Development Of Traditional Cruise: Preservation of Traditional Shipbuilding Culture as a Marine Tourism Attraction

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Abstract- Indonesia is the world's largest archipelagic country, with the sea covering nearly three-fourths of its land and 17,508 islands scattered across it. Aside from an abundance of natural resources, the country is rich in cultural diversity, particularly in the traditions and daily life patterns of rural communities. History proved that in the past the Indonesian people have played a major role in the development of world maritime culture. On this basis, the government has launched a sea-based development program in the form of the world maritime axis and the sea highway. The goal is to make the potential wealth of the country's marine resources the primary source of income for the country's economy and its people. Generally, this article aims to provide a proposed solution through sustainable tourism development based on maritime culture, by lifting traditional people's boats made of wood developed into traditional cruise ships, and preserving the tradition of traditional shipbuilding as an effort to strengthen the roots of Indonesian maritime culture. This study used a SWOT analysis based on data and information on community maritime culture, traditional shipbuilding traditions, and the development of traditional cruises in traditional shipbuilding areas, to generate various development strategies. The findings can be used as input for problem-solving and decision-making processes needed by the government in formulating policies related to sustainable tourism in Indonesia.

Index Terms- preservation, culture, marine, tourism, traditional.

I. INTRODUCTION

Indonesia is a country with roughly three-fourths of its land covered by the sea. . The country is known as the world's largest archipelagic country, has the second longest coastline in the world that has more than 17,508 islands, with the potential for a rich diversity of natural and cultural environmental resources (Dahuri, 1998).

Based on historical data and information, the Indonesian nation in the past was known as a maritime nation with accomplished sailors. The existence of the maritime cultural strength of the archipelago kingdoms in conducting trade, especially spices, has shaped the people to be tough as master sailors who seek life at sea (Salman & Surya Yuga, 2011). According to Adhuri (2009), Nusantara has created a relationship of trade traffic flows both locally and between countries which are still carried out by fishermen from Bugis. Nusantara, a term derived from words in the Kawi language (a form of Old Javanese language that is heavily influenced by Sanskrit), was first recorded in the Negarakertagama book to describe the concept of state adopted by Majapahit as a large kingdom in Java that was founded in the 13th century. Nusantara is still immortalized as a synonym for the Indonesian archipelago. This shows that the sea area of Indonesia in the past, especially during the golden era of the Sriwijaya and Majapahit Kingdoms, was a unifier of the nation and played an important role as a busy shipping crossroads for ships from various countries (Zuhdi, 2012). Other evidence that the Indonesian archipelago was once a "crossroads" of international shipping lanes in the past is the discovery of many underwater cultural remains in the form of Indonesian and foreign shipwrecks from various periods, which are estimated to be widely spread in Indonesian waters.

During that time, the Indonesian people saw the sea as an essential component of their cultural, economic, political, social, and defence progress. This perspective is manifested in cultural elements such as customs, traditions, and patterns of marine-based daily life, which have values or norms that the community must live, maintain and obey.
Recognizing the potential diversity of Indonesia's wealth of marine resources, the government has launched a future development vision to establish Indonesia as the World Maritime Axis by shifting development priorities from land-based to sea-based development (Kadar, 2015). The goal is to elevate Indonesia as the world's largest maritime country with its main economic income derived from the development of regional cultural roots based on traditions and ways of life at sea (maritime cultural roots), managing (protecting,

developing, and utilizing) the diversity of marine potential wealth in a sustainable manner. However, the target has yet to be met due to some issues including changes in development orientation from land to sea that has not been optimally implemented, often the cultural approach in marine development programs is not used, thus causing a mismatch with needs, and widening the development gap in coastal areas.

The success of realizing Indonesia's development as the largest archipelagic country and as the world's maritime axis is determined by the existence of values and maritime cultures which are generally still maintained and carried out by coastal communities. Koentjaraningrat (2009) defined maritime culture as a set of practices shared by coastal communities and small islands that incorporate knowledge systems, values, norms, rules, institutions, arts, activities, facilities, and technology related to the marine environment.

Supporting the acceleration of maritime-based development in Indonesia as an archipelagic country can be accomplished through a sustainable tourism approach that focuses on developing accessibility which allows tourists to easily move from one tourist destination to another. Connectivity to the diversity of regional attractions located on thousands of islands and separated by the ocean is important for development, by emphasizing the need for facilities, infrastructure, and modes of sea transportation. Based on these conditions, it is necessary to develop a mode of transportation in the form of traditional tourist boats as one of the components of developing marine tourism in Indonesia.

The variety of traditional boats with characteristics of Indonesian maritime culture is one mode of sea transportation that can be used to visit tourist destinations while also becoming an attraction for marine tourism. Each region in Indonesia has its unique characteristics of traditional ships, such as the traditional Patorani, Padewakang, and Pinisi ships from Sulawesi, the traditional Golekan Lete ship from Madura, the Sope traditional ship from Jakarta, the Alut Pasa traditional ship from East Kalimantan, the Gelati traditional ship from Bali, and the traditional Kora-kora ship from Maluku (Liebner, 1996). These boats were built from special wood and designed traditionally from generation to generation, preserving the elements of tradition and local wisdom of the builders. Small traditional ships with sails and engines that functioned to catch fish and transport goods and people have the potential to be utilized and developed to meet the needs of tourist transportation into traditional tourist ships (Traditional Cruise) with a passenger capacity of about 25 people (Ardiwidjaja, 2016).

In connection with the previous explanation, this article attempts to provide alternative solutions by proposing a methodology that can be used to determine how to strengthen efforts to preserve marine cultural life. At the same time, it is also used to enhance one of the indicators of maritime culture, namely the manufacture of traditional ships to be developed as traditional tourist ships (traditional cruises). This article essentially provides an answer to the question of how a traditional cruise ship development strategy (Traditional Cruise) can become a tourism attraction based on the roots of maritime culture, which can also make Indonesia a major global marine tourism destination and support Indonesia as the World Maritime Axis.

II.   MATERIALS AND METHODS

A. Study Location

The study was conducted in the provinces of Bali (Singaraja, Buleleng), South Sulawesi (Bulukumba), East Nusa Tenggara (Labuan Bajo), and East Java (Sumenep Regency) (Figure 1).

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Figure1. Map of the traditional shipbuilding industry

These locations were selected based on consideration of historical and cultural information as follows:
a. The people used to have a very strong maritime culture,
b. The area experienced glory in the maritime sector by using traditional boats made of wood that they built themselves,
c. The people have sailed using trade routes both on rivers and at sea,
d. People rely on marine resources for their daily needs,
e. Areas that still use traditional boats as a means of public transportation.

B. Methodology

This exploratory study employed a qualitative descriptive method using primary and secondary data. Primary data and information were obtained through in-depth interviews, observations, and focused group discussions (FGD) in several locations, especially those in coastal areas that still maintain traditions and have traditional shipbuilding industries made of wood. In-depth interviews through snowballing technics and FGDs were conducted with key informants including traditional leaders, shipbuilders, as well as local communities, local governments, businessmen, and academics. While secondary data were obtained from various sources such as literature studies, books, research results, and journals.

To find out the prospects for traditional cruise ships that are feasible to develop, mapping and potential assessment of data and information from literature studies, in-depth interviews and field observations were grouped through analytical evaluation based on three predetermined criteria, namely:
1. Community maritime culture
   a. Efforts to preserve the roots of marine culture
   b. knowledge (local wisdom) of maritime culture from generation to generation
   c. The pattern of daily life and livelihoods of coastal communities
   d. institutions and kinship of coastal communities
   e. The tradition of making and using traditional boats for coastal communities
2. Traditional shipbuilding
   a. Tradition and the role of expert figures in traditional shipbuilding
   b. maritime-based government program
   c. Labor capacity
   d. Connectivity needs and traditional ship market
   e. Traditional shipbuilding industry policies along with local raw materials
3. Development of traditional cruise
   a. Adaptation of traditional shipbuilding
   b. Traditional cruise market needs
   c. The need for facilities and connectivity of inter-island tourist attractions

    d. Incentive policy for making traditional cruise
    e. Collaboration and partnership patterns in traditional cruise governance

The collected and validated primary and secondary data were analyzed using the SWOT matrix analysis method to formulate a development strategy plan based on elements in the cultural system in each study location (Rangkuti, 2013). According to Stainback & Stainback (1988) to ensure the validity and reliability of the study data, data triangulation was carried out through several data sources, and methodological triangulation was carried out through different data collection methods.

This SWOT analysis is used to describe the level of internal and external factors that influence the development of traditional cruises, by examining the criteria of community maritime culture, the traditional shipbuilding industry, and the development of traditional cruise ships that are still run by the community at the study area. Factors to consider include:
1. internal factors include strengths and weaknesses which are analyzed in developing the attractiveness of maritime culture, traditional people's shipbuilding, and the development of traditional tourist ships (traditional cruises) covering the attractiveness of tourism destination components including attractions, accessibility, amenities as well as traditions and wisdom of local people at the study area.
2. External factors include opportunities (opportunities) and threats (threats) which are analyzed in developing the attractiveness of maritime culture, traditional people's shipbuilding, and the development of traditional tourism boats (traditional cruises) covering, among others, regional conditions, tourism industry, policies, tourism market needs, life socio-cultural community, as well as the attractiveness of attractions, accessibility, and amenities around the study area.

Data and information from the two factors were analyzed in stages starting from the Internal Strategic Factor Analysis Summary (IFAS) and External Strategic Factor Analysis Summary (EFAS) matrix approaches to determine the development strategy, SWOT matrix, and Quantitative Strategic Programming Matrix (QSPM) approach. This QSPM was used to determine the best strategy from those obtained in the previous stage.

To determine a score and weighting, all indicators of the strengths, weaknesses, opportunities, and challenges were computed. The score is calculated using the ranges 1 and 4, respectively, with a 0.75 interval. While weighting is determined by comparing the relative importance of each indicator in each criterion. Table 1 shows the criteria based on the results from the score and the weighting of indicators.

Table 1. Criteria for Strengths Weaknesses and Opportunities Threats

Interval	Strengths & Opportunities	Weaknesses & Threats
3.26 – 4	Very high	Very low
2.27 - 3.25	Tall	Low
1.76 - 2.50	Low	Tall
1 - 1.75	Very low	Very high

Source: Data processed, 2019

III. THEORY

It is necessary to strengthen knowledge and understanding from the perspective of developing marine tourism in coastal areas and small islands in Indonesia, particularly about the development of traditional cruises that can support Indonesia as the Maritime Axis and as a world marine tourism destination. Following are the theories to guide the result and discussion in the next section.

A. Maritime Culture

Indonesia is a maritime country with natural diversity and marine culture that is spread throughout the territory of Indonesia (Ardiwidjaja, 2013). As an archipelagic country, Indonesia should have a strong maritime culture, both in the way of life of the people and in its national development policies. According to historical records, Indonesian kingdoms like Sriwijaya, Samudra, Majapahit, and Malacca had sailed across the ocean to the north and west to Madagascar and from the east to Easter Island as early as the ninth century AD. As an archipelagic country located at the crossroads of the sea traffic network that connects the East and West world, Indonesia's maritime territory has long been an arena for the activities of other nations such as China, India, and Arabia, both in terms of trade and the struggle for influence or power. The oldest written evidence of the use of boats as a means of sea transportation is printed in the Kedukan Bukit Inscription (16 June 682 AD) and the reliefs of Borobudur Temple (7th-8th century AD) which described several types of ships and boats that are commonly found across the archipelago. At that time, the Indonesian people saw the maritime as a major part of cultural, economic, political, and social progress and defense. This paradigm has been manifested in the form of customs and traditions

that have values or norms to be lived and maintained, even obeyed by the community, especially rural communities in coastal areas until now. According to UNESCO (2010) culture is not only defined as performing arts such as music, dance, theater, painting, sculpture, literature, buildings, and others but also includes understanding at a broader level in identifying human identity in a community group, ethnic group, or nation.

Preservation of tradition for coastal communities is believed to be important. Traditions that grow in society become assets or social capital to realize the quality of life and welfare, as well as to deal with cultural influences from outside. The fishing communities of the Bugis and Makassar ethnic groups, for example, are described as coastal communities with fishing as their main source of livelihood.
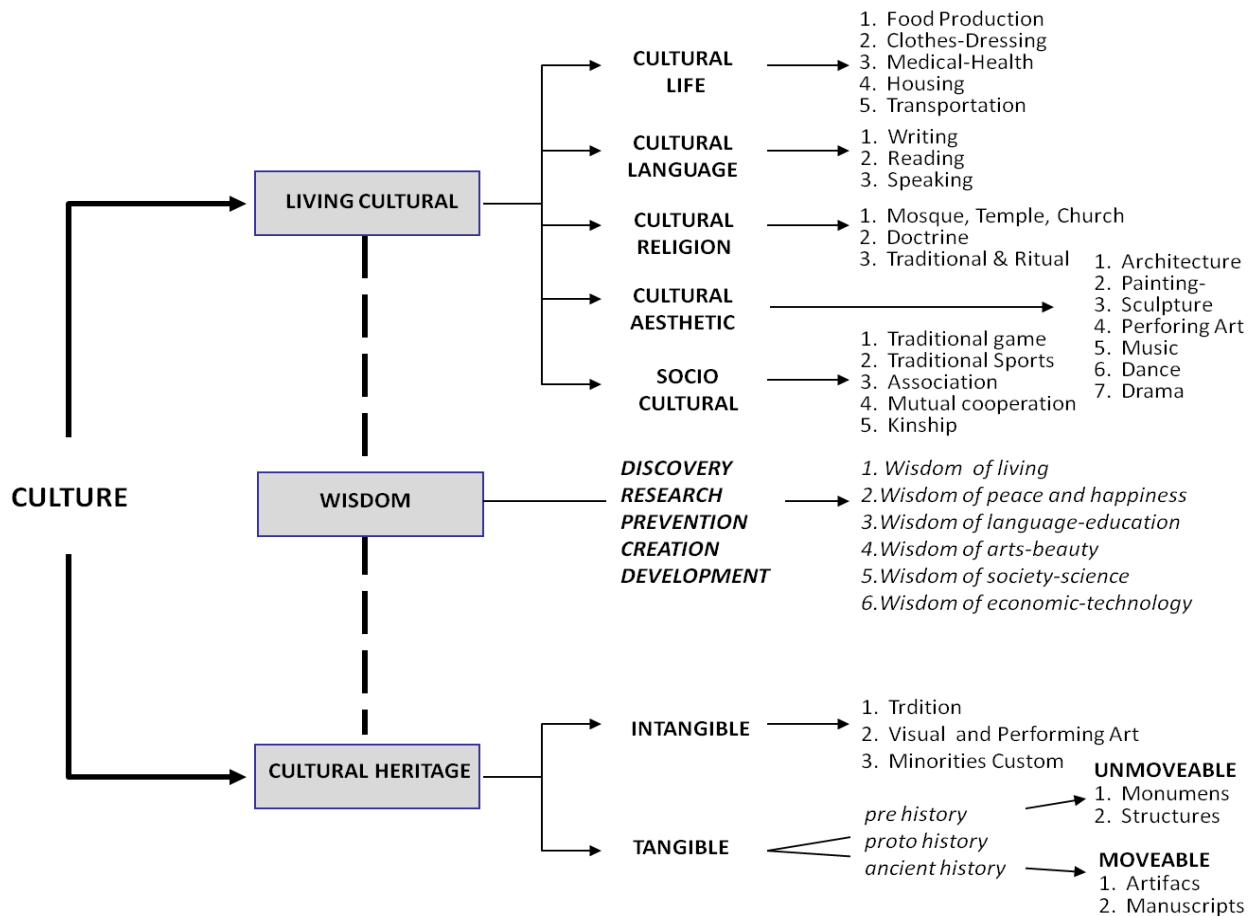

Figure 2. Elements in the Cultural system
Source:(Maithai, 2000) Modified by RA

These fishing communities have mastered the field of fishing, shipping technology, making Pinisi-type sailboats and have even been able to sail as far as Sri Lanka and the Philippines to trade. Their daily lives were shaped toward an adaptable maritime culture, particularly in the context of values, ideology, and technology, due to the presence of a trading business and commercial shipping law.

B.   Sustainable Tourism Development

The vision of sustainable development is no longer centered on growth that emphasizes economic outcomes, but rather on development that prioritizes the preservation of nature and community culture (Richards, 2007). Law number 10 of 2009 about Tourism, Law number 11 of 2010 about Cultural Heritage, Law number 5 of 2017 about the Advancement of Culture, Law number 5 of 1990 about Conservation of Biological Natural Resources and Ecosystems, as well as the declaration of sustainable development, emphasized that while natural and cultural resources can be used, they should be preserved sustainably based on the principles of benefit and sustainability, democracy, welfare, justice, togetherness, openness, and integration.

In the tourism product development program, the Indonesian government prioritizes the development of environmentally sound tourism and the preservation of natural and cultural resources. With a sustainable tourism approach and the development of special interests, it

is hoped that tourism development is not only based on land (terrestrial based) but will also begin to optimize the sea-based (marine). In addition, the new tourism approach has been reinforced through the declaration of the Sustainable Tourism Charter which emphasizes the sustainability criteria that must be managed ecologically in the long term, while taking into account the economic, ethical, and social aspects of the community (Lafferty & Eckerberg, 2013). Thus Indonesia's marine potential, along with its coasts and small islands must be conserved and wisely managed.

Based on this, the management of maritime cultural heritage, especially in coastal areas that have traditions and the traditional people's shipbuilding industry, needs to be protected, developed and utilized. One of the efforts is to lift traditional people's boats as an attraction for traditional tourist boats. Hopefully, the more the economic and scientific principles underlying the historical boat-building tradition are preserved, the more prosperous society will be.

C. Maritime Based Tourism

Sustainable tourism development should be the foundation of Indonesia's tourism development. Namely, a development that can preserve (protect, develop and utilize) the environment (nature and culture) as a source of tourism attraction; able to empower and sustainably prosper the community; able to strengthen cross-cultural understanding of the nation; and able to strengthen the identity and character of the roots of maritime culture.

According to Moscardo et al. (2001), marine tourism is a special interest tourism that includes activities above sea level (marine), activities below sea level (submarine), as well as activities on the coast (coastal). According to the government's program to promote sustainable tourism, the potential number of coastal villages is 12,510 villages from 84,096 villages spread throughout Indonesia (Department of Statistics Indonesia, 2021), giving Indonesia a great opportunity to develop quality tourism based on the preservation of the existence, integrity, and authenticity of the natural environment and marine culture in an integrated and sustainable manner.

D. Coastal and Small Islands

According to Law number 6 of 1996 concerning Indonesian Waters, the number of large and small islands in Indonesia is 17,508 islands. In addition, Law number 27 of 2007 on the Management of Coastal Areas and Small Islands defined a small island as a collection of islands with an area of less than 2,000 km^2 or a width of less than 10 km, as well as the unity of the surrounding ecosystem that is separated from the main island. Some experts explain that a small island is ecologically separated from the main island (large island) and has definite boundaries, isolated from other habitats, so it has an insular nature (Whittaker & Fernández-Palacios, 2007; Haila, 1990). The coastal area is a land belt bordering the ocean where land processes and land uses are directly affected by ocean processes and vice versa (Cicin-Sain et al., 2000).

Therefore, the Indonesian government requires various approaches to exploring the potential of coastal areas and small islands and ecosystem units that are separated and isolated from the main island, as well as forming unique life habitats that are sensitive to changes by nature and humans. One approach that is considered feasible is a maritime-based sustainable tourism development that is socially accepted, people-centered (pro-poor), culturally appropriate, indiscriminative, and environmentally sound. The unique potential, especially those located on small islands, must be managed sustainably by strengthening conservation efforts and maximizing the potential for the unique diversity of marine resources as a tourist attraction.

E. Indonesia World Maritime Axis

History has proven that in the past, Indonesia's sea area was a busy traffic lane traversed by ships from all over the world, including Nusantara ships. The existence of the maritime power of the archipelago's kingdoms in trading, especially spices, has shaped the people to be strong to seek life at sea. One of the historical evidence of the Indonesian archipelago as a "crossroad" of past international shipping lanes was the several findings of underwater cultural remains in the form of Indonesian and foreign shipwrecks which are estimated to be widely scattered in Indonesian waters. Indonesia with its potential as the largest archipelagic country with the second longest coast in the world has the ability to rebuild its maritime power. Indonesia has met the criteria for six elements of strength as a maritime country, namely geographical location, land and coast shape, area, number and character of the population, and the nature of its government (Yuliati, 2016). According to Son Diamar (Member of the Indonesian Maritime Council), Indonesia with 4 (four) strategic points traversed by 40% of commercial ships from around the world, namely the Malacca Strait, Sunda Strait, Lombok Strait and Makassar Strait, can be positioned as a center for maritime trade and global shipping industry (Ksatrya, 2019).

F. Strategic Issues

a. The development of marine tourism as part of nature-based sustainable tourism has not been developed with optimal attention to the potential for the diversity of attractiveness of daily life patterns and traditions from the roots of marine culture in coastal areas (coastal), as well as the diversity of sea surface landscapes (marine) and natural phenomena, flora and fauna and underwater non-living resources (submarine).

b. Maritime tourism can be a strategic tool in preserving (protecting, developing, and utilizing) as well as elevating marine cultural heritage in the form of traditional sailing ship transportation to be developed as a traditional cruise which can be an attraction for one of the identities of maritime civilization in Indonesia.

   c. Maritime tourism is a tool or means to develop the soul and roots of marine culture with the potential to influence and encourage the realization of Indonesia as a marine tourism destination and the world's maritime axis.

G. Scope of substance:
1. Data and information on potential infrastructure, facilities, and people's shipbuilding facilities that can be used to produce traditional tourist boats (Traditional Cruise).
2. Data and information on people's sailing ships that can be utilized and modified as traditional cruises include size and space allocation (accommodation) for the comfort and safety of tourists.
3. Data and information on traditional and modern ports that can be used as a stopover or traditional cruise anchorage.
4. Data and information on potential surrounding tourist destinations that can be visited by traditional cruise tourist ships include attractions, accessibility, amenities, and people.
5. Data and information on marine culture preservation knowledge from local community human resources can support the growth of traditional cruise tourist ships as a marine tourism attraction.

Data and information related to the main problems and opportunities for sustainable tourism destination management, efforts to preserve the value and existence of maritime culture, as well as the development of the people's sailing ship industry as a traditional cruise.

IV. RESULT

Realizing Indonesia as the world's maritime axis, the government has established five main pillars including the rebuilding of Indonesia's maritime culture and a commitment to encourage the development of maritime infrastructure and connectivity by building sea highways, seaports, logistics, and shipping industries, as well as maritime tourism. Rebuilding the maritime culture of the Indonesian people is very important because most areas in Indonesia are seas and islands so maritime culture is one of the identities of the Indonesian people. Likewise, the shipping industry strongly supports inter-island connectivity and marine tourism. This national program certainly changes the policies and paradigms of development priorities, especially in the archipelagic regions of Indonesia.

One of the indicators is the traditional shipbuilding industry, which is expected to be feasible to be developed in the Indonesian archipelago as an attraction for marine tourism as a transportation mode in the form of traditional cruises. The development of traditional tourist boats is a breakthrough effort to increase the attractiveness of the diversity of traditional people's ships in Indonesia, as well as an effort to solve the problem of implementing traditional ships which has become increasingly difficult due to massive land-oriented infrastructure (transportation network) development. The decline in the operation of traditional shipping vessels is influenced by a lack of facilities and port facilities for traditional ships, the growth, and development of shipbuilding technology made of fiber and metal, as well as the limited basic materials of wood in shipbuilding. This condition is suspected to eliminate the roots of the Indonesian maritime culture as a strategic element in realizing the acceleration of achieving sea-based development and the world maritime axis program.

The result of the field data found that stakeholders (consisting of the government, academia, society/community, private/industry, and the media), agreed to increase the involvement of maritime culture and the traditional shipping industry in supporting the national maritime axis program, marine highways, and sustainable tourism in Indonesia through the development of traditional cruises.

From the evaluation analysis through mapping and potential assessment of the existing criteria, various indicators can be determined which can be grouped based on internal factors including strengths and weaknesses, as well as external factors including opportunities and threats. The results are presented in Table 2 in the following matrix.ere comes the most crucial step for your research publication. Ensure the drafted journal is critically reviewed by your peers or any subject matter experts. Always try to get maximum review comments even if you are well confident about your paper.

Table 2: Results based on the evaluation analysis

No	Criteria	Strength	Weakness
1.	Community Marine Culture	1. maritime knowledge from generation to generation such as shipping and shipbuilding 2. Utilizing traditional boats as a means of transportation 3. Maritime traditions and sea rituals are still being carried out 4. have kinship institutions in the community 5. use the sea as the main livelihood	1. Not optimal transfer of knowledge of maritime cultural roots to the younger generation in coastal villages 2. the structure of coastal communities is still simple with a low level of education 3. The reduced role of traditional and religious leaders in daily life 4. The shift to a new land-based livelihood

			5. the resilience of the roots of maritime culture is still weak
2.	Traditional Ship-Building Industry	1. There is a shipbuilding industry group 2. The existence of knowledge and skills of shipbuilding from generation to generation 3. Some figures are experts in shipbuilding 4. The design of the ship maintains the traditions and culture of the local community. 5. Ship craftsmen are creative in accommodating the needs of ships in the community	1. The quality and quantity of ships have not been able to optimally meet market demand 2. The number of craftsmen and their workforce is decreasing 3. Lack of working capital 4. The cost of producing and repairing traditional boats is still high 5. The unavailability of adequate shipyard facilities
3	Traditional Cruise Development	1. The increasing need for eco-friendly traditional tourist boats from the tourism industry and individuals 2. adaptive capacity promotion of traditional ship design traditions 3. Supports easy access to attractions between the coast and small islands 4. The potential Diversity of shapes, types, and ornaments of traditional ships is a tourist attraction 5. Means of providing satisfaction for tourists to gain experience and knowledge of marine culture	1. The ability of human resources in making tourist ship designs is very limited 2. Requires capital-intensive and skilled manpower 3. Lack of readiness of ship craftsmen to access capital and quality labor in the manufacture of tourist boats 4. Limited quality local materials for tourist boats 5. Limited facilities and facilities for traditional tourist boat docks.

No	Criteria	Opportunity	Threat
1.	Community Marine Culture	1. the diversity of traditions and marine life is a tourist attraction 2. national programs of sea-based development and the World Maritime Axis 3. sustainable tourism destination program 4. The development of rural tourism and tourism villages based on cultural roots 5. Government programs to improve creative industries, including traditional shipbuilding	1. Cultural degradation due to cross-cultural through tourism and advances in information technology 2. The growth of cultural commodification due to market demand 3. Extreme weather factors that affect the daily life of people at sea 4. Development gaps in coastal areas 5. urbanization from coast to land 6. Environmental pollution impacts the livelihoods of coastal communities

2.	Traditional Ship-Building Industry	1. There is still government attention to ship industry SMEs 2. The magnitude of the potential diversity of maritime resources 3. Maritime Axis priority program and sea highway 4. There is still a need for connectivity for the transportation of people and goods at sea 5. Traditional boats and their construction are the main attraction of the tourism industry Tourism 6. Provision of traditional shipyards by the government 7. The development of advances in navigation technology	1. The main raw material for wood is increasingly difficult to obtain 2. Capital-intensive business competition with the modern shipbuilding industry 3. More and more workers are moving to modern shipbuilding 4. The development program is still land-based 5. Improved land transportation networks have an impact on the sustainability of traditional sailing vessels 6. Lack of access to markets, banks, and capital 7. There is no policy to provide facilities and incentives to the traditional shipping industry
3	Traditional Cruise Development	1. The need for inter-island attraction connectivity 2. There is a global program related to environmental conservation. 3. The increasing demand for using traditional boats as tourist boats 4. Increased visits to villages including shipbuilding villages as a tourist attraction 5. The existence of a maritime axis program and sea highway 6. jetty revitalization program and traditional route (spice line)	1. The development of modern ship transportation that is cheaper and faster 2. No policy regulates traditional tourist boats 3. Tourist perceptions, safety, and comfort factors are not optimally considered 4. The demand for the use of more materials from outside 5. Growing and developing modern foreign yachts operating in Indonesian territory 6. The lack of the main raw materials for traditional tourist boats

Traditional cruise as a means of transportation used in sea and river areas (river cruise), needs to be managed in an integrated and sustainable manner. The aim is not only for the transportation of people, goods, and services but also to facilitate connectivity to inter-island attractions while supporting.

V. DISCUSSION

Traditional cruise as a means of transportation used in sea and river areas (river cruise), needs to be managed in an integrated and sustainable manner. The aim is not only for the transportation of people, goods, and services but also to facilitate connectivity to inter-island attractions while supporting government programs related to the conservation of the natural environment and marine culture, the development of sustainable tourism destinations as well as the world maritime axis program and sea highways. The sustainability of the governance of traditional cruise utilization is made possible by a qualitative and quantitative approach of the SWOT matrix, through the identification of various factors in several destinations of traditional shipbuilders (Rangkuti, 2013).

Qualitative SWOT Matrix

According to Kearns (1992), the influencing factors must be managed and handled as effectively as possible by optimally combining internal strengths and weaknesses with external opportunities and challenges in the IFAS and EFAS matrices to formulate the strategies required in the development of traditional cruises. The details of the matrix are presented in Table 3.

1. The Strengths and Opportunities (SO): To maximize the internal strengths of the community's maritime culture, the traditional shipbuilding industry, and the development of traditional cruise ships owned by the destination. Also taking advantage of external opportunities that affect the destination to have the ability to compete.
2. The Weakness and Opportunity (WO): To minimize the internal weaknesses of the community's maritime culture, the traditional shipbuilding industry, and the development of traditional cruise ships owned by the destination through the use of opportunities in the market.
3. The Strength and Threat (ST): To reduce or minimize the impact of external threats on the community's maritime culture, the traditional shipbuilding industry, and the development of traditional cruise ships by maximizing existing strengths.
4. The weakness and Threat (WT): To defend against external threats by reducing the weaknesses of the community's maritime culture,

the traditional shipbuilding industry, and the development of traditional cruise ships.A conclusion section is not required. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions.

Table 3: Strategies required in the development of traditional cruises

	SO	WO
Community Marine Culture	1. Strengthening efforts to preserve marine culture 2. Enhancement of traditional and modern Maritime Knowledge 3. Utilization of technological advances in livelihood patterns at sea 4. Maritime culture socialization as a tourist attraction	1. Form marine cultural groups in the community to facilitate activities in support of national programs 2. Increase regeneration to minimize the influence of foreign cultures 3. Increasing community competence increases the attractiveness of marine culture-based tourism 4. Strengthening the role of community leaders,
	ST	WT
	1. Strengthening efforts to preserve the roots of marine culture 2. Increased knowledge of the hereditary traditions of traditional shipbuilding 3. Socialization and campaign of maritime cultural roots as national identity	1. Strengthening the role of traditional and religious leaders as well as community leaders in transferring values, traditions, and local wisdom to the younger generation 2. Optimizing the role of kinship institutions 3. Promote activities and results from the daily life of coastal communities as an attraction.
	SO	WO
Traditional Shipping Industry	1. Increased innovation in traditional shipbuilding and use 2. Involvement of industrial groups as a means of receiving capital assistance, market access, and provision of local raw materials 3. Increasing the capacity of quality traditional shipbuilding craftsmen 4. The role of traditional shipbuilders in kinship institutions 5. Development of digital promotions and involvement in nautical events	1. policies on the use of coastal areas 2. Increasing BUMD in supporting traditional ship SMEs 3. Improvement of facilities and facilities of the traditional shipbuilding industry 4. Simplifying the licensing process and providing incentives for small-scale shipbuilding SMEs. 5. Improving HR competencies through education 6. Strengthening forest reforestation program
	ST	WT
	1. Promoting the use of traditional boats as a means of inter-island transportation 2. Developing coastal villages as destinations for traditional shipbuilders has a tourism appeal 3. Creating a supply chain in traditional shipbuilding can be fulfilled sustainably	1. Development of traditional ship industry educational institutions 2. Development of regulations that ensure the integration of traditional ship management in a sustainable manner 3. Increasing the use of local components in the construction and maintenance of wooden vessels

Traditional Cruise Development	SO	WO
	1. Development of the use of traditional ships as traditional cruises in marine tourism activities 2. Realizing an incentive policy for the people's boat industry and traditional tourist boats 3. Positioning the unique roots of maritime culture and traditional cruises to become part of the attraction of marine tourism 4. Improve community competence to increase job opportunities	1. Regulations governing traditional cruises to support government priority programs 2. The program for the construction and revitalization of the ancient wharf and route (Spice Line) 3. Development of coastal villages as an attraction for tourist destinations 4. Strengthening the management of traditional tourism boats
	ST	**WT**
	1. Promoting the use of traditional boats as a traditional cruise characteristic of regions in Indonesia 2. Realizing regulations that regulate the operation of tourist boats that are more beneficial to the community 3. Strengthening communication and coordination between stakeholders in setting standards, community empowerment, and security in the implementation of traditional cruises	1. Collaborative development with marine tourism operators and other tourism industries 2. Improving partnership programs with investors in the maritime sector 3. Develop regulations that protect traditional tourist boats from foreign tourist boats (yachts) operating in Indonesia 4. Positioning traditional tourist vessels as environmentally friendly transportation to support tourism, maritime axis, and marine highways

Quantitative SWOT Matrix

The data was then analyzed using SWOT analysis calculations to determine the position of the three criteria in supporting the development of traditional cruises with certainty, as well as the actions required to accelerate its achievement (Pearce and Robinson, 1998). Based on the calculations carried out through SWOT analysis, the final values of strengths, weaknesses, opportunities, and threats are obtained as shown in Table 4.

Table 4. Calculation Results for Strengths, Weaknesses, Opportunities, and Threats (SWOT)

No	Criteria	Factor		Total Score	Notes	Coordinate
		S - O	W - T			
1	Community Marine Culture	Strength		3.2	Very high	-0.35,0.4
			Weakness	3.9	Very low	
		Opportunity		3.4	Very high	
			Threat	2.6	Low	
2	Traditional Ship Building	Strength		3.5	Very high	-0.35,0.45
			Weakness	2.8	Low	
		Opportunity		2.6	Tall	
			Threat	3.5	Very low	
3	Traditional Cruise Development	Strength		3.8	Very high	-0.4,0.3
			Weakness	3.0	Low	
		Opportunity		3.5	Very high	
			Threat	2.9	Low	

Source: Data processed, 2019.

The Grand Strategy Matrix in Figure 1 displayed the outcome or value of each criterion. The results showed that the Traditional Cruise Development criteria were in the aggressive strategy quadrant, which is supported by the Marine Culture Community criteria in the turnaround strategy quadrant. While the Traditional Shipbuilding Industry criteria are located in the diversification strategy quadrant.
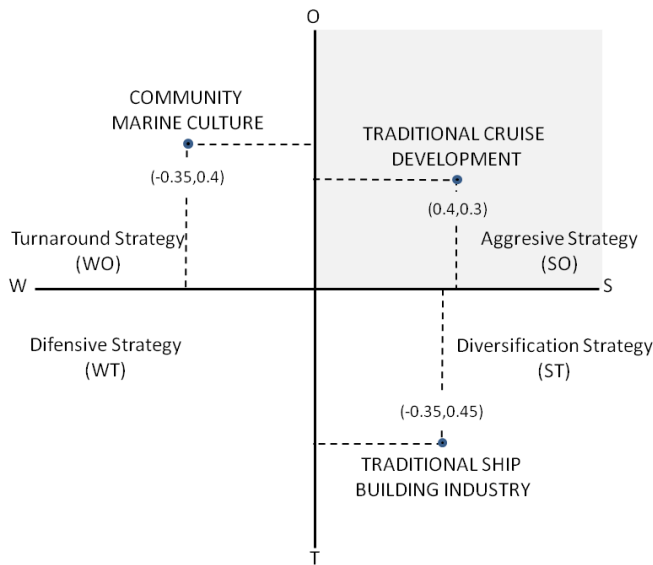

Figure 1. Grand strategy matrix

VI.   CONCLUSION

Indonesia, the world's largest archipelagic country, has a wide range of traditions and local wisdom that are still maintained by rural communities, including communities in 12,510 coastal villages from 84,096 villages spread across 17 thousand coasts and small islands. Based on historical data, the Indonesian nation in the past was once known as a maritime nation with accomplished sailors (Salman & Surya Yuga, 2011). This could be because the territory of Indonesia was once a busy shipping crossroad and has already been described as an international maritime axis.

The government is trying to revive the past glory by launching a priority program to make Indonesia the world's maritime axis and sea highway. Efforts to realize the program are outlined in four development pillars that need to be considered, namely the maritime culture development pillar, the maritime resource management pillar, infrastructure development, and the maritime connectivity pillar by prioritizing the shipping industry and marine tourism. Sustainable tourism based on the diversity of natural attractions and marine culture continues to be developed, one of which is by utilizing traditional boats whose implementation was declined, becoming traditional tourist ships (traditional cruises). The aim is not only to support various government priority programs such as the maritime tourism development program, the maritime axis, and the sea highway program but also to promote traditional ships as a tourist transportation attraction that facilitates access to natural and marine cultural diversity while accommodating the need for inter-island rural area connectivity.

Referring to the facts on the ground, it shows that there are similarities in internal factors, strengths, and weaknesses as well as external factors, opportunities, and threats on the criteria of maritime culture, traditional shipbuilding, and traditional cruise development in each of the traditional shipbuilding study areas. Overall, it can be concluded from internal factors (which can be identified as strengths), that the community still views the sea as a major part of their daily life, still maintains the roots of maritime culture in their daily lives, and the tradition of traditional shipbuilding is carried out adaptively. Weakness factors highlighted include the degradation of the roots of maritime culture, the reduced role of traditional leaders and traditional ship craftsmen in their community institutions, and the less-than-optimal transfer of shipbuilding traditions from generation to generation. External factors that become opportunities include the existence of a national sea-based development program (sea highway and maritime axis), the need for inter-island connectivity, and the acceleration of the development of rural-based sustainable tourism destinations in the regions. While threats include policies that support the acceleration of marine-based development that are less than optimal, the limitations of the raw materials for traditional shipbuilding, and the increase in new types of work that are more in demand by the younger generation.

Efforts to realize Indonesia's development as the largest archipelagic country and as the world's maritime axis require a commitment from the community to strengthen the values and existence of the roots of a maritime culture that are preserved and carried out by the community in a sustainable manner. The facts found in several traditional shipbuilding destinations can be formulated into several strategies needed in developing traditional cruise as a marine tourism attraction, through a sustainable tourism approach based on the preservation of traditional shipbuilding traditions.

Based on the result of the analysis, several recommendations can be proposed as follows:

1. Traditional Cruise Development has the strength and opportunity to implement a progressive strategy by expanding the development of traditional cruises in many areas by strengthening the traditions and competencies of traditional tourism shipbuilding, as well as increasing access to marine-based special interest tourism markets.
2. In addition to the great challenge of implementing a diverse strategy, the traditional shipbuilding industry has strengths by enhancing creativity that can adapt and increase innovation in meeting market needs for traditional shipbuilding.
3. The community's marine culture demonstrates the degradation of the maritime culture's roots, but there is still time to shift the strategy that has been or is being implemented by developing a new strategy that is more adaptable to various future developments.

It is hoped that a strategy that focuses on elements of community maritime culture, traditional shipbuilding traditions, and the development of traditional cruises, can be a reference for recommendations in the problem-solving and decision-making process needed to formulate policies for developing traditional tourism boats in Indonesia.

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