

# Bono Wave Potential for Tourism Development of Surfing Sports in Kampar River Pelalawan Regency

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## ABSTRACT

Bono tourist attraction in Kampar Teluk Meranti river is a natural phenomenon that has long been known by the surrounding community and people from outside the area. The development potential of one of these tourist paridestinations is huge because not only the arrival of world-class surfers also invites the interest of surfers' families to participate in enjoying the beauty of meranti bay village that has not been touched by modernization.

The purpose of this study is to analyze the bono wave extension for the development of surfing sports tourism in kampar kabupaten pelalawan river. the research method used is qualitative descriptive with field observation approach and a series of in-depth interviews with relevant stakeholders.

the results showed that the uniqueness of natural tourism in pelalawan regency in the form of fenomena in kampar river that at any time is able to instigate waves and the people of meranti bay call it bono waves, the potential is utilized by surfers to surf on the water that has seven layers of waves with a height of up to four meters. surfing is one of the activities that can be developed into sports tourism in kampar river pelalawan regency.

## Keywords

Bono Wave Potential, Kampar River, Surfing Sports Tourism Development

Article Received: 10 August 2020, Revised: 25 October 2020, Accepted: 18 November 2020

## Introduction

Indonesia has many potentials and natural resources that have not been developed to the maximum, including the tourism sector. Maximizing development in the tourism sector is expected to provide benefits for the community, because the tourism sector is one of the development sectors in the economic sector. If managed with a planned impact, it will have an economic impact, both for the community around the tourist attraction and for the increase of Regional Native Income (PAD).

Efforts to develop the world of tourism indonesia is supported by Law number 10 of 2009 on tourism that mentions the existence of tourist attractions in an area will be very profitable, among others, increase the Regional Native Income (PAD), improve the standard of living of the community, and expand employment opportunities given the increasing number of unemployment today, increase the love of the environment and preserve the local nature and culture. Therefore, the development and implementation of tourism must be pursued in a planned, gradual and sustainable manner after careful review. Widyawati, (2018) in her research explained that the development of tourism can run

well required the role of tourism stakeholders, one of which is the involvement of local communities. The involvement of stakeholders in the eradication of tourism is expected to have a real economic impact on the community.

Community involvement in tourism development efforts is very influential to the level of management, because it is the community that has the most important role in advancing a tourist destination if the community can mingle then it is certain that there will be many tourists who will visit there.

Hermawan, (2016) The results showed that the development of tourist villages has a positive impact on the economic development of local communities, including: people's income increases; increase job opportunities and strive; increase ownership and control of local communities; government revenues through tourism levy. Through tourism development is expected to encourage regional development, introduce the nature, values, and culture of diverse nations and foster the love of the homeland in strengthening the unity of the nation. Tourism means involving various parties ranging from government, investors, entrepreneurs and local communities.

Riau Province has a variety of tourist attractions, one of which is located in Pelalawan Regency precisely in the meranti bay area. Teluk Meranti is a sub-district in Pelalawan Regency, Riau, Indonesia. The natural situation is in the form of marshy lowlands with a large peatland. The area of Teluk Meranti is split by the kampar river that flows into the Strait of Malacca. Along the river stretches a very large tropical dense forest on both sides of the river. The natives of Teluk Meranti are Malays. The great potential in Kecamatan Teluk Meranti is in the field of tourism, namely the natural phenomenon of bono waves in the kampar river.

Bono is a natural phenomenon that because of the conditions in the estuary of the river occurs heavy shallowing so that when the tide comes from the sea, the tide can not move upstream smoothly but prevented by sediment and the shape of the estuary of the river that kisses. Bono is a natural phenomenon caused by tidal waves that meet the currents of the Kampar River. The condition of the estuary in the form of 'V' allows the confluence of the two kinds of currents, namely tidal currents and river currents from upstream, evoking the formation of Bono.

Bono that occurs in kampar river is a natural phenomenon that is able to produce waves that reach four meters thus the existing waves are always used by the local community and tourists to do surfing activities, so that the phenomenon can attract tourists. Syarif Hidayat, Toho Cholik Mutohir, (2018) Suggested that tourism sports is to make sports as the main destination for travel while Suratmin, (2018) said that sports and tourism is a combination of activities that are very profitable when combined with different research in oliveira, (2014) that how important tourism as a strategic object to improve the economy and create momentum, many pisitif things that can be obtained from tourism sports activities more and more tourists who visit the gulf meranti eat increasingly impact the welfare of the community in the economic sector.

Bono waves are a unique natural phenomenon that occurs in the Kampar River Pelalawan Riau Province, bono is a natural phenomenon that comes before high tide. The sea water flows in and meets the kampar river water so that waves occur at a fairly high speed, and produce sounds

such as the sound of thunder and the sound of strong winds.

Pelalawan Regency government has made various efforts by giving birth to various ideas and policies such as building roads to get to tourist attractions and building facilities and infrastructure, but it turns out that in the world of tourism Indonesia is the same as developing countries in general can not be separated from various problems and obstacles that need to be seriously addressed.

Supporting facilities that become problems such as road access has not been paved in its entirety so that it is constrained for transportation to the bono tourism place. In addition, the means of transportation in the form of angkot to bring tourists there do not exist and can only use private transportation, then villas or lodgings for tourists who visit are still lacking and no less important is the availability of food stalls for tourists has not been managed properly.

Subdistricts Meranti Bay has potential in the field of sports tourism, Bono's potential has waves that are sediments such as mud and sand bottom kuala kampar river that rolls large in the kampar watershed and is in great demand by world-class surfers to break the world record in terms of surfing with the furthest distance and in the longest time. The uniqueness of the Bono wave phenomenon is already a positive value in itself, the potential needs to be improved and developed to attract tourists both local and foreign.

Mutohir, (2002:10) stated that "sport is a systematic process in the form of all activities or efforts that can encourage the development and development of physical and spiritual potentials of a person as an individual or member of society in the form of games, competitions / games, intensive physical activities to obtain recreation, victory, and peak achievements in the framework of the formation of a fully qualified Indonesian human being based on pancasila".

Bono waves used to be feared by the people of Teluk Meranti Village, along with the development of the Bono wave era as a phenomenology in the form of potential that is able to produce high waves in the Kampar Riau river made the attention of world-class surfers, in 2009 a French surfer named Antony *surf*ed and

conquered the Bono waves for the first time, the following year many *surfers* from Europe who participated in *surfing* by utilizing bono waves. The involvement of foreign surfers to *do surfing*, bono waves have been made a tourist destination by the local community and now the tourist attraction is included in the annual calendar of the Pelalawan Regency Government.

Suratmin, (2018:214) said that there are several benefits that can be obtained from *surfingsports*, in addition to maintaining physical fitness this sport can also form chest muscles, abdomen, back, arm muscles, as well as muscles under the body to be healthy. Almost all parts of the body muscles work when doing *surfing* activities, ranging from upper body muscles to leg muscles.

Brien & Gardiner, (2006) in a study showed that a relationship-based approach in major sporting activities can expand short-term impacts for society into long-term opportunities for tourism, investment, and trade. Based on the above exposure, it appears that the direction of surfing in Meranti Bay is included in recreational sports and will have an economic impact on the community if managed properly.

### Research Methods

Research design means planning to do Creswell research, (2018) research design is a design that allows to step in a certain phasing. This research is classified in qualitative descriptive research with Ethnographic approach,

This research method uses qualitative research method. Qualitative research means the process of exploring and understanding the meaning of individual and group behavior, describing Creswell's social or humanitarian problems, (2010). This study will describe and analyze the Bono wave extension for the development of surfing sports tourism on the Kampar Kabupaten Pelalawan river. Data collection using several methods, namely interviews and observations. Qualitative research method commonly used is interview and observation Moeloeng, (2018). The data types in this study are primary and secondary data. Primary data obtained in the form of verbal words or speech and behavior of informant subjects related to the extension of Bono waves for the development of surfing sports tourism in the Kampar Kabupaten Pelalawan river. The data

includes observations, interviews with informants (government agencies, community leaders, tourism businesses and visitors). Secondary data is obtained from documents, photos and objects used as a complement to primary data.

The data analysis technique used in this study is qualitative descriptive analysis. In the context of this study, the process of qualitative analysis is interactive using an analysis model developed by Matthew B. Miles, (1994). This analysis consists of four components that run simultaneously and interact with each other, namely data collection, data reduction, data presentation, and conclusion drawing.

### Results and Discussion

The settlement of Teluk Meranti village was first formed in 1930, namely during the Dutch colonial period. The settlement is part of the Pelalawan Government, including the Datuk Silatung Kewedanaan area. When compared to the current conditions, the structure of the government of Kewedanaan is equivalent to the sub-district.

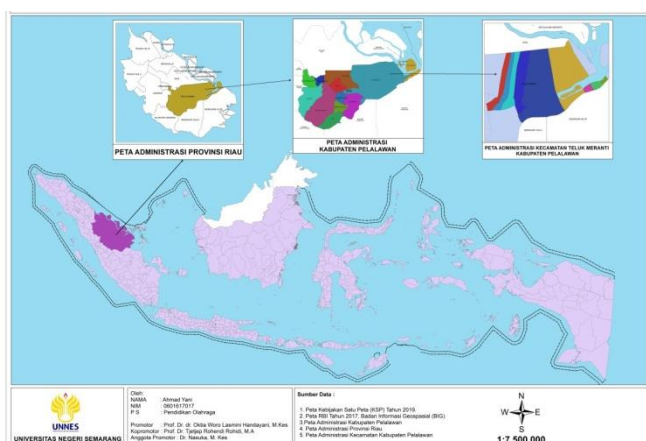
Initially, Teluk Meranti Village was located in the northern part of Kampar River, or across from the current residential area, the area is now an area of concession expansion of PT Riau Andalan Pulp and Paper (RAPP) in Kampar peninsula. Over time, the surrounding area was eroded by sea water so the villagers decided to move across the Kampar Peninsula. Abandoned residential areas are then used as rice fields and horticultural crops, such as cucumbers and pumpkins.

Teluk Meranti Village was officially established in 1999 and its status changed to Kelurahan in 2005. The determination of the status of Teluk Meranti Village is triggered by the growth of the population of residents living and living in this region. The increase in population is due to the presence of migrants from outside the village, especially from Java island.

Kecamatan Teluk Meranti is about 190 km from Pekanbaru, the capital of Riau Province and about 140 km from Pangkalan Kerinci, the capital of Pelalawan Regency. Access to the village can be reached by four-wheeled vehicle from Jalan Lintas Timur Riau–Jambi in Simpang Bunut area through Pangkalan Bunut (Capital of Bunut Subdistrict) to the east along the southern part of Kampar river. Access roads are mostly asphalt

roads, but the condition of some roads has been damaged. With many road conditions damaged, the normal travel time from Pangkalan Kerinci to the village center is about 3.5 hours.

In addition to by road, Teluk Meranti Village can be accessed via Kampar River by speedboat. The piers in Teluk Meranti Village are visited by boats/speedboats across districts, even across provinces. Teluk Meranti Village is located in Pelalawan Regency, Riau Province, Indonesia. The administration map can be seen and described in figure 1 below:



Geographically, Meranti Bay Village is located at positions 0o 10'-0o 40' North Latitude (LU) and 102o 30'-102o 50' East Longitude (BT). This village is located in the district of Teluk Meranti, Pelalawan Regency, Riau Province. The location of the village is directly adjacent to the Kerumutan Wildlife Sanctuary and Indragiri Hilir Regency in the south, Teluk Binjai Village on the west, Pulau Muda Village in the east, and Siak Regency in the north (Mitra Insani Foundation, 2017).

The existing natural potential is the basic capital for developing nature-based tourism sports. Indonesia's territory consisting of sea, land, mountains and rivers is a very large natural capital for the development of this type of sports tourism. Thus related to the characteristics of each region is different, as is the case in the Gulf of Meranti Pelalawan Riau Province natural phenomena occur in a river that at any time can cause waves high enough that the local community calls it "BONO" means true.

Bono is a natural phenomenon that because of the conditions in the estuary of the river occurs heavy shallowing so that when the tide comes from the

sea, the tide can not move upstream smoothly but prevented by sediment and the shape of the estuary of the river that kisses. Bono is a natural phenomenon caused by tidal waves that meet the currents of the Kampar River. The condition of the estuary in the form of 'V' allows the confluence of the two kinds of currents, namely tidal currents and river currents from upstream, evoking the formation of Bono. When viewed from the nature of water, water usually flows from the highlands to the lowlands. Then when the phenomenon occurs then the nature of water at that time will turn direction with a very large volume of water so as to produce a very large wave with a wave height of up to two meters even more with the number of waves up to seven levels, then the natural phenomenon is called bono waves by the local community.

River is a large flowof water and memanjang that flows continuously from upstream (water source) to downstream (estuary),based on the nature of water of course water flows from the highlands to the lowlands as seen in figure 2 follows:



This river is a confluence of two almost equally large rivers, called Kampar Kanan and Kampar Kiri. This meeting is in the langgam area (Pelalawan Regency),and after the meeting the river is called kampar river to its estuary in the Strait of Malacca. Meanwhile, around the upstream area of the river water is used for koto panjang hydropower which has a capacity of 114 MW. While downstream towards the estuary, this river is famous for its big waves called Bono Waves.





From the results of interviews, observations and documentation in this study, it is seen the natural potential of kampar river that produces waves and is utilized for *surfing*. In 2009 a French citizen named Antony *surfed* for the first time on the Kampar River Pelalawan Regency as shown in Figure 3 below:

Pelalawan Regency Government through the Department of Tourism, Youth and Sports (Disparpora) made various efforts to encourage the tourism sector as one of the leading sectors that will have an impact on the Regional Native Income.

Disparpora Pelalawan regency has a planning program for tourism development, namely tourism attraction improvement program and tourism resource development program and creative economy. To run the Tourism Attraction Improvement Program in Pelalawan Regency, the Tourism, Youth and Sports Office conducted several planning,

First, the management of tourist attraction must be done in a planned manner in order to get good results, the Tourism, Youth and Sports Office of Pelalawan Regency takes steps so that the management that is expected to be carried out includes planning the development of the district's tourist attraction, the development of the district's tourist attraction, monitoring and evaluating the management of the regency's tourist attraction. The second step carried out by the Department of Tourism, Youth and Sports related to the management of strategic areas of tourism district, including the determination of strategic areas of tourism district, strategic planning of tourism

districts, development of strategic areas of tourism district, procurement / maintenance / rehabilitation of facilities and infrastructure in the management of strategic tourism areas tourism district, community empowerment in the management of strategic tourism areas district.

Then the third *pengelolaan* tourism destination conducted by the Tourism Office, Youth and Sports Pelalawan among others are the determination of tourism destinations District, planning tourism destinations District, development of tourism destinations District, procurement / maintenance / rehabilitation of facilities and infrastructure in the management of tourism destinations District, community empowerment in the management of tourism destinations District, application of sustainable tourism destinations in the management of tourism destinations District and the fourth is assign of the list of tourism businesses pelalawan district conducted by providing registration services tourism business district, then conducted coaching and supervision of tourism business, facilities standardization industry and tourism business.

Efforts made by the government through tourism attraction improvement program will have an impact on the community, Bagyono in Suratmin (2018:128) suggests that tourism services business is a business business whose main activities include selling tourism services to tourists both domestic and foreign tourists.

For the implementation of Tourism Resource Development Program and Creative Economy through the Department of Youth and Sports Tourism in Pelalawan Regency with the implementation of capacity building of tourism human resources and creative economy at the basic level of the Pelalawan Tourism, Youth and Sports Office will provide basic training of tourism human resources for the community, teachers and students (students and / or students), the second will be carried out the development of human resources competencies tourism and creative economy at the basic level, the third will encourage the increase of community participation in the development of tourism partnerships, and the fourth by providing competency certification for the workforce in the field of tourism and capacity development of creative economic actors,

the Department of Tourism, Youth and Sports will conduct pelatihan, bimbingan teknis, and creative economic assistance, the second step of disparpora will provide facilitation support to the development of technology in the business world, the next step will be business standardization and professional certification in the field of creative economy.

Jeka program above is well run by related parties it will have an impact on increasing tourist visits and of course the creative economy will also run well. Zakirman as The Head of Meranti Bay said that as the sub-district government hopes that with the visit of the wider community both local and foreign, it will have a positive impact actually on the improvement of the economy of msme and so on.. The increase in income economically has become the desire of every individual and group. Of course, it also affects the Regional Native Income.

### Discussion

Judging from the potential of Bono has become a tourism Icon not only in the District alone but in riau province has even become a National Icon. Various kinds of activities held in this Bono tourist attraction such as cultural art performances such as; sampan race on the waves Bono (Bekudo Bono), grafer photo contest about Ivant Bono and many more, from setiap District show off the culture of their respective regions.

Bono is a river wave found in the Kampar river and there is only one in Indonesia. The problem for now is that road access is not entirely on the asphalt, but according to Alaeddinoglu & Can, (2011) it shows that access is not an obstacle for tourists to reach their destination. It is proven that so far many tourists from outside the country come to see and experience surfing on these Bono waves. However, according to Buckley, (2015) to provide infrastructure for long-term growth in natural and cultural tourism, will be a source of income for tourism managers,

According to Yoeti, (1996) potential consists of natural potential, namely: a) tourism potential that has not yet been formed by the creativity of human hands, b) cultural potential, namely tourism potential that contains cultural elements, c) cultural and artificial nature, namely the potential of natural tourism which has been

modified by human creativity to make it more attractive.

In addition to what is stated by the theory above there are also other opinions to classify the factors that affect sports tourism, Askarian et al., (2015) suggest that the factors that influence sports tourism in order from high to low are as follows: source natural resources, information and communication, infrastructure facilities, tourism and cultural heritage, sports and recreation services, physical education. The findings above reveal that natural resources are the most important in supporting sports tourism, if natural resources have the potential to be developed, it only remains to complete the means of information and communication, infrastructure facilities.

government efforts, both from the central and regional governments, cooperate with each other in promoting Bono to communities outside the region, especially the general public. In addition, the government prepares the public so that they are not awkward in dealing with tourists so that they become hosts who have a friendly, open attitude to accept foreign tourists by upholding regional identity or regional culture.

The local government has created a hall for tourists to see Bono at close range so that tourists who cannot surf they can see the Bono waves clearly. And the central and regional governments work together to build facilities and infrastructure for tourism in Bono which are still lacking and gradually for the convenience and safety of tourists.

Kantola et al. (2018) said that local governments have an adequate understanding of what tourists like or need and understand how the interests of local communities can be integrated into tourism planning. Destari, (2017) argues that tourism is one of the regional industries that must be developed because it has a very important role in supporting national development, as well as being one of the most strategic factors to increase people's income and foreign exchange. Tourism development is one way to advance the economy in areas that are less developed due to a lack of natural resources. Sports tourism is currently receiving great attention from the government, private sector, sports industry, tourism industry, academia and the wider community.

According to Muljadi, (2009) the role of the government in the development of tourist objects is: a) Providing contributions to foreign exchange recipients which are indispensable to finance national development, lighten the burden of State debt and maintain the value of the rupiah currency against foreign currencies, b) Creating unprofitable jobs. only limited in cities but spreads to rural areas, c) Increase in central and regional government revenues through various taxes and fees, d) Increase in community income.

With the development of surfing sports tourism, it is hoped that the Teluk Meranti sub-district can compete as well as developed tourist destinations so that they can manage well, as stated by Chalip, (2014) in his research on rural development and sports tourism, showing that planning, participation that focuses on increasing the income of rural communities will be needed to optimize the role of sport

In order for tourism destinations to be developed properly, the manager must understand the characteristics of the local community as suggested by Sugianto, (2016) in a research study that must know the original character of the village in the tourism village development strategy as an alternative to economic improvement.

### Conclusion

Based on data analysis about the potential of Bono waves for the development of surfing sports tourism in the Kampar river, Pelalawan Riau Regency, it is obtained that the conclusion is:

The phenomenon in the Kampar river which at any time can cause waves and the people of Teluk Meranti call it Bono waves, this potential is exploited by surfers to surf on the water which has seven layers of waves with a height of up to four meters. Surfing is one of the activities that can be developed into sports tourism in the Kampar River, Pelalawan Regency.

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