1. INTRODUCTION

1.1 The Background of the Study

Kepulauan Bangka Belitung is a Province in Indonesia. Kepulauan Bangka Belitung Province designated as the 31st by the Government of the Republic of Indonesia based on Undang-undang No.27 Tahun 2000. Kepulauan Bangka Belitung Province was part of South Sumatera. It is called Bangka Belitung because this region consists of the island of Bangka and Belitung. The capital of Kepulauan Bangka Belitung is Pangkal Pinang. There are 7 regencies in Kepulauan Bangka Belitung Province. One of them is Belitung Regency.

Belitung Regency is part of the Province of Kepulauan Bangka Belitung. It consists of about a hundred big and small islands. The biggest island in The Belitung Regency is Belitung Island. There are still other big islands, like Seliu Island, Mendanau Island, and Nadu Island. Belitung Regency consists of five districts, such as Membalong, Tanjungpandan, Sijuk, Badau, and Selat Nasik.

Today, the interesting destination to visit should have some activities which can make tourists happy or satisfied. Some activities should give some memorable experience or even the unforgettable one. Tanjung Tinggi beach is one of the tourism destinations in Belitung Regency, Indonesia.

This beach is located in the Sijuk District, Belitung Regency, Bangka Belitung with a distance of 37 kilometres from Tanjung Pandan. This beach is located in the north of Belitung Island. The beach name is also known as Tanjung
Belitung Regency is a region where marine tourism can be an alternative to increase local revenue, besides historical tourism spots or traditional ceremonial events. Therefore, the accommodation services needed to be developed. In 2013, Belitung has 28 hotels/inn with 1,011 rooms and 1,366 beds. The number of tourists visited Bangka Belitung was 131,542, consisted of 99.65 percent domestic tourist, and 0.35 percent foreign tourist.

1.2 The Problem of the Study

Based on the background the problems of this study are:

- What potential resources does Tanjung Tinggi beach have as a tourism resort?
- What strategies are needed in Tanjung Tinggi to improve/develop Tanjung Tinggi beach as a tourism resort?

1.3 The Scope of the Study

The scope of the study has an important role in writing this paper. It is used to limit the focus of the paper. This paper has a focus on the strategy to improve/develop Tanjung Tinggi beach in Belitung as a tourism resort.
1.4 The Method of the Study

In writing this paper, the writer uses three methods of research method. They are:

- **Field Research**
  
  Some of the most valuable information and data cannot be found in the books (library) or even in social website. Field research is kind of research method that is used to find out data and information from the field directly by visiting the object study place or having a survey in the place. The writer will use this method by having direct observation in Tanjung Tinggi to get some information about Tanjung Tinggi.

- **Library research**
  
  Library research is a kind of method research that is used to find certain data and information by searching and collecting some books which are relevant.

1.5 The Reason for Choosing This Topic

The reason why the writer has choosen this topic is that, this topic is exciting and has not been writtten by anyone in English Program Studies, Faculty of Culture Study, University of Sumatera Utara. This topic makes the writer feel interested to discuss it.
1.6 The Purpose of the Study

In writing this paper, there are two purposes, they are:

- To find out the potential resources of Tanjung Tinggi Beach in Belitung as a tourism resort.
- To find out strategies that will make Tanjung Tinggi become a famous tourism resort.