

ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran Dinas Kebudayaan dan Pariwisata Kota Tanjungpinang dalam pengelolaan Wisata Budaya di Pulau Penyengat. Di samping itu juga untuk mengetahui kendala Dinas Kebudayaan dan Pariwisata dalam pengelolaan Wisata Budaya di Pulau Penyengat. Adapun teknik pengumpulan dengan wawancara, dokumentasi, dan observasi. Data yang diperoleh selanjutnya dianalisis dengan langkah-langkah reduksi data, penyajian data, dan penarikan kesimpulan. Dari penelitian yang dilakukan menunjukkan bahwa peran Dinas Kebudayaan dan Pariwisata sebagai motivator sudah dilakukan dengan mengadakan sosialisasi. Namun sosialisasi belum melibatkan pengusaha. Selanjutnya dalam indikator fasilitator, Dinas Kebudayaan dan Pariwisata telah menyediakan sarana dan prasarana. Namun karena anggaran yang dibutuhkan belum mencukupi, sehingga sarana dan prasarana belum tersedia sepenuhnya. Kemudian dalam aspek dinamisator, Dinas Kebudayaan dan Pariwisata telah melakukan sinergi dengan *stakeholder* yaitu Pelindo, PT. Angkasa Pura, Bintan Resort Cakrawala dan masyarakat. Namun pada kalangan masyarakat, media dan perguruan tinggi belum diikutsertakan. Selain itu, terdapat beberapa faktor yang menghambat Dinas Kebudayaan dan Pariwisata dalam pelaksanaan peran, diantaranya ketidaksiapan lingkungan, penyambutan tamu, dan ketertiban.

Kata Kunci: Peran, Pemerintah Daerah, Wisata Budaya

ABSTRACT

This study aims to determine the role of the Department of Culture and Tourism of Tanjungpinang City in the management of Cultural Tourism on Penyengat Island. In addition, it is also to find out the obstacles of the Department of Culture and Tourism in managing Cultural Tourism on Penyengat Island. As for the collection technique with interviews, documentation, and observation. The data obtained were then analyzed by steps of data reduction, data presentation, and drawing conclusions. From the research conducted, it shows that the role of the Department of Culture and Tourism as a motivator has been carried out by conducting socialization. However, the socialization has not involved entrepreneurs. Furthermore, in terms of facilitator indicators, the Department of Culture and Tourism has provided facilities and infrastructure. However, because the required budget is not sufficient, so that the facilities and infrastructure are not fully available. Then in the dynamic aspect, the Department of Culture and Tourism has synergized with stakeholders, namely Pelindo, PT. Angkasa Pura, Bintan Resort Cakrawala and the community. However, the community, the media and universities have not been included. In addition, there are several factors that hinder the Department of Culture and Tourism in carrying out its role, including environmental unpreparedness, welcoming guests, and orderliness.

Keywords: *Role, Local Government, Cultural Tourism*