



Policy Implementation Regarding Tourism Sector Development Planning in Bappeda Pangandaran, West Java, Indonesia

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Abstract

Implementation of Policy Concerning Tourism Sector Development Planning at BAPPEDA Pangandaran This research which is used as a comparison in policy implementation is the theory of Ripley and Franklin (2007) namely Compliance, Smooth Routine Functions, Realization of Performance and Desired Impact. There was only one informant in this study, namely the Head of the Sub-Sector of Tourism, Industry, Trade and Investment. Based on the results of the study, the implementation of policies regarding tourism sector development planning at BAPPEDA Pangandaran Regency as a whole has been supportive and well implemented but not yet effective due to a lack of coordination and synchronization with each other. Adapting to technological advances can be a strong signal for making new policies in the future. Improving the quality of human resources for the actors of tourism management towards world-class tourism. Providing special training by intensifying the physical arrangement and the role of the performance of the employees must be able to improve the HR apparatus so that it is more "humane" because it influences development planning programs in the tourism sector.

Keywords: *Policy Implementation, Development Planning, World Class Tourism*

1. INTRODUCTION

Pangandaran Regency Regional Regulation Number 7 of 2018 Concerning the 2018-2025 Regional Tourism Development Master Plan (RIPPARDA) as the main guide for planning, managing and controlling Regional Tourism Development which includes programs, visions, plans, missions, strategies, policies and objectives which must be carried out by stakeholders in Regional Tourism Development. RIPPARDA is the main reference in developing the regional tourism sector which provides program directions, policies and strategies that should be implemented by stakeholders



regarding the mission, vision and goals of tourism development. RIPPARDA covers the development of tourism destinations and industries, tourism, and tourism institutions. Furthermore,

Policy implementation refers to the implementation of basic policy decisions which can be in the form of laws, orders or important executive decisions or decisions of the judiciary. Policy implementation is carried out by identifying problems that must be overcome, clearly stating the goals to be realized, and indicating the steps to regulate the implementation process.

The sharper reaction of the local community towards the recent centralized pattern and approach to development is accompanied by the frequent discovery of weaknesses in development planning caused by a lack of capacity and/or the overly strong interference of the Regional Development Planning Agency (BAPPEDA) in the process of determining regional development planning policies. Apart from that, another cause is that the focus of the planning documents produced has not been able to meet the needs of the community due to the lack of quality of BAPPEDA so that the development planning mechanism is not optimally and well coordinated. Meanwhile, in the implementation of regional development planning, BAPPEDA interferes too much, it is certain that the regional development planning mechanism will become re-focused and therefore less aspirational. So therefore, Efforts or conditions are needed to meet the capabilities and desires of BAPPEDA so that they can adapt to the demands of changing times so that the quality of participatory planning can increase. In carrying out its duties, the Regional Development Planning Agency (BAPPEDA) consists of several sub-sections, one of which is the General and Personnel Sub-section whose task is to take care of administration, housekeeping, management and filing of regional property, public relations and also staffing within the Regional Development Planning Agency. (BAPPEDA) Pangandaran Regency.

Based on the results of initial observations made by researchers at BAPPEDA Pangandaran Regency, several indicators of problems related to the implementation of tourism sector development planning policies were found, namely as related to the level of compliance with regulations whose implementation has not been effective, this can be seen from the PERDA of Pangandaran Regency Number 7 of 2018 concerning The 2018-2025 Regional Tourism Development Master Plan (RIPPARDA), for example regarding the lack of coordination and synchronization with each other and the lack of system integration so that the management of the information data obtained is not yet optimal. In connection with the level of smoothness of function routines where the coordination that is carried out is still inefficient, this can be seen from the PERDA of Pangandaran Regency Number 7 of 2018 Concerning the 2018-2015 Regional Tourism Development Master Plan (RIPPARDA). field, but must still be able to carry out its function as monitoring and evaluating properly. 3. Regarding the level of realization of apparatus performance and the desired impact is not yet optimal, this can be seen from the PERDA of Pangandaran Regency Number 7 of 2018 concerning the Regional Tourism Development Master Plan (RIPPARDA) of 2018-2025, for example regarding the lack of quality human resources for apparatus management tourism towards world-class tourism.



Widodo (Pratama, 2013: 230), said that the implementation of public policy is a stage of a very crucial public policy study process. Lester and Stewart (Nastia, 2014: 201) say that "implementation of a process from the existence of an outcome (output) that can be measured and seen on the successful implementation of the policy for the achievement of the goals of the final result or not the goals to be achieved in the policy.

Ripley and Franklin (2007:145) identify three factors that support policy implementation as follows:

1. Obedience
2. Smooth Routine Functions
3. The realization of the desired Performance and Impact

2. METHODS

The research method used by researchers is descriptive research and uses qualitative research methods. In addition, there are also several ways to collect data and information, namely through observation, interviews, and relevant documents related to the Implementation of Policies Concerning Tourism Sector Development Planning at BAPPEDA Pangandaran Regency. To obtain data related to the problem under study in full, the data and information obtained using data collection techniques through observation, interviews, and documentation.

3. RESULTS AND DISCUSSION

Implementation of Policy Concerning Tourism Sector Development Planning at BAPPEDA Pangandaran Regency

Based on the results of research conducted by researchers regarding the implementation of any policies carried out by BAPPEDA Pangandaran Regency in the tourism sector development planning program in the factors that influence successful implementation according to Ripley and Franklin (2007: 145), namely:

a) Obedience

Based on the results of the interviews, it can be concluded that related to the content of the policy regarding development planning for the tourism sector, it is already in its development stage following current trends so that it can adapt to existing developments so that it can become a strong supporter. However, you have to pay attention to the trend that is happening now, if you don't force it, it will be very difficult and difficult over time, you will just leave what the tourists demand, we will always pay attention.



As well as the efforts made to expedite the course of the policy that has been designed is to establish a collaboration with tourism stakeholders and related agencies. This can make it easier to carry out tourism sector development planning programs towards the goal of making world-class tourism.

b) Smooth Routine Functions

The results of the research that researchers conducted in-depth interviews that the obstacle that occurred was the outbreak of the Covid-19 pandemic which humans could not predict, so that communication became very limited and there was no direct interaction resulting in all activities being carried out online. This greatly impacts all aspects of activities that occur, one of which is when there are some people who do not understand technology, it will be difficult to operate it. Reading or analyzing a job to avoid mistakes is quite optimal,

Based on the results of the in-depth interviews above to the Head of the Tourism, Industry, Trade and Investment Sub-Sector that in implementing the RPJMD it must always monitor and evaluate the Technical Service. Routinely carry out evaluations every 7 months during field implementation. This then becomes one of BAPPEDA's own functions, namely monitoring and evaluation to achieve organizational goals for the smooth running of routine functions.

The RPJMD remains a guideline for implementing the goals intended or currently being planned by BAPPEDA Pangandaran Regency so that they have clear objectives and must be aligned with what the organization aims to achieve smooth functioning routines.

c) The realization of the desired performance and impact

The role of the apparatus performance in BAPPEDA Pangandaran Regency is very influential on development planning programs in the tourism sector. The link is to be able to strive for and improve the arrangement of human resources for apparatus, tourism stakeholders and all tourism actors involved so that they can realize world-class tourism.

The current form of communication in carrying out yesterday's development planning program is carried out online, especially with other apparatus so that it makes communication limited, there cannot be direct two-way communication which in this communication should have an active reciprocal relationship between people who are communicating, but this is by no means smooth sailing.

BAPPEDA is the one who designs the development planning policies and then those who implement the policies are part of the Technical Service who understand the conditions in the field. What is expected can then be achieved, but in the process it must always fulfill its function as part of monitoring and evaluation. What is the policy as well as the results must be respected and always correct deficiencies that are obtained by discussing so that they can improve together to achieve the best thing, namely a common goal.



d) Obstacles Affecting the Implementation of Policies Concerning Tourism Sector Development Planning at BAPPEDA Pangandaran

Obstacles affecting the implementation of the above policies are the ability of implementers regarding Tourism Sector Development Planning at BAPPEDA Pangandaran Regency. Which includes indicators on inhibiting factors, where currently in BAPPEDA Pangandaran Regency in terms of system integration it is still relatively ineffective because coordination and synchronization are not yet optimal, the problem is that the management of information data obtained is not optimal so that it is not so utilized.

Another thing that becomes an obstacle in the implementation of policies on Tourism Sector Development Planning at BAPPEDA Pangandaran Regency is not being able to know directly what the conditions of the problems are that occur in the field because they have to go through the relevant agencies or stakeholders who run them, however, they must still be able to carry out their functions as part of the monitoring and evaluating performance in the field so that stakeholders can know the performance and related agencies can carry out it properly as directed.

The inhibiting factors related to development planning in the tourism sector are in the compliance dimension regarding the existence of obstacles in coordination and synchronization with each other and the lack of system integration resulting in not optimal management of existing data so that it is not so utilized.

e) Efforts to Overcome Obstacles in Policy Implementation Regarding Tourism Sector Development Planning at BAPPEDA Pangandaran

To overcome these obstacles, namely by being able to integrate properly related to coordination and synchronization that are intertwined with each other regarding the information data obtained can be managed and utilized optimally so that the regulatory compliance function that runs can run well.

Apparatuses as well as stakeholders and all tourism actors must be able to pay attention to the needs of tourists now so that what is presented can be enjoyed by all groups, for example, the provision of instagramable photo spots to attract the attention of visiting tourists can be a strong signal to support the The tourism sector, such as tourism village training, can become the focus of more attention which can support development planning in the tourism sector. In order to carry out its function as part of monitoring and evaluation, the most important thing is to always coordinate regularly with the technical department in the field so that fatal problems do not occur in the field so that the directions given can run well.

The performance capability of human resources apparatus must also be improved by providing special training by intensifying their physical arrangement. In practice, apart from that, the role of the performance of the apparatus must be increased and repaired by the human resources of the apparatus so that they are more "humanist", because it greatly influences the development planning program in the tourism sector so that foreign tourists have the mindset that the character of the



Indonesian nation is friendly and that attitude which we should hold and really need to maintain in order to achieve its goal of making world-class tourism.

4. CONCLUSION

Overall the Policy Implementation has been supportive and implemented well but not yet effective because of the lack of coordination and synchronization with each other and the lack of system integration that has not been optimally managed, the information data obtained has also not been maximized so that it has not been fully utilized. Reflecting on the vision and mission made by the Regent and Deputy Regent must be carried out by the Regional Government and must be in accordance with legal provisions and guidelines, then implemented in the form of RPJMD which then becomes guidelines that must be obeyed and implemented together.

It is suggested to the Head of the Pangandaran Regency BAPPEDA Service, it is suggested that they can improve coordination and synchronization with each other and improve the integration system so that they can maximize and utilize existing information data. And carry out its function as part of monitoring and evaluation so that it can run well.

It is suggested to the Head of the Sub-Sector for Tourism, Industry, Trade and Investment at BAPPEDA Pangandaran Regency, in order to be able to increase humanist human resources and see developments that are happening now and pay attention to the needs of tourists so that what is presented can be enjoyed by all groups.

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