

Development Constraints the Spirit of Tourism Business on Pulo Nasi Pulo Aceh

Rizka^{1*}, Anwar¹, Nasir¹, Abubakar¹, Septian Fatianda¹,
T. Makmur², Rahmatina¹, Syahry Ayyu¹

¹Universitas Serambi Mekkah, Aceh, Indonesia

²Universitas Syiah Kuala, Aceh, Indonesia

*Corresponding Author: rizka@serambimakkah.ac.id

Abstract. *Pulo Aceh is a sub-district in Aceh Besar which holds a lot of natural resources and local wisdom which have the potential to be developed as a tourism business. However, the problem is that the availability of this potential has not been utilized properly by the government and local communities. This research aims to discover various natural potentials and local wisdom as sources of tourism assets and the obstacles faced in tourism development. The research method used is qualitative with a descriptive analysis approach. Data sources were obtained from observations, interviews, and documentation. The research results show that Pulo Aceh has a natural landscape that has great potential to be developed as a marine tourism destination, with diverse fisheries sources. Likewise, with the agricultural, historical, and social-cultural sectors, the various obstacles that have been mentioned regarding all-natural resources have not been polished in the slightest by various parties, the health sector is a scourge and a problem if there is a tourist accident. Infrastructure is still very lacking and access to transportation is still limited. Apart from that, the capacity of the local community still does not understand the management and huge potential of the tourism business, as well as various other potentials that have not been touched by the polish and attention of various parties, the community still feels that they are people from remote areas who are not given enough attention and call themselves with orang pulo.*

Keywords: *tourism business, potential, orang pulo*

1. Introduction

Pulo Aceh is a sub-district in Aceh Besar Regency, Aceh Province, Indonesia. This district consists of several islands, of which Pulo *Breueh* and Pulo Nasi are the largest. The names Pulo *Breuh* and Pula Nasi have a reason, Nasi means that if you visit the island you just have to bring rice that can still be eaten, it won't be stale, but for *Breueh* you have to bring rice to cook, if you bring rice it will be stale because geographically the island is further from the center the city of Aceh first.

Geographically, Pulo Aceh is located off the west coast of Aceh, in the Strait of Malacca, making it a group of islands separate from the mainland of Sumatra Island. Pulo Aceh is famous for its natural beauty, especially its beaches which are still natural and have not been touched by many tourism activities. This region offers natural panoramas, especially the stunning sea, beautiful coral reefs, and rich underwater life, making it a potential destination for the development of marine tourism (Fikri et al., 2023).

Aceh Island has many natural resources, especially in the fisheries sector, such as octopus, cuttlefish, squid, grouper, red and white snapper, and *rambeu*. Traditional fishermen are a source of income for Mareka there, and coral reefs have not been utilized properly, despite their extraordinary natural beauty. Normally, Pulo Aceh is a remote area with limited transportation access. This problem causes tourist visits to this island to still

be considered very low (Bahri et al., 2021). To reach this island, visitors usually use a boat or ship from Banda Aceh. Currently, the Papuyu ferry is also available, with a limited schedule. Apart from that, Pulo Aceh's infrastructure is still in the development stage and access to clean water and other public facilities is still limited. This could happen because this area is not the central government's main focus for developing tourist destinations (Inuq et al., 2023).

The lives of the people in Pulo Aceh are generally still very traditional and their main sources of income are agriculture, fishing, and marine products (Halim, 2013). Pulo Aceh has not yet been fully developed as a tourist destination but has great potential to develop into a sustainable ecotourism destination in the future. Not only that, Pulo Aceh also has a lot of local wisdom which is manifested in the cultural and social activities of the people there. One example is the dance *Likok Pulo* which is an original dance originating from this island, as well as culinary delights such as *su, u*, which are already popular but have not yet been explored for development.

The problem that occurs is that the Pulo Aceh area is still a remote area that is still far behind and underdeveloped. The impact is on the level of community welfare which is still relatively weak due to economic limitations. This is a paradox because the Pulo Aceh region has a lot of potential natural resources and local wisdom which would be valuable if developed as a product or tourist destination. Island people are still unaware of these various potentials and still consider themselves to be underdeveloped communities, often calling themselves islanders (*orang pulo*).

Tourism development has enormous potential as a source for the economy of a region. Tourism Like an engine that pumps energy into various sectors, tourism can drive economic growth, create jobs, and improve people's quality of life (Judisseno, 2019). Let's see how the tourism sector is a catalyst for significant economic change. Apart from that, tourism also encourages the development of small and medium businesses. Local businesses, from artisans to small cafe owners, are getting a big boost from visitors looking for authentic products and experiences (Sugiarto et al., 2023). This not only strengthens the local economy but also makes the rich local culture and creativity visible to the outside world.

One way to develop tourism in Pulo Aceh is through education by instilling a spirit of business or entrepreneurship in students at schools in Pulo Aceh and paying attention to all related parties to seriously develop all existing potential. Therefore, economics learning must be adapted and designed with the entrepreneurial spirit that is currently developing (Rasyid & Dini, 2007). This concept is actually in line with the government's priority program which wants to create as many young entrepreneurs as possible (Singgih, 2020). The best example is what has been done by the governments of Bali and Lombok which have succeeded in educating their students to have an entrepreneurial spirit in the tourism sector (Lumanauw, 2022). They must realize that the potential they have is a blessing that needs to be touched, as well as the government must know and understand the conditions of each region and have a community-based development mechanism.

The situation that occurs in Pulo Aceh is the opposite. This area has a lot of natural resources that have the potential to be developed as a tourist destination. However, the facts on the ground show that there is still a lack of tourists attending and several tourist facilities and businesses are inadequate (Fikri et al., 2023). To overcome this problem, one way is to foster tourism business enthusiasm among the students there so that in the future they will have the knowledge and skills to develop the Pulo Aceh area as a tourist destination that will increase the economic prosperity of its people.

2. Method

This study uses qualitative research methods by taking a descriptive analysis approach. defines qualitative research methods as research that intends to understand phenomena about what is experienced by research subjects, for example, perpetrators, perceptions, motivations, actions, etc. thoroughly and in a descriptive way in the form of written words (Moleong, 2005).

The data collection process uses observation, interviews, documentation, and literature study methods (Manan, 2021). The observation stage was carried out by looking for initial information about the condition of Pulo Aceh, focusing only on Pulo Nasi. The interview stage was carried out by interviewing several key informants using in-depth interview techniques consisting of teachers, students, and the community (Sugiyono, 2013). The documentation and literature study stages are carried out by looking for documentation sources in the form of notes, archives, and relevant previous research.

The data processing techniques in this research were carried out using the processes of data collection, categorization and data reduction, data validation and verification, and interpreting the data (Miles, 2019). The data analysis technique in this research uses qualitative descriptive analysis techniques, which are processed inductively using an interactive analysis model, consisting of data reduction, data presentation, decision-making, and data verification as well as drawing conclusions. So that further analysis can be described in the research results.

3. Results and Discussions

General Overview Pulo Aceh dan Pulo Nasi

Pulo Aceh is an island-shaped sub-district, which is part of the Aceh Besar Regency, Aceh Province. In terms of geographic location, Pulo Aceh is in the west, north, and south, directly bordering the Indonesian Ocean, while to the east it borders the Malacca Strait. The area of Pulo Aceh District reaches 90.56 km² (9,056 Ha). The distance between Pulo Aceh and Banda Aceh is around 3 to 5 km with a travel duration of 1.5 to 2 hours (BPS, 2023). Pulo Aceh is an archipelagic area consisting of 2 large islands, namely Nasi Island and Breueh Island. Administratively, Pulo Aceh District consists of 17 villages/gampongs which are divided into 3 settlements, namely Mukim Pulo Nasi, Mukim Pulo Breueh Utara, and Mukim Pulo Breueh Selatan. The following is a list of village names in Pulo Aceh (BPS, 2023).

Pulo Nasi has an area of five villages, namely Desa Deudap, Pasi Janeng, Rabo, Lamteng, and Alue Riyeung. The natural contours of this island are dominated by a combination of hills, tropical forests, rice fields, beaches, and the sea. The waters of Pulo Aceh, including Pulo Breuh, are characterized by white sandy beaches, the sand consists of white sandstone and coral which have been eroded by seawater, so many animals live there (BPS, 2019). The length of the Pulo Aceh coastline is around 92.99 km. Nasi Island is located in the northeast of the island of Sumatra, in the middle between the western tip of the island of Sumatra and the island of Breueh. This island is located at coordinates 5°37'0"N, 95°7'0"E. Like other areas, this island beach is dominated by white sand and rough coral fragments, and this beach is also dominated by rocks with a steep beach texture.

The People's Life of Pulo Nasi

The majority of Pulo Nasi residents is native Acehnese. There are also several Javanese tribes, but they are only immigrants who married residents of Pulo Aceh. In

daily communication, the residents of Pulo Aceh use Acehnese and rarely use Indonesian, only when immigrants come there (Sidqi, 2019).



Figure 1. Overview of Pulo Nasi's map

Like most people who live on the island, Pulo Nasi residents generally make their living as fishermen gardeners, or farmers because they are surrounded by the ocean and hills. From an economic perspective, fishing and gardening are the main sources of income for the people of Pulo Nasi. It can be said that most people depend on the natural products of the mountains and sea for their livelihoods. When sea conditions make it impossible to go to sea, fishermen practically only rely on the harvest from their gardens.

Some Pulo Nasi residents open cages or rent out boats to transport various community needs. In Pulo Nasi several people work as civil servants, they serve as teachers, health centers, and several other government agencies (Mika, 2018). The sub-district administrative center is on Breuh Island, as is the Community Health Center to serve the public's health. The distance from Nasi Island to Breuh Island using a fishing boat takes approximately 45 minutes.

Pulo Aceh has several schools where children there learn and nurture their dreams. Several villages in Pulo Aceh Subdistrict, especially Pulau Nasi, have three elementary schools, one madrasah (MIN), one middle school, and one high school. The school teachers on Nasi Island are residents of Banda Aceh City and mainland residents of Aceh Besar Regency, usually going home after their assignments are finished stay two days.

Natural Resource Potential of Pulo Nasi

a. Beach and Sea (Nautical Tourism)

Pulo Nasi as an archipelagic region has a lot of natural resources that have the potential to be developed as a tourist destination. The greatest natural resource potential is in the marine tourism sector because it has coastlines and oceans which are very valuable for the tourism business ecosystem (Devy, 2019). The natural landscape and enchanting sea beauty offered by Pulo Nasi and other islands have become the capital for the community, including local students, to explore and make it a tourist destination.

If this matter is taken seriously, many Pulo Aceh tourist attractions have the potential to be transformed into favorite destinations for tourists, especially those who like healing activities on the beach and sea, including tourists who are looking for new sensations in the sport of surfing and snorkeling. Several beaches have a good charm to be developed as camping tourist locations. Here are some natural tourist attractions in Pulo Nasi.

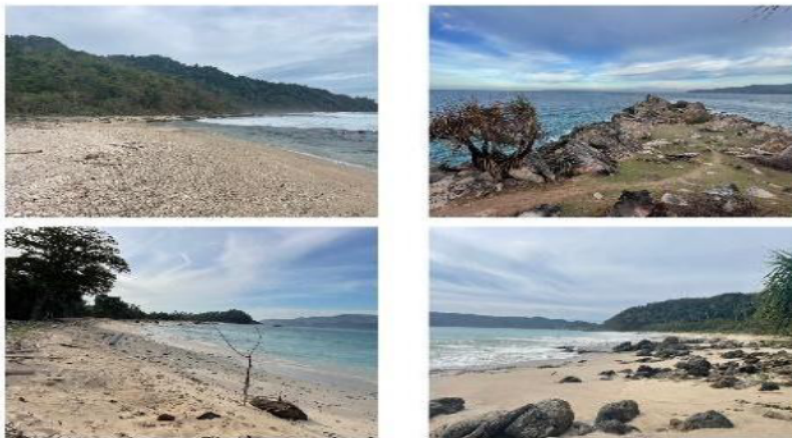


Figure 2. *Several potential beaches in Pulo Aceh*

Table 1. List of natural tourism and tourism potential in Pulo Nasi

No.	Tourist attraction	Tourism Potential
1	Pantai Nipah	Cafe, fishing spots, snorkeling, camping, surfing, homestay, swimming, and villa
2	Pantai Deudap	Cafe, fishing spots, docks
3	Pantai Ujong Eumpe	Cafe, snorkeling, fishing spots, camping, villa
4	Pantai Alue Reuyeung	Cafe, surfing, camping, swimming
5	Pantai Pasie Janeng	Cafe, fishing spots, docks
6	Pantai Mata Ie	Cafe, fishing spots, camping, villa, surfing, swimming, and sunset point
7	Pantai Pasie Raya	Cafe, fishing spots, camping, villa, surfing, sunset point, turtle captivity
8	Pantai Lhok Keutapang	Cafe, camping, surfing, villa, fishing spots
9	Pantai Kacha Kachu	Cafe, swimming, camping, and snorkeling
10	Pantai Ujong Batee Euncin	Cafe, camping, snorkeling, swimming, villa, and sunset point
11	Pulo Jroeh	Snorkeling
12	Pantai/Dermaga Lamteng	Cafe, snorkeling, swimming
13	Panorama Ayun Rayeuk	Trekking, camping, swimming
14	Pantai Rumoh Raya	Cafe, camping, swimming, snorkeling, sunset point
15	Pantai U Peut Bak	Swimming, villa
16	Pantai Lhok Reudep	Diving, snorkeling

The beaches in Pulo Nasi have beautiful white sand and clear seawater. Its unspoiled natural beauty makes this beach very suitable for tourists who want to relax or swim. Several beaches such as Lambaro Beach, Balu Beach, Ujong Batee Euncin Beach, Nipah Beach, and many others offer stunning underwater views and coral reefs with calm waters and are very suitable as snorkeling spots.

Several beaches, such as Mata Ie Beach and Rinon Beach, also have very enchanting natural views, with green hills around the beach. This place is suitable for tourists who like a quiet atmosphere and want to vacation away from the crowds. Activities that tourists can do as part of marine tourism in Pulo Nasi include diving and observing the beauty of the underwater world (snorkeling). Marine tourism offers various possibilities, such as the use of recreational facilities on the beach (eg. banana boats, etc.). Tourist activities can also be carried out on beaches or coastal areas, such as camping or building cafes on the seashore. However, the potential has not been explored and has not been utilized optimally, for example, the road as a means of transportation is not well

maintained, and there is a lot of animal waste and rubbish scattered along the road to the location. With the potential contained in the sea such as coral fish, octopus, crabs, and others, an event can be created to open the eyes of domestic and foreign tourists, what's more, the potential for local cultural values in Meunom, fishing is still very popular there, in fact, it is the livelihood of the people there.

b. *Agriculture and Plantation*

Not only does it have beach tourism potential, Pulo Nasi also has natural resources in the form of agricultural and plantation products. Several people depend on this sector for their livelihood. Pulo Aceh in general used to be an area with a lot of plantation products with main commodities such as star anise, pepper, and cloves, these two types of spices were cultivated by farmers but on a small scale. This plant has quite good economic value in local and national markets.

In the agricultural sector, rice is one of the staple crops cultivated by farmers in Pulo Aceh. Even though the production scale is relatively small, rice remains the main food source for local communities (Jaya, 2020). The problem that occurs in this sector is limited land because most of the area is beaches and forests, even during the dry season the rice fields become very dry due to a lack of water supply.

Lack of irrigation water in the dry season and limited fertilizer and superior seeds are obstacles to agricultural productivity in this region. The uncontrolled pig population is also one of the obstacles to the island of Aceh returning to its former glory as a producer of quality cloves. There are still clove trees remaining that are no longer cared for the community, there needs to be further study to deal with pig pests, and why the cloves that used to shine there are now no longer growing there. Relevant elements need attention to encourage the economy and tourist interest there.

c. *Fisheries and Sea Products*

Fisheries and marine products play a very important role in the economy of the people of Pulo Aceh. As an archipelagic area surrounded by sea, Pulo Aceh has enormous fisheries potential, both for capture fisheries and aquaculture. Marine areas that are rich in marine resources are relatively underexploited compared to other coastal areas in Aceh, so fish stocks in the waters are still quite good.



Figure 3. Various types of reef fish in Pulo Aceh

The majority of residents of Nasi Pulo Island, Aceh, depend on capture fisheries as their main source of livelihood. They catch various types of fish, such as grouper, red-eye fish, tuna, tuna, snapper, mackerel, *kurisi* fish, anchovies, skipjack tuna, mackerel, and many other types of fish (Rizka, 2016). Octopus, cuttlefish, and shrimp are also still

a main source of livelihood for fishermen there. Most fishermen in Pulo Aceh still use traditional fishing gear such as nets, fishing rods, shooting equipment, and traps. This method is still used due to limited access to modern technology and more sophisticated equipment.



Figure 4. Coral flakes from Pulo Aceh

Sea crab is also one of the marine products that is often found in the waters of Pulo Aceh. Furthermore, there are sea cucumbers found on the seabed around Pulo Aceh. Several beaches in Pulo Aceh have lots of small shells and coral fragments. This is another potential that can be developed as an economic opportunity.

The Potential of Local Wisdom in Pulo Aceh

Pulo Nasi and Pulo Aceh as an archipelagic region with the majority of people being native Acehnese have a variety of local wisdom and culture. In principle, every culture and local wisdom becomes an identity and pride in a region. This sector also has selling value when packaged as a tourism product (Anwar et al., 2018). Local wisdom is the values, culture, and traditions of local communities that can be integrated into various tourism products and services. Utilizing local wisdom as a source of tourism business can be an effective strategy for increasing tourism attractiveness in an area (Taufan, 2023).

The government pays little attention to the importance of preserving historical heritage sites and the lack of public awareness in preserving historical heritage, some historical heritage is neglected and damaged due to theft, breaking, and so on. This should be a source of cultural tourism objects and scientific studies about the glory of a region.

a. Panglima Laot

As an island area, the main local wisdom in Pulo Aceh is the existence of institutions Panglima Laot. This local institution has long been established in the coastal communities of Aceh and is still widely recognized by the community and government. The Panglima Laot Institution is a legacy of Indonesia's rich culture as a maritime country (Aswita et al., 2023). The Panglima Laot Institution with its Maritime Customary Law not only regulates fishermen's activities when fishing at sea but also plays a role in efforts to protect the marine environment and other social activities, including in terms of coastal area restoration (Halim, 2013).

The empowerment of Panglima Laot in certain areas cannot be equated with other areas that are busy and easy to reach, this is an obstacle in itself in developing remote islands, the position of Panglima Laot in regions like this island of Aceh must be strengthened so that they have an important role in managing sea customs and developing them into a tourist destination.

b. Tari Likok Pulo

In the cultural aspect, Pulo Aceh has quite a famous cultural heritage in the form of dance, namely the Likok Pulo dance. This dance is a traditional dance originating from the Pulo Aceh community. The Likok Pulo dance was introduced by Sheikh Ahmad Badrun, an Arab cleric who was stranded in Pulo Aceh. He noticed the local people's penchant for playing rapai, which involves moving back and forth while sitting. Sheikh Ahmad Badrun took advantage of this and created a dance called the Likok Dance, which later developed into the Likok Pulo Dance because it originates from Pulo Aceh (Fariani et al., 2017).

There are clear rules for practicing this dance. Likok Pulo dancers must be an even number, at least 12 people, and practice in straight lines like Saf in prayer (Anwar, 2020). This dance is usually performed on the sand at the beach, which provides a unique natural stage. The costume consists of a long-sleeved white t-shirt, white trousers, a shawl with a typical Acehnese pattern, a typical Acehnese skullcap, and a cloth belt. The popularity of this dance is increasingly fading, now it is usually only used at large events, maintaining this dance is known to be difficult due to several obstacles, the generation of dancers continues to change, the lack of visits from officials to this area, and the tourist attraction is low because there is no the seriousness of various parties in exploiting the extraordinary potential of this island for the tourism sector.

c. Pulo Aceh Culinary

Pulo Nasi is the same as other islands, Pulo Aceh is an area surrounded by the sea, so the people here have no shortage of fresh food taken from their sea products. With the abundance of marine resources such as fish, squid, octopus, crabs, and so on, this region is rich in seafood and culinary delights. However, unfortunately the availability of marine products is not accompanied by the development of the culinary business in Pulo Aceh.

Based on observations in Pulo Breueh and Pulo Nasi, no one has opened a food stall or rice stall. There is only a coffee shop that provides a menu of boiled/fried Indomie noodles. According to information from the local community, this is due to the low number of visitors coming to Pulo Aceh. So, if there are guests who want to travel here for food, they can get it by ordering it from the women who run a rice supply service.

The culinary delights in Pulo Aceh, including Pulo Nasi, don't have many variations, but the most unique food is *su'u* and *cumeulan*. *Su'u* is food made from processed fish that has been fermented so that the fish takes the form of a spice which can then be consumed. Meanwhile, *cumeulan* is a type of shellfish that sticks to coral, the shape and color are the same as shellfish in general.

Apart from that, other specialties that are favorites here are processed seafood which can be requested such as grilled fish, octopus satay, and crab curry. A popular menu that is often used and served when staying on this island is seafood made from octopus, squid, and shrimp. This indicates that the abundant natural resources there have not been utilized properly to boost tourism potential by various parties.

Historical Remains in Pulo Nasi

From information from the local community, the names Pulo Nasi and Pulo Breueh are taken from stories that developed in the Pulo Aceh community and refer to the type of food that immigrants must bring when they visit Pulo Aceh. The name Pulo Nasi itself is taken from the word *nasi*, that is, when people from mainland Sumatra want to come to this island, they only need to bring a packet of rice for lunch because the distance is

relatively close. Meanwhile, the name Pulo Breueh is taken from the Acehnese word *breueh* which means rice. This means that to visit this island it is not only enough to have a pack of rice for lunch, but you have to prepare provisions in the form of rice because the distance traveled will be longer so it will be safer to bring rice supplies (Kurniati, 2021).

The local wisdom in the form of historical remains in Pulo Aceh can be an added value for tourism development. The concept of historical tourism is the activity of traveling to or visiting places that have historical value and cultural heritage from the past. The aim of historical tourism is usually to study, appreciate, and understand the events or culture that occurred in that place (Anggraini, 2018).



Figure 5. Tomb site of Raja Kandang, Tuan Ujung Eumpe, Jarabo, and Glee Cut

From the research results, it was found that several historical sites in Pulo Aceh have potential and added value for developing tourism in Pulo Aceh. In Pulo Nasi there are the tomb sites of Raja Kandang, Tuan Ujung Eumpe's tomb, Jarabo's tomb, and Glee Cut's tomb. However, a historical narrative related to this site has not been found so further research is needed on this (Putra & Syuhada, 2021).

The government as the power holder needs to move quickly by utilizing historical heritage custodians to make various concrete efforts to mobilize the potential of culture-based tourism. This does not seem to be serious enough so that the values of historical heritage are increasingly lost, tourists who visit Nasi Island are made to observe these various remains.

Pulo Aceh holds a lot of potential natural resources and local wisdom that have not been explored and published to the outside world. The beauty of this island has only been enjoyed by a handful of people, this is not without reason because there are still many people who don't know about the existence of this island. Another problem that occurs is that infrastructure development is still very lacking and transportation access to and from Pulo Aceh is still limited.

This issue is homework that must be completed by the government as the party most responsible for ensuring the welfare of people living in remote areas like Pulo Aceh. One solution to accelerate the economic growth of the people of Pulo Aceh is through the tourism sector. The wealth of natural resources and unique local wisdom can be valuable capital for the development of Pulo Aceh.

The paradigm for developing and advancing the region must be instilled at all levels of society. For long-term goals, this tourism business spirit must be taught and trained to school students, especially middle and high school students in Pulo Aceh. Instilling a spirit of enterprise in students has many important benefits in developing their character

and skills. One way is that students can learn how to generate their income. This helps them become more financially independent in the future.

The Road to Making Pulo Aceh Tourism a World-Class Destination

Making Pulo Aceh generally a world-class destination requires a comprehensive and holistic strategy. This task is work that must be carried out in an integrated manner by the government and society, including teachers and students. Several directions can be taken to develop Pulo Aceh tourism. The first thing that needs to be considered is infrastructure development because an area that wants to become a tourist destination must have adequate basic facilities such as roads, transportation, accommodation, places of worship, and network connectivity (Safri, 2020).

Furthermore, it is necessary to improve the quality of human resources, in this case, the people of Pulo Aceh, they must be empowered to increase their capacity by providing training in the fields of hospitality, foreign languages, tourism management, and professional tour guides (Yoeti, 2008). After that, Pulo Aceh needs to develop various products and tourist attractions. The existence of the beach can be developed into a marine tourism product with surfing, snorkeling, camping, and relaxing experiences for tourists. The existence of the Likok Pulo dance can also be used to hold large events such as the Likok Pulo Festival. If this activity is successfully carried out, it is estimated that Pulo Aceh tourism will be able to compete with Sabang.

Another strategy that must be carried out is to carry out marketing and promotions using digital marketing. build strong marketing campaigns on social media platforms, tourism websites, and international booking platforms such as Booking.com, TripAdvisor, and others. Using influencers or travel bloggers to promote the beauty of Pulo Aceh can also be an effective strategy. After that, Pulo Aceh needs to create a unique and memorable Pulo Aceh tourism brand, highlighting the natural beauty, cultural diversity, and friendliness of the people.

Economic empowerment also needs to be carried out by involving local communities in the management and profits from the tourism industry through micro, small, and medium enterprises (MSMEs) such as souvenirs, local culinary delights, and ecotourism businesses. The final process is to ensure that Pulo Aceh tourism has the status of being safe and comfortable to visit so that tourists do not hesitate to come on holiday on this island (Yoeti, 1983).

4. Conclusions

Pulo Aceh is an archipelagic region in Aceh Besar which has a lot of potential natural resources and valuable local wisdom for developing tourism businesses. However, the fact is that this island is not widely known so tourism activities have not been utilized optimally. Even people with various limitations feel that they are the weakest and most isolated group in the middle of the ocean, so they call themselves *ureung pulo*.

Apart from the various obstacles that have been mentioned above, currently, the most difficult thing is health services. The sub-district health center is part of the Aceh Island Health Center on Breuh Island, so if there are things related to health, residents of Nasi Island need to first contact the Ambulance boat there, so it takes an hour to get to the island, then it took them 2 hours to take them by sea to Banda Aceh. This is a heavy calculation for tourists visiting there.

Another obstacle is that infrastructure development is still very lacking and transportation access to and from Pulo Aceh is still limited. Apart from that, the capacity

of local communities still does not understand the management and huge potential of the tourism business, as well as various extraordinary potentials that have not been touched by the polish and attention of various parties.

One way to make Pulo Aceh a developed tourist area in the future is by instilling tourism business values in students. They need to be encouraged to have the enthusiasm to be able to utilize the all-natural potential and local wisdom as material for tourism development. From the results of this research, it can be concluded that there are 7 strategies to encourage students to have a tourism business enthusiasm, namely linking lesson material to real life, use of technology, project-based learning, creative activities, social involvement, appreciation, material flexibility, and connections with future careers. If this strategy is seriously implemented then in the future Pulo Aceh has the potential to become a world-class destination rivaling Sabang, Bali, or Lombok.

5. References

- Anggraini, R. (2018). Manajemen strategi pengembangan objek wisata sejarah benteng Tuanku Tambusai. Dinas Pariwisata dan Kebudayaan Kabupaten Rokan Hulu. *Jom Fisip*, 5(1401110339), 1–15.
- Anwar, H. (2020). Formula dan tema syair pengiring Tari Aceh Likok Pulo. *Tamumatra: Jurnal Seni Pertunjukkan*, 2(2), 83–89. <https://doi.org/10.29408/tmmt.v2i2.2297>
- Anwar, M. A., Syahrani, G., Maulana, A. Z., Putryanda, Y., & Wajidi. (2018). Local wisdom-based tourism development strategy in South Kalimantan. *Jurnal Kebijakan Pembangunan*, 13(2), 188.
- Aswita, D., Apriana, E., & Azzarkasyi, M. (2023). The potential role of Panglima Laôt for sustainable marine ecotourism development based on Islamic. *Jurnal Islam Futura*, 23(2), 218–234.
- Bahri, I., Pangastuti, Y., & Ibrahim, M. I. T. (2021). Kebutuhan infrastruktur pendukung pengembangan wilayah Pulo Aceh Kabupaten Aceh Besar. *Semdi Unaya*, 4(1), 287–303.
- BPS. (2019). *Kecamatan Pulo Aceh dalam angka*. Badan Pusat Statistik Kabupaten Aceh Besar.
- BPS. (2023). *Kecamatan Pulo Aceh dalam angka*. Badan Pusat Statistik Kabupaten Aceh Besar.
- Devy, S. (2019). Peran Panglima Laot dalam penyelesaian tindak pidana illegal fishing di perairan Pulo Aceh. *Jurnal Legitimasi*, 8(1), 103–119.
- Fariani, Suryo, A., & Hermaliza, E. (2017). Tari Likok Pulo di Aceh Besar. Kementerian Pendidikan dan Kebudayaan Direktorat Jenderal Kebudayaan Balai Pelestarian Nilai Budaya Aceh.
- Fikri, M., Munibah, K., & Yulianda, F. (2023). Pengembangan wisata bahari di wilayah pesisir Kecamatan Pulo Aceh, Kabupaten Aceh Besar. *Journal of Regional and Rural Development Planning*, 7(1), 91–106.
- Halim, A. (2013). Keberadaan hutan pantai dan mangrove di Pulo Aceh dan fungsi kearifan lokal. Issue 5.

- Inuq, R. P., Putu, D., Sintya, I., & Putu, I. (2023). Daya tarik wisata bagi wisatawan melalui pelayanan sky tour and travel di Bali. 6, 27–36.
- Jaya, R. (2020). Rancangan strategi dukungan inovasi pertanian di wilayah perbatasan Kabupaten Aceh Besar berbasis integrasi Ahp-Swot. *Jurnal Pengkajian Dan Pengembangan Teknologi Pertanian*, 23(3).
- Judisseno, J. K. (2019). *Branding destinasi dan promosi wisata*. Gramedia Pustaka Utama.
- Kurniati, H. (2021). Sejarah Pulau Nasi di Aceh: bermula cerita bekal nasi bungkus. Kompas.com. <https://regional.kompas.com/read/2021/03/28/080000878/sejarah-pulau-nasi-di-aceh-bermula-cerita-bekal-nasi-bungkus?page=all>
- Lumanauw, N. (2022). Pelatihan pengemasan paket wisata dengan memanfaatkan potensi wisata di Desa Bongan, Tabanan, Bali. 1(1), 10–16.
- Manan, A. (2021). *Metode penelitian etnografi*. AcehPo Publishing.
- Mika, Z. (2018). Persepsi masyarakat Pulo Breueh Kecamatan Pulo Aceh terhadap pendidikan. *Jurnal Ilmiah Mahasiswa FISIP Unsyiah*, 3(1).
- Miles, M. B., Huberman, M., & Saldana, J. (2019). *Qualitative data analysis-international student edition: a methods sourcebook* (4th ed.). Sage Publishing.
- Moleong, L. J. (2005). *Metodologi penelitian kualitatif*. PT. Remaja Rosdakarya.
- Putra, S., & Syuhada, K. (2021). Menjenguk sang raja di Pulo Nasi. *Mapesa*. <https://www.mapesaaceh.com/2021/04/menjenguk-sang-raja-di-pulo-nasi.html>
- Rasyid, H., & Dini, A. U. (2007). Membangun generasi melalui pendidikan sebagai investasi masa depan. *Jurnal Pendidikan Anak*, 4(1), 565–581.
- Rizka, S. H. (2016). *Spesies ikan karang di zona sublitoral perairan Rinon Pulo Breuh Aceh Besar*. Prosiding Seminar Nasional Biotik.
- Safri, M. (2020). Pengembangan wisata alam dengan pendekatan biaya perjalanan. Vol. 4, pp. 1–15.
- Sidqi, R. J. (2019). Pemerataan sosial dalam pengentasan kemiskinan masyarakat di Gampong Paloh Kecamatan Pulo Aceh. *Jurnal Ilmiah Mahasiswa FISIP Unsyiah*, 3(4).
- Singgih, J. A. (2020). Peran pengusaha muda dalam mendorong perekonomian Indonesia guna meningkatkan pembangunan nasional. *Jurnal Lembaga Ketahanan Nasional Republik Indonesia. PERAN*, 8(3).
- Sugiarto, E., Tinggi, S., Ambarrukmo, P., Wiweka, K., & Polytechnic, S. (2022). *Pengantar Ilmu Pariwisata* (Issue September 2022).
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif dan riset & development*. Alfabeta.
- Taufan, A. (2023). *Kearifan lokal Indonesia*. Widina Media Utama.
- Yoeti, O. (1983). *Pengantar ilmu pariwisata*. Angkasa.
- Yoeti, O. (2008). *Perencanaan dan pengembangan pariwisata*. Pradnya Paramita.