ABSTRAK
During this time tourists are familiar with tourist destinations on Bangka Island only in the form of beaches, sea or marine tourism. While there are several cultural-based tourist destinations and religious and worthy to be developed. Bangka Island is an area with a strong Chinese ethnic culture, as seen from the number of ethnic Chinese population reached 30 percent and a range of Chinese culture has fused with activities and tourism agenda. The trend of trends among tourists now, when visiting a tourist destination is to look for and see something unique and authentic and have a high cultural or artistic value of a culture in an area. Puri Tri Agung Pagoda is a place of worship for Taoism, Confucianism, and Buddhism that holds a collection of cultural objects and community worship activities. Puri Tri Agung Pagoda Potential is considered to meet the criteria for tourist trends because it has unique and interesting buildings and authentic collections that can be enjoyed by tourists such as religious tourism, unique cultural tourist attractions in the form of Chinese religious celebrations, Chinese legends, and lion dance attractions. The purpose of this study is to provide alternative tours for tourists when visiting Bangka Island by developing the concept of Red Tourism. The description of the concept is the attitude of current tourism development, challenges and future views on Red Tourism. The study uses secondary data sources by applying content analysis to identify general trends with research results in a qualitative descriptive form so as to provide the future direction of tourism as one form of alternative tourism development on Bangka Island.

Keyword—Red Tourism , Analysis of content, Alternative Tourism, Pagoda Puri Tri Agung

INTRODUCTION
Puri Tri Agung Pagoda is in Sungailiat City, Bangka Regency, Bangka Belitung Islands Province. pagoda is often referred to by the people as the Shaolin Temple, because the building is similar to the actual Shaolin Temple. At the temple, there is a large statue of Dewi Kwan Im (Goddess Kwan Im). Puri Tri Agung Pagoda requires 12 years of development time, inaugurated in January 2015, standing with a sturdy and stately building, located on a beach namely Pantai Tikus, so that the Tri Agung Puri Pagoda will see the beauty of Tikus Beach. Travelers who visit Bangka Island generally only recognize tourist destinations in the form of beaches, sea, white sand, rocks or better known as marine tourism. Though there are several other potential tourist destinations that are very possible to develop. The tourism agency of the Bangka Belitung Islands Province says that there are 7 (seven) religious destinations that are currently a tourist destination. Puri Tri Agung Pagoda is a place of worship for Taoism, Confucianism, and Buddhism as well as storing collections of objects that are related to the culture and worship activities of the community. The potential found in Puri Tri Agung Pagoda is considered to be able to meet the criteria for trends tourism that exist today because it has a unique building and in every corner of the building and the attributes found in the building are dominated by bright red. The interior of the building is also bright red shades are very thick and there are authentic (original) collections for worship that can be seen and communicated with tourists.

METHODS
A. The concept of Content Analysis
According to Calik and Sozbilir (2014); Andreu, R., Claver, E., & Quer, D. (2010); Content analysis is a systematic review that aims to identify general trends and research results in descriptive form, providing further insight into future research, policies, practices, and public perceptions. Opinion Harold D. Lasswell (2009) became states that the analysis of the content/content analysis is research that is an in-depth discussion of the content of a written or printed information in the mass media.

B. Design Content Analysis
There are three types of communication research that use content analysis according to Harold D. Lasswell (2009), namely who says what, to whom, in what channel, with what effect.

The three types of research can contain one or more elements "theoretical questions ". First, it is descriptive, namely, the description of the contents of communication carried out by making comparisons.

C. Stages of the Research Process Content Analysis
There are three strategic steps in content analysis research. First, design determination or research model. Here is how many media, comparative or correlation analysis, many or few objects and so on. Second, the search for primary data or primary data, namely the text itself. As a content analysis, the text is the main object even the main object.

RESULTS AND DISCUSSION
More than 30 percent of the total population in Bangka Belitung Islands Province comes from Chinese ethnicity, aka China, so that China's culture on earth as close as this is so strong. Not only seen in Puri Tri Agung tourist destinations, as a place for conducting traditional or cultural activities, but several other places of worship also preserve similar cultures but with simpler rituals without reducing meaning. The term place of Chinese worship is commonly referred to as Temple. Prayers that are routinely carried out by Chinese people in the Bangka Belitung Islands Province are held in front of houses that have special places of worship. Every morning and evening, they always pray there, putting fresh fruits and burning incense or incense. In addition to the celebration of the Prayer of Pe Chun, at Puri Tri Agung also carried out the tradition of the celebration of Cap Go Meh 2569 Chinese New Year. The celebration is usually carried out with the theme of economic empowerment of tourism in the Province of Bangka Belitung.

CONCLUSIONS
Red Tourism is a potential for local tourism that can be packaged even greater not only at the district level but can be promoted in countries that have an emotional connection with Chinese cultures such as China and China. This requires harmonization and synergy between tourism business actors in this case the manager of Puri Tri Agung and the Regional Government of Bangka Regency and the Provincial Government of the Bangka Belitung Islands to reintroduce by still paying attention, attractions, accessibility, facilities, ancillary and activity, so that they will be able to increase the number of visits of domestic tourists and foreign tourists which will ultimately have an impact on the regional economy.

REFERENCES