

Analysis of the Impact of Construction of the Trans Sumatra Toll Road in Order to Encourage the Proud to Travel Program in Indonesia (BBWI)

Analisis Dampak Pembangunan Jalan Tol Trans Sumatera dalam Rangka Mendorong Program Bangga Berwisata di Indonesia (BBWI)

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Abstract

This paper describes that toll roads are National Strategic Projects (PSN) that are prioritized by the government to improve accessibility and encourage economic growth in a region. Sumatra Island as the second largest island in Indonesia has a variety of natural, commodity and tourism potential. This policy paper outlines an analysis of the impact of the Trans Sumatra Toll road development on the government's Proud to Travel in Indonesia (BBWI) program. The tourism potential of Sumatra Island is not inferior to that of Java Island. It's just that the island's tourist destinations have limited travel distance, few accommodations and lack of promotion. Thus, Sumatran tourists prefer to visit abroad because it is easier, faster and more affordable. The purpose of this policy paper is to explain the results of the analysis of the Trans Sumatra Toll Road that its existence can improve regional tourism and encourage the WWBI program through tourism management strategies in each province on the island of Sumatra. With a qualitative method approach, this policy paper emphasizes data analysis methods through literature studies from various information both books, journals and official government websites, then the results are assembled by providing informational narratives and policy suggestions. Broadly speaking, the results of this policy paper analysis show that the Trans Sumatra toll road provides benefits to accelerate the distribution of goods and services and has a positive impact on tourist visits in the region. The alternative policy to support the BBWI program is to implement city branding for tourist areas on the island of Sumatra, so that tourism promotion increases tourist visits.

Kata Kunci:

Branding Kota;
Proyek Strategi Nasional;
Bangga Berwisata;
Pariwisata Regional;
Pulau Sumatera; Pariwisata;
Jalan Tol Trans Sumatera.

Abstrak

Makalah ini menjelaskan bahwa jalan tol merupakan Proyek Strategis Nasional (PSN) yang diprioritaskan pemerintah untuk meningkatkan aksesibilitas dan mendorong pertumbuhan ekonomi di suatu daerah. Pulau Sumatera sebagai pulau terbesar kedua di Indonesia memiliki beragam potensi alam, komoditas, dan pariwisata. Makalah kebijakan ini menguraikan analisis dampak pembangunan Jalan Tol Trans Sumatera terhadap program Bangga Berwisata di Indonesia (BBWI) pemerintah. Potensi pariwisata Pulau Sumatera tidak kalah dengan Pulau Jawa. Hanya saja destinasi wisata di pulau ini memiliki jarak tempuh yang terbatas, akomodasi yang sedikit, dan kurangnya promosi. Akibatnya, wisatawan Sumatera lebih memilih berwisata ke luar negeri karena lebih mudah, cepat, dan terjangkau. Tujuan makalah kebijakan ini adalah untuk menjelaskan hasil analisis Jalan Tol Trans Sumatera bahwa keberadaannya dapat meningkatkan pariwisata regional dan mendorong program BBWI melalui strategi pengelolaan pariwisata di setiap provinsi di Pulau Sumatera. Dengan pendekatan metode kualitatif, makalah kebijakan ini menekankan metode analisis data melalui studi literatur dari berbagai informasi baik buku, jurnal, dan situs web resmi pemerintah, kemudian hasilnya dirangkum dengan memberikan narasi informatif dan saran kebijakan. Secara garis besar, hasil analisis makalah kebijakan ini menunjukkan bahwa jalan tol Trans Sumatera memberikan manfaat untuk mempercepat distribusi barang dan jasa serta berdampak positif pada kunjungan wisatawan di wilayah tersebut. Kebijakan alternatif untuk mendukung program BBWI adalah dengan menerapkan branding kota untuk kawasan wisata di pulau Sumatera, sehingga promosi pariwisata dapat meningkatkan kunjungan wisatawan.

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INTRODUCTION

Sumatra Island is the second contributor to the national economy after Java Island. It has abundant commodities and natural wealth as well as charming tourism potential. Consisting of 10 provinces with interesting tourism potential, no less than Java Island and even world-class. For example, Lampung Province is famous for its international surfing location. One of the world-scale tourism activities is the Krui Pro International Surfing Championship (World League surf) event which is routinely held every year. Apart from Lampung, other provinces such as Aceh offer a variety of marine charms, historical relics, and tsunami traces. However, its location at the tip of Indonesia requires very large costs and a travel time of several days. Likewise, other provinces with natural and cultural wealth can become famous tourist destinations. Limited access causes tourism management to develop slowly. In addition to access, the phenomenon

of people on Sumatra Island prefer to travel to neighboring countries. According to research (Fadilla, 2020) one of the cities in Sumatra the main motive for the people of Medan City to travel to Malaysia is for vacation, shopping, and medical treatment because of the ease of access and services. The long-distance between provinces slows down the distribution of goods and services including tourism, thus hampering the development of the regional creative economy. Then, with this limited access, it is natural that Sumatran residents prefer to vacation in neighboring countries, such as Singapore, Malaysia, and Thailand. There is a lot of tourism potential in Sumatra. However, traveling to their own country is not an option. The phenomenon of Sumatran residents preferring to go abroad, both for vacations and medical treatment, is an evaluation for policymakers that accessibility is important for attracting tourists.

The issuance of presidential regulation number 3 of 2016 concerning the acceleration of the implementation of the National Strategic Project (PSN), one of which is the Trans Sumatra Toll Road, is a breath of fresh air for Indonesian citizens, especially on the island of Sumatra. The toll road will cut travel time and distance and accelerate accessibility between provinces. According to research results (Tezza, 2020) in South Lampung, the existence of toll roads, executive piers, and airport access increases the number of tourists in the area.

In Presidential Regulation number 15 of 2021, the president appointed the Proud of Indonesian Products National Movement Team. This program was strengthened by the launch of the Proud of Traveling in Indonesia (WWBI) program at the Proud of Indonesian Products (BBI) award event. The government is targeting an increase in domestic tourist visits. This program aims to realize Indonesian tourism reaching 1.4 billion trips in 2023. To realize this program, the construction of the Trans Sumatra Toll Road will encourage the success of the BBWI program. This paper is to provide information on the impact of the Trans Sumatra Toll Road Development in supporting the proud tourism program in Indonesia. Furthermore, what are the policies and strategies of the local government to implement this program? Starting from improving infrastructure to the location, collaborating with investors, and increasing the promotion and branding of regional tourism.

Tourism is one of the efforts to increase the income and economy of a region. The better the tourism in a region, the more it will support the income of the region. Like the Province of Bali which relies on tourism as a source of regional income. The number of tourist visits and hotel occupancy rates have a positive impact on the welfare of the Balinese people (I Gede and I Nyoman, 2017). The island of Sumatra has tourism potential that is no less interesting than Bali and Java. However, the development of the Sumatran tourism sector starting from community participation, the condition of tourist attractions and roads still needs improvement. Access and management of tourist attractions need to be a concern for the government (Pangesti et al., 2022).

The next condition is that the people of Sumatra prefer to vacation and seek medical treatment abroad because of the ease of access and service. The phenomenon of preferring to go abroad, both on vacation and for medical treatment, is an important note. Why do people choose to go abroad when their own needs can be met? Because domestic conditions have not yet met visitor satisfaction.

Based on this description, the author is interested in analyzing the impact of toll roads that can encourage domestic tourism and make the tourism potential of Sumatra Island well-managed so that Indonesian citizens are proud of tourism in their own country. With the large potential of tourism as a reference for policymakers to manage tourism potential in each province in Sumatra. Furthermore, it explains how the strategy is carried out to realize the proud tourism program in Indonesia.

The purpose of writing this paper is to present the results of the analysis of the Trans Sumatra Toll Road as inter-provincial accessibility and to be able to support the WWBI program through tourism management efforts and policy strategies in each province to innovate. The existence of the Trans Sumatra Toll Road must be attempted to provide a positive impact on the development of domestic tourism. Through this paper, the conditions and potential of regional tourism become a picture for policymakers to determine strategies and steps to manage existing tourist destinations that are well managed.

The existence of toll roads has a positive impact on the regional economy. One of these impacts is through tourism development. The benefits of this paper are to encourage various parties, both government, private, and community, to play a role in increasing the tourism potential and creative economy of each region to become a source of income and community welfare. Increasing tourist attractions fulfills the recreational needs of the Indonesian people in their own country. It may increase foreign tourists. This paper is a reference, evaluation, and consideration for policymakers, both provincial and central governments, to make BBWI a success.

METHOD

This paper is written by conducting a literature study from various sources of information, including books, research journals related to toll roads, and official government websites. The data collection technique is in the form of secondary data obtained from official government websites, then analyzed to draw conclusions and policy suggestions. In analyzing, the author conducts an in-depth understanding of the existing data in the form of text or narrative. The analysis method used is qualitative, which is an analysis method that utilizes qualitative data and is described descriptively. This qualitative descriptive analysis is often used to analyze events, phenomena, or conditions socially.

RESULTS AND DISCUSSION

National Strategic Projects and Trans Sumatra Toll Road

National Strategic Projects (PSN) are projects carried out by the Government, Regional Governments, and/or Business Entities that have a strategic nature to increase growth and equitable development in order to improve community welfare and regional development (BPKP, 2016). PSN is regulated in presidential regulation number 3 of 2016 concerning the acceleration of the implementation of National Strategic Projects to improve people's welfare. PSN consists of 225 projects consisting of 23 sectors and

one electricity infrastructure development program in Indonesia. Details of PSN are presented in the following table.

Table 1. Details of PSN in Indonesia

No	PSN	Number of Projects
1	Toll Road Infrastructure Development Project	47
2	National Road Infrastructure Development Project/National Strategy Non-Toll Road	5
3	Intercity Railway Infrastructure Development Project	12
4	Inner City Railway Infrastructure Development Project	7
5	Airport Revitalization Project	11
6	New Airport Development Project	4
7	Other Strategic Airport Projects	2
8	New Port Development Project and Capacity Development	13
9	One Million Homes Project	3
10	Oil Refinery Development Project	3
11	Gas Pipeline/LPG Terminal Project	3
12	Waste-Based Energy Infrastructure Project	1
13	Drinking Water Infrastructure Provision Project	8
14	Communal Wastewater System Infrastructure Provision Project	1
15	Flood Retention Embankment Development Project	1
16	State Border Crossing Post (PLBN) & Supporting Facilities Development Project	7
17	Dam Project	60
18	Broadband Coverage Improvement Program	2
19	Other Strategic Science and Technology Infrastructure Projects	1
20	Development of Priority Industrial Areas/Special Economic Zones	24
21	Tourism	1
22	Development Project Smelter	6
23	Agriculture and Marine Projects	4
24	Electricity Infrastructure Development Program	Perpres 4 2016

Source: BPKP, Pedoman Reviu Tata Kelola PS

The PSN toll road infrastructure development project consists of 47 projects, one of which is Sumatra Island which is regulated in presidential regulation number 100 of 2014 concerning the acceleration of toll roads in Sumatra. In 2022, the regulation was changed to presidential regulation number 131 of 2022. In Article 2, the management of 24 toll road sections in Sumatra is carried out as detailed in the following table.

Table 2. Details of 24 Sumatra Toll Road Sections

No	Toll Road Section
1	Medan - Binjai
2	Palembang - Simpang Indralaya
3	Pekanbaru - Dumai
4	Bakauheni - Terbanggi Besar
5	Terbanggi Besar - Pematang Panggang
6	Pematang Panggang - Kayu Agung

7	Kisaran - Indrapura
8	Kuala Tanjung - Indrapura -Tebing Tinggi - Parapat
9	Betung (Sp. Sekayu) - Tempino - Jambi
10	Jambi - Rengat
11	Rengat - Pekanbaru
12	Dumai - Sp. Sigambal - Rantau Prapat
13	Rantau Prapat - Kisaran
14	Binjai - Langsa
15	Langsa - Lhokseumawe
16	Lhokseumawe - Sigli
17	Sigli - Banda Aceh
18	Simpang Indralaya - Muara Enim
19	Muara Enim - Lahat - Lubuk Linggau
20	Lubuk Linggau - Curup - Bengkulu
21	Pekanbaru - Bangkinang - Payakumbuh - Bukittinggi - Padang Panjang - Lubuk Alung - Padang
22	Parapat - Tarutung - Sibolga
23	Batu Ampar - Muka Kuning - Bandara Hang Nadim
24	Pelabuhan Panjang - Lematang

Source: *Perpres Nomor 131 Tahun 2022*

Based on *Hutama Karya* data, from the table in its website report, it states that there are 22 projects. Two that are not on the site are the Dumai - Sp. Sigambal-Rantau Prapat Toll Road and the Panjang-Lematang Port toll road. Both have no progress reports in *Hutama Karya* data. In the course of toll road construction, there have also been several changes due to certain situations.

Toll Road Infrastructure

According to the Toll Road Regulatory Agency (BPJT), the purpose of toll road development is to facilitate regional traffic, improve distribution services for goods and services to support economic growth, increase equity in development results and justice, and ease the burden on the government through the participation of road users. The second point is that the purpose of toll roads is to support tourism programs. Meanwhile, the benefits of toll roads will have a positive impact on regional development and economic growth, increasing mobility and accessibility of people and goods.

Toll road users will get benefits in the form of savings in vehicle operating costs and time compared to passing non-toll roads. The next benefit of toll roads for Business Entities is getting a return on investment from toll revenues.

The various benefits of toll roads still have negative and positive impacts from their existence. On the one hand, the construction of toll roads is to facilitate mobility and facilitate access between regions. With the operation of several toll roads, it can have a good impact on the regional economy and minimize existing problems, especially limited access. Including the distribution of goods and services such as the number of tourist visitors to regional tourist attractions. On the other hand, there are negative

impacts such as the opening of protected forests, reduction of rice field areas, and various local flora and fauna.

Toll road infrastructure provides convenience and encourages tourists to visit tourist attractions. One of the tourist attractions in Sumatra that has a positive impact with the existence of infrastructure facilities and infrastructure including transportation is the Lake Toba Caldera (Melani, 2022). The motivation and interest of tourists to visit tourist locations in a place depending on the tourist attractions and accessibility factors (Yenli and Howard, 2023).

Proud to Travel in Indonesia (BBWI)

The Government of the Republic of Indonesia has just launched the Proud to Travel in Indonesia program when the Proud Made in Indonesia award event was held at the end of December 2022. The BBWI program is a collaborative program that aims to encourage the interest and pride of the Indonesian people to travel in their own country. The tourism potential and creativity of the Indonesian people are no less interesting than abroad. Domestic tourism is expected to boost the regional economy.

The WWBI program is inseparable from the national movement to be proud of made in Indonesia. In Presidential Regulation number 15 of 2021, the president established the Proud Made in Indonesia National Movement Team. The President formed the Proud Made in Indonesia National Movement Team called the BBI Germas Team. The team is led by the Coordinating Minister for Maritime Investment which consists of several other ministries and heads of agencies. The Germas Team is tasked with carrying out activities with the target of increasing the number of businesses and economic actors to increase purchasing power which creates the development of the local economic cycle. This team can involve related ministries/institutions, local governments, associations, industry, professional organizations, academics, and the media.

In supporting the WWBI program, synergy is needed for all supporting entities, especially local governments, to improve local tourist destinations and promote these tours. In the digital era, we must follow the latest developments in the development of tourism. The goal of the BBWI program is to encourage better tourism travel every year.

For 2023, the target is 1.2 to 1.4 billion visitors. If all toll roads are completed in 2024, it is hoped that the target will be even greater.

Based on the Coordinating Minister for Maritime Affairs page, to implement the WWBI program, several strategies are carried out:

1. Building awareness through intensive campaigns for the WWBI Program. This is done through integrated cooperation with all ministries, institutions, Regional Governments, and tourism-supporting industries to massive campaign for this program.
2. The WWBI program will be integrated with promos and tour packages. The government has prepared 12 tourism themes throughout 2023 by attracting and introducing the potential strength of Indonesian tourism. This support comes from

banking, aviation services, railway services, and land transportation. Each travel agent prepares attractive tour packages with various choices.

3. Strengthening the availability of affordable and efficient land, sea, and air transportation. The government must also focus on increasing the quantity of flight access. Bus, train to major tourist destinations.

Strengthening sustainability aspects in all tourism activities. Sustainability issues have become one of the main topics of discussion at the G20. Sustainable tourism will drive this program.

Result Description

To analyze the impact of the Trans Sumatra Toll Road, data from various sources were reviewed. Toll roads are expected to boost the regional economy. Several research findings on the impact of toll roads vary. However, each development has positive and negative impacts. Evaluation of the development of the impact of toll roads for the period 2011-2019 on the economy and finances of the regions that have just been passed by the toll road showed that toll roads did not have a significant impact on Gross Regional Domestic Product (GRDP) per capita but had a positive impact on PAD with a weak level of significance. From a regional aspect, the negative and significant impact on GRDP per capita only occurred in Indramayu Regency, Subang Regency, and Majalengka Regency. Meanwhile, Binjai City, Serdang Bedagai Regency, and Tebing Tinggi City received a positive impact from toll roads on Regional Original Income (Aldillah, 2023). PAD and tourism are interrelated with regional economic growth. The Trans Sumatra Toll Road is a very important transportation infrastructure.

The next research finding on the positive impact of toll roads is in South Lampung Regency. With the existence of toll roads, executive piers, and better access to the airport, the number of tourists has increased (Tezza et al., 2021). Then for the negative impact of toll roads that accelerate the distribution of goods and services. However, the income of the people of North Sumatra, especially MSMEs in the workshop and Tebing Tinggi areas, shows a decrease in income and workforce. Many MSMEs have laid off employees due to decreased income (Mila et al., 2022). To analyze the impact of the Trans Sumatra Toll Road on tourism, the potential for tourists on Sumatra Island is first explained. Tourism brings economic benefits to a region. Money circulating in an area has a good impact on the area. This data is a reference and illustration for the provincial government to improve access and tourism potential in each region. The following table provides an overview of the circulation of money for tourism.

Table 3. Average Expenditure of Domestic Tourists by Destination Province (Thousand Rupiah), 2016-2019

No	Province of Purpose	2016	2017	2018	2019
1	Aceh	584,22	583,12	605,91	923,77
2	Sumatera Utara	658,93	736,97	882,28	1.064,26
3	Sumatera Barat	592,54	615,35	728,67	930,02
4	Riau	790,95	835,96	993,67	1,088,57

5	Jambi	709,30	524,87	747,07	999,45
6	Sumatera Selatan	776,61	806,69	819,77	1.155,80
7	Bengkulu	431,72	453,54	440,38	880,07
8	Lampung	721,40	487,26	596,53	920,60
9	Kepulauan Bangka Belitung	353,13	380,13	417,59	1.010,74
10	Kepulauan Riau	1.114,49	1.790,81	1.316,30	1.507,44

Source: Statistik Pariwisata dan Ekraf Kemenparekraf 2020

Every year tourism is increasing on the island of Sumatra, from table 3 Indonesian people love to travel. Every year there is an increase in tourist spending. From 2016 to 2018, although the increase was not too large. This shows a high interest in tourism. Each region must improve to improve the quality of tourism to attract visitors. Making visitors proud to travel in their area includes implementing government programs and targets. To find out the number of domestic tourist trips by destination province on the island of Sumatra, Figure 2 shows domestic travel data from 2016 - 2019 in the graph below.

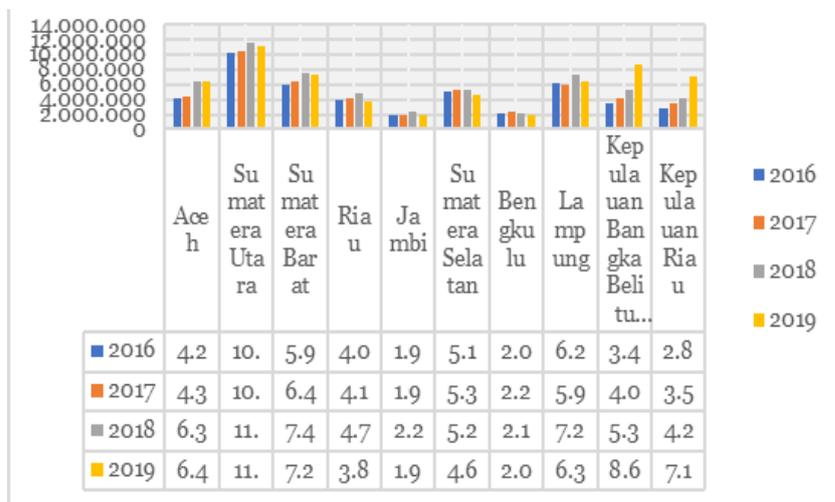


Figure 2. Number of Domestic Tourist Trips by Destination Province 2016 – 2019

Source: Statistik Pariwisata dan Ekraf Kemenparekraf 2020, processed

Domestic tourist trips from 2016 to 2019 in almost every province experienced an increase. On the island of Sumatra, the province that is the leading tourist trip is North Sumatra. Because the only province that has a national priority destination is Lake Toba Caldera. Then followed by Bangka Belitung Province which jumped sharply in 2019. Then West Sumatra Province which consistently increased from year to year. The next leading province is the Riau Islands. Several provinces such as Lampung, Riau, South Sumatra, Jambi, and Bengkulu experienced a decline.

Furthermore, looking at the number of domestic tourist trips by province of origin is in table 4. Not much different from the number of tourists by destination province, the number of tourist trips by province of origin is still held by North Sumatra, followed by Bangka Belitung, Riau Islands, and West Sumatra. The following table shows the number of domestic tourists from the following provinces of origin.

Table 4. Number of Domestic Tourist Trips by Province of Origin, 2016-2019

No	Province of Origin	2016	2017	2018	2019
1	Aceh	4.306.217	4.410.969	6.518.831	6.677.350
2	Sumatera Utara	9.398.998	9.364.706	10.345.256	10.270.955
3	Sumatera Barat	5.019.290	5.483.028	6.402.187	6.608.377
4	Riau	5.076.197	5.149.936	5.552.920	4.524.315
5	Jambi	1.774.454	1.906.593	2.242.802	1.862.760
6	Sumatera Selatan	5.807.205	5.948.669	6.137.095	5.005.476
7	Bengkulu	1.922.418	1.950.249	2.018.556	2.049.220
8	Lampung	6.153.283	6.002.487	6.881.006	6.210.447
9	Kepulauan Bangka Belitung	3.162.558	3.831.465	5.197.635	8.835.507
10	Kepulauan Riau	3.077.543	3.805.645	4.611.718	7.904.297

Source: Statistik Pariwisata dan Ekraf Kemenparekraf, 2020

Sumatran people tend to choose to go abroad either for medical treatment or vacation. To find out the number of Indonesian people traveling abroad can be analyzed according to the departure gate, either from land, air, or sea departure gates, the departure data abroad can be seen in Table 5.

Based on statistical data from the Ministry of Tourism, the travel routes of residents, especially provinces located on the island of Sumatra, in the following table, data is obtained from departure gates by sea and air, because land routes do not exist in Sumatra for departure routes via air and sea.

Table 5. Number of Indonesian Residents Traveling Abroad

No	Departure Gate	Number
1	Kualanamu	168.015
2	Minangkabau	9.183
3	Sultan Syarif Kasim II	25.828
4	Sultan Iskandar Muda	14.481
5	Sultan Badaruddin II	4.491
6	Kepulauan Riau (Total Jalur Laut)	333.458

Source: Statistik Pariwisata dan Ekraf Kemenparekraf 2020, processed

The departure of Sumatran people abroad is quite large, especially by air, namely through Kualanamu Airport, North Sumatra, which is then followed by Riau Province. Meanwhile, the Riau Islands Province is much larger because it is a combination of all sea gates. This province is close to neighboring countries and its ports are directly connected. To analyze the interest of tourists visiting Sumatra, it is necessary to compare the number of visitors both from within and outside the country. This is a benchmark for branding tourism. It turns out that Sumatra tourism is not only in demand by domestic tourists but also by foreign tourists.

Table 6. Number of Visitors to Commercial Tourist Attractions by Citizenship Status and Province, 2018

No	Province of Purpose	Indonesian Visitor	Foreign Visitor	Total
1	Nanggroe Aceh Darussalam	1.574.551	64.978	1.639.529
2	Sumatera Utara	4.608.696	169.334	4.778.030

3	Sumatera Barat	5.481.131	88.424	5.569.555
4	Riau	1.148.899	7.053	1.155.952
5	Jambi	741.128	1.264	742.392
6	Sumatera Selatan	1.755.189	4.590	1.759.779
7	Bengkulu	438.708	441	439.149
8	Lampung	1.293.828	1.626	1.295.454
9	Kepulauan Bangka Belitung	1.774.236	124.489	1.899.725
10	Kepulauan Riau	1.077.688	257.759	1.335.447

Source: Statistik Pariwisata dan Ekraf Kemendagri 2020

From Table 6 above, although this data is only for one year, namely 2018, the tourist attractions of Sumatra can attract both domestic and foreign visitors. Interestingly in this data, West Sumatra Province is superior domestically compared to North Sumatra. Meanwhile, the Riau Islands Province, which is closest to neighboring countries, has outperformed all provinces in Sumatra. This means that the Riau Islands are easier to access by foreign visitors than domestic ones. This data illustrates that in Sumatra the two most dominant provinces are West Sumatra and North Sumatra.

In the other six provinces such as Aceh, South Sumatra, Lampung, Riau, Riau Islands, and Bangka Belitung, the interest of domestic visitors is almost the same. In contrast, Jambi and Bengkulu are in the last position. This can be a picture of improving the tourist destinations of each province. It is not unattractive because access to and management of tourism are still limited.

The existence of toll roads must have a positive impact on the national tourism program. Increasing the role of tourism in the region must be supported by the potential of attractive tourist attractions. There are several commercial tourist attractions in Sumatra. To find out the number of businesses or commercial tourist attractions based on the type of province, see the following table.

Table 7. Number of Commercial Tourism Attraction Businesses/Companies by Tourism Type and Province, 2018

No	Province	Natural Tourist Attraction	Cultural Tourist Attraction	Artificial Tourist Attraction	Amusement and Recreation Park	Tourism Area	Water Tourist Attraction	Total
1	Aceh	10	5	3	14	-	14	46
2	Sumatera Utara	48	12	14	33	2	58	167
3	Sumatera Barat	37	11	4	14	4	7	77
4	Riau	7	4	8	5	-	12	36
5	Jambi	2	4	1	4	-	4	15
6	Sumatera Selatan	5	5	4	5	-	7	26
7	Bengkulu	8	3	3	7	-	4	25
8	Lampung	2	1	3	10	2	18	36
9	Kepulauan Bangka Belitung	13	4	1	9	1	10	38

10	Kepulauan Riau	6	2	6	14	1	11	40
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Source: Statistik Pariwisata dan Ekraf Kemenparekraf 2020

The number of tourist attractions is closely related to the number of tourists visiting. North Sumatra has the most tourist attractions, namely 167 in total. So that many tourists visit, followed by West Sumatra, Aceh and the Riau Islands, Riau, and Lampung. From this data, other provinces can explore tourism potential and improve tourist destinations to attract visitors.

Sumatra's tourism potential is very varied. From the table, there are various types of tourism on Sumatra Island, ranging from natural tourism. Culture, artificial tourism, recreational amusement parks, tourism areas, and tourist attractions. If all provinces are connected by toll roads, these ten provinces can synergize with each other in tourism programs. Several provinces can be one tour package. Regarding the toll roads that are connected in Sumatra, they are only inter-city roads within the province, while inter-provincial roads are still in progress.

To find out the relationship between toll roads in Sumatra, Table 8 shows the Trans Sumatra Toll Road sections that are already operating. From this information, it is known that the toll road sections that have been completed are still within the city, while the inter-provincial sections are still in the completion stage and most of the land acquisition process. Some are even targeted to be completed after 2024. The toll road has not been completed as a whole, and the impact of this road has not had a major impact on Sumatran tourism. The following is a table of the progress of the Trans Sumatra Toll Road until November 2023.

Table 8. Progress of the Trans Sumatra Toll Road until November 2023

Line	BUJT	Section	Length (km)	Land Clearance Progress (%)	Construction Completion Target
Kayuagung – Palembang – Betung	PT Waskita Sriwijaya Tol	Seksi 1 : Kayu Agung-Jakabaring	33,50	100,0	Operation 2020
		Seksi 2A : Jakabaring-Kramasan	9,00	100,0	Operation 2021
		Seksi 2B : Kramasan-Musilandas	24,90	97,5	August 2024
		Seksi 3 : Musilandas-Betung	44,29	63,5	August 2024
		Total	111,69	85,0	
Medan - Binjai	PT Medan Binjai Toll	Seksi IA: Tj. Mulia-Marelan	4,22	100,0	Operation 2021
		Seksi IB: Helvetia-Marelan	3,00	100,0	Operation 2019
		Seksi II: Helvetia-Sei Semayang	9,05	100,0	Operation 2017
		Seksi III: Sei Semayang-Binjai	4,28	100,0	
		Total	20,55	100,0	
Kuala Tanjung - Tebing Tinggi - Parapat	PT Utama Marga Waskita	BUJT			
		Junction Tebing Tinggi	7,07	100,0	2023
		Seksi 1 : Tebing Tinggi-Indrapura	20,40	100,0	Operation 2023
		Seksi 2 : Indrapura-SS Indrapura	5,45	100,0	Operation 2023
		Seksi 2 : SS Indrapura - Kuala Tanjung	12,60	100,0	January 1900
		Seksi 3 : Tebing Tinggi-Serbelawan	30,00	100,0	2023
		Seksi 4 : Serbelawan-Pematang	28,00	100,0	2023

		Siantar			
		Total	103,52	75,0	
		Dukungan Pemerintah			
		Seksi 5 : Pematang Siantar-Seribudolok	22,30	84,0	After 2024
		Seksi 6 : Seribudolok-Parapat	16,70	0,0	After 2024
		Total	39,00	48,0	
Sigli - Banda Aceh	PT Utama Karya (Persero)	Seksi 1 : Padang Tiji-Seulimeum	24,68	98,2	Q1 2024
		Seksi 2 : Seulimeum-Jantho	6,26	100,0	Operation 2022
		Seksi 3 : Jantho-Indrapuri	16,37	100,0	Operation 2021
		Seksi 4 : Indrapuri-Blang Bintang	14,60	100,0	Operation 2020
		Seksi 5 : Blang Bintang-Kuto Baro	7,60	100,0	Operation 2023
		Seksi 6 : Kuto Baro - Baitussalam	5,11	100,0	Operation 2023
		Total	74,00	32,7	
Indrapura - Kisaran	PT Utama Karya (Persero)	Seksi 1 Indrapura-Limapuluh	15,60	100,0	Operation 2023
		Seksi 2 Limapuluh-Kisaran	32,15	99,5	December 2023
		Total	47,75	67,0	
Pekanbaru - Bangkinang - Payakumbuh - Bukit Tinggi - Padang Panjang - Lubuk Alung - Padang	PT Utama Karya (Persero)	Pekanbaru-Bangkinang	40,00	100,0	Operation 2022
		Bangkinang-Pangkalan Tahap I (Tj. Alai)	24,70	97,2	December 2023
		Seksi Bangkinang-Pangkalan Tahap II	13,60	0,0	After 2024
		Seksi Bangkinang-Pangkalan Tahap III	22,70	0,0	After 2024
		Seksi Pangkalan - Payakumbuh	45,00	0,0	After 2024
		Payakumbuh - Bukittinggi	32,00	0,0	After 2024
		Bukittinggi - Sicincin	39,90	0,0	After 2024
		Padang-Sicincin (Kapalo Hilalang)	36,60	0,0	January 2024
		Total			
Simpang Indralaya - Muara Enim	PT Utama Karya (Persero)	Simpang Indralaya-Prabumulih	64,50	100,0	Operation 2023
		Prabumulih-Muara Enim	54,60	19,0	After 2024
		Total	119,00	8,7	
Lubuk Linggau - Curup - Bengkulu	PT Utama Karya (Persero)	Seksi 1 : Lubuk Linggau-Kepahiang	54,00	Persiapan	After 2024
		Seksi 2 : Kepahiang-Taba Penanjung	23,00		After 2024
		Seksi 3 : Taba Penanjung-Bengkulu	17,60	100,0	Operation 2022
		Total	95,8		
Binjai - Langsa	PT Utama Karya (Persero)	Seksi 1 : Binjai-Stabat	12,30	100,0	Operation 2022
		Seksi 2 : Stabat-Kuala Bingai	7,55	100,0	Operation 2023
		Seksi 2 : Kuala Bingai-Tj. Pura	18,66	95,0	December 2023
		Seksi 3 : Tj. Pura-Pangkalan Brandan	18,98	95,0	December 2023
		Seksi 4 : Pangkalan Brandan-Kuala Simpang	44,24	0,0	After 2024
		Seksi 5 : Kuala Simpang-Langsa	29,18	0,0	After 2024
		Total	130,91	27,3	

Source: Data BPJT

Discussion Description

After seeing the findings and research results, the influence of toll roads has positive and negative impacts on the area. The positive impact of toll roads is increased tourism in areas connected to toll roads. While the negative impact is a decrease in community income due to the loss of jobs. Several MSMEs passed by toll roads have stopped operating. The existence of toll roads is not only a connection between cities and accelerating the distribution of goods and services but must produce greater benefits.

To produce these great benefits, one of them is the development of tourism. Tourism has great potential for the economic progress of a region. For this reason, efforts are needed to develop tourism from 10 provinces in Sumatra.

The tourism potential of Sumatra Island is no less than the tourism potential of Java Island. However, why has the potential here not yet received a name like in Java? Sumatra Island has a large area with various potentials. Of the seven priority destinations set by the government in Indonesia, only one priority destination is on Sumatra Island, namely the Lake Toba Caldera. There are still many interesting tourist destinations but they have not been managed well and investor participation in developing tourism is still small. In addition to limited access, tourism promotion in Sumatra is still lacking.

The existence of toll roads has and will facilitate access and distribution, each region must improve. Ease of transportation must be optimized by developing various regional potentials. The very large operating costs of toll roads must have an impact on the income generated. Toll roads do not only function to distribute goods and services but must be useful for the economic creativity of the community. Recognizing the potential and creativity of each region can generate new income for the community. One of these creativities is exploring the potential for tourism and the creative economy, either from investors or the community. This is in line with the government's ideals of promoting the WWBI program. The BBWI program must be realized in real actions of community participation supported by regional policies. For tourism development, four requirements must be met around the tourist area, namely Accommodation, accessibility, acceptance, and attraction. Accommodation is a tourist area that must have supporting accommodation such as lodging ranging from star-rated to middle and backpacker classes. Everyone has the opportunity to visit, not only the elite. Accessibility is the ease of visitors and the conciseness of time and distance traveled and adequate roads. Acceptance is the character of the community that easily accepts foreign tourists. The people of Sumatra need to imitate the way the Balinese people are very open to visitors. They are willing to learn and can speak English to make it easier to communicate with foreign tourists. Attraction is the existence of cultural, natural, and artificial attractions. By creating shows that have an attraction. Like in Pattaya Thailand. Famous for its entertainment city, but there are cultural and elephant shows with a magnificent theater of international standard. People in Pattaya are not identical to entertainment tourism, there are many alternative tourism and cultural attractions.

Description of Analysis Results

Based on the previous discussion, Sumatra Island has interesting tourism potential. The existence of toll roads will support tourism and make the proud tourism program in Indonesia a success. Currently, the toll road progress is ongoing, and not all of it is finished. Especially the toll road connecting provinces.

To realize the BBWI program, there are several policy recommendations that can be carried out by the local government. So that the proud tourism program can be realized which has implications for increasing tourists. Some ways that can be done so that this toll road encourages the BBWI program are:

1. City Branding. Building Regional Tourism Branding

City Branding is about communication procedures to build distinctive characteristics, emphasize advantages and uniqueness, and local identity to achieve competitive advantage and increase investment, city image, tourist visits, and Community Development (Eli et al., 2019). City Branding is a slogan or promotional effort that describes a person's thoughts, feelings, associations, and expectations when hearing or reading a logo or symbol that shows the characteristics of a city or region. City Branding aims to introduce an area or tourist destination with certain characteristics to attract tourists and investors and increase trade. City Branding was carried out by Indonesia in 2008, namely Visit Indonesia 2008, and has undergone several changes and now uses the Wonderful Indonesia branding.

Many cities and several regions in Indonesia implement city branding. This has succeeded in attracting tourists. Purwakarta Regency built the "Purwakarta Istimewa" branding to create a city image, the results of the study showed that the branding had a significant effect on the decision to visit by 50.20% (Jesi and Chandra, 2017).

Likewise, the findings in Madiun City with the city branding "Madiun Kota Pendekar" showed a positive influence on the interest in revisiting this city (Sri Haandayani et al., 2022). Bali as an international tourist destination is inseparable from city branding that brings the country to tourists with the slogan "The Island of Gods," describing the identity of the Province of Bali which has a strong spiritual, religious, and cultural life. The results of the study showed the strategy of the Bali Provincial Tourism Office by promoting that Bali is safe the community has been vaccinated and all tourist destinations implement health protocols so that after being opened after the pandemic, the Island of the Gods became a favorite place for local and foreign tourists (Luh and Aqida, 2023).

2. Optimizing Sustainable and Digital-Based Tourism Programs

The Ministry of Tourism and Creative Economy (Kemenparekraf) continues to strive for the concept of sustainable tourism. Sustainable tourism is the development of a tourism concept that can have a long-term impact, on the environment, socio-cultural life, and the economy.

The four pillars focused on by Kemenparekraf are sustainable management (tourism business), sustainable economy (socio-economy), cultural sustainability, and environmental aspects (environment sustainability).

Some efforts in the sustainable tourism program include, the Government must optimize the management of the tourism business. Starting from transportation access, infrastructure development, and gradual development of hotel or resort areas in tourist areas of Sumatra. Cooperate with investors or collaborate with the community to implement tourism awareness programs. The transportation aspect must be more concise and faster. Not all toll roads are directly connected to tourist access, they must no longer be local accesses leading to tourist roads. In addition, the government must optimize the management of nature and conservation of natural resources, both aquatic and forest biological resources.

3. Digital-Based Tourism and Creative Economy Development

Tourism and the creative economy are interconnected tourism packages. Based on Presidential Regulation number 96 of 2019 concerning the Ministry of Tourism and Creative Economy, there are several scopes of the creative economy including game developers, architecture, interior design, visual communication design, product design, fashion, film, animation, and video, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, and television and radio. Several creative economic potentials in each region must be developed and attempted to become promotions and regional tourism potentials. To develop this potential, several efforts made by policymakers include:

- a. Providing education to the community so that they actively participate in tourism development. The openness of the community in accepting tourists is an important point in supporting tourism development. How the community is creative and creates something interesting and unique and has a selling value for tourists. For example, souvenirs and mementos. The government consistently conducts training for the development of the regional creative economy. Then the preservation of culture and customs to support Rupat tourism must be reactivated.
- b. Promoting excellence and ease of service through digitalization. Marketing and promotion play an important role in introducing the region as a national to international tourist destination. Digital platforms such as websites, social media, and travel applications can be a means to promote destinations, attractions, and tourism activities. Information about beaches, accommodations, local cuisine, and activities can be disseminated through interesting content. Photos and videos as well as visitor reviews are capital to be known by many tourists.

4. Issuing Tourism Regulations for Each Province in Sumatra

Tourism regulation can be strengthened by Regional Regulations. In the points of the regulation at least contain several provisions related to tourism, thus encouraging the development of regional tourism. Some points in the regulation are:

- a. Establishing special tourist destinations and making them a 'mandatory' visit for every visiting tour group must be included in the travel itinerary. This tour is a tour that provides a concept of comfort and a location that satisfies visitors and has a major impact on the regional economy. For example, the Thai government has set several tourist icons that are part of the mandatory visits in tour packages, namely the Big Bee Farm and the Erawadee Herbal Shop.
- b. Involving the role of the village government in regional tourism policies. This has been implemented by the Batu City Government, Malang. Batu City is one of the cities with economic growth dominated by tourism. However, the impact of tourism is controlled by investors who build tourism. The local government wants community involvement through innovation by village officials to develop tourist villages and form tourism awareness groups. With this innovation, it was found that the role of village officials in developing new tourist destinations based on the community and collaborating with Pokdarwis (tourism awareness groups) so that tourist villages developed at the village level are more successful in providing a positive impact on community welfare and involving the community massively (Akhmad, 2017).
- c. Strengthening the role and position of the Tourism Awareness Group in developing tourist villages as a liaison for aspirations from the village to the tourism office. The Tourism Awareness Group is a facilitator and actor in tourism promotion. Village community aspirations can be conveyed to Pokdarwis and find solutions together with the government. The existence of Pokdarwis is supported by regional regulations.

Appreciating tourist areas that have successfully achieved tourism programs, holding the best tourist village competition so that each village strives to advance tourism. Villages on Sumatra Island still have many hidden natural resources that have not even been touched by the community. These tourist destination sources have great potential that must be pursued. Awards for tourist villages that have successfully developed tourism must be sustainable every year so that they encourage villages to improve.

Policy Alternatives

To improve tourism programs and make people proud of domestic tourism, a city branding program must be implemented. This program has been successfully carried out not only by regions but also by countries in the world making this branding. Indonesia with the Wonderful Indonesia branding is ranked 47th in the world, beating Malaysia with the Truly Asia Malaysia and Amazing Thailand branding. This brand is able to compete with 180 countries in the world and has won more than 40 awards in three years and has encouraged the development of tourism from foreign visits (Siti, 2020).

Although this brand has brought success, previously the Indonesian tourism brand has undergone several changes. In 2008, the branding used was Visit Indonesia 2008, then changed to Visit Indonesia 2009. In 2010, the branding changed to Wonderful

Indonesia and Pesona Indonesia. This has weaknesses despite its success in promoting tourism during the pandemic. It would be better to be consistent with just one branding. Neighboring countries simply use a single and consistent branding. Singapore uses the Passion Made Possible brand, Malaysia uses the Truly Asia brand, and Thailand uses the Amazing Thailand brand, It Begins with People (Centre for ASEAN Public Relations Studies, 2019 in Monika 2-21). Brands from neighboring countries made the number of tourists to Thailand in 2019 59.5% higher than Indonesia, Malaysia 38.3% higher, and Singapore 15.7% higher (ASEAN Statistics Division, 2020). For provinces in the Sumatra region, it is necessary to have branding for each region to create promotions and images that make tourists proud to visit. This is how to make the BBWI program a success.

CONCLUSION

Sumatra Island is the second largest island and the second largest contributor to the national economy after Java Island. The tourism potential of Sumatra Island is no less interesting than Java Island. The potential is large but the accessibility is very different. Java Island has been widely connected with complete transportation and very good road conditions and is evenly distributed to the villages. The people of Java Island have been creative in managing villages and tourist areas. Meanwhile, the people of Sumatra still depend heavily on natural resources such as gardens and agriculture. Because of these limitations, they prefer to travel abroad or to Java Island by plane which is faster and easier. With the construction of toll roads, these limitations will be overcome. However, the Trans Sumatra Toll Road this article was written was still in the process of completion. The positive impact of toll roads has not been widely felt by the community. Although some toll roads are already operating, only the toll roads are in the city. While the inter-provincial toll roads are still in the process of construction.

Nevertheless, the toll road project is still ongoing and there are still great opportunities and chances to prepare a strategy that toll roads provide greater benefits in the future. For that, this paper can be an illustration and preparation for implementing government programs in order to build the economy through the BBWI program.

To increase tourism interest and make domestic tourism proud, the provincial government must improve tourism in Sumatra by improving the quality of the best services and increasing regional tourism promotion. Each region in the province of Sumatra must create city branding as a regional tourism icon that attracts interest in visiting. City branding is not just a slogan but must be followed by real evidence that tourist destinations provide facilities and comfort that satisfy visitors. The existence of toll roads not only shortens access but also increases the growth of the creative economy and regional tourism industry.

In efforts to realize the proud tourism program with the construction of the Trans Sumatra Toll Road, policymakers must study and analyze each strength potential, and weakness of tourism in each region. Then make improvements from various sides, not only tourist destinations but also build community creativity.

The local government must work together with investors to build tourism facilities. Not leaving out the involvement of the community to the village apparatus to build their respective regions and run tourism awareness programs. Then provide appreciation and awards for villages that have successfully implemented government programs in tourism.

A more important and consistent step is the target of developing this tourism to continue. To become a famous tourist attraction cannot be instant but gradual. The leadership relay must continue this tourism program while continuing to improve access and quality. Furthermore, promotion to build branding of tourist areas must be more intensive, not only domestically but also abroad, considering that several cities in Sumatra are close to neighboring countries.

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