

Role of Maritime Public Policy on The Economic Development of Coastal Communities in Tanjungpinang City Area

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ABSTRACT

Public policy plays a significant role in the development of coastal communities, particularly in areas heavily reliant on maritime resources. This research examines the role of maritime public policy in improving the economic welfare of coastal communities in Tanjungpinang City, located in the Riau Islands, Indonesia. With a population of over 230,000, Tanjungpinang is an archipelago whose residents are largely dependent on fisheries, marine tourism, and trade. The study highlights the importance of Law No. 32 of 2014 on Maritime Affairs and how policies derived from it aim to harness the potential of marine resources to benefit local economies through the blue economy principles. However, despite the clear goals of these policies, challenges in implementation persist. This study utilizes a qualitative approach, combining document analysis, interviews with local stakeholders, and surveys from coastal communities. The research finds that while maritime policies have facilitated several empowerment programs, such as the distribution of fish seeds and awareness campaigns, there are gaps in the infrastructure and workforce development needed to sustain these initiatives. Additionally, local communities show varying levels of engagement with the policies, which affects the overall impact on economic development. The study concludes that while maritime public policies have a positive influence on the economic development of coastal communities in Tanjungpinang City, their full potential can only be realized through continued investments in infrastructure, human resources, and better alignment with the local culture. Effective implementation requires ongoing supervision and adaptation to ensure sustainable growth in the region's maritime sectors.

Keywords: Role, Maritime, Public Policy, Economic Development

INTRODUCTION

Maritime Public Policy refers to the set of regulations, strategies, and frameworks that govern the use, protection, and development of maritime spaces, resources, and industries. This policy encompasses a wide range of issues, including international shipping, naval security, fisheries management, environmental conservation, and the sustainable use of oceanic resources (Panayides, 2006; Roe, 2013). It plays a critical role in ensuring that maritime activities are conducted in a manner that promotes economic growth, environmental stewardship, and international cooperation. Maritime public policy is shaped by national interests, international treaties, conventions, and the broader global context, with an emphasis on maintaining the balance between economic growth, national security, and environmental preservation (Rochwulaningsih, 2019; Roe, 2020).

The formulation of maritime public policy is often complex due to the interconnected nature of the oceans and seas, which do not adhere to geopolitical borders. Policy decisions in this field must address both national and international concerns, particularly when it comes to issues such as maritime safety, pollution control, and territorial disputes (Mière, 2014; Yang et al., 2013). A key component of maritime public policy is ensuring the protection of marine biodiversity and ecosystems while promoting the efficient and safe movement of goods through international trade routes. Furthermore, the policy framework includes regulations for managing maritime resources, such as fisheries and offshore energy production, with the aim of ensuring their sustainability for future generations. Effective maritime public policy must be dynamic, adaptable to technological advancements, and collaborative, as maritime activities increasingly have a global impact (Arif & Kurniawan, 2018; Dacanay & Walters, 2016; Nicholas, 2016).

Public Policy can be interpreted as an intervention made by the government to control society. Local governments run in accordance with government regulations and work plans in order to harmonize and equalize development and welfare (Anderson, 1994; Sabatier & Mazmanian, 1980). Efforts are based on rational thinking to achieve an ideal situation in order to be fair so that it becomes the goal of a community itself. With the principle of justice, the treatment of policies can be felt equally for all people. Meanwhile, efficiency is a condition of obtaining results that are more than planned or budgeted. Policies are expected to create a sense of security, which means that whatever actions are taken, as long as they do not violate the provisions and disturb others, are protected by the policy itself (Mukasa, 2015; Sharif & Irani, 2017)

Tanjungpinang, the capital of Riau Islands Province, is an archipelago surrounded by ocean, with an area of 258.82 km², consisting of 58.3% land and 41.7% ocean. Geological conditions are hilly and sloping valleys to the edge of the sea. There are sea tribes who live along the coast (Tanjungpinang City Culture and Tourism Office, n.d.). In this case, the government has established a maritime policy, namely Law No. 32 of 2014, concerning Maritime Affairs, with the scope as in Article 13 paragraph 2, namely Marine Resources Management, Human Resources Development; Defense, Security, Law Enforcement, and Safety at Sea, Governance and Institutions; Welfare Improvement, Marine Economy, Marine Sphere Management and Marine Environmental Protection, and Maritime Culture.

Both the government and regional governments have the authority to develop the public sector for the economic welfare of coastal communities, as stipulated in Article 14, paragraph 1; the government, in accordance with its authority, conducts marine management aimed at the prosperity of its people through the utilization and exploitation of marine resources using the principles of the blue economy (Law Number 32 of 2014 concerning Maritime Affairs, 2014).

Tanjungpinang City, with a population of 234,840 people spread across four sub-districts and 18 villages, has an archipelago geographical form, so it has great potential in the maritime economic sector with coastal communities. This confirms that maritime public policy plays an important role in developing potential through community economic empowerment programs, infrastructure development, and improving access or other facilities that become obstacles in the economic development of coastal communities with the culture and habits of their people. The coastal communities of Tanjungpinang City are highly dependent on the Fisheries, Maritime Tourism, and Trade Sectors, which are interrelated in improving the economy of the coastal communities of Tanjungpinang City. This paper aims to see the extent of the role of maritime public policy in the coastal area of Tanjungpinang City in improving the community's economy, seeing its effectiveness, and identifying the obstacles that can be identified to face the challenges that exist.

Table 1 Population of Tanjungpinang City

No	Kecamatan	Total Population
1	Bukit Bestari	52.590
2	Tanjungpinang Timur	120.320
3	Tanjungpinang Kota	19.220
4	Tanjungpinang Barat	420710
Total		234.840

Source: Tanjungpinang City Statistics Agency, Year 2023

The problem formulation of this research focuses on three main questions regarding the role of maritime public policy in supporting the economic development of coastal communities. Firstly, it aims to examine the role of maritime public policy in contributing to the economic growth of coastal areas, specifically in Tanjungpinang City. Secondly, the study seeks to explore whether maritime public policy has any measurable impact on the economic development of these communities. Lastly, the research addresses the challenges and obstacles encountered in the implementation of such policies, investigating the factors that may hinder or delay their effectiveness. These questions are crucial in understanding the dynamics between governmental policies and local development, especially in coastal regions that rely heavily on maritime industries for their livelihood.

The research objectives, derived from the problem formulation, are designed to provide a comprehensive analysis of maritime public policy's role in supporting the economic development of coastal communities in Tanjungpinang City. The first objective is to analyze how public policies specifically tailored to the maritime sector can foster economic growth in these coastal areas. The second objective involves identifying the constraints and challenges faced by policymakers and local authorities in implementing these policies effectively. Finally, the research aims to identify and explain the impact of maritime public policy on the economic development of the coastal communities in Tanjungpinang, providing valuable insights into how such policies can be optimized for greater impact. Through this approach, the study intends to offer a nuanced understanding of the interplay between public policy and regional economic development.

METHODOLOGY

The methodology of this study aims to explore the role of maritime public policy in enhancing the economic welfare of coastal communities in Tanjungpinang City, Riau Islands. The research utilizes a qualitative approach (Creswell, 2014), combining both descriptive and analytical methods to assess the impacts of maritime policies on the local economy. Data collection will involve a combination of document analysis, interviews with key stakeholders including local government officials, community leaders, and business owners, as well as surveys conducted within the coastal communities themselves. This approach allows for a comprehensive understanding of the policy's effectiveness and the challenges it faces in implementation.

The study will also employ a case study methodology, focusing on Tanjungpinang City as a representative coastal area with significant maritime sector potential. This will provide insights into how specific policies, such as the Law No. 32 of 2014 concerning Maritime Affairs, have been applied locally. Additionally, the research will examine the community's perspective on these policies, including their level of understanding and acceptance, as well as the degree of empowerment they feel as a result of these initiatives. By involving local communities in the data collection process, the study will capture both the strengths and weaknesses of current maritime public policies.

The research objectives are to analyze the supporting and inhibiting factors of maritime policy implementation and its influence on the economic development of coastal communities. The methodology involves triangulating various sources of data to ensure the reliability and validity of the findings. Through interviews, surveys, and document reviews, the study will identify obstacles such as limited infrastructure, human resource capacity, and the community's adaptability to policy changes. These findings will provide actionable recommendations for improving the effectiveness of maritime public policies, particularly in empowering local communities and ensuring sustainable economic growth in Tanjungpinang City's coastal areas.

RESULTS AND DISCUSSION

1. Theoretical Foundations in Public Policy, Community Empowerment, and Economic Development in Tanjungpinang Coastal Areas

A public policy must be designed with clear objectives, targeting specific goals and groups. In Indonesia, public policies are mandated by law, as stated in Article 1, Paragraph (3) of the 1945 Constitution, which affirms that Indonesia is a rule of law state. According to Dye (1978), "Public policy is whatever governments choose to do or not to do. Governments do numerous things: they regulate conflicts within society, organize society to carry on conflicts with other societies, distribute a variety of symbolic and material services to members of society, and collect money from society, most often in the form of taxes." This definition highlights that public policies can be regulatory, organizational, distributive, or extractive, or a combination of all. Public policies thus encompass a broad spectrum of government activities that can affect society in multiple ways. Agustino (2004) further elaborates that "Policy is a direction of activity aimed at achieving specific goals." In this context, policy refers to a course of action designed to navigate various challenges and obstacles, while capitalizing on opportunities to achieve intended outcomes. This theory is particularly relevant for analyzing public policy in the maritime sector, specifically in Tanjungpinang City's coastal areas, with the goal of improving the economic welfare of local communities.

Empowerment is the process of providing resources, opportunities, knowledge, and skills to citizens, enabling them to increase their capacity to shape their future and participate actively in efforts that influence their communities. Empowerment, as Ife explains, is intrinsically linked to the concept of power and can be analyzed from multiple perspectives: pluralist, elitist, structural, and post-structural. These perspectives provide a comprehensive understanding of how power dynamics influence the empowerment process. This theory is particularly applicable to public policies in Tanjungpinang's coastal areas, where empowering the community is essential for addressing challenges and promoting economic welfare. The successful implementation of maritime public policies requires actions that equip local communities with the knowledge and tools to overcome challenges and foster sustainable development.

Economic development refers to the process of improving the economic well-being and quality of life for a population, primarily by increasing per capita income. In the context of Tanjungpinang City's coastal areas, economic development strategies must account for factors such as population growth and changes induced by policies aimed at enhancing the local economy. Economic development is a multi-dimensional process that involves the reorganization and integration of the entire economic and social system (Sakka & Ghadi, 2023; Todaro, 2002). This theory focuses on enhancing income and welfare through sustainable growth, particularly within coastal communities. The goal is to create an economic environment that allows for long-term prosperity and improved standards of living. Economic development aims to: "Increase the availability of goods and services, raise income levels, and encourage individuals to make responsible economic and social choices." Thus,

development should not be limited to income growth and the availability of goods and services, but also to how such growth can be leveraged to benefit the broader population, especially in the coastal areas of Tanjungpinang City.

2. Maritime Public Policy on the Economic Development of Coastal Communities in the Tanjungpinang City Area

The management of coastal areas and small islands has become a key focus of public policy, aimed at ensuring sustainable development and improving the welfare of coastal communities. According to Law No. 27 of 2007 on the Management of Coastal Areas and Small Islands (PWP3-K), the management process involves careful planning, utilization, supervision, and control of coastal resources. These processes are intended to harmonize efforts between various sectors, the government and regional governments, and the land and marine ecosystems, ultimately fostering improved community welfare. Article 4 of the law emphasizes the necessity of protecting coastal resources and promoting harmony between government levels and local communities. Furthermore, it highlights the importance of empowering communities to enhance their socio-economic well-being. This is particularly evident in Article 63, which mandates the government to facilitate effective community engagement in managing coastal areas, thus ensuring the sustainable use of resources and the preservation of local ecosystems.

Subsequent amendments to this policy are reflected in Law No. 1 of 2014, which amends Law No. 27 of 2007. This revision introduces changes such as the expansion of certain provisions and adjustments to the objects of regulation. Notably, Article 1 of Law No. 1/2014 updates the scope of coastal and small island management, further reinforcing the idea of improving the welfare of the people. In particular, Article 63 (2) stresses the government and local authorities' responsibility to support community businesses by offering capacity-building opportunities, technology and information access, financial support, infrastructure, and market opportunities. These changes highlight the evolving approach to coastal management, with a stronger emphasis on community involvement and economic empowerment.

Further advancing the scope of maritime policy, Law No. 32/2014 on Maritime Affairs underscores the importance of managing marine resources for the benefit of the people. Article 14 (1) calls for both the government and regional governments to engage in marine management activities aimed at maximizing public prosperity, utilizing marine resources through blue economy principles. The welfare of coastal communities in areas such as Tanjungpinang City is directly linked to these policies, which include community empowerment programs designed to enhance local livelihoods.

Additionally, Regulation of the Minister of Maritime Affairs and Fisheries No. 12 of 2024 provides a framework for community participation and empowerment in coastal and small island management. This regulation offers detailed guidelines on resource management, licensing, and the supervision of community activities related to coastal development. It stresses the government's obligation to facilitate community involvement in managing coastal areas, particularly in the development of the fisheries and marine tourism sectors. By providing access to these sectors, the government aims to ensure that communities in Tanjungpinang City are actively involved in and benefit from the sustainable use of marine resources.

3. Analysis of the Role of Maritime Public Policy on the Economic Development of Coastal Communities in Tanjungpinang City

Maritime public policy in Tanjungpinang City plays a vital role in improving the economic development of coastal communities. As part of the Tanjungpinang City Government's program, various empowerment initiatives are designed to help the local population enhance their economic welfare by addressing their needs and providing necessary

support. One key aspect of these initiatives is the empowerment programs that focus on raising awareness and providing assistance to coastal communities, enabling them to improve their livelihoods.

Table 2. Community Empowerment Program

No	Activity	Year	Target	Description
1	Socialization of the National Movement to Love the Sea	2024	Neighbourhood Forum	Se Kota Tanjungpinang
2	White Snapper Seeding Assistance from BBPL Batam	2023	Sub-district Marine Fish Farmers	Bukit Bestari, 2 Groups
3	White Snapper Seeding Assistance from BBPL Batam	2023	Sub-district Marine Fish Farmers	Tanjungpinang City, 5 Groups

Source: Author, 2024

For example, the government has implemented programs such as the "Socialization of the National Movement to Love the Sea," which aims to increase awareness among local communities about the importance of preserving marine resources. Additionally, the delivery of white snapper seeding assistance to sub-district marine fish farmers in Bukit Bestari and other areas further aids the development of local fisheries, offering support to several community groups in these regions. These activities demonstrate how maritime public policies can help local communities engage in sustainable practices that, in turn, improve their economic standing and quality of life.



Figure 1. Socialization of Love the Sea Month

Source: Author, 2024

Furthermore, the Tanjungpinang City Government's policies also open up new business opportunities for coastal communities. Notably, the issuance of Perwako Tanjungpinang No. 54 of 2023, which outlines the action plan for developing the Madong Village—Sei Nyirih Minawisata area, highlights how government policies can stimulate the growth of new sectors such as marine tourism. Such initiatives encourage entrepreneurship and create job opportunities that contribute to the overall economic development of the region. However, the implementation of maritime public policies in Tanjungpinang City faces several challenges. One of the key obstacles is infrastructure development. As a growing city, Tanjungpinang requires continued investments in infrastructure to support the successful implementation of policies aimed at improving the welfare of coastal communities. Additionally, the limited availability of skilled human resources remains a significant challenge. The effective management of marine resources and tourism, which are essential to the success of these

policies, relies on the expertise of the local workforce. Therefore, building a more competent workforce is crucial to sustaining these economic initiatives.



Figure 2. Delivery of White Snapper Fish Seeds in Bukit Bestari Sub-district
Source: Author, 2024

Lastly, although the Tanjungpinang City Government has undertaken various community empowerment programs, the effectiveness of these efforts depends on the implementation of appropriate strategies. While the provision of assistance and training is valuable, ensuring that these initiatives align with the local culture and are relevant to the community's specific needs is essential. Continued supervision and evaluation of the outcomes of these programs will help identify areas for improvement and ensure that the support provided continues to benefit the community in the long term. Thus, a strategic approach that considers the unique characteristics of each coastal area is necessary for the success and sustainability of the empowerment programs.

CONCLUSION

Implementation of maritime public policies in the coastal areas of Tanjungpinang City has the potential to significantly enhance the economic development and welfare of local communities. Public policy frameworks, such as the Law No. 27/2007 on Coastal Area and Small Island Management and subsequent revisions, have emphasized the importance of sustainable resource management, community engagement, and economic empowerment. These policies provide a strong foundation for improving the livelihoods of coastal residents by encouraging sustainable practices and empowering them through various programs and initiatives. The focus on community-based empowerment ensures that local communities are active participants in the development process, contributing to long-term economic prosperity.

Despite the positive impact of these policies, challenges remain in the effective implementation and long-term success of these initiatives. Infrastructure development is a crucial area that requires continued investment to ensure that the necessary support structures are in place to sustain and expand community empowerment programs. Additionally, the limited availability of skilled human resources poses a significant barrier to the efficient management of marine resources and the tourism sector, both of which are key to the economic development of coastal communities. Addressing these challenges through targeted investments in infrastructure and human capital development is essential for realizing the full potential of maritime public policies in Tanjungpinang City.

To ensure the sustainability and effectiveness of maritime public policies, it is critical that the government continues to evaluate and refine its strategies in alignment with the

specific needs of coastal communities. While initiatives such as the Socialization of the National Movement to Love the Sea and the delivery of white snapper seeding assistance have proven beneficial, the success of these programs relies on their alignment with local culture and the active involvement of the community. Ongoing supervision and adaptation to changing circumstances will be essential for maintaining momentum and ensuring that the economic benefits of these policies are widely distributed, thus securing a brighter future for the coastal residents of Tanjungpinang City.

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