

Review Of The Maritime Tourism Development Model In The Anambas Islands Through A Digital Approach

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Abstract: This research aims to build an understanding of the currently developing academic literature on marine tourism in the Anambas Islands as one of the potential areas. Maritime tourism can be developed from a digital and institutional development policy perspective, considering that the impact of tourism through maritime tourism is so broad/multiplier effect, including trade connectivity and communication between nations, so that it becomes one way to maintain maritime affairs. This study used a qualitative method. Data sources are obtained from primary and secondary data. Data collection techniques involved observation, interviews, documentation, FGD, and triangulation, while N-Vivo12 Plus assisted data analysis techniques. The research results showed that the Anambas Regency Government has not fully implemented digital-based development. There have been no regulations governing the development of digital-based marine tourism, both in strategic plans and SOPs in regulations that do not specifically address development. Second, digital media in developing marine tourism is not optimal; there is a lack of social media platforms to raise and attract public attention. The branding carried out is only limited to providing information about tourist attractions, displaying attractive photos, and at least creating marketing campaigns such as events held on the Anambas Islands, and minimally discussing access to the Anambas Islands so that tourists feel that the distance is far away and are reluctant to visit them. Overall, digital-based development is limited to uploading on social media, even though the understanding of digital-based development is broader and far from just sharing on social media. The government should have the ability to innovate and adapt in the face of various changes, such as preparing development plans based on various information on transportation access telecommunications, which can provide complete information to potential visitors so that they can have a variety of experiences.

Keywords: *Development; marine tourism; digital approach*

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INTRODUCTION

Marine tourism is a tourism phenomenon that is developing on a global scale (Judiasih et al., 2019; Spinelli & Benevolo, 2022). The importance of marine tourism has been mutually agreed upon, as well as its role as the main driver of development (Spinelli & Benevolo, 2022) because tourism activities include tourist movements that are closely related to the ocean or tourism that

is centered on the sea so that marine tourism is understood to include functional tourism/recreation activities with an emphasis on the maritime aspect which dominates (Robert & Brown, 2004; Hastuti & Sopingi, 2022; Jayabaya et al., 2023). (Junyuan et al., 2019; Perwirawati et al., 2019), Marine tourism is all forms of tourism activities that are supported by various facilities and services available in marine tourism objects. According to (Nur Nobi & Majumder, 2019; and Buhalis & Law, 2018), Marine tourism is any form of travel activity with various objectives of visiting tourist attractions related to the sea, coastal areas, and small islands.

Maritime and tourism have an important role in contributing to the development of countries and regions, making the sea a sustainable development agenda (Sustainable, using information, communication, and technology (ICT) to protect maritime and oceans (Rogerson, 2020; Marušić et al., 2020). The basic concept of digital tourism in Indonesia is basically new and still requires attention from several fields of study and digital tourism practitioners. Digital Tourism is an integration between the development of ICT (Information and Communication Technology) and the tourism industry (Dimitrovski et al., 2021). Meanwhile, according to (Yuningsih et al., 2019), Digital tourism is the use of information and communication technology to increase competitiveness in the tourism sector, (Hastuti et al., 2022; Laksana, et al, 2022) provides various tourism services to customers and makes tourism marketing easier to access.

One of the Indonesian regions that has marine tourism potential is the Anambas Islands. The Anambas Islands have an area dominated by water/sea, with an area of 6,029.77 km² or around 98.65% of the sea area, while the land area is 634.37 km², around 1.35%. With a total of 255 islands, 26 of them are inhabited, and 5 of them are the outermost or border islands. Malang Biru Island and Damar Island have underwater natural beauty and are sought after by foreign tourists, so they have high selling power. Under the clear sea of Anambas, marine life can be seen even from above sea level. Malang Biru Island, Damar Island, and Durai Island have underwater natural beauty and are sanctuaries for turtles. Based on data from the Anambas Tourism and Culture Office, in 2022, there will be 40 marine tourist attractions, and based on the latest data from the Anambas Tourism and Culture Office, in 2022, the number of domestic tourists was 5,161 tourists and 253 foreign tourists.

This condition encourages the Anambas Islands to continue developing their marine tourism industry. This research aims to build an understanding of the currently developing academic literature on marine tourism from a policy and institutional perspective. Various scientific disciplines have an interest in tourism. Tourism penetrates every aspect of life, both directly and indirectly. The same also applies to marine tourism research, where economic, managerial, geographical, sociological, anthropological, historical, and policy approaches combine. From various scientific perspectives, my analysis focuses on the Digital-Based Maritime Tourism Implementation and Development Policy.

This research is important to carry out considering that the development of marine tourism is in line with the direction and policy of realizing Indonesia as the world maritime axis, which has been legally agreed upon at the IORA Summit (Organization of Indian Ocean Coastal Countries) which produced the IORA Concord document which aims to strengthen Indonesia as the World Maritime Axis. In the IORA Concord document, there are Five Pillars of the Maritime Axis. One of the maritime axes is Connectivity and Infrastructure, which can be realized through Tourism, namely marine tourism. Connectivity and Infrastructure can be realized through Marine Tourism. (Cavalheiro et al., 2020) Maritime tourism is an important point in maintaining maritime sovereignty, one of which is through tourist attractions as an atmosphere for the arrival of foreign tourists. The strategic step to achieve this goal is through digital-based policies.

Marine tourism is an area of study that has not received much attention, as evidenced by the limited number of literature studies in the Scopus journal specifically focusing on marine tourism (Amin et al., 2020; Amiruddin, 2017). Furthermore, there is no universally accepted definition of marine tourism at the global or European level. A same phenomenon also occurs at a national level, specifically in Indonesia. There is a scarcity of research on digital-based tourism, particularly within the past 5 years. Most studies have concentrated on marine tourism with local knowledge or a community-based and maritime approach. Only a small number of studies have explored digital optimisation with a focus on economic and managerial aspects. Research on digital-based policies remains limited.

Despite the limited scope of research on digital-based marine tourism, this study is intriguing to investigate. There are other underlying factors that contribute to the significance of this research. The relationship between variables and indicators is crucial in this research, as they serve as tools. Tourism is implemented as a measure to enhance maritime affairs. The dominance of maritime topics is evident in the findings of VosViewer analysis (Figure 2) using Scopus data. The analysis focused on papers from 2021 to 2023 that had the terms "Implementation Policy," "Marine," and "Tourism." Out of the 1,523 documents acquired, these three keywords were shown to be the most prevalent. Sustainable development The note emphasizes the importance of maintaining control over maritime affairs as a means of achieving sustainable development, with the assistance of technology and information and communication technology (ICT). The note also addresses many indicators related to sustainable development, such as marine tourism, marine policy environment, human impact, biodiversity, and others. This relationship demonstrates the connection between maritime sovereignty, marine tourism, and marine policy, which is facilitated by the use of information and communication technology (ICT) to simplify marine tourism policy.

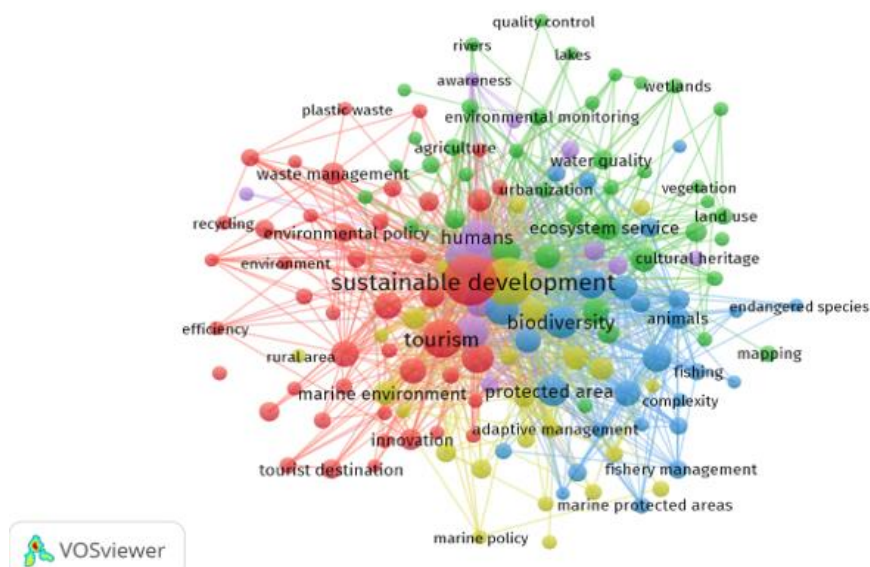


Figure 1. Connectedness of Research Studies
 Source: Processed by Researchers (Vosviewer)

Furthermore, maritime tourism encompasses more than just recreation and attracting foreign tourists. It encompasses connectivity, taking into account the advantageous position of the Anambas Islands along the New Regional development route. This means that the islands can serve as international shipping routes for Cruise Corridors originating from Singapore, Manila, and Hong Kong. Anambas has the potential to serve as a destination for leisure and other activities, fostering connections between multiple nations. According to Riccardo Spinelli's study, projections of future trends in marine tourism are encouragingly positive. The global cruise ship industry is projected to experience a compound annual growth rate (CAGR) of 5.2% from 2021 to 2028, according to Grand View Research (2021). The Chinese market, in particular, is likely to witness remarkable development rates of 20-25%, as reported by CCYIA (2017). The global market for motor yacht and sailboat rentals for recreational and tourism purposes is projected to reach \$13.28 billion in 2021 and is anticipated to grow at a compound annual growth rate (CAGR) of 5.4% from 2021 to 2031, according to FMI (2021). The rise of yacht sharing and the convenient access to boats for charter, facilitated by online booking platforms, will greatly support the growth of the tourist and marine tourism industry (Grand View Research, 2021; Yachtsys, 2020).

The Anambas Islands, a treasure trove of maritime potential in Indonesia, beckon for a novel approach that leverages the power of digital technologies. While existing strategies focus on tourism development (reference studies if relevant), this research delves into the novelty of exploring how digital-based policies can be implemented to strengthen the Anambas Islands'

maritime presence across all sectors. This encompasses not just tourism but the entire spectrum of maritime activities, fostering a more robust and secure maritime environment. By promoting maritime tourism and potentially other maritime industries through innovative digital strategies, the research aspires to stimulate economic growth and development within the Anambas region.

RESEARCH METHOD

This research method is qualitative research with a phenomenological approach. The qualitative method is a scientific research approach whose process starts with a problem that needs to be resolved (Darmalaksana, 2020; Panorama & Muhajirin, 2017; Rahardjo, 2017) by policymakers and implementers. The object of this research will be carried out in the Anambas Islands. The geographical conditions, along with all the advantages of Anambas's natural resources, will make this research interesting. Data collection was obtained through interviews, observation, and documentation. Direct meetings and focus group discussions with the Anambas Tourism Office and interviews were conducted. Observations are carried out by direct observation at the research location, making observations based on the facts in the field. Documentation is carried out by collecting supporting evidence that can be used in research.

This research uses two types of data sources, namely primary data and secondary data. Primary data was obtained through interviews, observation, and documentation. In conducting interviews, informants were selected only from actors who were considered to have quality information and in accordance with research needs. The informants in this research were the Anambas Islands Tourism Service, which consisted of the head of the Anambas Tourism Service (Mr. Effi Sjahiri), the Head of Tourism Marketing (Mrs. Ramadiana), the Head of Tourism Industry destination development (Mrs. Nurfratna Sari), the Head of Culture (Dewi Nolly), several communities and tourism businesses. The secondary data used comes from reports from organizing institutions, regulations, results of previous research, books, relevant journals used, mass media information, and official websites that can be accounted for.

The data analysis technique in this research is the triangulation technique, which is the first data reduction technique. At this stage, the selection/categorization of information that can be used as data information in this paper will be carried out, as well as the selection of relevant research results, the selection of research results documentation from social media, and observation results. Second, the data display/presentation, selected data, and relevant election results are then arranged in detail and systematically. At this stage, to make it easier and to get an in-depth analysis, the relevant data reduction results will also be assisted by existing software, namely N. -Capture on N-Vivo 12 Plus. The Nvivo 12 Plus software imports data from interviews and related articles or research, then reads it to get sentences to analyze. Next, the coding process will be carried out by grouping the data into categories according to the themes created (Jones, 2014).

RESULTS AND DISCUSSION

Based on theory and research, several steps have been taken in developing digital-based marine tourism. Technology-based digitalization is the most reasonable effort in the current millennial era. Developing marine tourism through a simple digital approach can be done in two ways: by strengthening and implementing regulations towards digitalization and maximizing technology. The Anambas Islands, as one of the areas focused on marine tourism, should strengthen policies/regulations that lead to digitalization and maximize the development of information technology and communications. Maximizing the use of technology as a digital approach can be done in several ways, as stated (Hofman & Hughes, 2022). The policy for developing digital-based marine tourism is seen from three aspects: first, preparing a prototype for e-tourism development for the Anambas Islands, and second, developing the attractiveness of marine tourism objects through digital promotion or marine tourism marketing.

Strengthening digital-based regulations/policies

The development of marine tourism is an activity that is continuously carried out to raise its potential. (Sama et al., 2019; Hayat, 2018) stated that tourism is always dynamic. There is always renewal and adaptation to the situation and conditions faced. according (Fanaqi et al.,

2022) The government as a decision maker must create development, promotion and strategy regulations that provide a framework for individual and collective decision making. This is supported by (Ramdhani, 2017) so this will influence tourism development in the long term. The government is required to be responsive and always work hard to see opportunities and make the most of them. The government, according (Abdal,2018) as the policyholder must be prepared a special regulation for supports the development of marine tourism. Actually, The government Anambas Isand, as the policyholder, has not yet prepared a special regulation/policy that supports the development of marine tourism. Based on observations, the Anambas Islands marine tourism development policy was standardized in the tourism RENSTRA, which the tourism office prepared as the government administrator in the tourism sector. Furthermore, through the RENSTRA, develop maritime tourism and put it into the form of a Tourist Object Development Master Plan (RIPOW). Based on RIPOW, a vision for the Anambas Islands was found that leads to marine tourism. This vision is "Realizing the Anambas Islands Regency as a Leading Marine Tourism Destination in the Riau Islands Province." This vision has led to the government's seriousness in realizing marine tourism. However, the practice and implementation of this vision are not yet in line with the governing regulations.

Based on research results, digital utilization is not fully understood and included in regulations or strategic plans, so there is no digital utilization by the Anambas Regency government. The bureaucratic system in developing marine tourism still appears to be minimal, as evidenced by policies/regulations that have not been fully implemented optimally. Even though the general vision is directed towards superior marine tourism objectives, the concrete steps regulated based on policies or regulations have not been optimal, so entrepreneurship has not been realized at all in the government system. In fact, if the digitalization approach is utilized, the entrepreneurial system will gradually become a reality. It can also be seen that, based on the research results, a competitive spirit is still lacking in government bureaucracy, proven by the weakness of the regulations governing Anambas Islands tourism included in the National Tourism Destination (DPN) development plan through the 2010-2025 National Tourism Development Master Plan (RIPPARNAS), which is directed at tourism development.

The National Tourism Development Master Plan makes it difficult to achieve policy program targets because the regulations do not provide standard operating procedures for tourism development itself, so it is concluded that the SOPs in the regulations are one of the influential obstacles. Plus, no digital approach was found in the master plan or strategic plan.

Maximizing Technology and Communication

The following are several steps that can be taken in developing digital-based marine tourism, which can be carried out by maximizing Information and Communication Technology, which the Anambas district government can carry out. The following are steps that can be taken to develop marine tourism using digital.

Developing a Tourism Development Prototype (Anambas Archipelago E-Tourism)

A digital approach to maritime tourism is the use of communication technology to increase competitiveness in the tourism sector (Dwi & Subekti, 2017). One way to increase competitiveness through digital is by preparing a prototype with the AIDDA concept, conveyed through the (Asiz, 2020) study (Attention, Interest, Desire, Action), which has an influence on tourism development to attract the interest of the wider community, used as a communication strategy to build attention. The same thing was also conveyed (Sufaidah, 2019): a digital approach could carry out tourism potential mapping (Digital Map) in terms of value, characteristics, infrastructure, and ability to support the economy.

The application of the AIDDA model carried out by (Asiz, 2020) in his research shows that the strategy used by the Balikpapan city youth, sports, culture, and tourism department is seen from the communication strategy in the AIDDA Model, namely building attention. With this strategy, the number of tourists in the city of Balikpapan increases every year (Action). Thus, the AIDDA model can be used as a prototype for tourism development as an answer to the decline in the tourism sector in the real sector. So, the same thing should also be implemented by the Anambas Island Tourism Department.

The preparation of the prototype has not been carried out by the Anambas government, especially the Tourism Department, which is the developer of marine tourism in the Anambas Islands. Based on the research results, the communication strategy developed to get consumers' attention has not been implemented optimally because no prototype/mapping of Nahari tourism potential has been carried out. There is no application of the AIDDA concept in digital utilization due to the lack of supporting facilities that can introduce Anambas, proven by the results of interviews with the tourism office regarding the fulfillment of information facilities in the context of developing marine tourism and the tourism community still needs other supporting facilities to be able to introduce Anambas. Based on this statement, it can be understood that Anambas Regency does not yet have a system that can be directly connected to tourist destinations. In this way, users or tourists get information by utilizing communication according to their needs and requirements.

These results then take us to the level of digital-based development of marine tourism digitalization using the AIDDA development model. Talking about awareness cannot be separated from attitude theory, which contains cognitive elements. The mental component consists of consumer/society beliefs about an object. Potential tourists tend to study things that interest them. Therefore, the task of a government can begin by fostering the mindset that it is important to understand cultures that humans have not touched. It is necessary to raise the attention of the outside community about the beauty and potential of the Anambas Islands.

Based on research results, the government has not optimally increased public attention to tourism in the Anambas Islands. Based on research results, the government's efforts to build public awareness are by forming the Tourism Aware Community Group (POKDARWIS). The aim of forming this group is to help the government disseminate information about marine tourism in the Anambas Islands. Independent groups that have received guidance related to tourism can independently manage Tourism Villages, from facilities and infrastructure to places for buying and selling culinary delights.

So it can be concluded that the lack of supporting facilities that can connect the community with destinations and the lack of contribution from the community and the younger generation in advancing marine tourism in the Anambas Islands, plus the lack of travel agents as partners in developing marketing are some of the reasons for the lack of interest from the outside community. Based on observations, several islands can be used as objects of attraction to increase public interest, including namely the areas of Penjalin Island, Keolong Island, Tokong Belayar Island, Durai Island, Piacuk Island, Semut Island, Rangsag Strait, Idola Island, Mangkai Island, Damar Island.

Second, attention (interest) and the efforts of stakeholders (marketers) will reach an interesting stage if the awareness that has been embedded can grow and develop over time. Based on the results of the government's research, it is not yet optimal to carry out an approach strategy that can attract the public's interest in visiting Anambas Islands. The purpose of the need for attention is that the government forms the trust of tourists who do not have certain insight into tourist objects. One of the concepts that should serve as a marketing guide in developing digital tourism is the intensity of marketing. The more often the government approaches potential tourists, in other words, if the community as potential tourists is constantly exposed to digital tourism campaigns, the stronger your interest will be to visit these tourist destinations. Based on the results of research, digital campaigns conducted by the government are still minimal. Based on the results of the interviews, no official travel agent has been recruited by the government to help inform and offer tourist destinations in the Anambas Islands. Social media that is used is only Instagram with an account (*wisata Anambas*). The government does not have an official website containing tourist content on the Anambas Islands, and there is no online advertising account that can attract potential tourists.

The three desires (goals) here are intended to be interesting to visit. Desire is a feeling that arises from potential tourists after being continuously exposed to digital tourism marketing. Digital marketers, namely the public and the government, can take advantage of this moment by packaging all the products (tourist attractions) offered as extraordinary and attractive. Thus, tourists who are already in the attention phase will immediately wake up and pay more attention to one of the attractions on offer. Based on research results, as the government is a tourism digital

marketer developer, the government has not optimally created digital advertisements that are packaged so they cannot follow the target audience.

Fourth, a decision is a form of a stage in the community or, in this case, potential tourists to decide what tourist object suits their wishes. A future traveler will settle down and make sure to choose tourist spots according to what they have learned. As a digital tourism marketer, the government makes various choices that can later become the choice of the public or potential tourists when making decisions. Based on the results, the decision of tourists to visit the Anambas Islands tends to lead to a positive quantity, or it can be said that a large number by using a good electronic word-of-mouth approach. The electronic world of mouth, which is being carried out, is assisted by the private sector / private sector, which collaborates with the government to develop marine tourism destinations. Based on the results of the interviews, foreign tourists who pay a visit need to know information about PT PB's offer. Furthermore, based on the research on the utilization of digital marketing by the government, opinion leaders are called influencers and always participate voluntarily in promoting tourist attractions.

Fifth, action (action) is the final result, which is the choice of prospective tourists in determining tourist attractions. After the stages in the AIDDA model cycle are used as mapping material for digital tourism marketers, the most relevant matters are determined. Then, digital tourism marketers can determine the right strategy to implement regarding the development of digital-based tourism. Collaboration between the government and the community for an independent tourism empowerment program is a form of synchronizing optimal development efforts. Tourists will determine and make choices according to the wishes and interests that suit them. Below is a prototype of digital-based tourism development that Anambas Islands can implement.

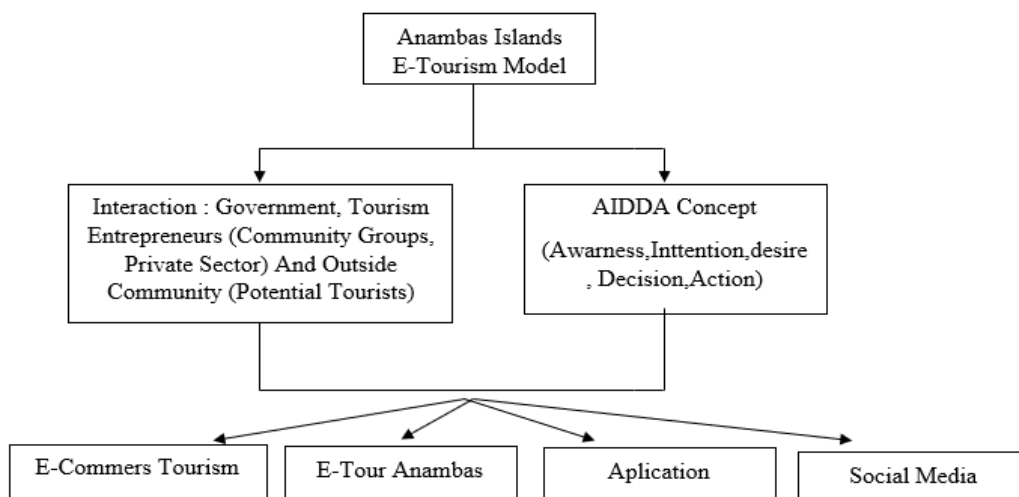


Figure 2. Prototype Of Digital-Based Tourism Development
 Sources: Author

In addition to offering a summary of digitally based tourism in the Anambas Islands, the E-tourism concept provides a means of advancing marine tourism. Building strong partnerships with partners, (private) investors, civil society, or local communities comes first in the development of maritime tourism in the Anambas Islands, which starts with ease of access, means of transportation, and other public services. In order to implement Awareness, Intention, Desire, Decision, and Action, which encompasses several digital products like E-Commerce Tourism, several marine tourism offers through services (E-Tour), and tour package offers, the government, private sector, and civil society must work together. Social media is then used for marketing and branding procedures.

Development of Tourist Attractions Through Digital Use

Several countries are developing tourism segments in the tourist market. Tourist market segmentation can be built through digital platforms marketing tourist attractions on local or

national television and various mass media such as the Internet, magazines, and tourism exhibitions at the national level. As stated by CITE, Hong Kong and Thailand, to facilitate their tourism development plans, spent around US\$ 1 billion to promote tourism on several international television networks. Digital technology plays a role in providing tourist attraction objects for potential tourists, encouraging the Anambas Islands cultural tourism office to contribute to providing information through digital platforms.

The tourist attractions of the Anambas Islands are easy to find via the official website, the official Instagram social media, namely *wisata_Anambas*, and local online mass media articles, which can be accessed via digital technology. However, based on the observations, the information available on various platforms, some of which include online mass media, is still minimal. The content published does not fully contain information about marine tourism in the Anambas Islands, and some of it has not been updated within a certain period. It triggers a lack of recognition and information for local communities. Based on research results, the lack of optimal availability of information does not really have an impact on prospective tourists because several prospective tourists have relied on the Instagram platform and several travel agent websites, which have met their needs before tourism activities are carried out.

It is best to do digital marketing to facilitate the ability to share and exchange information. The exchange of information between tourism providers and prospective tourists is carried out freely through a digital platform that can be accessed freely by anyone at any time. Local communities and agents as tourism providers contribute to the development of marine tourism in the Anambas Islands. Digital platforms provide services in the form of the ability to provide criticism and suggestions directly and indirectly in sharing information, and they also provide the ability for tourism providers to find out tourist satisfaction and complaints easily. Vice versa, tourists can share experiences at tourist locations by sharing tourist activities on personal social media.

Digital also easily forms context awareness in local communities, and agents as tour providers have been established, proven by the fact that almost all local people and agents as tour providers have an awareness of the tourism culture that is applied to every tourist. The ability of tourists to be aware of the context and documentation can provide benefits as a benchmark for assessing visitor satisfaction. The ability to be aware of this context can indirectly be used as a promotional tool and provide benefits for the Anambas Islands, namely continuing the development of marine tourism by giving tourists the freedom to document their activities, which are then uploaded to personal social media which can have an impact on attracting other potential tourists to visit the Anambas Islands.

Marking capability aims to recognize destination areas and travel routes. After the trip, tourists can share experiences, pictures and so on with the location feature in geobased technology by utilizing the Google Maps feature. Even order services and services at the destination location before traveling. Aplikasi dengan fitur Global Positioning System (GPS) makes it easier for tourists to search for tourist attractions based on rating, name, radius. Analysis of marking capabilities using digital map features and a positioning system using navigation connected to internet services makes it easier for tourists to search for tourist locations and send digital traces.

Anambas Islands' branding can be created by giving meaning to its enchanting natural beauty with the concept of nature and Malay culture. Based on the results of comparative research conducted by the Anambas island government, it is not yet optimal. The branding carried out is still limited to broad publications. It is not yet focused on the latest content or news, proven by the fact that there is no official website that describes Anambas tourism. However, only the official website of the Anambas Tourism and Culture Office: disparbud.anambaskab.go.id. Based on observations of the beauty of marine tourism in the Anambas Islands, many other media contain content about Anambas tourism. Below is a graphic of the digital platforms (Websites/other media) that carry out Anambas tourism branding.

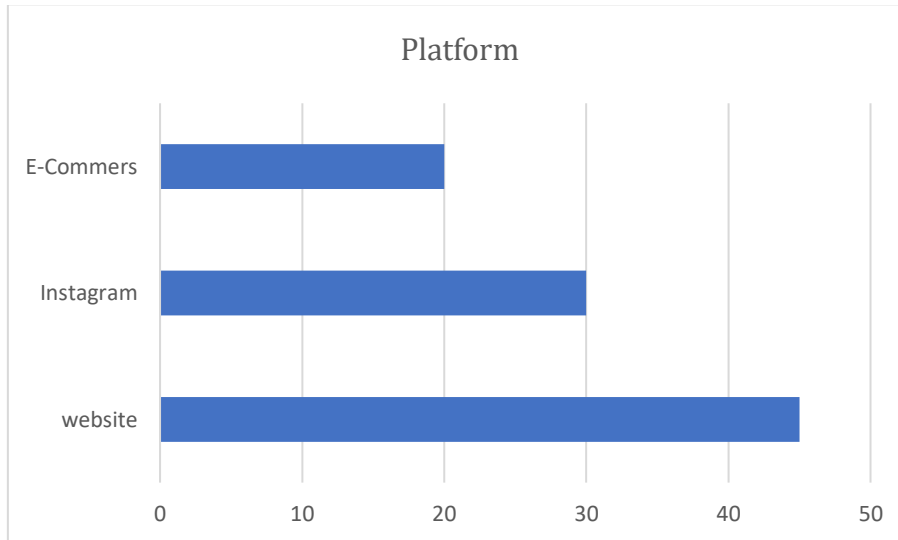


Figure 3. Utilization of Digital Platforms to develop Maritime Tourism Attractions in the Anambas Islands
 Source: N-Vivo12 Plus

Research findings show that three platforms are used to create marine tourism attractions: local mass media, which accounted for 45% of the total, and the highest-rated websites, further utilizing Traveloka.com Advisor.com, Andalas Tourism, and Wisatalova, which constitute 20% of the E-commerce platform. Finally, the Anamabs tourism Instagram was updated. However, if you look at the number of viewers, it is still relatively small, and the account has not captured the beauty of the Anamabas Sea comprehensively. Apart from that, the account shares things that are not related to tourism.

However, considering that many potential tourists rely on travel agency sites, using Instagram with less than-ideal information availability does not have much influence on them. Based on the image above, it can be seen that there are only three platforms that have been intensively carrying out branding since January 2023, starting from the website, namely Instagram and E-Commerce. This website is an external media website, and there is no official Anambas Islands tourism website, supported by interviews with the Department of Tourism and Culture, assisted by several media to highlight the content of the Anambas Islands. The following are media that help branding and promotion.

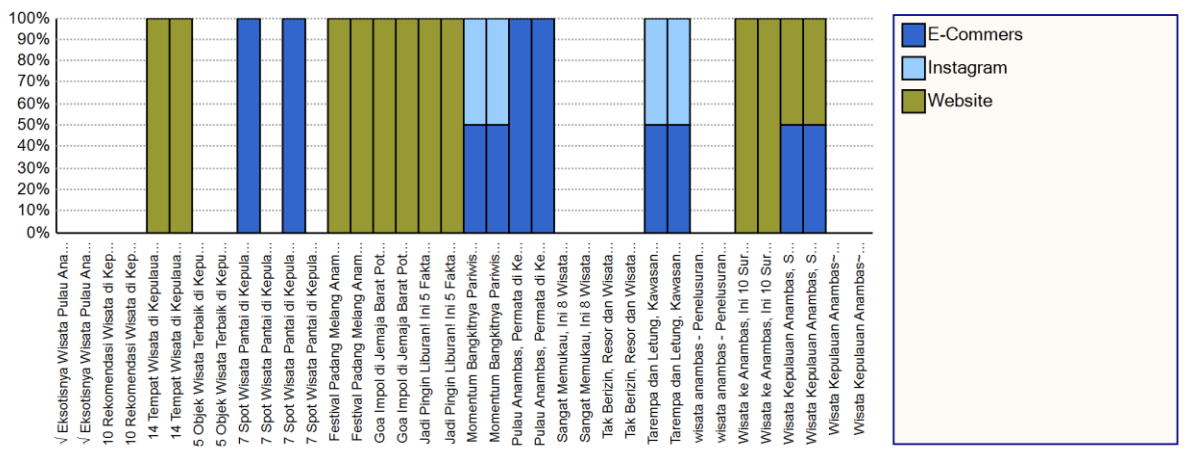


Figure 4. Branding of the Anambas Archipelago Marine Tourism Platform
 Source: N-Vivo12 Plus

Based on the image above, it can be seen that there are only three platforms that have been intensively carrying out branding since January 2023: websites, Instagram, and e-commerce. The

website is an external media website, and there is no official website for Anambas Islands tourism, supported by the results of interviews with the Tourism and Culture Office and assistance from several media to raise the content of Anambas Islands. The following are media that help with branding and promotion <https://batam.tribunnews.com>, <https://www.pesonaindo.com>, <https://www.andalastourism.com>, <https://www.reddoorz.com>, <https://wisatalova.com>, <https://www.tripadvisor.co.id>, <https://www.traveloka.com>, <https://www.traveloka.com>, <https://ksmtour.com>, <https://tour.dolandolen.com>.

Based on research results, the use of Instagram and Facebook is limited to providing information about tourist attractions, displaying interesting photos, and minimally creating marketing campaigns such as events held in the Anambas Islands and at least discussing access to the Anambas Islands. It would be better if digital platforms could carry content. The use of digital technology also makes the process of ordering and reserving tickets easier, making the travel experience more practical for tourists, provides an overview of pleasant access to Anambas, thus breaking people's assumptions about the remoteness of the Anambas location as well as increasing its attractiveness and making it easier for tourists to access.

CONCLUSION

The potential it has as marine tourism, which is one aspect of marine maintenance, needs to be implemented with a digital-based approach that is applied in every aspect of construction and development. The development of marine tourism is not yet fully in accordance with the policies outlined in the strategic plan. There has been no significant impact on the local community's economy and regional development. The potential it has as marine tourism, which is one aspect of marine maintenance, needs to be implemented with a digital-based approach that is applied in every aspect of construction and development. It is necessary to strengthen various digital aspects that are integrated with technology and implement programs to support marine tourism with digital technology.

The development of digital-based marine tourism is not just about uploading and being active on social media. However, more broadly and far from the government, it is better to have the expertise, the ability to innovate, and the ability to adapt in facing various changes, such as preparing development plans based on various information (access to transportation and telecommunications) then supported by the use of digital media and platforms to attract public attention. The Anambas government needs to redesign the development of digital-based marine tourism to strengthen mapping or re-mapping the potential of marine tourism, its value, characteristics, supporting infrastructure, and ability to support the economy. The Anambas government can determine which marine tourism sites need to be developed immediately and which ones need to be revitalized. Apart from that, it is also necessary to map the environment related to marine tourism, both internal and external. Both governments need to maximize the use of digital media as a branding and marketing platform, not just as a social media activity like the general public, but also by taking an entrepreneurial approach through social media.

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