***ABSTRACT***

*Batam city is one of the maritime areas that are located in the Riau Islands Province and is a town with a very strategic locations. Batam city has a lot of tourism potential especially marine tourism can be developed in order to provide a positive impact for local development either through levies as well as the economic growth of communities living around tourism. Tourism development of Batam city was implemented by the Department of culture and tourism. Therefore it takes a good performance for the development of tourist destinations in order to obtained a good work anyway. So this research entitled "****The Performance of The Department Culture and Tourism in The Development Marine Attractions of Abang Island in Batam City of Riau Islands Province****". This research is intended to find out the performance of the Department of culture and tourism development in Batam city marine tourist attraction in Abang Island, and see a barrier and supporters as well as the efforts made in overcoming these obstacles.*

*Methods this study used a qualitative research design with a descriptive method through the inductive approach. The informant is determined by using purposive sampling technique and incidental sampling. The technique of data collection is done by way of interviews, observation and documentation. Later data analysis techniques used in this research was conducted by reduction of the data, the presentation of the data and the withdrawal of the conclusion.*

*The results showed that the performance of the Department of culture and tourism in developing maritime attractions specifically in Abang Island still not optimal. It is influenced by factors restricting among other budget constraints, the scale of the marketing and promotion of tourism objects have not been implemented properly, and infrastructure are inadequate, weak synergy between government agencies, and the lack of socialization to society. These constraints are resolved through the provision of facilities and infrastructure of tourism, training delivery and knowledge to the community as well as marketing assistance. The authors suggest that can improve kualias performance Office through education and training, prioritizing the maritime tourist attraction island of Abang, enable a conscious group tours (POKDARWIS), increasing the role of community and private parties as the investors to develop marine tourism in Batam city especially in Abang Island.*

*Keywords: Performance, Development, Maritime Attractions*