



Infrastructural Realization of the Indonesia-Malaysia Cross Border Tourism Concept in Sambas Regency, West Kalimantan

Setya Aristu Pranoto¹, I Gede Mudana², I Ketut Budarma³

¹Politeknik Negeri Sambas, Indonesia, ^{2,3}Politeknik Negeri Bali, Indonesia

Email: ¹restuaristu4@gmail.com, ²gedemudana@pnb.ac.id, ³ketutbudarma@pnb.ac.id



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Abstract

Purpose: This research was conducted in the border area in Sajingan Besar District, Sambas Regency, West Kalimantan, Indonesia, by focusing on the realization of the infrastructure aspect as the driving force of the development of the Indonesia-Malaysia cross border tourism destination.

Research methods: The data of the research comes from observations, unstructured interviews, and literature studies. The research method used is qualitative descriptive methods.

Findings: The research shows that the Aruk border area has completed both stages: (i) Priority Core Zone (office and service zone, trade and service zone) and (ii) Support Zone (infrastructure such as rest areas, money changers, tourism markets, places of worship, Indonesian guesthouse).

Implication: The project needs fulfilment of strong basics such as infrastructure and accommodation, as well as being integrated with each other in building and advancing border areas to become world-class destinations, namely cross border tourism.

Keywords: tourism infrastructure, destination, cross border tourism.

INTRODUCTION

The border area is often underestimated and has escaped the attention of the government over the last few decades, especially the development of infrastructure as a driving force for the economy and social welfare of the people, and this has resulted in the border areas being increasingly left behind. It must be remembered that this border area is the frontier of the country besides strengthening sovereignty and the image of a country. The perspective of this

border area which is "inward looking" orientation makes the development seem uneven and the border area increasingly isolated as an area that is classified *tertinggal, terdepan, terluar* (disadvantaged, frontiest, outermost,) or known as the 3T area.

As the frontier region of a country, the 3T area should be the main priority for development. This is because in the Undang-undang Republik Indonesia Nomor 24 Tahun 1992 tentang Penataan Ruang in article 10 paragraph 3, it explains that the border area is one of the strategic areas, namely nationally concerning the right to life of the public, whether viewed from a political, economic, social, cultural, geographic and environmental point of view and moreover from the point of view of the state defense and security.

This requires a paradigm shift in the perspective of border areas that were previously "inward looking", that is, left behind, isolated, as if the border area is just the backyard of state development, in other words, the border area is not considered a development priority by the central or regional governments. To become an "outward looking" oriented border area, namely as the front yard of a sovereign, competitive and safe country with a focus on prioritizing the security approach and prosperity approach (Peraturan Presiden Republik Indonesia No. 2 Tahun 2015 tentang Rencana Pembangunan Jangka Menengah Nasional (RPJMPN) 2015-2019 (2014a).

Geographically, there is one district in West Kalimantan which is directly adjacent to the neighboring country of Sarawak, Malaysia. It has already had one of the entry gates to the neighboring country, namely Sajingan District. In fact, the existence of this border gate should be a valuable asset to be managed as a cross border tourism destination.

Cross border tourism is considered to have a strategic key to creating new destinations that are driven through events with the support of the already good existence of the State Border Post (Pos Lintas Batas Negara/PLBN). The cross border tourism festival was held in 2019 in Sambas Regency, West Kalimantan, which successfully invited 2,361 tourists from Malaysia. Based on data from the Aruk Immigration Post, that tourists who use passports are 1,570, while the other 800 using the Passenger Moving System (PMS) (E. Elyta & Nuzulian, 2020).

However, the success of the program is still considered to be less than optimal, where the festival seems to be only ceremonial to show the existence of

border areas and is temporary, even though the most important thing is the existence of supporting infrastructure for cross border tourism itself, which is able to bind tourists to keep coming.

In Book II of *Agenda Pembangunan Bidang tentang Rencana Pembangunan Jangka Menengah Nasional (RPJMPN) 2015-2019* (2014b) it is stated that the location of the state border area based on the district is a separate obstacle in increasing access to infrastructure and basic social services in border areas. Infrastructure access and basic social services in border areas still need to be built, developed, maintained and distributed. The lack of development in border areas is due to the limited budgets of the central government and regional governments for the development of border districts which are remote and outermost.

By looking at conditions like this, it is appropriate for the central and regional governments to collaborate to make improvements, especially in the development of infrastructure aspects which will later provide changes to positive stigma and increase welfare for border communities. Regarding the study of cross border tourism products in terms of infrastructure aspects for the Indonesian locus, among others, Thamrin, Sutjahjo, Herison, & Sabiham (2016), Trisna, Wishnumurti, & Suryoputro (2019), and Pugu, Yani, & Wardhana (2020), while for international locus is such as Wu (2001), Teunissen & Akkerman (2005), Ndulu (2006), Matsushita (2013), Gardzińska, Meyer, & Sawińska (2015), H. A. Elyta & Saing (2019).

Based on the above problems, this study is considered to be very supportive of using a qualitative descriptive approach, which later aims to identify and analyze the realization of the concept of cross border tourism destinations with a focus on infrastructure aspects as a driving force for cross border tourism.

RESEARCH METHODS

The research is located at Sebunga Village, Sajingan Besar, Sambas Regency, West Kalimantan. Data collection techniques were carried out by observation, literature study, and interviews. The purpose of this study was to determine the extent of the realization of the development of border areas as a

cross border tourism destination in terms of infrastructure aspects as a product of cross border tourism.

In this study, researchers used a qualitative descriptive method. According to Hardani et al. (2020), qualitative methods seek to understand and interpret an event of human behaviour interaction in a particular situation according to the perspective of the researchers. This qualitative research aims to find the characteristics of traits and phenomena that fall into one category, which then looks for relationships by comparing differences/similarities which then classify symptoms that have the same characteristics and make "generalization". That way, the researchers can examine in depth the realization of the development of cross border tourism destinations by focusing on the infrastructure aspect as a product of cross border tourism in border areas.

FINDINGS

Looking from tourism point of view, the condition of the border area can become a tourist destination, if there are three main supporting components, namely something to see, something to do, and something to buy and has four main elements that have been fulfilled, namely attractions, accessibility, amenities, and tourism ancillaries. Attractions, such as attractive natural conditions, charming local culture and performing arts. Accessibilities are the availability of good infrastructure and transportation to reach tourist attractions. Amenities or facilities (amenities) such as the availability of accommodation, restaurants, and travel agents. Ancillary services, namely tourism organizations are needed to serve tourists.

With regard to the components above, as for the element of attraction, if you can focus on ecotourism by looking at natural natural conditions in the form of Riam Merasap Waterfall, Alam Santok Cave, and Riam Cagat Waterfall, while for cultural attractions there are traditional dances namely Totokng, Kocong Dance. Which are played by the border Dayak tribes, including the Dayak Kenyah, Iban, Kayan, Lun, and Selako, as well as for artificial attractions in the form of border monuments.

Regarding the accessibility, the border in Sajingan is not like the Indonesian border in other areas which may still be difficult to access. In terms of infrastructure, the border in Sajingan is quite good with the condition of the paved

road to the border point. Transportation that can be used is also quite diverse, tourists can use private vehicles or motorbikes, and rental cars.

The only accommodation facilities at the Sajingan border are restaurants and hotels, while travel agents are not yet available. For the tourism organization in Sambas Regency, the Sambas Branch of the Indonesian Hotel and Restaurant Association (Perhimpunan Hotel dan Restoran Indonesia/PHRI) focuses on supporting tourism activities while promoting border areas.

Border Plan

One of the key success factors in development, especially at borders, is the ease of reaching destinations and attractions. The ease of access to reach this location is measured by the availability and smooth flow of transportation by land, sea and air. Improvement efforts in the third or one of these must be made so that tourists do not feel difficult.

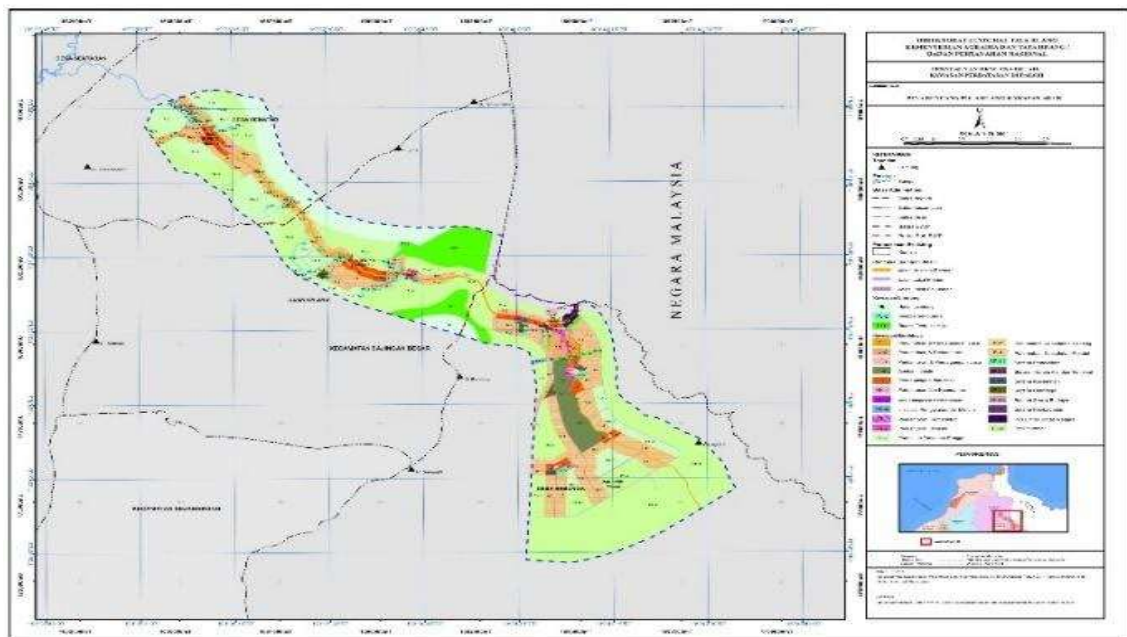


Figure 1. Map of Aruk Spatial Pattern Plan.

Source: Department of Tourism, Youth and Sports of Sambas Regency (2020).

Therefore, by looking at the border conditions that are in dire need of infrastructure development, the central government is working with local governments in designing the proposed border infrastructure concept as shown in Figure 1.

Based on the picture above, a map of the spatial pattern plan in the border area can be seen that there are two areas that are the main priority, namely the Protected Area which is filled with protected forests, comparable rivers and green open spaces, while for one more there is a Cultivation Area which will later filled with housing, trading centers, security, government offices, religious facilities, and stations. In addition, the master plan for the PLBN Aruk border area is managed by the Border Management State Agency as for the design concept in Figure 2.

MASTERPLAN KAWASAN PLBN ARUK

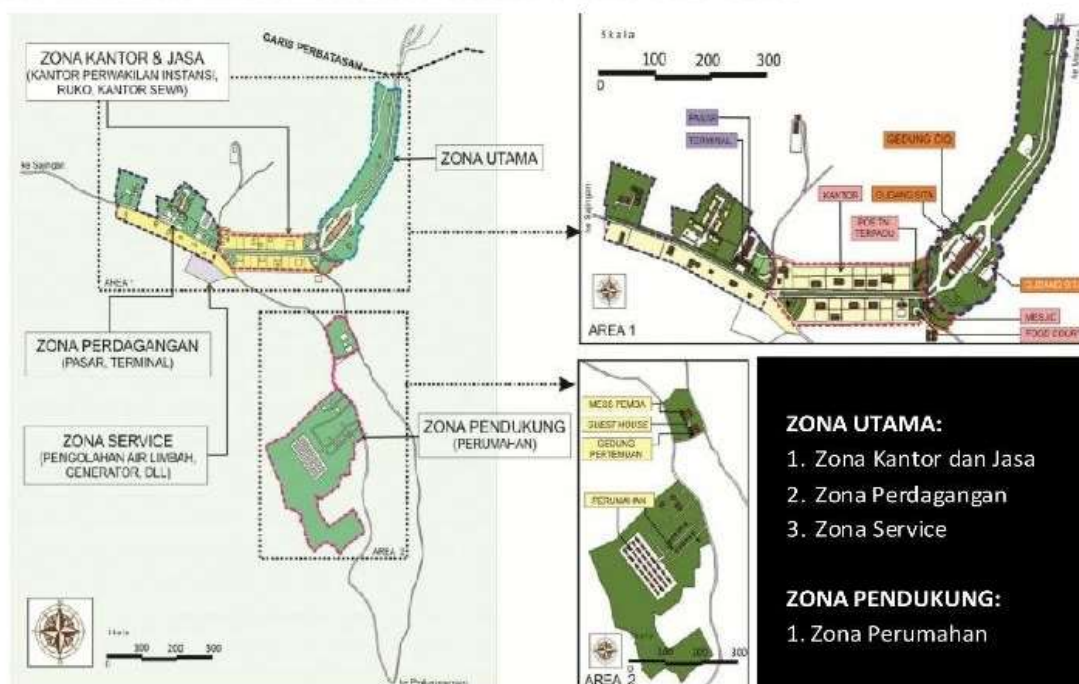


Figure 2. The Aruk PLBN Area Master Plan
Source: Badan Negara Pengelola Perbatasan (BNPP) (2020)

From the picture, it is found that there are two priority zones for current development, namely, the main zone consisting of the office and service zone, the trade zone and the service zone, then the support zone.

Realization of Infrastructure Support Zone II Site Plan Layout

The Aruk Integrated PLBN area is located in Sajingan Besar District, Sambas Regency using an area of 3.0 hectares and a building area of 4,441 m², while for access to locations as far as 342 Km from the airport by driving a car).

In addition, the focus of supporting zone II is on improving the quality of the border area with reliable facilities and infrastructure so as to make the border area competitive and of international standard. Below is a picture of the realization of several infrastructural concepts in the border area.



Figure 4. Rest Area

In the picture, there are supporting facilities that the government has calculated to always provide. This indicates that tourism is an activity that takes place in a series of activities, so it is important to provide a choice of activities that can support the main activities in a tour.



Figure 5. Market

Tourism supporting infrastructure is very important related to the availability of places that support the tertiary needs of tourists in tourist destinations. Figure 6 shows one of the Indonesian guest houses which is usually used for overnight stays and other government activities as well as entertainment related to tourism events to promote borders.



Figure 6. Wisma Indonesia

The figure is part of the results of the realization of the research observation image when visiting the border area, namely Aruk PLBN. The researchers also conduct a survey and makes a table that can be seen in table 1 (The Survey of Observation Results of Infrastructure Availability in the border area).

Based on the results of interviews and findings in the field, the researchers made the results of the analysis in the form of tables that can be seen, this indicates that some infrastructure completeness can be categorized as good and very feasible to go to the stage of developing cross border tourism destinations.

Table 1. Survey of Observation Results of the Availability of Infrastructure

No.	Type	Yes	No	Condition	Management
1	Accessibility				
	Road	✓			
	Parking lot	✓		Good	Government, Private and Community
	Transportation	✓			
2	Infrastructure				
	Multipurpose building	✓			
	Mosque	✓			
	Church	✓			
	Rest area	✓			
	Restaurant	✓			
	Lodging	✓			
	Clean water	✓		Well available	Government, Private and Community
	Toilet (WC)	✓			
	Electricity	✓			
	Telecommunication	✓			
	Banking	✓			
	Government offices	✓			
	Medical facility	✓			
	Security	✓			
3	Market	✓		Good	Government and Community
4	Wisma Indonesia	✓		Good	Government

Source: survey (2020).

CONCLUSION

The current border area can be said to be very promising to continue to be developed in the tourism sector, where there are many facilities that are obtained, such as easy access to incoming and outgoing flows, wide market reach and information exchange. However, it needs to be remembered that, to maximize from the border area it is necessary to fulfil strong basics, namely, adequate infrastructure access, availability of accommodation and transportation, as well as being integrated with each other in building and advancing to become a world-class destination, namely cross border tourism.

Currently Aruk PLBN can be said to have the potential to be developed into a cross border tourism destination, this is because the fulfilment of the fundamentals of tourism activities can be said to be quite well available. However, it must be remembered that there must be collaboration and harmonization of all aspects, especially green, to continue to be developed and last for a long time.

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