

IMPLEMENTATION OF THE MANAGEMENT POLICY OF CISANGKAL TOURISM VILLAGE BANGUNKARYA VILLAGE LANGKAPLANCAR DISTRICT PANGANDARAN REGENCY

Ahmad Fauzi¹, Ii Sujai², Candra Firmanto³

¹⁾²⁾³⁾Universitas Galuh, Ciamis, Indonesia

e-mail : fauziahmad96727@gmail.com¹, sudjaipnd79@gmail.com²,
candra.fisip.unigal@gmail.com³

Received: 13-03-2023; Accepted: 16-03-2023; Published: 31-03-2023

ABSTRACT

This study aims to determine the extent of policy implementation in tourism management, especially in the Cisangkal tourism village program in Bangunkarya Village, Pangandaran Regency. The problem is that the facilities and infrastructure are not complete, such as the absence of an information board regarding the existence of the Cisangkal Tourism Village, Bangunkarya Village. The method used in this study, using a qualitative descriptive method. The data and data sources used are primary and secondary data with data collection techniques, namely interviews, observation and documentation and using data analysis techniques, namely data reduction, data presentation, and conclusions and verification. The results of this study indicate that the level of policy implementation for the management of the Cisangkal tourist village has not been optimal. From this study, that the importance of implementing policies in tourism management, especially in the Cisangkal tourist village program in Bangunkarya Village, Pangandaran Regency, is related to the development of village tourism for the future.

Keywords: *Policy, Implementation, Tourism, Village, Management*

Introduction

A tourist village is a village that lives independently with its potential and is able to sell its various potentials as a tourist attraction. Based on this, the development of this tourist village aims to be able to develop the community's economy and increase regional income, and explore the potential of the village.

Bangunkarya Village is one of the villages located in the Langkaplir Subdistrict, Pangandaran Regency and is the result of the division of Jadikarya Village, Langkaplir Subdistrict which started from its status as a Preparation village since 1994 and was inaugurated as a definitive village namely Bangunkarya Village on August 29,

1996 by the Regent of Ciamis with SK Governor of West Java Number: 141/SK.1124-Pemdes/96. August 1, 1996 concerning the Inauguration of Preparation Villages to Become Definitive Villages and Changes in the Status of Villages to Villages. The area of Bangunkarya Village is 1,340,5 ha, consisting of 4 hamlets, 10 RW, and 29 RT, located between Selasari Village, Jadikarya Village and Jadimulya Village, and has the potential of natural resources that are very abundant and can be an attraction for every visitor with certain conditions. an area that is very pristine and cool and fresh, on the other hand the people of Bangunkarya Village are mostly farmers/planters and ranchers. The development of tourism is an important sector in regional progress, in addition to being an economic driver, tourism is also a strategy in realizing regional economic competitiveness. The rapid development of the tourism sector must of course be followed by careful planning and integrated control that is also synergistic with other development sectors in order to provide maximum positive impact and minimal negative impact. Law Number 10 of 2009 concerning Tourism, Article 8 has mandated that tourism development be carried out in a planned manner in the form of a Regency/City Tourism Development Master Plan. Furthermore, Article 9 states that the master plan as referred to in Article 8 is regulated by a Regency/City Regional Regulation. Regional Regulation of

Pangandaran Regency Number 7 of 2018 concerning the Master Plan of Regional Tourism Development for 2018-2025 with the Vision of Regional Tourism Development as referred to in Article 3 letter b, namely "Realizing Pangandaran Regency as a World-Class Tourism Destination based on the environment, nature and culture". And accompanied by the mission of utilizing and managing tourism resources in a sustainable manner so that they can be competitive in an effort to improve regional economic performance and people's living standards, as well as optimize the potential of natural resources, culture, and human resources as supporters of the creation of regional tourism that is environmentally sound and sustainable. , build Tourism Destinations and a safe and comfortable community environment with the aim of improving the welfare of the community and building synergistic, superior, and sustainable tourism marketing to increase tourist visits, both domestic and foreign.

Building a tourism industry that is competitively credible, able to drive business partnerships, and is sustainable for the preservation and balance of the natural and socio-cultural environment. Building human resources, regulations, mechanisms and operations that are effective and efficient in order to encourage the realization of tourism as a quality tourism destination through integrated and innovative tourism marketing with

a target market for quality tourists and realizing integrated and community-based tourism governance supported by natural resources. professional human resources and create an independent and competitive society to support the achievement of Regional Tourism as a leading tourism destination at national and international levels.

Literature Review

a. Definition of Implementation

Harsono, (2012:67) states that: "Implementation is a process to carry out activities into policy actions from politics to administration. Development of a policy in the context of perfecting a program". Then Setiawan, (2014:39) states that implementation is: "Expansion of activities that mutually adjust the interaction process between goals and actions to achieve them and requires a network of implementers, an effective bureaucracy." In terms of governance, innovation is something that must be implemented (Sujai, I., Aditiyawarman, A., Nursetiawan, I., & Yuliani, D., 2022).

b. Definition of Policy

The term policy has a very broad scope of meaning. Some experts argue about the meaning of policy according to their respective views. Anderson (Abdoelah and Rusfiana, 2016:16) states that 'policy is an action that is intentionally carried out by an actor or a number of actors with regard to the existence of certain problems or problems faced'.

Then Dye (Widodo, 2013:13) put forward the definition of public policy that 'whatever governments choose to do not to do (public policy is whatever the government chooses to do or not to do)'.

c. Definition of Policy Implementation

Van Meter and Van Horn (Wahab, 2017:135) define policy implementation as: 'Actions taken either by individuals/officials or government or private groups directed at achieving the goals outlined in policy decisions'. The essence of policy implementation is to understand what should happen after a program is declared valid or formulated. This understanding includes efforts to administer it as well as to have a real impact on society or events.

d. Definition of Management

The term management is a translation of the word management, derived from the word "tomanage" which means to regulate, implement, manage, control and treat. However, the word management itself has been absorbed into the Indonesian language into a management word which means the same as the term management, namely as a process of coordinating and integrating work activities so that they can be completed efficiently and effectively.

e. Definition of Tourism Village

Tourism Village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a

community life structure where there is a group of tourists who can live or be close to the traditional environment to learn about people's lives. The Criteria for Tourism Villages According to the OECD (Organization for Economic Co-operation and Development) in 2005, the important criteria in designing a positive relationship between tourism and culture according to Manuela (2012:42) are as follows: Mmemiliki aktivitas budaya yang permanen dan rutin dilakukan

- 1) Involve local residents directly, and in addition can involve tourists.
- 2) Can produce products and/or services needed for tourist needs.

Research Method

The method used in conducting this research, using a descriptive method with a qualitative approach. This qualitative research method was carried out intensively, this research participated for a long time in the field, recorded carefully what happened, carried out a reflective analysis of various documents determined in the field, and made a detailed research report on how to implement the Cisangkal Desa Tourism Village Management Policy. Bangunkarya sub-district of Langkaplancar, Pangandaran Regency.

In addition, the data and data sources used are primary and secondary data where primary data is obtained from notes from interviews in the field

and direct observations in the field obtained through interviews and secondary data obtained from library materials, literature, previous research, books, and reports on activities related to Policy Implementation.

Data collection techniques used in this study were interviews, observation and documentation as well as data processing/analysis techniques used, namely using data analysis techniques, data presentation, conclusions and verification.

Results and Discussion

To find out the implementation of the Cisangkal Tourism Village Management Policy, Bangunkarya Village, Langkaplancar District, Pangandaran Regency, the author has made an observation by interviewing five informants by paying attention to various dimensions and indicators in accordance with the focus of research on dimensions according to Edwards III in (Subarsono, 2020: 90-92) which is as follows:

a. Communication

Communication is a process of choosing what is needed and discarding what is not needed and sending symbols in such a way that helps the listener generate meaning or responses from his mind that are similar to those intended by the communicator Raymond S. Ross (Mulyana, 2008:69). As for the Communication Dimension, there are 3 indicators including the following:

- 1) Conduct two-way communication between the Village Government and Community Groups.
- 2) There is Assistance from the Village Government to Community Groups.
- 3) Conduct a discussion between policy makers and managers.

Based on the results of research in the communication dimension which consists of three indicators, it can be seen that each indicator has been running optimally and some is still not optimal. Sumberdaya

According to Sadili Samsudin (2010:1) HR or human resources are people who design and produce goods or services, monitor quality, market products, allocate financial resources, and formulate all organizational strategies and objectives in order to advance an ongoing program. carried out, while in the Resource dimension there are four indicators, among others as follows:

- 1) Availability of adequate resources;
- 2) Manager Competence;
- 3) Budget availability; and
- 4) Availability of adequate facilities, facilities and infrastructure.

Based on the results of the research from the Resource dimension which consists of four indicators, it can be seen that the indicator of Availability of adequate resources in the implementation of policies for the management of the Cisangkal tourist village, Bangunkarya Village, Langkaplancar District, Pangandaran Regency is still considered to be quite optimal, this can be seen from the

readiness of existing resource management managers. and develop potentials such as in the fields of agriculture and animal husbandry which are encouraged to be able to support in improving the existing economic level. Furthermore, in the second indicator, namely the competence of managers, the indicators of managerial competence can be said to have run optimally, this can be said to be running optimally seen from the readiness from the planning of the development of the tourism village to the implementation to the arrangement as well as the increase in agricultural products originating from the fostered ones carried out. in order to improve the economic level in the Cisangkal Tourism Village which can be seen directly at the tourist attraction. Based on the results of observations on the indicators of budget availability, it can be seen that in managing the Cisangkal Tourism Village, the group still relies on the Village Fund budget and this is considered quite optimal and also in the construction of a farming business road the group receives grant assistance from the Agriculture Office worth one hundred million rupiah in building facilities. the farming road in the Mekarmulya hamlet.

b. Disposition

According to Edward III in Indiahono (2009:32), disposition is showing characteristics that are closely related to policy/program implementers. The most important character possessed by the

implementor is honesty, commitment, and democracy. Bureaucratic Structure. As for the Disposition Dimension, there are three indicators including the following:

- 1) There is a commitment from the Activity Manager.
- 2) There is honesty in the implementation of activities.
- 3) There is community support in the program.

Based on the results of research from the Disposition dimension which consists of three indicators, it can be seen that the indicator of the commitment of the manager of this activity has not run optimally this is because basically there is no income from tourists because it has not been running like tourism in other places, as for commitment in care and management so far has been running as usual. Furthermore, the second indicator on the Disposition dimension is the existence of honesty in the implementation of activities carried out in the object of the Cisangkal Tourism Village, Bangunkarya Village, Langkaplancar District, Pangandaran Regency in that indicator has indeed been running optimally, this can be seen from the results of observations ranging from development planning, deliberation before the implementation of activities has been carried out. normally run and indeed rendered as usual. The third indicator in the Disposition dimension is the existence of community support in the program, regarding this it has indeed been

running and the support from the community is real and can be seen in the field, therefore the community support has been running optimally.

c. Bureaucratic Structure

According to Farel Heady (1989), the notion of bureaucracy is an organizational structure that has certain characteristics; hierarchy, differentiation, and qualifications or competencies. Hierarchy is related to the structure of positions that result in differences in duties and authority among members of the organization. As for the dimensions of the bureaucratic structure there are two indicators including the following:

- 1) There is support and cooperation with various parties
- 2) Availability of tourist village management SOPs

Based on the results of research from the dimensions of the bureaucratic structure which consists of two indicators, it can be seen that the indicators of the support and cooperation with various parties have been running and have been felt to be running optimally, this can be seen from the collaboration that was established and signed by the Village Head with various parties such as universities ITB, STP NHI, and UNPAD. Furthermore, the second indicator in the dimension of the bureaucratic structure is the Availability of SOPs for the management of Tourism Villages, in this indicator there is no overall SOP, therefore this indicator is seen as not working.

Conclusion

Based on the description of the discussion in this study, it can be concluded that the implementation of the policy on Management of Cisangkal Tourism Village in Bangunkarya Village, Langkaplir District, Pangandaran Regency as a whole is quite well implemented. This information was obtained by interviewing 5 informants (Village Head, Hamlet Head, Pokdarwis Chair, Pokdarwis Members and Community Leaders).

References

- Elena Manuela. 2012. *Urban Cultural Tourism And Sustainable Development* Vol1 No.1. International Journal For Responsible Tourism 1.1. Hal 42.
- Farel heady. 1989. *Birokrasi dan Kajian Politik*.
- Harsono. 2012. *Neourologi Klinis*. Yogtakarta: Gadjah Mada University.
- Iindiahono. 2009. *Kebijakan Publik berbasis Dynamic Policy Analysis*. Yogyakarta: Gava Media.
- Subarsono. 2020. *Implemetasi kebijakan Publik Publik*. Yogyakarta: Pustaka Pelajar.
- Sdili samsudin. 2010. *Manajemen Sumber Daya Manusia*. Bandung: Pustaka Setia.
- Sujai, I., Aditiyawarman, A., Nursetiawan, I., & Yuliani, D. (2022). Analisis Budaya Literasi Digital Pemerintah Desa Sadananya Kecamatan Sadananya Kabupaten Ciamis. *Dinamika: Jurnal Ilmiah Ilmu Administrasi Negara*, 9(2), 252-259.
- Wahab. 2017. *Analisis Kebijakan*. Jakarta: Bumi Aksara.
- Widodo. 2013. *Psikologi Belajar*. Jakarta: PT. Rineka Cipta