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THESIS ADVISER

RECOMMENDATION LETTER

This thesis entitled "THE CONTRIBUTION OF INDONESIA MARITIME TOURISM, 2014-2017: PROMOTING RAJA AMPAT", prepared and submitted by Michella Peksa Tawatuan in partial fulfillment of the requirements for the degree of Bachelor of Arts in International Relations in the Faculty of Humanities has been reviewed and found to have been satisfied the requirements for a thesis to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, May 11, 2018

Recommended and Acknowledged by

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Thesis Advisor
DECLARATION OF ORIGINALITY

I declare that this thesis entitled "THE CONTRIBUTION OF INDONESIA MARITIME TOURISM, 2014-2017: PROMOTING RAJA AMPAT", is to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, May 11, 2018

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APPROVAL SHEET

The Panel of Examiners declare that the journal entitled “THE CONTRIBUTION OF INDONESIA MARITIME TOURISM 2014-2017: PROMOTING RAJA AMPAT” submitted by Michellia Peksoara Tawutauan, majoring in International Relations from the Faculty of Humanities was assessed and approved to have passed the Oral Examination on 16th May 2018.

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ABSRACT


Raja Ampat is one of the islands in Indonesia which rich with natural resources and one of them is the wealth and the beauty of the beach and undersea. Raja Ampat has the beauty of undersea that is not owned by other countries. The richness and beauty of Raja Ampat underwater even has been recognized by the world, it even called as the paradise of divers because it pamper the divers eyes with various species under the sea and coral reefs which are very complete. By Raja Ampat's natural resources, maritime tourism in Raja Ampat can be one of the nation brands that will help Indonesia to strengthen its nation brand in foreign countries. During the Joko Widodo presidency as a President of Indonesia, he has a vision to make maritime as the centerpiece of his administration. In his vision there are five pillars and one of the pillars is committed to encourage the development of maritime tourism. This is good for Indonesia in encouraging and strengthening the nation brand in the world’s eyes through maritime tourism which had been fully supported by Joko Widodo in order to achieve its national interest. Moreover, this research will be use the approach of soft power theory and also nation branding. Furthermore, this qualitative research will be analyzed the strategy of Ministry of Tourism in promoting Raja Ampat

Keywords: Raja Ampat, Nation Brand, Strategy, Soft Power, Maritime Tourism, National Interest
ABSTRAK


Kata kunci: Raja Ampat, Nation Brand, Strategi, Soft Power, Maritime Tourism, National Interest
ACKNOWLEDGMENTS

Commit thy works unto the Lord, and thy thoughts shall be established. – Proverbs 16:3

Whatsoever thy might; for there is no work, nor device, nor knowledge, nor wisdom, in the grave, whiter thou goest. –Ecclesiastes 9:10, it means if you want to succeed? Then work

The first word that should come is Thank you Jesus as my gratitude to you that without your will, blessing and your aids, I would not even be able to reach the place I am at now with so many values to be learned which made me do some evaluation towards myself. Not only that, he also give me strength through my thesis period in a good health and mind. Furthermore, this thesis would not be done without any advices, supports and help from others.

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Michellia Peksora Tawatuan
## LIST OF ABBREVIATIONS

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>GDP</td>
<td>GROSS DOMESTIC PRODUCT</td>
</tr>
<tr>
<td>PES</td>
<td>PASSENGER EXIT SURVEY</td>
</tr>
<tr>
<td>TNC</td>
<td>THE NATURAL CONSERVANCY</td>
</tr>
<tr>
<td>CI</td>
<td>CONSERVATION INTERNATIONAL</td>
</tr>
<tr>
<td>ASEAN</td>
<td>ASSOCIATION OF SOUTHEAST ASIAN NATIONS</td>
</tr>
<tr>
<td>TAT</td>
<td>TOURISM AUTHORITY OF THAILAND</td>
</tr>
<tr>
<td>WEF</td>
<td>WORLD ECONOMIC FORUM</td>
</tr>
<tr>
<td>UNWTO</td>
<td>UNITED NATION WORLD TOURISM ORGANIZATION</td>
</tr>
<tr>
<td>VITO</td>
<td>VISIT INDONESIA TOURISM OFFICER</td>
</tr>
<tr>
<td>APAC</td>
<td>ASIA AND PACIFIC</td>
</tr>
<tr>
<td>STD</td>
<td>SUSTAINABLE TOURISM DEVELOPMENT</td>
</tr>
<tr>
<td>TTCI</td>
<td>TRAVEL AND TOURISM COMPETITIVENESS INDEX</td>
</tr>
<tr>
<td>GSTC</td>
<td>GLOBAL SUSTAINABLE TOURISM COUNCIL</td>
</tr>
<tr>
<td>CTI</td>
<td>CORAL TRIANGLE INITIATIVE</td>
</tr>
<tr>
<td>NGO</td>
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CHAPTER I
INTRODUCTION

1.1 Background of the Study

Indonesia is one of the countries in Southeast Asia that is crossed by the equator and located between Asia and Australia, also between the Indian Ocean and the South China Sea and also has been called as archipelago or a chain of islands because it consists of a number of islands between 13,000 and more than 17,000. It is bordered by Malaysia (on Borneo), Papua New Guinea (on the island of New Guinea), Timor-Leste (East Timor) on the island of Timor (McColl, 2005). Indonesia is known as the largest archipelagic state whose territory stretches from Sabang to Merauke or from Talaud to Rote.

Since 1978 in the Suharto administration, the government has continued to develop the tourism in increasing foreign exchange earnings, expanding employment, and introducing culture. It came the first time in 1967, when President Suharto passed a foreign investment law intended to open up Indonesia to the Western world and attract new investment to the resource-rich country. Indonesia is recognized as one of the beautiful countries with lots of natural beauty, not only on land, also in the sea. In Indonesia scattered a wide range of marine and coastal ecosystems. The territory of the Republic of

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Indonesia stretches from 6°08' North latitude to 11°15' South latitude, and from 94°45' to 141°05' East longitude.\(^5\)

The Indonesian sea area is four times greater than its land area, which is about 1.9 million sq. km. The sea area is about 7.9 million sq. km (including an exclusive economic zone) and constitutes about 81% of the total area of the country.\(^6\) Joko Widodo as Indonesian President has a vision to focus on strengthening Indonesia’s maritime security.\(^7\) He put the maritime fulcrum as a centerpiece of his administration.\(^8\) According to Joko Widodo, the sea would have an increasingly important role in Indonesia's future and that as a maritime country Indonesia must assert itself as a force between the two oceans: the Indian Ocean and the Pacific Ocean.\(^9\) He also said that there are five main pillars in his maritime doctrine that included issues related to economics, security and development.\(^10\)

Nowadays, the tourism counts as an important economic activity in most countries around the world.\(^11\) As a maritime country, the government could make advantage from the Widodo’s vision in order to develop the tourism especially the maritime tourism to boost Indonesian economy. Indonesia as an archipelago country in the world has lots of maritime tourism potential that is very beautiful. The Indonesian sea provides the biodiversity and the beauty of the beach that can be one of maritime tourism destination. Maritime tourism contributed 10% of

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\(^8\) “Indonesia Maritime Doctrine And Security Concerns” (lisGindarsah&AdhiPriamarizki, 2015)


\(^10\) Ibid

Indonesian GDP meanwhile the target is 20%.\textsuperscript{12} Besides having tens of thousands of islands as well as the second longest coastline in the world after Canada, Indonesia also has the best Coral Reef tourism destination in the world such as in Raja Ampat in West Papua, Labuan Bajo and number three in the Galapagos waters of Ecuador.\textsuperscript{13} Raja Ampat is one of the perfect examples to introduce and promoting the Indonesian maritime tourism to the world.

Raja Ampat Regency was declared as a new district, based on Law no. 26 year 2002 on the Establishment of Sarmi Regency, Kerom District, South Sorong Regency, and Raja Ampat Regency, on May 3, 2002.\textsuperscript{14} Raja Ampat Regency is the result of the division of Sorong Regency and is one of 14 new districts in Papua islands. Currently, Raja Ampat Regency is part of West Papua Province which consists of four major islands namely Waigeo Island, Batanta, Salawati and Misool, and 1847 small islands.\textsuperscript{15} The government center is located in Waisai, South Waigeo District, about 36 miles from Sorong City. Geographically, Raja Ampat is at coordinate’s 01°15North Latitude - 02°15South Latitude & 120°10-121°10East Longitude. The total area of the Raja Ampat Islands is 46,108 km2, divided into 24 districts, 117 villages, and 4 villages with a population of 70,000 inhabitants.\textsuperscript{16}

Before jumping to the maritime tourism in Raja Ampat, it is better to know the definition of maritime tourism is. Maritime tourism refers to sea-based

\textsuperscript{15}Ibid
\textsuperscript{16}Ibid
activities such as boating, yachting, cruising, nautical sports as well as their land-based services and infrastructures.  

Raja Ampat is a potential place to be promoted as a tourist attraction especially in diving. The waters of Raja Ampat Islands are one of the 10 best waters for diving sites around the world or the World’s Maritime Tourism Best Snorkeling Destination based on a CNN survey in 2015. Also, Raja Ampat is included in the top 10 destinations in Asia by Lonely Planet, the world's largest tourist guide site. Although this island is quite famous around the tourism, many of people still do not know about this place.

Furthermore, Raja Ampat is one of the Indonesia’s islands famous for the beautiful beaches and the beautiful undersea life. Raja Ampat’s sea area has a high marine biodiversity also has the best and finest coral reef ecosystem in the world based on World Tourism Organization. These facts could be a tool for the government to make Raja Ampat’s maritime tourism advance by promoting the maritime tourism to the world as Indonesian nation branding. Based on what Raja Ampat has, Indonesia could make Raja Ampat maritime tourism as a nation branding.

To support this program, it must be fully supported by the government. The governments through Ministry of Tourism have to know how to make Raja Ampat’s maritime tourism stand out by making strategy to promote the tourism to the world. Indonesian government especially Ministry of Tourism has to manage this carefully because in maritime tourism sector, Arief Yahya as a Minister of 

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18"Raja ampat dan Komodo dinobatkan CNN jadi destinasi snorkeling terbaik dunia” (Antaranews.com, 2016).

19"Raja Ampat Masuk 10 Besar Destinasi Terbaik di Asia” (Indah Gilang Pusparani, 2017).

20Lukas Rumetna, Amin, Chris Rotinsulu, & Meity Mongdong, 2011, p.1

Tourism said that the Indonesian performance is very bad compared to Malaysia.\textsuperscript{22}

1.2 Statement of the Problem

Raja Ampat is one of Indonesian islands which have the extraordinary beauty of the beach and the underwater also has a richness of marine biodiversity. Raja Ampat are even known as the last paradise. The beauty of Raja Ampat has been famous in some foreign countries. Raja Ampat also known has lots of natural resources. This fact could make the government especially Ministry of Tourism use it as a tool to achieve national interests which is strengthened the Indonesian tourism in foreign country by using Raja Ampat’s maritime tourism.

It means that Indonesia uses the underwater richness of Raja Ampat’s natural resources as a soft power in order to strengthen the Indonesian maritime tourism in foreign country. In fact that Indonesia still loses to some neighboring countries such as Thailand and Malaysia even though Indonesian maritime tourism especially Raja Ampat maritime tourism is not less interesting than the two countries. This fact makes Arief Yahya wonder that Indonesia which has lots of natural resources then those countries still left behind them.\textsuperscript{23} He think that there must be something wrong with that and we as a government must find out what is wrong with that.\textsuperscript{24} If the problem has been found, then the government especially the Ministry of Tourism will make strategies in order to promote the Indonesia maritime tourism especially in Raja Ampat.


What strategies have Ministry of Tourism taken to promote Raja Ampat maritime tourism in 2014 – 2017?

1.3 Research Objectives

This research aims to find out the efforts or strategies of Ministry of Tourism by using soft power diplomacy to approach other nations and make a strategy on how to make Raja Ampat become one of the maritime tourism destinations that can be count by the world. Also, this thesis attempts to find out how the governments manage the maritime tourism nowadays especially in Raja Ampat in facing. Moreover, this research also wants to explore and analyze the strategy that has been done by the government in promoting Raja Ampat to become Indonesian nation branding. Furthermore this research will also investigate the obstacles that faced by the government in order to making this agenda.

1.4 Significance of the Study

The significance of this research is expected to give a development of study in International Relations in the future and also can give information as a material of study for student, especially in International Relations study and observer of this issue. Although since the government has given lots of efforts and contribution to promoting the maritime tourism that can be very beneficial for Indonesia, the author would like to describe the process and how the government involves in promoting the maritime tourism to achieve its national interest.

Moreover, this study also will be a significant endeavor in promoting good work of the government and can rebuild the people’s trust toward the government. Besides that, this study also will be helpful to give readers knowledge not only for students but also for those who are interested to get deeper understanding about this issue.
1.5 Theoretical Framework

1.5.1 Soft Power

Coined by Nye in the late 1980s, the term "soft power" -- the ability of a country to persuade others to do what it wants without force or coercion -- is now widely invoked in foreign policy debates. Soft Power perspective view that this approach is easier to do because no one is offended, and no one feels hurt and feels defeated. Also it will give birth to true brotherhood. It definitely gives greater benefits than the hard power approach. At first the dominant use of the country in international interaction is hard power, it can be seen from the many conflicts that occurred during the world war. In line with the development of a new era, countries began to develop soft power in realizing their national interests so that the power of the military reduced its influence and no longer be the main thing in national power. An example of soft power implementation is when the state shows the world it is safe, are quality and strategic with the aim of attracting foreign investors to invest in the country's economy. Soft power also can teach the two nations nowadays to think smart to use this approach because there is nothing to gain in the event of a confrontation.

The starting point of Joseph Nye’s “Soft Power” theory is the unsatisfactory towards the explanatory power with the realism pattern of international relationship. He thinks that realism emphasizes too much on the hard power. However, nowadays, cultures, policy, sense of value become more and more important when tackling the international affairs by emphasizes more on the element of attraction, not coercion, in power. In that case, all the countries should learn new source of power to realize their purpose and the new power

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26 “Soft Power” (Nye, 1990, p. 154)
28 Ibid
29 Ibid
named as the soft power by Joseph Nye. Different with hard power, soft power is more suitable to be used by a country after Cold War ended because of its subtle nature, soft power is said to be more able to grab people's hearts so that they, on their own will, will follow your wishes. Soft power would show that they can achieve the national interest without causing any harm.

Looking from the situation nowadays, soft power is very dominant in international relations and very much becomes the most important concept in the world right now because the ability to influence people without the use or threat of force.\(^{30}\) On a narrower definition it is to influence governments due to use of diplomacy, shared interests or economic favors and more widely culturally with popular culture, ideas and lifestyles.\(^ {31}\) It can be seen from; most of countries in the world are using this theory to approach other nations to achieve their national interest. This theory proves that it is better to make a good relation with other countries to help and build a good country and can prosper the society then fighting against other countries by using the military power in order to achieve its national interest. It is very beneficial to do than losing money, people and starving because of the war.

Soft power here refers to sources. Every country has its own of natural resources. The sources as a soft power could be used by the government as a tool to achieve its national interest. This approach has been used by many countries to expand their power to the world. For example is United States, European countries, China, Japan, and so on, but the most famous one nowadays is South Korea which the culture and the Korean Wave already spread out around the world.\(^ {32}\)


\(^ {31}\)Ibid

1.5.2 Nation Branding

Nation branding is a complex phenomenon. Nations are making increasing efforts to hone their country branding in recognition of the needs to fulfill nationally important trade, investment and tourism objectives. Before jumping to the concept of nation branding, it is necessary to look into some definition of a ‘brand’. The definition tends to fall into two comps which are, (1) is the definition focus upon the visual manifestation of one brand, and the (2) is the definition is deeper which go beyond the visual aspect of one brand and attempt to capture the essence of a brand.

According to Dr Keith Dinnie as a lecturer at Temple University Japan Campus, He wrote a book titled “Nation Branding: Concepts, Issues, Practices”, he said that nation branding is an exciting, complex and controversial phenomenon. The exciting represents an area in which there is little existing theory but a huge amount of real world activity while complex is because it encompasses multiple disciplines beyond the limited realm of conventional brand strategy; and for the controversial, in this case, it is a highly politicized activity that generates passionately held and frequently conflicting viewpoints and opinions. Furthermore, nation branding continues to gain excellence, with more and more countries around the world doing resources for their national brand development.

37 Ibid
38 Ibid
Joko Widodo as Indonesian President also thought the same way. He said a number of countries we really went all-out in building its nation branding.\(^{39}\) That is why countries want to improve the competitiveness in the areas of investment, trade and tourism. Indonesia also has to desperately build its brand power in the eyes of the international world.\(^{40}\) In line with the vision of Joko Widodo that he will make maritime as his centerpiece in his administration to boost the economy, in this case maritime tourism also can be a part of it.

According to Joko Widodo “Nation branding is a positive reputation that is really found and felt when people come to our country”.\(^{41}\) Talking about reputation of Indonesia in tourism sector, Indonesia already has a positive image. It shows from the interest of foreign tourists to Indonesian maritime tourism is very large, said the Chairman of the Indonesian Tourism Promotion Board (Badan Promosi Pariwisata Indonesia) Yanti Sukamdani.\(^{42}\) This could be challenges for Indonesian government in order to strengthen the Indonesian nation branding through tourism.

1.6 Scope and Limitations of the Study

This research will be specifically limited on the time period of 2014 – 2017. The scope of this study will focus only on Raja Ampat. The subject of this scope would be Ministry of Tourism, Tourism Office in Raja Ampat and tourists.

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\(^{41}\)Ibid

1.7 Research Methodology

Research methodology is a systematic plan for conducting research or a process that used to collect information. On this research, the type of methodology that will be used is descriptive and qualitative. The major purpose of descriptive research is a description of the state of affairs as it exists at present, on which the researcher has no control over the variables; the author can only report what has happened or what is happening.\(^{43}\) Qualitative research, on the other hand, is concerned with qualitative phenomenon. For example, when we are interested in investigating the reason for human behavior (i.e., why people think or do certain things), we quite often talk about ‘Motivation Research’, an important type of qualitative research.\(^{44}\) The research is interested in investigating on how the efforts and strategy of Ministry of Tourism in advancing Raja Ampat’s maritime tourism as one of the destination in maritime tourism. The methods in this research is used library research, which it would analyze historical record and documents. The sources will be obtained through books, journals, newspaper and internet.

1.7.1 Research Instruments

- Internet
  Internet is very important for the researcher because it will help researcher to collect data and information to write this thesis. By using internet as a tool to complete the research, the researcher can access articles, journals, official reports, and official documents via internet. The connection of internet helped the researcher to find the material that the researcher needs to finish this thesis.

- Books
  Books are other important things to get new information or data that sometime are not available on the internet. All


\(^{44}\) Ibid.
researchers use books either e-books or printed books in the process of collecting or comparing data and information as references to finish this thesis. The researcher also got the books that she needs from some libraries like National Library and President University’s Adam Kurniawan Library.

1.8 Structure of Thesis

Chapter I. Introduction

This chapter is containing the information about the maritime tourism in Indonesia especially in Raja Ampat in general, where the maritime tourism spot in Raja Ampat was a good method to become a diplomacy tool for government to achieve its national interest. Furthermore, this chapter also consists of historical background and statement of the problem, research question, objective of the study, theoretical framework, and also scope and limitation of the study.

Chapter II. Literature Review

This chapter provides the material of literature review from books, journals, and other related articles. Those books, journals and other related articles are the source that has been reviewed and evaluated to help the researcher to complete the thesis. Furthermore, those sources also help researchers to give simplicity by summarizing those books, journals and other related articles to the readers, so they can understand the highlight point of those books, journals, and articles.

Chapter III. The Overview of Ministry of Tourism, Tourism Agency in Raja Ampat and Indonesia Maritime Tourism

Chapter III contains the general profile of Raja Ampat, the profile of Ministry of Tourism and tourism agency in Raja Ampat, also will talks about the potential of maritime tourism in Raja Ampat and also talks about the Indonesia maritime tourism and the contribution of Indonesia maritime tourism towards Raja Ampat
Chapter IV. The Strategies of Ministry of Tourism in Promoting Raja Ampat the Maritime Tourism

Chapter IV contains how the government made the strategy in promoting Raja Ampat’s maritime tourism and how to make the strategy work. Furthermore, in this chapter the researcher also wants to describe what program that has been done by the government and find out the obstacles in promoting the maritime tourism by giving a deeper analysis about this issue and also gives analysis to those factors.

Chapter V. Conclusion

Chapter V will provide the conclusion of the issue that is brought up upon this thesis and would be the termination that writers try to draw from the research.
CHAPTER II

LITERATURE REVIEW

This chapter will highlight the perspective and the arguments of international relations which can be used by the writer to have a deeper understanding regarding the definition of the main subject, the theories that will be used in chapter of analysis, and the diplomacy efforts of the Ministry of Tourism in setting a strategy to make Raja Ampat as one of maritime tourism destination in the world. To support this research there are some books and journals that can be used for this study.


The first source is, ‘International Tourism and Cultural Diplomacy: A New Conceptual Approach Towards Global Understanding and Peace Through Tourism’. This journal was written by an Italian researcher named Fabio Carbone. This journal was published in March 2017. This essay describes that as soft diplomacy, tourism can bring peace to the world. He states that tourism, when based on the experience of cultural heritage, can be a great vehicle of intercultural dialogue. Furthermore, he argues that tourism is an essential method to promote the understanding of the origins and could develop the modern society.

Fabio has also amplified that tourism has a connection with different sectors and development agents worldwide, giving tourism activities a greater and more complex role than ever before in the context of global development,

45 “International tourism and cultural diplomacy: A new conceptual approach towards global understanding and peace through tourism” (Fabio Carbone, 2017, p. 63).
including in the context of the world peace building.\textsuperscript{46} Furthermore, this book also tells about the intervention of cultural diplomacy through tourism.

This book will contribute to this thesis research by providing the understanding of the international tourism and cultural diplomacy and its role as basic material for this thesis research by explaining cultural diplomacy through tourism as a government activity that aims to share abroad a favorable image of a nation and its main task.\textsuperscript{47}

\begin{enumerate}
\item \textbf{2.2 Marine Tourism Development In Lampung Coastal Bay by Dariusman Abdillah, Jurnal Destinasi Kepariwisataan Indonesia, (KEMENPAR), Vol. 1 No. 1, 2016.}

This journal article elaborates on how important tourism is for Indonesia. As an archipelagic country, Indonesia has thousands of islands with a vast sea, so it would be very possible to have lots of potential natural tourism that is very diverse, and one of them is maritime tourism. Economically, tourism has given a real contribution in the acquisition of foreign exchange, local revenue and also the absorption of labor on tourism business. Besides that, Abdillah also argued that socially and politically, marine tourism development can be able to grow and strengthen love of homeland and unite the nation.\textsuperscript{48}

According to PES (Passenger Exit Survey) record 2014, natural tourism contributes 35\% of foreign tourist arrivals, marine tourism 35\%, eco tourism 45\%, and adventure tourism 20\%, while for cultural tourism 60\% and manmade 5\%.\textsuperscript{49} Through Ministry of Tourism, Indonesia has targeting foreign tourists in 2019 is around 20 million meanwhile in 2014 only achieved at 9 million and domestic tourists was targeted increase from 250 million in 2014 becomes 275
\end{enumerate}

\textsuperscript{46} International tourism and cultural diplomacy: A new conceptual approach towards global understanding and peace through tourism” (Fabio Carbone, 2017, p. 63).
\textsuperscript{47} Ibid, p. 62-71.
\textsuperscript{48} “Tourism Development In Lampung Coastal Bay”(Abdillah, 2016, p. 45).
\textsuperscript{49} Ibid, p. 46.
To achieve this target, it definitely needs supports from several parties like government (central and local), also non-government (private). Besides that, this target should be done in line with the development of infrastructure with well executed plans.

This journal article will contribute to this thesis research by giving proper knowledge on maritime tourism. The data which comes from Ministry of Tourism can be used to support the data in chapters 3 and 4. Furthermore, the data that has been recorded is from 2014 which falls on Widodo administration.


This book was written by Keith Dinnie and was first edition that written by him. This book has been written to make a contribution to the small but rapidly growing literature on nation branding. It is designed to show the conventional brand management techniques can be applied to nations and give an image of nation branding. This book gives the detailed understanding of brand and how the brand could be nation branding.

Based on the book, a successful brand is a name, symbol, design, or some combination, which identifies the ‘product’ of a particular organization as having a sustainable differential advantage. Therefore, this book will have a contribution to this research to give explanation regarding what is brand and what is nation brand. In this book, the nation-brand is defined as the unique, multi-dimensional blend of elements that provide the nation with culturally grounded differentiation and relevance for all of its target audiences.

This book really suitable with this research because this book could help the researcher to define the nation branding that would be described in chapter

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52 Ibid
53 Ibid
three. This book will become a guideline or as a bridge for the researcher to connected the theory and the practices. In this case is researcher wants to explain why Raja Ampat could become Indonesian nation branding.


This book that is written by Jan Melissen can be used for study international relations with the main topics international relations and diplomacy. Diplomacy is not a new term in international relation because every nation are doing diplomacy to build a relation and trust between one and other country in order to gain their national interest. In his book, Melissen describes the definition of diplomacy by quoting Adam Watson. According to Adam Watson, diplomacy is

“The dialogue between state which implies the encapsulating balance between diplomatic actor and its process”.54

This book talks about public diplomacy and tempting to see public diplomacy as old wine in new bottles faced by the people. Official communication aimed at foreign publics is not new phenomenon in international relations such as image cultivation, propaganda and other activities that can be labeled as public diplomacy. This book also talks about how the people in the past used this method as public diplomacy towards other countries.

This book is really good to be used as a tool for research because of the content. The content is about diplomacy which is related with the topic which is tourism. On the other hand, why this book is worth it because from this book we can compare how people use this method to make a relations with other or country to gain their interest.

2.5 Indonesia’s Maritime Doctrine and Security Concern by Iis Gindarsah and Adhi Priamarizi, RSIS, 2015

This is a policy report written by Iis Gindarsah and Adhi Priamarizki in April 2015 analysing the concept of "global maritime fulcrum" and examines strategic challenges facing the Widodo administration for the next five years, also elaborates the impact of Indonesia’s maritime vision in foreign and defence policy. Besides that, this report also discusses Indonesia’s probable defense under the new maritime doctrine and represents a national vision to rebuild the country’s maritime culture to expand its economy.

Moreover the report also emphasizes maritime would become a country’s identity. Reasserting the long-standing “archipelago outlook”, President Joko Widodo values the water surrounding the Indonesian archipelago for its economic potential and national strength, rather than deem it as a natural disadvantage.

This source is very relatable with this research is because recently, Joko Widodo announced an overarching concept of a “global maritime fulcrum” as the centerpiece of his administration. Relating to this issue, Widodo not only announced it but also taking an action. It can be seen from his personal YouTube channel that he opened some maritime tourism spots for public with hoping can help introducing Indonesia new potential tourism spot into the world.


This book is written by Rimsky K Judisseno in 2017 and reviews the policies of tourism development. This book gives lots of definition of tourism and

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55 “Indonesia Maritime Doctrine And Security Concerns” (Iis Gindarsah & Adhi Priamarizki, 2015)
56 Ibid
57 “Di Bawah Kehendak Rakyat dan Konstitusi,” the presidential inauguration speech at the People’s Consultative Assembly of the Republic of Indonesia (MPR-RI), 20 October 2014
58 Ibid
one of them is defined as a process of people’s behavior who are traveling from one point to another and returning to their original point. He also quotes that:

“Industry of tourism really needs the role of citizen and government in order to grow up and develop especially right now which, when this industry become more complex due to the development of the technology information”.

Besides, this book also helps to open the reader's insight into the system that shapes tourism activities and the tourism development lately, which can be seen from the dynamics of activities and its complexity. Furthermore, this book also reviews the policies of the development of tourism. Based on Law No. 10 Year 2009, tourism is;

“An integral part of national development that is carried out as systematically, well planned, integrated, sustainable, and responsible while maintaining the protection of religious values, living culture in society, environmental sustainability and quality, and national interests”.

This book is suitable to use by the author just by seeing the content which very related with the title of this research. The whole chapter of this book can be use as a material to support the chapter 3 and 4 of this research by reviewing the dimension of tourists and tourism phenomenon, concern about supply and demand of tourism, the factors that affect the tourism, reviewing the policies of governments to develop the tourism, and so on.


This book is written by Joseph S. Nye and was published in the United States by PublicAffairs in 2004. This book was first edition works of Joseph Nye which would highlights the changing nature of power and how the resources

59 “Global Tourism” (THEOBALD, 1998)
60 “Aktivitas dan Kompleksitas Kepariwisataan” (Rimsky K Judisseno, 2017)
become a soft power. This book also would talk about the changing context of power in international politics and also why soft power becomes very important now than in the past.\textsuperscript{62}

Soft power was coined in late 1980s by Joseph S. Nye Jr. Before jumping to the definition of soft power, Nye was explained what is power as a bridge to defining a soft power. Power according to Nye is like a weather which everyone depends on it, even talks about it but only a few of people who are understand the meaning of it.\textsuperscript{63} So more specifically, power means the ability to influence the behavior to get what you want.\textsuperscript{64} Based on the definition, Nye defined Soft Power as the ability to attract and persuade.\textsuperscript{65}

This book has good materials to support the researcher to finish this research. Besides, this book also gives a deeper understanding and analysis of soft power. This book can be used as a reference to help the researcher figure out about soft power more and could supporting the researcher by giving some official statement and definition.


\textsuperscript{63} Ibid p.1

\textsuperscript{64} Ibid p.2

\textsuperscript{65} Ibid p.3-4
CHAPTER III
The Overview of Ministry of Tourism, Tourism Agency in Raja Ampat and Indonesia Maritime Tourism

3.1 The Profile of Ministry of Tourism
The Ministry of Tourism is Indonesia’s ministry which is concerned with administration of tourism. The Ministry of Tourism is a ministry under and responsible to the President. This ministry is headed by a minister Arief Yahya since October 27th 2014. The duty of this ministry is to organize the government affairs and assist the President in organizing the state government in the field of tourism.

Most of the existing of ministries has undergone various changes, including mergers, segregation, change of names, and dissolution (temporary or permanent). Before it comes to Ministry of Tourism, the name actually was Ministry of Culture and Tourism. Then it was separated. Culture goes into the Ministries of Education and Culture while Tourism becomes Ministry of Tourism. The Ministry of Tourism handles government affairs in the context of sharpening, coordinating, and synchronizing government programs. In carrying out these tasks, the Ministry of Tourism performs the functions of which are:

- Formulation and policy stipulation in the field of tourism destination and tourism development, international tourism marketing development, archipelago, and institutional development of tourism;

- Coordination and synchronization of policy implementation in the field of tourism destination and tourism development, development of international tourism marketing, archipelago, and institutional development of tourism;

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- Implementation of policies in the field of development and piloting of tourism attractions in the context of the growth of national tourism destinations and regional development, as well as improving the quality and competitiveness of tourism; and

- Coaching and providing administrative support to all elements of organization within the Ministry of Tourism.\(^{68}\)

The organizational structures of the Ministry of Tourism as per Presidential Regulation no. 19/2015 are as follows:\(^{69}\)

a. Secretariat of the Ministry;

b. Deputy of Tourism Destination and Industry Development;

c. Deputy for Development of Tourism Marketing Abroad;

d. Deputy of Tourism Development of Nusantara;

e. Deputy for Institutional Development of Tourism, also

f. Expert Staff for Economy and Tourism Area;

g. Expert Staff for Multicultural Affairs;

h. The Expert Staff of the Ministry of Marine Affairs; and

i. Expert Staff of Information and Communication Technology.

3.2 The Profile of Tourism Office of Raja Ampat

Raja Ampat regency is one of the regencies in West Papua province, Indonesia. The capital of this district is located in Waisai. Raja Ampat is led by a regent named Abdul Faris Umlati. On March 2, 2018 Umlati was inaugurated the Definitive Regional Secretary as well as a number of echelon II at Raja Ampat


\(^{69}\)Ibid
Local Government.\textsuperscript{70} One of the officials is Yusdi Lamatenggo as Director of Cultural and Tourism Office of Raja Ampat.

As a Director of Cultural and Tourism Department of the Raja Ampat Region, He was in charge to the developed the tourism and conservancy of the beautiful area ever since he took the office. In here, the Central Government also gives a special authority to every each region to make regulation in managing their respective regions as stated in Government Regulation No. 38 year 2007.\textsuperscript{71} Raja Ampat Culture and Tourism Office is an executing element of Regional Autonomy in the field of Culture and Tourism, led by a Head who is under and responsible to the Regent through the Regional Secretary.\textsuperscript{72} While the task of the Department of Culture and Tourism is to carry out the affairs of local government based on the principle of autonomy and duty of assistance in the field of Culture and Tourism.\textsuperscript{73}

3.3 Maritime Tourism Potential in Raja Ampat

Who does not know Raja Ampat, one of the tourist attractions in Papua which with the beauty could attract the attention of domestic and foreign tourists. Indonesia has many of beautiful sandy beaches as well as seaweed and coral reefs which adorn this country.\textsuperscript{74} Most of those were still pristine and one of them is Raja Ampat. Talking about Raja Ampat, Raja Ampat has the best and finest coral reef ecosystem in the world based on World Tourism Organization.\textsuperscript{75}

In 2001 and 2002, The Natural Conservancy (TNC) and Conservation International (CI) conducted a scientific study of the potential of the Raja Ampat

\textsuperscript{72}Ibid p. 13
\textsuperscript{73}Ibid
\textsuperscript{75}Ibid
Sea, and from this study the world's marine experts recommend that the Raja Ampat sea area has a high marine biodiversity. Therefore, the territory of sea of Raja Ampat must be protected so that its sustainability is well preserved. If we look at the marine wealth in Raja Ampat, it can be concluded that Raja Ampat has great potential to develop the maritime tourism potential, which maritime tourism development has a strategic significance in the development of maritime culture, multi-sector business, regional economy, and strengthening community participation.

Raja Ampat Islands lies at the heart of the world's coral triangle and is the center of the richest tropical marine biodiversity in the world today. The archipelago is located in the western most part of Papua's main island, stretching over an area of approximately 4.6 million hectares. Raja Ampat has a wealth and uniqueness of high species with the discovery of 1318 species of fish, 699 species of mollusks (soft animals) and 537 species of coral animals. Not only species of fish, Raja Ampat is also rich in coral reef diversity, sea grass beds, mangrove forests, and beautiful rocky cliff beaches.

The development of marine tourism in Raja Ampat, will be developed on Kofiau Island, Misool, Waigeo South and West, and Ayau Islands. Raja Ampat Regency is the most potential area to be a natural tourist destination as well as marine tourism. This is because this region has underwater charm with many types of coral reefs are much more and not found in other areas such as the West Indian Ocean, coastal Sri Lanka, India, Pakistan, Caribbean, and other regions of


78 http://setkab.go.id/upaya-raja-ampat-menuju-ugg/

the world. Even manta rays and gray shark species are the rare species commonly found in this region. It would become a huge capital to make nature reserves of Raja Ampat Islands is the leading destination of world marine tourism.80

Raja Ampat has lots tourism potential such as the flora and the fauna is very complete, has an interesting historical legacy, one of the best diving spot in the world or snorkeling, has an exotic place, scuba dive, white sand, cave, coral reef, and so on. However, in Raja Ampat diving is the most favorite among tourists. The undersea life of Raja Ampat that provide the beauty of ecosystem there has the largest number of coral clusters in the world, and lots of rare fish there, and it can make everyone who has experience diving in there wants to live there and back to diving again as soon as possible.

3.4 The Contribution of Indonesia Maritime Tourism in Promoting Raja Ampat

Indonesia is a country which is famous for the beautiful islands, friendly people, rich of cultures, and rich of natural resources. Those conditions makes Indonesia very interesting in world’s eyes. Many tourists came to visit Indonesia just for watch the beauty of Indonesia itself. By seeing this, the government used the beauty of Indonesia as a tool of their diplomacy to promote Indonesia, because it is clear that if Indonesia makes technology as diplomacy tool like Japan and Germany, definitely Indonesia would left behind and will lose the competitiveness.81

As a wonderful country, Indonesia has lots of beautiful nature which is provided by natural resources. Those resources could help Indonesia to gain its


interest. Nowadays, every country has doing diplomacy to gain its national interest. Soft Power could be a diplomacy tool for the government to spread or introduce Indonesia to the world. The reason why every country has doing diplomacy by used soft power is because soft power as a diplomacy is now considered to be more relevant in international level than hard diplomacy that demands warfare, military aggression and politics in the resolution of conflicts, it will certainly drain the country's revenue for military financing and weaponry in conflict resolution to achieve the national interest of a country.\(^{82}\)

Furthermore, Indonesia which has lots of natural resources could take a part by making the natural resources as their soft diplomacy. In this case is Raja Ampat which has famous by the beautiful of islands and also the beauty of the undersea life. Raja Ampat as one of the new province in Indonesia already attracted the world’s eyes with the beautiful nature. This could be a good step for Indonesia to use Raja Ampat as their soft diplomacy tool to achieve its national interest.

The government regency of Raja Ampat claimed that Raja Ampat as Heart of The Coral Triangle and the center of world marine biodiversity, and the claim was accompanied by the evidences such as; (1) There are 553 species of coral, and was a home of 70% of coral species present in the world; (2) 1,456 species of reef fish, the richest in the world; (3) 699 types of molluscs; (4) 5 species of turtles; and (5) 16 species of marine mammals (cetacean).\(^{83}\) This richness brought Raja Ampat to be recognized by world. This achievement has been proven by Raja Ampat has been named the world's most superb underwater maritime version of CNN Travel, and has been recognized by hundreds of bloggers and video bloggers around the world also recognized as a paradise of divers and snorkeling which has been tried by many world celebrities.\(^{84}\) With these natural resources, the government must support this tourism through promoting it as

\(^{82}\)C.P.F Luhulima. PerananDiplomasi Multi-track dalamPenyelesaianSengketaLaut China Selatan; UpayadanTantangan.JurnalIlmiahHubunganInternasional, 5 (2).Hal. 75

\(^{83}\)http://setkab.go.id/upaya-raja-ampat-menuju-ugg/

Indonesian nation branding in terms of maritime tourism.\textsuperscript{85} Meanwhile in Raja Ampat the visitors according to local government of Raja Ampat from 2014-2016 was 10,000 until 13,000.

In line with Joko Widodo's vision in his presidency, which he wants to make Indonesia as a world’s maritime fulcrum and also said that there are five main pillars in his maritime doctrine that included issues related to economics, security and development.\textsuperscript{86} One of the pillars which related with maritime tourism is in number three, “a commitment to encourage the development of maritime infrastructure and connectivity by building sea tolls, seaports, logistics, and shipping industries, as well as maritime tourism.”\textsuperscript{87} In this case, maritime tourism which included in Widodo’s vision on pillar three could be a challenge for governments especially Ministry of Tourism to develop Indonesian economy through maritime tourism. For Raja Ampat case, government can take this opportunity as a challenge to develop Indonesia maritime tourism by promoting Raja Ampat as Indonesian nation branding by considering its underwater potential.

\textsuperscript{86} Ibid
The picture above shows the beauty of Raja Ampat which generally has the crystal clean water, the beautiful beaches, and surrounded by the soaring limestone cliffs to form spectacular views, plus a laid-back lifestyle. All of these could be given to tourist by Raja Ampat if they travel to Raja Ampat. First, they can enjoy the beautiful beaches with white sand surrounding the island. Second, enjoy not only the crystal clean water but also could enjoy the view of underwater of Raja Ampat which is incredible. Third is tourist can be really enjoy because if tourists go travel in Raja Ampat, tourists would experience like having a holiday in a private island which still pristine.

If seeing from the Joko Widodo vision to make Indonesia maritime as global maritime fulcrum, which announced at the 2014 East Asia Summit and formally introduced via Indonesia’s Sea Policy presidential regulation in 2017,88 Widodo also concerned about the maritime tourism which has been said by Joko Widodo on his core pillar in number three. As a maritime country, to make the Indonesian maritime tourism to be known it must become one of the concerns of

the government. Indonesia has lots of maritime destination which rich with the potential and the sources. It can be seen on Joko Widodo’s personal YouTube channel which he officially announced and promote the new maritime tourism potential such as Mandalika.\(^8^9\) He even promotes Raja Ampat as one of the destinations which has the incredible underwater life and one of the best in the world.\(^9^0\) Based on this statement, Raja Ampat could become as Indonesian nation branding in terms of maritime tourism by relying on the potential.

That fact shows the seriousness of Joko Widodo on his presidency in realizing his vision. The sources of Raja Ampat could be as a soft power tool to achieve its nation interest. As Joko Widodo said, he wants to strengthen the Indonesian national branding, because Indonesian nation branding is still weak compared to neighboring country such as Thailand.\(^9^1\) In the field of tourism, Indonesia's brand power also lost to Thailand. Indonesia is at 5.2 percent level, while the brand power tourism in Thailand is at the level of 9.4 percent.\(^9^2\)

By bringing up the Raja Ampat maritime tourism which relies on the potential, Indonesia could make Raja Ampat as Indonesian nation branding beating the Thailand maritime tourism which very famous around the world. According to Joko Widodo, nation branding is a positive reputation that is really found and felt when people come to our country.\(^9^3\) Talking about positive reputation, Raja Ampat maritime tourism has a positive reputation even has been acknowledged by the world. For the example is CNN pages recently dropped articles about beautiful places in the world that must be included in the list of

\(^{9^2}\)Ibid
travelers. The list of destinations was compiled by summarizing the opinions of various experts in their respective fields and summarized into "20 Travel Destinations The Experts Say Not to Miss" on display on the CNN page in May 2016 and Raja Ampat has been placed as number one. This fact could become a foundation for the government to make Raja Ampat as Indonesian nation branding to strengthen the Indonesian nation branding in foreign country in fields of maritime tourism.

Indonesia is an archipelago country that has great potential for the development of maritime tourism. Therefore, Indonesia is at the heart of the world's coral triangle consisting of several countries, Indonesia, Malaysia, Timor Leste, the Philippines, Papua New Guinea and Solomon. According to Minister of Tourism Arief Yahya, he said "Marine tourism is one of the leading programs and priorities in the development of national tourism, with the development direction consisting of the introduction of diving and surfing, cruising, and supporting maritime environmental conservation campaigns, and also enhancing marine tourism". Raja Ampat is one of the examples in Indonesia maritime tourism which concerned with those things.

Based on National Long-Term Development Plan (Rencana Pembangunan Jangka Panjang Nasional) 2015 - 2019, the Indonesian Government established tourism as a priority development sector that needs to be supported by another sector, mainly the infrastructure and transportation sector, to accelerate the achievement of tourism targets in 2019. The contribution of the tourism sector must be handled seriously for a country. This can be seen from the growth and

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96 Ibid
opportunities of the world tourism sector in 2015. The conditions can be seen from the report of the UNWTO (United Nations World Tourism Organization), namely: international tourist arrivals grew by 4.6% in 2015 to 1.184 M while international tourism generated US $ 1.5 trillion in export revenues; The UNWTO estimates the growth of international tourist arrivals between 3.5% and 4.5% by 2016; and by 2030, the UNWTO expects international tourist arrivals to reach 1.8 billion. The development of the tourism industry has experienced a very significant growth in the world. The tourism sector can encourage progress in the economic field of a country. Indonesia is one of the countries that have the advantage of the tourism sector, especially in the results of natural resources. As we know, the current maritime tourism became one of the largest industries in the world and become a rapidly growing economic sector.

Furthermore, Raja Ampat also has great support from the local government, where the success of Raja Ampat to attract thousands of tourists is the promotion and marketing efforts and strategies undertaken since 2007. Department of Culture and Tourism of Raja Ampat promoting both outside and inside the country. For instance, advertising in print and electronic media both local and foreign. Utilizing social networking sites such as Facebook and Twitter to attract tourists to Europe and America and making a film about the beauty of the sea that has played in several European countries. Promotion is also done by establishing the Representative and promotion Office in Bali. The selection of Bali as a destination because of the island's main tourist arrivals to Indonesia, so that is expected to attract tourists to come to Raja Ampat.

CHAPTER IV

The Strategies of Ministry of Tourism in Promoting Raja Ampat Maritime Tourism

4.1 The Strategies of Ministry of Tourism to Promote Raja Ampat Maritime Tourism

The tourism sector has its own development prospects for Raja Ampat's economic activities. The uniqueness and the beauty of natural scenery coupled with the diversity of fishery and marine resources are high, especially the coral reef ecosystem is a special attraction for foreign tourists. Even in the area became the location of the study of world marine biota experts. "Minister of Ministry of Tourism, Arief Yahya explained further, the position of Indonesian tourism in January-October 2017 grew 24% and has placed themselves in the top 20 as the countries with the highest growth.\textsuperscript{101} In order to make one place to become a world destination, there must be good strategies on it which is supported by the policies to make sure the planning does well. In this case, the strategies of Ministry of Tourism are;

4.1.1 Free Visa Policy

First is deregulation of free-visa. It is necessary to put free visa as one of the Tourism Ministry’s strategies because by implementing the free visa, Indonesia will be able to increase the tourism activities and could increase foreign exchange, the government claims.\textsuperscript{102} Through this strategy, during the previous six presidents before, there were only 15 countries which corporate with Indonesia in implementing free visa, while in the Widodo administration, it changed to 45 countries, then

\textsuperscript{101} http://www.kemenpar.go.id/asp/detil.asp?c=16&id=3862
increased to 90, and now it has 169 countries.\textsuperscript{103} It was good for Indonesia because this program clearly has a positive effect on many things such as labor, tourism, culture and art, culinary, hotels and restaurants or accommodation, transportation, all of it will be more lively and no need to wait for a visa, also no need to take care of Visa on Arrival because the budget of visa making of the tourist can be diverted to something else.\textsuperscript{104}

This deregulation of free visa is good for yachters and cruisers for example. Through this, Indonesia can take a profit from yacht and cruise because the yachter is no longer need to be bother again to enter Indonesia because of tourists who come from 169 countries\textsuperscript{105} that have been given a leeway with free visa can enter Indonesia easily and enjoy the view of maritime tourism that has been provided by Indonesia's natures. Even for the cruise ship, it does not have to be an Indonesian-flagged ship that may lower and raise passengers at ports in Indonesia but foreign ships are also allowed. With this condition, foreign tour operators can start selling marine tourism packages in Indonesia. According to Assistant Deputy of Maritime Service of the Coordinating Ministry of Maritime Affairs, Okto Irianto, in 2017 there are about 2000 yachts in Indonesia compared from the previous years with the maximum that came not up to 1000 yachts.\textsuperscript{106}

\textsuperscript{104}Ibid
\textsuperscript{105}Ibid
4.1.2 Tourism Promotion

- Wonderful Indonesia

Promotion is very important here. In order to promote the Indonesian wealth, Indonesia’s government made a platform called Wonderful Indonesia as a tool for promotion. Wonderful Indonesia was established in 2014\textsuperscript{107} and it is made for domestic and international consumption.\textsuperscript{108} Wonderful Indonesia has received many awards at an international level. The World Economic Forum (WEF) which released The Travel & Tourism Competitiveness Report 2017 reported that Indonesia was ranked 42nd out of 136 countries and experienced an increase of eight ranks in which the previous calculation was ranked 50th of 141 countries by 2015.\textsuperscript{109} In addition, Indonesia has improved the index of international openness and became one of the countries that actively issued a visa-free policy.\textsuperscript{110} Based on the data on Ministry of Tourism, the tourist has shown such an interest to travel to Indonesia. Below is the table of tourists in Indonesia from 2014-2017.\textsuperscript{111}
The table above is a data of monthly visitors in 2014-2015 in Indonesia. This data was published by Ministry of Tourism. From this data, the graphic shows the increasing number of tourists in Indonesia in that time. In 2014 the graphic show the unstable number of tourist visitors in Indonesia but if it compared with the graphic data in 2015, it show that the number of tourist visitors was increasing even though in November 2015 the number of tourists was decreasing. Moreover, even though in November 2015 the number of tourists decreasing, but the number is still higher then November 2014.
Table 2. Graphic of Monthly Visitors in Indonesia 2015-2016

http://www.kemenpar.go.id/image/contenttransaction/3139.jpg

The graphic shows that the increasing number of Indonesia visitors in 2016. Meanwhile in 2015, the number of visitors in Indonesia is still increasing although the number of visitors in 2016 is higher.

Table 3: Graphic of Monthly Visitors in Indonesia 2016-2017

http://www.kemenpar.go.id/image/contenttransaction/3504.jpg

Based on data in 2016-2017. It also shows the unstable of the increasing number of tourists in Indonesia because the graphic went ups and down. Although the tourists visitors in 2017 has gain more visitors than 2016. By seeing the table 1 till table 3, it was quite successful for a
government because the number of tourists significantly increased from 2014-2017. The Ministry of Tourism also follows several of contests in order to promote Indonesian tourism. In September 2017, Ministry of Tourism also won the UNWTO Video Competition 2017 award or the UN World Tourism Organization (UNWTO) video competition that held by the UNWTO. The awards were announced on Friday, 15 September 2017, and received by Tourism Minister Arief Yahya at the 22nd General Assembly UNWTO event at the Intercontinental Century City Convention Center Hotel, Chengdu, China.

The promotion video won the awards on category of best Tourism Video for the East Asia and Pacific region and also the People's Choice Award. This is good for Indonesia because the voting to find a winner of the contest came from the people’s vote which is good to make people know about Indonesia and curious at the same time, so they would start to explore Indonesia more. Moreover, Indonesian President Joko Widodo also supported the Ministry of Tourism to promote through his Facebook account by inviting all Indonesian people to be able to participate in voting. This promotion through Widodo’s Facebook account has been raising the voters. According to Arief, "After he posted on Facebook, the vote soared dramatically and not overtaken". According to Arief, the meaning of this victory for Indonesian tourism is internally, raising the confidence level while externally, strengthening the credibility and also have escaped from Calibration through global standard or criteria world-

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112 “Pesona Indonesia/Wonderful Indonesia: Inspirasi di balik Jenama Pariwisata Indonesia”(HUMAS, 2017)
115 Ibid
117 Ibid
class". The victory also can help the popularity of Indonesia in international level.

Wonderful Indonesia as a tool for promotion also was in charge to promote Indonesia’s culture and heritage. The Ministry of Tourism has used Wonderful Indonesia as a tool for Indonesia to present the beauty and the richness of culture of each region in Indonesia to the world. One of the islands which Wonderful Indonesia presents is Raja Ampat. Wonderful Indonesia helps to promote undersea life of Raja Ampat to the world.

As an archipelago country, Indonesia has big potential to make their maritime tourism as a world destination. It was in line with President Joko Widodo's vision which puts the maritime as one of the five development priorities. By using Wonderful Indonesia as a tool for promoting, Indonesia’s tourists are getting increased and it also influenced the number of the tourist visitor in Raja Ampat. Below is the table of tourist visitor in Raja Ampat.

\[ \text{Table of tourist visitor in Raja Ampat} \]

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119 "Wonderful Indonesia Pamerkan Wisata Kelas Dunia di WTM London" (CNN INDONESIA, 2017)
The graphic shows the increasing number of the visitors to Raja Ampat. Moreover the graphic also show the dominance of the foreign visitors than the domestic tourists itself. According to Yusdi Lamatenggo as Head of Tourism and Creative Economy Industry of Raja Ampat Regency the tourists in 2014 was dominated by Europeans and Americans\(^{120}\) and for the 2015-2016 the visitor was dominated by American\(^{121}\). Lamatenggo added that the first position is still the United States, then Germany, France, Australia, and China\(^{122}\).

The promotion through Wonderful Indonesia gives a big impact of Indonesia especially for Raja Ampat. Meanwhile Raja Ampat is quite famous, but the Ministry of Tourism still actively doing a promotion. The promotion is really important to Raja Ampat because Raja Ampat is special case. Although Raja Ampat is considered as a maritime tourism, Raja Ampat did not show much about the water sports. For the example is maritime tourism in Bali which has lots of water sports such as fun scooter

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\(^{120}\)“95 PersenPengunjung Raja AmpatWisatawan” (2014, April 18)
\(^{122}\)Ibid
on the Bali ocean, scuba diving, swimming with sharks, sea walkers, glass bottom boat, snorkeling, fly fish, donut boat, trolling fishing, wake board, flying board, parasailing, jet ski, and banana boat. Some of those sports above are not available in Raja Ampat.

Meanwhile, Raja Ampat was selling the beautiful undersea life for tourists. If compared with Bali, Raja Ampat definitely cannot beat Bali because Raja Ampat is special interest tourism which provides diving as the main tourism. This is makes Raja Ampat not as crowded as Bali because not everyone can go to travel in Raja Ampat but it refers to people who has an interest in there. That is why promotion is very important for Raja Ampat to help the tourist especially divers who love beach and diving become a witness of the heaven of the undersea life of Raja Ampat.

The diverse undersea species of Raja Ampat makes people there proud. They claimed to know of an area where manta rays congregated and encouraged the divers to go. Sure enough, the site is full of mantas, and the villagers seem genuinely happy to show them the site and they understand the importance of inviting more tourists to the region. Manta ray focused tourism operations are present in 25 countries, and that number is growing; one study estimated that the total economic impact of these operations at US$140 million in 2016.

By using this promotion through Wonderful Indonesia, tourists who love beach and diving will be curious and find something on internet to answer their question regarding Raja Ampat or will come to Indonesia’s booth when they are doing promotion. In fact that Wonderful Indonesia

126 Ibid
already beat the Amazing Thailand and Malaysia Truly Asia, and become the best one on the Pacific Asia in terms of film promotion that held by UNWTO. By seeing this condition, Indonesia especially Raja Ampat should do not have worry about, just try to give the best for developing the tourism especially maritime tourism. On other hand, this condition could make Raja Ampat become the best diving spot in the world if the government keeps actively developing and keep maintain the beauty of undersea life in Raja Ampat and do not worry with the competitor such as Thailand which also famous with the beach and the beautiful undersea life by considering what Raja Ampat has. Besides that, the reason why Raja Ampat could become the best diving destination in the world is the visitors can enjoy diving in there because it is still pristine and still not many people going there and it would make a tourist feels like having a holiday in the private island. So, Raja Ampat would make the tourists especially who love diving would feel like on heaven under the sea by providing a private environment.

- Promoting Through Digital Marketing and Visual Promotion

Furthermore, the Ministry of Tourismnot only did a promotion by joining a competition but also did a promotion through digital marketing by promoting the wonderful of Indonesia on several news portals such as TripAdvisor. According to Arief Yahya, the effect of digital marketing is very high and Indonesia has to promote tourism by using digital marketing. Responding to this issue, Sarah Matthews as TripAdvisor Head of Destination Marketing APAC said that the digital world can be a borderless medium in marketing Indonesian tourism, therefore it takes a good step to manage it and the right tricks so that the desired information

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128“Menpar: Gunakan Digital Marketing UntukPemasaranPariwisata” (KOMINFO, 2016)
can be delivered properly and can encourage tourists to make a real trip to Indonesia so it can boost the number of foreign tourists visiting.\footnote{Menpar: Gunakan Digital Marketing Untuk Pemasaran Pariwisata (KOMINFO, 2016)}

That was a good thing for the Ministry of Tourism to cooperate with digital marketing because it would complete each other. Besides, the digital marketing is also important for promotion due to the globalization nowadays. To make sure that the global trends in travelling should be a concern for the actors of the tourism industry in Indonesia,\footnote{Ibid} The promotion would not be left due to the promotion was not running well because it cannot go together with the global trend.

Furthermore, Digital Marketing also can help a traveler to get some reviews from other travelers who have been there in one country where they are going to. Through the cooperation, the Ministry of Tourism would get much help from the travelers due to the reviews in order to improve and boost the tourism itself.

To boost the tourism in Indonesia, the government also used a visual promotion as a soft diplomacy in order to introduce the tourism in Indonesia. Ministry of Tourism did a promotion on London by putting the stickers of Wonderful Indonesia on 400 taxis and five buses in 2016.\footnote{Dampak Positif "Wonderful Indonesia" di London. (2016, November 25). Retrieved May 9, 2018, from https://travel.kompas.com/read/2016/11/25/062100727/dampak.positif.wonderful.indonesiapariwisata} It brought a good impact to Indonesia because based on Trip Advisor data; it once pointed out that the rate of tendency to book tickets to Indonesia increases when a visual promotion takes place.\footnote{Ibid}

According to Indonesian Ambassador for United Kingdom Rizal Sukma, the visual promotion is very important to show that Indonesia is a great destination for doing tourism.\footnote{Ibid} The visual promotion will help
Indonesia to make the tourist especially for this case is British would have the curiousness of the wonderful Indonesia itself. To support the promotion of Indonesian tourism which intensively implemented by the Ministry of Tourism of Indonesia, Embassy of the Republic of Indonesia which supported by the Ministry of Tourism held a cooperation with Visit Indonesia Tourism Office (VITO) in London and also Garuda Indonesia Office in London. They worked together to create stickers sticking program on the double deck buses as many as 50 on London's main routes. The cooperation also involved four tour operators, Indonesia sees boost in bookings up to 438%. According to Ambassador of Indonesia for UK, Rizal Sukma, “The idea for involving local tourist operators to know the tastes of customers and have quite extensive market network and can directly reach potential customers. With this positive results and support from Jakarta, we wish to engage more tour operators in the future”. The four British tour operators are Travelbag, Ethos Travel, Travel 2, Hayes and Jarvis. The activities that were offered by the company include outdoor media, digital marketing, advertising and special news tour of Indonesia, the participation of tourism operators in the exhibition, promotion of destination and package tours to Indonesia directly or through social media.
• Promoting Through Festival of Culture and Travel Mart

Next is using festival of culture in Raja Ampat. To promote the attraction of tourism destinations in Papua, Raja Ampat Festival & Travel Mart will be held at Waisai Raja Ampat Beach, West Papua, on 20 to 23 October.\textsuperscript{139} According to Fathul Bahri, Secretary of Directorate General of Tourism Marketing of Ministry of Culture and Tourism, for this festival besides preserving the local culture, this festival is also can be able to attract domestic and foreign tourists, to come to Papua. The series of events in the Raja Ampat Festival & Travel Mart, recently held for the second time, will take place in cultural arts performances, photo contests, seminars on diving and underwater photography.\textsuperscript{140} The local government intends to make this event an annual event.

This event aims to make Raja Ampat to be known internationally. This event becomes the main program of Raja Ampat Regency government in order to promote the potential of marine tourism, nature tourism, and culture of Raja Ampat to foreign tourists and archipelago. Besides, this event not only introduces the Raja Ampat’s culture, but it also introduces and promotes the maritime festival, so this festival is expected to be a good media of promotional.

According to Nico Ramandei, as Head of Tourism Destination Department of Culture and Tourism in Raja Ampat, the promotion of marine tourism and nature tourism could be the best program to be promoted, by considering there are 160 islands with an area of 64 km. "In addition to diving and snorkeling, tourists can also enjoy the bird’s sing on

\textsuperscript{140}Ibid
the big islands in Raja Ampat”. He also stated that tourists are eager to see Red birds of Cendrawasih or bird of paradise.

4.1.3 Strengthening Inter-Sectoral and Regional Cooperation As Well As Actors and Maritime Tourism Associations

Marine tourism is one of the leading programs and priorities in the development of national tourism with the direction of development consisting of: the introduction of tourist destinations, support for environmental conservation campaigns, and the promotion of marine cultural tourism. In the development of marine tourism destination areas should be developed strategies to increase cooperation between sectors both at the central and provincial levels as well as establish cooperation between regions. In addition, input from academics, travel agencies, tourism activists, marine business actors, tourism journalists, and related institutions in the field of marine tourism is required in the refinement of the strategy of marine tourism development of Indonesia.

In connection with the above, the Directorate General of Asia Pacific and Africa took the initiative to organize a workshop entitled Building a Marine Tourism for the Progress of the Country on 2 to 3 October 2015. The event was attended by marine tourism associations and actors in Indonesia, academics, travel writers, community backpacker, as well as related Ministries / Institutions to share information related to leading marine tourism in Indonesia. In his speech, the Secretary-

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143 Ibid
144 Ibid
145 Ibid
General of Asia Pacific and Africa hopes that this activity will strengthen cooperation between sectors and regions as well as marine tourism actors and associations, and to continue promoting Indonesia's tourism potential abroad, especially in Asia Pacific and Africa.146

4.1.4 Increasing the Accessibility of Infrastructure

Facility is important thing in tourism sector. It consists of access and the facilities which are very important in tourism nowadays. The facility is the main key to supporting the success of this program. The Ministry of Public Works and People's Housing (Pekerjaan Umum Perumahan Rakyat) Basuki Hadimuljono, continues to support the acceleration of infrastructure development. "Infrastructure development is not only to encourage economic development in urban and other developed areas, but also infrastructure in developing and border areas to reduce social, economic and regional disparities".147 In 2017, the Ministry of Public Works and People's Housing (Pekerjaan Umum Perumahan Rakyat) has budgeted at least Rp 2.23 trillion for infrastructure development in support of food security, connectivity, settlements and housing in West Papua Province. Some strategic infrastructure has been completed, while others are still in the process of completion.148 One of the example is road and bridge construction in Raja Ampat.149

148 Ibid
The development of this infrastructure will support food security, connectivity, housing and housing in West Papua. In order to support water and food security, it has been completed in 2016, the construction of Wariori Dam in Manokwari District which has 1 km of primary irrigation channel. Its benefits irrigate 1,400 hectares of rice fields from the potential 3,450 hectares of rice fields. The construction spent Rp 237.5 billion in budget allocations through multi-year contracts from 2013 to 2016. The realization of food sovereignty is one reflection of national economic independence. West Papua has potential for the development of the food sector, supported by ample agricultural land and has not been fully utilized.

4.1.5 Focus on Maritime Tourism Activity

Maritime Tourism is one of important sector for the development of Raja Ampat district. Since 2010 until 2016 the Raja Ampat’s government has given more concerned to the maritime tourism activities especially diving. The waters of the Raja Ampat Islands according to various sources, is one of the 10 best waters for diving sites around the world. The results, they noted in these waters, contained more than 540 hard coral species (75% of total species worldwide), more than 1,000 species of reef fish, 700 species of mollusks, and the highest record for gonodactyloid stomatopod crustaceans. This makes Raja Ampat

become the location of the 75% of the world's coral species, making it sufficient to make Raja Ampat as the world's richest marine biodiversity.\textsuperscript{154}

The marine waters of West Papua became one of the prospects for the national maritime economy. The maritime potentials of West Papua include marine biotechnology industry, deep water, marine tourism, marine energy, marine minerals, shipping, defense, and maritime industry. The development of tourism and industry must be done continuously so as to provide direct benefits for the welfare of the community because the tourism and industry sectors is one component in economic development. The policy directions in the development of the tourism sector include: national tourism marketing by bringing in the number of domestic and foreign tourists; the development of tourism destinations by increasing the attractiveness of tourist destinations so as to compete in and outside the country; the development of the tourism industry by increasing the participation of local businesses in the national tourism industry and enhancing the diversity and competitiveness of national tourism products and services in every tourism destination that is the focus of marketing; and development of tourism institutions by building the human resources of tourism and national tourism organizations.\textsuperscript{155}

Development of tourism sector in West Papua has not been done optimally, seen from the contribution of the tourism sector to the economy of West Papua Province is still low when compared with its tourism potential. Foreign and domestic tourists who visit West Papua are not so


large. The number of tourists visiting tourist attractions in West Papua increases every year but the increase in the number of visits is not so great. One of the causes of the increasing number of non-significant visits is accessibility and infrastructure, while the progress of tourism in the region is related to the readiness of its infrastructure.\textsuperscript{156}

4.2 Obstacles Faced by Ministry of Tourism and Efforts to Overcome It

4.2.1 Needs More Cooperation from All Parties

Partnership between local government and private sector is one step that can be done in order to cover the limitations possessed by local government in the process of regional development as a whole. Limitations of local government not only in terms of limited funds, but also limited the number of personnel, skills / expertise and experience. So to cover that limitation and as long as it does not conflict with prevailing laws and regulations, local government need the involvement of private sector.

The role of the private sector in the public sector is not a new thing in infrastructure development, but this issue becomes interesting because it has become a trend in various countries in the last decade. Nationally, this concept became popular when the government organized Indonesia Infrastructure Summit I in early 2005.\textsuperscript{157} Some government projects such as toll roads, drinking water management, electricity and telecommunications are offered to the private sector as cooperation projects. Even at the local level, some areas involve the private sector in their various infrastructure projects. The efforts to engage with the private sector in various government projects are not without good reason. This


\textsuperscript{157} Ibid
idea is primarily based on the idea which the fulfillment of public infrastructure requires substantial funds.

Weak of Investment in Raja Ampat, especially in Waisai districts. Generally, the magnitude of investment in Waisai districts, as the capital of Raja Ampat Regency, has not shown any increase from year to year. Indeed, in general, the enthusiasm of the local government of Raja Ampat Regency has not been fully accompanied by clear and comprehensive agendas internally created by the local government. Formulation of investment policy, improvement of regulation and regulation, preparation of investment master plan, development of investment information system, one roof system service or one-stop shop, partnership development, has not been developed optimally by local government. It is clear that local governments have not fully reoriented roles, from traditional roles to entrepreneurship. Whereas a conducive investment climate can certainly increase the economic activity, both large scale and economic activities populist. So it can boost the ability of local governments, private and community. Passionate economic activity will create a labor market, a competitive business climate, boost turnover, and bring in local revenue through taxes and user charges. The existing condition in Raja Ampat regency is that local governments have not been able to provide security for local and external investors, including foreign, to develop business in the Raja Ampat regency, especially in sub-districts.

The solution of these conditions, can be started by reviewing the function of local government in marketing their potential, for the benefit of society as possible. Consequently, local governments should be able to provide security of business as an investment attraction, both legal certainty, infrastructure, and bureaucracy effective and efficient. Improper

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159 Ibid
bureaucratic services can be overcome by efforts to develop clean behaviors within the core officials. Bureaucratic culture is generally paternalistic so that the exemplary leadership (patron) will determine the under bureaucratic strata (client) to do the same. Furthermore, any regional policies that are deemed distortive or disrupt the smoothness of business and investment must be reformed immediately.

4.2.2 Dangerous Fishing Modes

According to Conservation International, various fisheries had been reporting a decline of 90% catch per unit by the 1990s. Conservation was needed to benefit the environment as well as the local communities reliant on the health of these fisheries. The goal of protecting the incredible biodiversity and beauty of the region came before ensuring that local communities would benefit from this protection; marine zoning plan had potential to limit access to food, income, and a longstanding sense of cultural identity, as telling communities not to fish was a direct assault to their way of life. Therefore, the conservation approach in establishing the Marine Protected Area of Raja Ampat, it was using participation approaches, support and facilitation of social infrastructure development, technical guidance, socialization, and pilot project of marine tourism development and sustainable fisheries. Even in the area became the location of the study of world marine biota experts.

4.2.3 Limited Electricity and Refueling

Deputy Governor of West Papua, Muhammad Lakatoni, said that the supporting facilities in Raja Ampat Regency are still limited, especially electricity and refueling stations. This issues can bring a bad impact to Indonesia especially Raja Ampat. The reason is Raja Ampat which already famous around the world leaves a bad point in tourist’s eyes due to the electricity and refueling issue. This matter must become one of government concern because this matter can influence the visitors.

Utilization of natural resources of oil and gas, especially petroleum and liquefied natural gas contribute greatly to the economy of West Papua. West Papua has enormous potential of energy and mineral resources but the potential has not been handled optimally. The role of energy and mineral resources in addition to mining and mining products is also a source of energy providers. Energy resources so far utilize fossil energy, especially oil, coal, and natural gas which is a source of energy is not renewable. West Papua as the largest gas producer in Indonesia continues to experience an energy crisis, which is often a power outage and fuel shortages. West Papua is the largest energy producer, primarily derived from gas production in Tangguh, but its output is mostly used for export.

Moreover, the electricity is very important nowadays in order to support the national interest by using Raja Ampat. Without electricity, the investors will not have an interest to invest there and will try and find another opportunity in another country or other islands. Meanwhile for the fueling, it is very important too in Raja Ampat. Those things must be fully supported by the government because as one of best snorkeling spots, Raja Ampat have to be ready in every aspect, so the visitors will get more comfortable and extend their holiday there.

CHAPTER V

CONCLUSION

5.1 Conclusion

Indonesia as a wonderful country which has lots of natural resources is a good way to use it as a tool of the government to gain its national interest. In this case, Raja Ampat as Indonesian soft power, which the maritime tourism especially the beauty of undersea life become the Indonesian nation branding. The underwater wealth of Raja Ampat could help the government in promoting the nation branding and strengthened the Indonesian nation branding to the world through maritime tourism.

One of the priorities of the Indonesian government in advancing the maritime tourism in Indonesia especially in Raja Ampat is by making or set the strategy to make the maritime tourism advanced and make sure that the strategy is going to work. The promotion is necessary to raise interest among the potential tourists. In order to support the promotion, government needs a brand as a nation branding to become Indonesian identity in foreign countries. The government can consider by what Raja Ampat has today (maritime tourism) to make Indonesia nation branding in fields of maritime tourism.

Besides, Indonesian President Joko Widodo also put the maritime as a centerpiece of his administration. According to Joko Widodo, the sea would have an increasingly important role in Indonesia's future and that as a maritime country Indonesia must assert itself as a force between the two oceans: the Indian Ocean and the Pacific Ocean. He also said that there are five main pillars in his

165 “Indonesia Maritime Doctrine And Security Concerns” (IisGindarsah&AdhiPriamarizki, 2015)
maritime doctrine that included issues related to economics, security and development.\textsuperscript{167}

Reacting towards the issue, the maritime tourism must be included in order to advance the development and the economy of Indonesia. That is why President Joko Widodo gives his full support for the development of tourism especially in maritime tourism. In this case, President Joko Widodo even did a promotion of Raja Ampat through his official personal YouTube channel. He wants to advance the maritime diplomacy\textsuperscript{168} by promoting it, and use the maritime tourism is one of the ways to advance the maritime diplomacy in international level.

Indonesia is one of the largest archipelagic countries in the world. So it has the power in the maritime field, especially in the field of maritime tourism. Seeing the various potentials offered by Indonesia through the sea, it can be a great opportunity to be able to bring in foreign tourists and foreign exchange for the country. On the other hand, the government needs to improve its strategy to support the agenda. Various efforts to promote Indonesian tourism abroad need to be accompanied by a strong commitment from the government. The commitment of the government will have an impact on the strengthening of development in the field of tourism. Efforts are made at the domestic as well as international level. The existence of promotions in various ways by the government needs improvement and development in the country, such as infrastructure and accessibility. Both of these areas are very helpful to attract the attention of foreign tourists who will visit in Indonesia. Infrastructure and accessibility become one that must be provided by the government. Viewed from the world tourism rankings, Indonesia is ranked 50th still under Thailand, Singapore and Malaysia. This shows the quality of our tourism industry still needs to be improved, although our natural potential is better than neighboring countries. So that diplomacy in the field of tourism can be a barometer of Indonesia's success at world level.s

\textsuperscript{167} Ibid


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