra *et al.*, 2024; Nyoto *et al.*, 2023). Tourism has an impact on the economy of local communities. Tourist visits also increase the number of hotel guests, restaurants and also levies from tourist attractions in Rokan Hilir, but there has not been much research exploring the extent to which this barge grill tour is able to improve the economy comprehensively and is felt by the community directly.

Finally, the research gap is also related to the development strategy of barge tourism while still prioritizing local cultural heritage and traditions owned by the local community which is at the same time local wisdom that is only owned by Rokan Hilir Regency, but there is still a lack of research that explores in depth how tourism development strategies and models can maximize the contribution of the tourism sector to the national economy.

From the gap in previous research in studying the development of *cultural heritage-based tourism management* models, the analysis of the potential and development strategies of barge fuel is important to fill the gap where *the cultural heritage-based tourism development* model can help increase tourism productivity and maximize the potential of local tourism to further develop (Suryani, 2017; Soebagyo, 2012; Sayekti, 2020). In addition, maintaining local culture must still be an important part of innovations carried out in tourism management, so that the history and culture of the community can still be preserved as local wisdom by making a greater contribution to the community's economy than before (Januardi *et al.*, 2022).

State of The Art Research examines local tourism development strategies (Suryani, 2017). The results of the study show that the tourism development strategy in rural areas is by paying attention to

suggestions and infrastructure and determining the charm of tourism. Other studies have also tested community-based tourism development models. The findings show that there are several stages of tourism development in the tourism development stage, namely *the beginning*, middle stage and advanced stage with a directive strategy to a non-directive strategy (Rusyidi & Fedryansyah, 2018). Previous research analyzed the potential of historical tourism in the midst of the beauty of Malay-Chinese architecture and traditions (Fitri *et al.*, 2025). The results of the study show that Bagan Siapi-API has great potential to become an interesting historical tourist destination that focuses on local cultural heritage, architecture and traditions. Research related to the implementation of *the mobile augmented reality e-booklet* model to promote *the* leading tourist objects of Riau Province using *the 3D object tracking* method. The findings of this study show that one of the causes of the lack of development of the tourism sector in Riau province is because the management of promotional information has not been able to maximize the availability of information technology, the solution is augmented *reality technology* (Rio *et al.*, 2016). Research on the impact of barge burning traditions on tourism and the economy (Nyoto *et al.*, 2023). The findings of the study show that the tradition of barge burning attracts local, national and international tourists and also has a good impact on the local economy, through the increase in tourists in hotels, guesthouses, increased sales and purchases of basic necessities and the use of transportation modes.

The novelty of this research lies in the cultural *heritage-based tourism management* model approach that integrates the preservation of cultural heritage and local wisdom by optimizing the existing potential to develop tourism that has an impact on the economy of the local

community and the national economy. This integration model has not been found in previous studies and the development of this model is expected to provide a deeper understanding of the right strategies in the management of tourist attractions and provide a great economic impact from the tourism sector while maintaining cultural heritage.

METHODS

This type of research is quantitative using a survey approach in obtaining data. Then the data will be processed using statistical methods. The research population is the Rokan Hilir community and Bakar Tongkang tourism visitors totaling 663,956 people (BPS Data for Riau Province 2023). The Slovin formula is used to determine the sample size required in a survey if the population is known and to be selected at random. The Slovin formula is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{663.956}{1 + 663.956 (0,05)^2}$$

$$n = \frac{663.956}{1 + 663.956 (0,0025)}$$

$$n = \frac{663.956}{1 + 1.659,89}$$

$$n = \frac{663.956}{1.660,89}$$

So, the number of samples needed is around 399.76 or rounded up to 400 people or visitors to the Rokan Hilir Barge Grill tour, Riau Province.

The sampling technique was carried out by *random sampling* assuming that every visitor/community who came had the same opportunity to become a respondent. *Random sampling* was used due to the limitations of researchers obtaining data because the Barge Burning event was held at a certain time. The questionnaire was designed using a likert scale of 1-5 where questions were handed down through

Table 1
Operational Research Variables

Dimensions	Indicator	Scale
Cultural Heritage Identification	1. Traditional Ceremonies 2. Dance 3. Music 4. Clothing, etc.	Likert 1-5
Tourism Product Development	5. Cultural Tour Package 6. Cultural Events	Likert 1-5
Infrastructure Development	1. Museums 2. Cultural Center 3. Nature reserve	Likert 1-5
Marketing Development	4. <i>Product</i> 5. <i>Price</i> 6. <i>Promotion</i> 7. <i>Square</i> 8. <i>People</i> 9. <i>Process</i> 10. <i>Physical Evidence</i>	Likert 1-5
Management and Monitoring	1. Policies and regulations 2. Resource management 3. Infrastructure management 4. Environmental management 5. Security management 6. Information management 7. Management of community participation 8. Evaluation and monitoring	Likert 1-5
External	1. Economic factors 2. Political factors 3. Social factors 4. Environmental factors 5. Technology factor 6. Globalization factors	Likert 1-5

Data analysis is carried out by collecting secondary data and primary data, then analyzed using SWOT analysis. SWOT analysis is an analysis of the external and internal environment, the external environment includes opportunities and threats that will affect tourism development. Internal analysis includes strengths and weaknesses (Rangkuti, 2014; Fatiman, 2016).

With the provisions for calculating the score as follows:

1. Opportunity indicator: if the rating is given for a positive chance factor, the chances are getting bigger and the chances are rated +4, but if the chances are small, they are rated +1.
2. Threat indicator: the rating is the opposite, for example for negative factors

- if the threat is very large, it is rated +1, but if the threat is not large, it is rated +4.
3. Weakness indicator: the rating is negative or the weakness is very large, it is rated +1, but if the weakness is not too big, it is rated +4.
 4. Strength indicator: the rating is positive, all variables that fall into the strength category are rated +1 - +4 very good.

Then, the last stage in the analysis of this research is the selection of strategies that are appropriate and can be carried out by tourism managers, namely using *the Quantitative Strategy Planning Matrix (QSPM)* (Rusby *et al.*, 2020; Putri & Putri, 2014; de Fetres *et al.*, 2013).

RESULTS AND DISCUSSION

Respondent Identity

The identity of the respondents in the research activities is very important to find out the gender, age, sub-district, education and occupation used as a sample. The identity of the respondent will later be a guideline in drawing conclusions from the

results of the research based on what is in the questionnaire identified characteristics, namely gender, age, education, occupation, income of the respondent. The characteristics of the identity of the respondents who enjoy culinary tourism (the community) can be explained as follows

Gender

Table 2

Gender of Respondents Rokan Hilir Tourists (community) Riau Province

Gender	People	Percentage
Male	143	57.2
Women	107	42.8
Quantity	250	100

Source: Processed Data, 2025

Table 2 shows that there are more male 143 people or 57.2% respondents than female gender, which is

Age

Table 3

Age of Respondents of Rokan Hilir Tourists (community) Riau Province

Age	People	Percentage
< 17 years old	45	18
17 - 29 years old	98	39.2
30 - 39 years old	64	25.6
40 - 49 years old	43	17.2
Quantity	250	100

Source: Processed Data, 2025

In Table 2, it is clear that the largest 29 years, which is 98 people or 39.2% number of respondents is with age and 17 –

Education

Table 4

Education from Riau Province Tourist Respondents (Community)

Education	People	Percentage
SD/MI	10	4.0
Junior High School/MTS	19	7.6
High School/Vocational School/MA	78	31.2
Academy/Diploma	32	12.8
Bachelor	93	37.2
Paksa Scholar	18	7.2
Quantity	250	100

Source: Processed Data 2025

Table 3 shows that the education of the level was 93 people or 37.2% dominant respondents at the undergraduate

Jobs

Table 5

Jobs of Rokan Hilir tourist respondents (community)

Jobs	People	Percentage
Employees	68	27.2
Self-employed	73	29.2
PNS	65	26.0
Others	44	17.6
Quantity	250	Quantity

Source: Processed Data, 2025

Table 5 shows that the most respondents are in the self-employed

profession, which is 73 people or 29.2%.
Income

Table 6
Income from Rokan Hilir tourist respondents (community) Riau Province

Income	People	Percentage
< Rp. 2,352,570	18	7.2
IDR 2,352,570 - IDR 2,852,570	78	31.2
IDR 2,852,570 - IDR 4,862,570	96	38.4
IDR 4,862,570 - IDR 10,000,000	58	23.2
Total	250	100

Source: Processed Data, 2025

Table 6 shows that the most respondents are found in the income of < 2,852,570 - 4,862,570, which is 96 people or 38.4%.

Tourism Development in Improving the Economy of the Community in Riau Province

Results of the Recapitulation of the Questionnaire on the Potential of Sharia

a. Strength

Table 7

Recapitulation of Questionnaire Results on the Analysis of the Potential of Sharia Tourism in Community Economic Development in Riau Province

Yes	Strength					Total
	Stuart O'T	K	C	B	SB	
1	0	1	88	74	87	250
2	0	2	81	85	82	250
3	0	1	81	92	76	250
4	0	2	76	90	82	250
Quantity	0	6	326	341	327	1000
Score Score	1	2	3	4	5	
Total Score	0	12	978	1364	1635	3989
Percentage Score	0.00	0.30	24.52	34.19	40.99	100
Average						3.99

Based on the results of the recapitulation of the questionnaire above, it can be seen from the question item in the table above (strength), it can be seen that most of the respondents answered very well with a score percentage of 40.99%. Furthermore, respondents who answered

well were 34.19%, respondents who reached out with a score percentage of 24.52% and for a percentage less with a score of 0.3%, then for very less with a score percentage of 0%. The number of statement items as an indicator of strength is 4 statement items.

a. Disadvantages

Table 8

Recapitulation of Questionnaire Results on Analysis of the Weaknesses of Sharia Tourism Potential in Community Economic Development in Riau Province

Yes	Disadvantages					Total
	Stuart O'T	K	C	B	SB	
1	0	51	56	73	70	250
2	0	69	59	64	58	250
3	0	56	63	79	52	250
4	0	60	58	70	62	250
Quantity	0	236	236	286	242	1000
Score Score	1	2	3	4	5	
Total Score	0	472	708	1144	1210	3534

Percentage Score	0.00	13.36	20.03	32.37	34.24	100
Average						3.53

Based on the results of the questionnaire recapitulation above, it can be seen from the question item in the table above (weaknesses), it can be seen that most of the respondents answered very well with a score percentage of 34.24%. Furthermore, respondents who answered well were

32.37%, respondents who answered well with a score percentage of 20.03% and for a low percentage with a score of 13.36%, then for very less with a score percentage of 0%. The number of statement items as an indicator of weakness is 4 statement items.

b. Opportunities

Table 9

Recapitulation of Questionnaire Results on the Analysis of Sharia Tourism Potential Opportunities in Community Economic Development in Riau Province

Yes	Stuart O'T	Opportunities				Total
		K	C	B	SB	
1	0	1	79	84	86	250
2	0	2	67	90	91	250
3	0	2	83	73	92	250
Quantity	0	5	229	247	269	750
Score Score	1	2	3	4	5	
Total Score	0	10	687	988	1345	3030
Percentage Score	0.00	0.33	22.67	32.61	44.39	100
Average						4.04

Based on the results of the recapitulation of the questionnaire above, it can be seen from the question item in the table above (Opportunities), it can be seen that most of the respondents answered very well with a score percentage of 44.39%. Furthermore, respondents who answered well were 32.61%, respondents who

answered well with a score percentage of 22.67% and for a low percentage with a score of 0.33%, then for very less with a score percentage of 0%. The number of statement items as an opportunity indicator is 4 statement items.

c. Threats

Table 10

Recapitulation of Questionnaire Results on Analysis of Threats to the Potential of Sharia Tourism in Community Economic Development in Riau Province

Yes	Stuart O'T	Threats				Total
		K	C	B	SB	
1	0	72	46	66	66	250
2	0	54	64	63	69	250
3	0	59	65	63	63	250
Quantity	0	185	175	192	198	750
Score Score	1	2	3	4	5	
Total Score	0	370	525	768	990	2653
Percentage Score	0.00	13.95	19.79	28.95	37.32	100
Average						3.54

Based on the results of the recapitulation of the questionnaire above, it can be seen from the question item in the table above (Threats) that most of the respondents answered very well with a score percentage of 37.32%. Furthermore, respondents who answered well were

28.95%, respondents who reached the threshold with a score percentage of 19.79% and for a percentage less with a score of 13.95%, then for very less with a score percentage of 0%. The number of statement items as a threat indicator is 4 statements.

Data Analysis

This research is a descriptive research. Descriptive research is research that is compiled in order to provide a systematic overview of scientific information derived from the subject or object of research (Sanusi, 2014:13).

Formulation of the IFAS AND EFAS matrix

1. Weighting and Rating

For weighting and rating, it is used to find out the IFAS and EFAS values which will later be used to see the potential of using the IE matrix. For this reason, use the following methods:

2. Calculates the number of answers per indicator question.

Calculates all total answer-per-question for all total respondents.

3. Calculating the weight of the indicator

Calculate the weight of the indicator using the method of the total number divided by the number of respondents.

4. Find the item's weight.

The way to find the weight of an item is used to equalize the value of each indicator. The value of each indicator is no more than 4. The trick is to divide the

weight of the indicator by the total weight of internal factors (weaknesses and strengths) or external factors (opportunities and threats)

5. Rating

Rating is used to see potential hazards from each indicator. As for the indicator (Strength) the rating is positive, all variables that are in the category of strength +1 - +4 are very good, while the indicator (Weakness) of the rating value if it is negative is given a rating of +1 but if the weakness is not too big, then it is given a rating of +4, as well as the indicator for (Opportunity) if it is positive or the opportunity is getting bigger, it is rated +4, but if the odds are getting smaller, then it is rated +1, and for the indicator (Threat) it is the opposite, for example, the factor is negative and the threat value is very large, then it is given a rating value of +4,

6. Finding IFAS and EFAS values

The trick is to multiply the weight of the item per indicator by the rating. After that sum it all up and adjust the indicator group (IFAS or EFAS) to enter the value in the IE matrix

Table 11
Strength Weight Indicator

Yes	Indicator	Quantity	Weight	Weight Item	Rating	Item Weight X Rating
1	The condition of Rokan Hilir beach is very beautiful	997	3.99	0.1325	4	0.5301
2	Rokan Hilir beach managers are adequate and have competence in developing tourist attractions	997	3.99	0.1325	3	0.3976
3	Abundant marine products that support seafood culinary	993	3.97	0.1320	4	0.5280
4	There are really MSEs around Rokan Hilir beach	1002	4.01	0.1332	4	0.5328
Average weight		3.99				

Table 12
Weakness Weight Indicator

Yes	Indicator	Quantity	Weight	Weight Item	Rating	Item Weight X Rating
1	Road access to tourist destinations that are not good	912	3.65	0.1212	3	0.3637
2	There are no public transportation facilities from ports to tourist destinations	861	3.44	0.1144	2	0.2289
3	The number of game rides on the beach is	877	3.51	0.1166	3	0.3497

Yes	Indicator	Quantity	Weight	Weight Item	Rating	Item Weight X Rating
	still limited					
4	Lack of promotion of tourist attractions in Rokan Hilir	884	3.54	0.1175	3	0.3525
Average weight		3.53				

Table 13

Opportunity Weight Indicator

Yes	Indicator	Quantity	Weight	Weight Item	Rating	Item Weight X Rating
1	One of the tourist attractions that can be visited in Riau Province	1005	4.02	0.1768	3	0.5305
2	Availability of digital-based promotional channels	1020	4.08	0.1795	4	0.7179
3	High public interest in visiting tourist destinations both domestically and abroad	1005	4.02	0.1768	4	0.7074
Average weight		4.04				

Table 14

Threat Weight Indicator

Yes	Indicator	Quantity	Weight	Weight Item	Rating	Item Weight X Rating
1	There are tourist destinations whose access is closer when compared to Rokan Hilir	876	3.50	0.1541	2	0.3083
2	Strong sea waves that can cause abrasion	897	3.59	0.1578	2	0.3157
3	The income of the community is still relatively low	880	3.52	0.1548	2	0.3097
Average weight		3.54				

IFAS Matrix

To find out the results of the strength and weakness indicators, look at the weight of the item multiplied by the rating and see

the final total results for determination in the IE matrix. And the total result of the item's weight multiplied by the item with a total of 3.28.

Table 15

IFAS Matrix

Internal Narrative Factors		Weight	Weight Item	Rating	Item Weight X Rating
Strength					
1	The condition of Rokan Hilir beach is very beautiful	3.99	0.1325	4	0.5301
2	Rokan Hilir beach managers are adequate and have competence in developing tourist attractions	3.99	0.1325	3	0.3976
3	Abundant marine products that support seafood culinary	3.97	0.1320	4	0.5280
4	There are really MSEs around Rokan Hilir beach	4.01	0.1332	4	0.5328
Disadvantages					
1	Road access to tourist destinations that are not good	3.65	0.1212	3	0.3637
2	There are no public transportation facilities from ports to tourist destinations	3.44	0.1144	2	0.2289

Internal Narrative Factors	Weight	Weight Item	Rating	Item Weight X Rating
3 The number of game rides on the beach is still limited	3.51	0.1166	3	0.3497
4 Lack of promotion of tourist attractions in Rokan Hilir	3.54	0.1175	3	0.3525
Total	3.28			

EFAS Matrix

To find out the results of the Opportunity and Threat indicators as seen from the weight of the item multiplied by the

rating and to see the final total results for the determination in the IE matrix. And the result of the weight of the item multiplied by the rating is a total of 2.89.

Table 16
EFAS Matrix

Internal Narrative Factors	Weight	Weight Item	Rating	Item Weight X Rating
Opportunities				
1 One of the tourist attractions that can be visited in Riau Province	4.02	0.1768	3	0.5305
2 Availability of digital-based promotional channels	4.08	0.1795	4	0.7179
3 High public interest in visiting tourist destinations both domestically and abroad	4.02	0.1768	4	0.7074
Threats				
1 There are tourist destinations whose access is closer when compared to Rokan Hilir	3.50	0.1541	2	0.3083
2 Strong sea waves that can cause abrasion	3.59	0.1578	2	0.3157
3 The income of the community is still relatively low	3.52	0.1548	2	0.3097
Total	2.89			

Matching of SWOT matrix and IE matrix

Based on the information on the internal table of Strategy factors/external table of strategic factors (IFAS/EFAS), it can be described as follows.

a. SO Strategy (*strenght and opportunity*)

This strategy is carried out to take advantage of potential strengths in order to capture existing opportunities and overcome strategies from strengths and opportunities. By maximizing digital-based promotions to promote the beauty of Rokan Hilir tourist destinations to increase the number of tourists who come to Rokan Hilir.

b. WO Strategy (*Weaknesses and Opportunities*)

This strategy is carried out to overcome the weaknesses of opportunities by holding an annual event

in collaboration with the Riau Provincial government so that a common desire is formed between the provincial government and the district government to maximize the development of Rokan Hilir's excellence.

c. WT Strategy (*strenght and threats*)

This strategy is useful to overcome the strength of existing threats. By developing even better the rides facilities on Rupert beach so that they are no less advanced rapidly than other sea destinations or tourist attractions in other areas.

d. WT Strategy (*weaknesses and treats*)

This strategy is carried out in a more active way to promote Rokan Hilir tourism and events to further introduce the public to Rokan Hilir tourist destinations and there are new

breakthroughs and new innovations to make Rokan Hilir beach more of a target for tourists who come to visit.

Table 17
Matrix SWOT

External Factors	Strength – S	Disadvantages – W
	1. The condition of Rokan Hilir beach is very beautiful 2. Rokan Hilir beach managers are adequate and have competence in developing tourist attractions 3. Abundant marine products that support seafood culinary 4. There are really MSEs around Rokan Hilir beach	1. Road access to tourist destinations that are not good 2. There are no public transportation facilities from ports to tourist destinations 3. The number of game rides on the beach is still limited 4. Lack of promotion of tourist attractions in Rokan Hilir
Internal Factors		
Opportunity – O	SO – Strategy	WO - Strategy
1. One of the tourist attractions that can be visited in Riau Province 2. Availability of digital-based promotional channels 3. High public interest in visiting tourist destinations both domestically and abroad	1. Maximizing digital-based promotions to promote the beauty of Rokan Hilir tourist destinations to increase the number of tourists who come to Rokan Hilir.	1. Holding an annual event in collaboration with the Riau Provincial government so that a common desire is formed between the provincial government and the district government to maximize the development of Rokan Hilir's excellence.
Threat – T	ST – Strategy	WT – Strategy
1. There are tourist destinations whose access is closer when compared to Rokan Hilir 2. Strong sea waves that can cause abrasion 3. The income of the community is still relatively low	1. Developing even better ride facilities on Rupat beach so that it is no less advanced rapidly with other sea destinations or tourist attractions in other areas.	1. Conducting for the promotion of Rokan Hilir tourism and events to further introduce the public to the Rokan Hilir tourist destination and there are new breakthroughs and new innovations to make Rokan Hilir beach more of a target for tourists who come to visit.

IE Matrix (IFAS and EFAS)

The IE matrix is the determination of the total results of the IFAS and EFAS

matrices which determine the potential value or not of the results of the total value of the IFAS and EFAS tables.

Table 18
IE Matrix

		IFAS score table			
		Strong 4.0	average 3.0	Weak 2.0	1.0
EFAS score table	Height	3.0 Cell I	Cell II	Cell III	
	Medium	2.0 Cell IV	Cell V	Cell VI	
	Low	1.0 Cell VII	Salt VIII	Salt IX	

The IE matrix above shows that based on the total weight, the IFAS value is 3.28 and the EFAS value weight is 2.89. So that if the X axis (IFAS) and the Y axis (IFAS) are drawn, the potential for sharia tourism in the development of the community's economy in

Riau Province is in cell 4. This means that the potential of sharia tourism in the development of the community's economy in Riau Province is "GOOD" but it needs to work harder in its development. And it needs new

development and innovation from the Riau Provincial government.

Quantitative Strategic Planning Matrix (QSPM) Analysis

The final stage after the matching stage is the decision stage. At this stage, strategy selection can be done by ranking the strategy on a scale of 1 to 4, thus a priority list of the best strategies can be produced.

Selecting and determining the best and most appropriate strategy is through the *Quantitative Strategic Planning Matrix* (QSPM) analysis approach. According to David (2006), the steps to use the QSPM Matrix in the decision-making process are as follows:

1. List key external opportunities or threats and key internal strengths or weaknesses of the venture in the left column of QSPM.
2. Giving weight to every external and internal factor.

3. Evaluate the matrices at the matching stage and identify alternative strategies that the company should consider implementing.
4. Determining the *Attractiveness Score* (AS) is defined as a number that shows the relative attractiveness of each strategy to a certain set of alternatives.
5. The range for the Attraction value is 1 = not attractive, 2 = somewhat attractive, 3 = quite attractive, 4 = very attractive. Calculate the *Total Attractiveness Score* (TAS). TAS is obtained from the result of multiplication between the weight and the value of the US.
6. Calculating the *Sum of Total Attractiveness Score* (STAS) The highest STAS value expresses a more attractive strategy from each of the existing series of alternative strategies.

Based on the steps above, the *Quantitative Strategic Planning Matrix* (QSPM) is obtained as follows:

Table 19

Quantitative Strategic Planning Matrix (QSPM) Analysis

Strategic Factors	Weight	Strategy 1		Strategy 2		Strategy 3		Strategy 4	
		US	BAG	US	BAG	US	BAG	US	BAG
S1	0.1325	4	0.5301	2	0.2651	3	0.3976	2	0.2651
S2	0.1325	3	0.3976	2	0.2651	4	0.5301	4	0.5301
S3	0.1320	4	0.5280	4	0.5280	3	0.3960	4	0.5280
S4	0.1332	4	0.5328	4	0.5328	3	0.3996	3	0.3996
W1	0.1212	3	0.3637	3	0.3637	4	0.4849	2	0.2425
W2	0.1144	2	0.2289	2	0.2289	2	0.2289	2	0.2289
W3	0.1166	3	0.3497	3	0.3497	2	0.2332	2	0.2332
W4	0.1175	3	0.3525	3	0.3525	3	0.3525	2	0.2350
	1.00								
O1	0.1768	3	0.5305	3	0.5305	3	0.5305	3	0.5305
O2	0.1795	4	0.7179	2	0.3590	4	0.7179	2	0.3590
O3	0.1768	4	0.7074	4	0.7074	2	0.3537	4	0.7074
T1	0.1541	2	0.3083	4	0.6166	3	0.4624	2	0.3083
T2	0.1578	2	0.3157	4	0.6314	4	0.6314	3	0.4735
T3	0.1548	2	0.3097	3	0.4645	2	0.3097	3	0.4645
	1.00		6.1728		6.1950		6.0284		5.5055

The last stage in the analysis of the strategy for the development of sharia tourism potential in the development of the community's economy in Riau Province is the selection of strategies that are appropriate and can be carried out by the company. The analytical tool used in

determining the strategy is the *Quantitative Strategy Planning Matrix* (QSPM). This last stage is the QSPM preparation stage which will produce a sequence of priorities for the proposed strategy, based on the results of the previous SWOT Matrix.



Figure 1. Quantitative *Strategy Planning Matrix* (QSPM) Analysis

The results of the questionnaire on the selection of alternative strategies showed about the alternative strategies that were most in demand by respondents. Alternative strategies with *the highest Sum Total Attractiveness Score* (STAS) are strategies that are a top priority for companies. Based on the results of the analysis using the QSPM Matrix, the priority level of the development strategy of sharia tourism potential in the development of the community's economy in Riau Province was obtained, namely:

1. Maximizing digital-based promotions to promote the beauty of Rokan Hilir tourist destinations to increase the number of tourists who come to Rokan Hilir. The TAS value of this strategy is 6,195.
2. Holding an annual event in collaboration with the Riau Provincial government so that a common desire is formed between the provincial government and the district government to maximize the development of Rokan Hilir's excellence. This strategy gets a TAS score of 6,173.
3. Developing even better ride facilities on Rupa beach so that it is no less advanced rapidly with other sea destinations or tourist attractions in other areas. This strategy gets a TAS score of 6,028.
4. Conducting for the promotion of Rokan Hilir tourism and events to further introduce the public to the Rokan Hilir tourist destination and there are new breakthroughs and new innovations to make Rokan Hilir beach more of a target for tourists who come to visit. This strategy gets a TAS value of 5,506.

Discussion

This research is about the potential of culinary tourism in the development of sharia tourism in Riau Province, the data analysis used in this study is a qualitative analysis used to analyze in an overview of the research background as research material and by using the SWOT analysis method and using the SWOT matrix, IFAS matrix and EFAS matrix and IE matrix.

Before entering the topic of discussion, the author reiterates what potential is, according to Damaris Youwe M (2014) is the ability to be developed through planned and programmed efforts through appropriate planning strategies in order to obtain maximum results that are in accordance with the target.

In this study, there is an operational concept of SWOT analysis consisting of Strengths, Weaknesses, Threats, and Opportunities. Which has an influence on the indicator factors of the potential of sharia tourism in the development of the community's economy in Riau Province, the four indicators of the SWOT analysis operational concept. It is an overview of the results of the SWOT analysis in Riau Province.

Based on the SWOT analysis of the researcher conducting this study, it can be explained that there is a positive influence that can be seen from the IE matrix, from the four SWOT indicators between strengths, weaknesses, opportunities, and threats. The tourism potential of Rokan Hilir is able to create opportunities for economic development in Riau Province well. This has been proven by the IFAS matrix table with a

total value of 3.28 and the EFAS matrix table with a total value of 2.89. And this has also been supported by various studies conducted by Zaibah (2015) which showed that the SWOT analysis in the management of tourist attractions in Rokan Hulu Regency by the Culture and Tourism Office is "quite good".

The author has also conducted a test between the IFAS matrix and the EFAS matrix is another form used to determine the value or *cell* in the IE matrix to determine the intermediate results of the tourism potential of Rokan Hilir in the economic development of the community in Riau Province. It is known that the total value of the IFAS table in the IE matrix is in cell 4 with a value of 3.28 greater than the EFAS table in the IE matrix is in cell 4 with a value of 2.89, this shows that the weighting of the influencing factors, obtained the result that the internal factors of IFAS (strengths and weaknesses) with a value of 3.28 are greater than the external factors of EFAS (opportunities and threats) with a value of 2.89.

Thus, from the theoretical explanation of the calculation results using the IFAS and EFAS matrix with the final results using the IE matrix has a positive and significant influence on the tourism potential of Rokan Hilir in the economic development of the community in Riau Province "good" so that it can increase the tourism potential of Rokan Hilir and the development of the community's economy.

Based on the QSPM analysis, the first priority strategy that must be carried out is to hold an annual event in collaboration with the Riau Provincial government so that a common desire is formed between the provincial government and the district government to maximize the development of Rokan Hilir's excellence. The second priority strategy is to maximize digital-based promotion to promote the beauty of Rokan

Hilir tourist destinations to increase the number of tourists who come to Rokan Hilir.

CONCLUSION

The conclusion of this study shows that the potential for cultural heritage-based tourism development, especially the Bakar Tongkang tradition in Rokan Hilir Regency, has good and significant prospects in improving the community's economy, which is shown by the results of the IFAS analysis of 3.28 and EFAS of 2.89 which places the position in the "good" category, so that the most priority development strategy is the optimization of digital-based promotion and event organization annual integrated with local governments, accompanied by infrastructure improvements, tourism product innovations, and strengthening local wisdom-based management to be able to compete with other destinations and have a wider economic impact on the community

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