

Implementation of the Development of the Wonorejo Mangrove Educational Tourism Object in Rungkut District, Surabaya City

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Abstract

This study has a background problem to analyze the implementation of policies in the development of educational tourism objects Mangrove Wonorejo in Babakan Village, Pangandaran District, Surabaya Regency. Descriptive research using a qualitative approach. The theory used in this study uses the theory and indicators of George C. Edward III. The techniques used by researchers in this study are observation, interviews, and documentation. Informants are determined using purposive sampling techniques. The results of this study are (1) communication, where the village government is quite good at communicating but not optimal in communication consistency so that the community does not understand the contents of the policy, (2) resources, the village government and PPKP groups already have competent staff but lack coordination and facilities that are not met make the implementation of the policy program limited, (3) disposition (attitude), the village government has an enthusiastic attitude in the program, but has not optimally coordinated between fellow policy implementers, (4) the organizational structure has SOP as the main reference in implementing the policy program but the stages of authority and responsibility of each unit are not optimal. The conclusion of this study is that there are supporters and obstacles in implementing policies in the development of the Mangrove Wonorejo educational tourism object which are found in the dimensions of communication, resources, disposition, and organizational structure.

Keywords : Policy Implementation, Tourism Object Development

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1. Introduction

Tourism has been included in the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism which states "that tourism is an integral part of national development which is carried out systematically, planned, integrated, sustainable, and responsibly while still providing protection for religious values, culture that lives in society, environmental sustainability and quality, and national interests".

From the regulation related to sustainable tourism, in other words, the development of tourist areas needs to involve various stakeholders or fundamental interests through village apparatus organizations to support the tourism sector and support the involvement of the community in it. This is very important because the community has a lot of information and knowledge about the condition of an object in their area.

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Based on Regional Regulation of Surabaya Regency Number 4 of 2022 Chapter I Article I paragraph 13 concerning general provisions of tourist villages, it states that a tourist village is a form of integration between the potential of natural tourist attractions, artificial tourism, and cultural tourism in a particular area supported by activities, accommodation, and other facilities that have been institutionalized and managed by the Village Government and the community. Therefore, the Village Government policy was issued to develop the potential of tourist attractions.

Babakan Village, Pangandaran District, Surabaya Regency is one of the villages that can be said to have tourism potential for the development of an independent and sustainable tourist attraction. In Babakan Village, Pangandaran District, there is a fishing tourism village, then there is also culinary and food production as a characteristic of the village such as salted fish processing and so on, and there is also a mangrove tree educational tourism area or called bulak setra in its use for a village environment, then there is a fish landing port which is always used as a place to relax for local tourists to enjoy the atmosphere of community activities there, and there are still several small and medium enterprises regarding local products carried out by the surrounding community. Therefore, the role of the Village Government is expected to determine efforts to achieve the goals that have been set and planned. Babakan Village, Pangandaran District, Surabaya Regency has a policy in developing tourist attractions in the area. Researchers have conducted surveys and also searched for accurate data through print and electronic media regarding problems in Babakan Village, Pangandaran District and there are still some that are not optimal in developing mangrove educational tourism objects in the village. According to Iskandar (2012) that the policy itself can be interpreted as a series of program plans, activities, actions, decisions, attitudes, to act or not to act carried out by policy actors, as a stage to be able to solve various problems faced. Babakan Village itself, is still not optimal in implementing the development of its tourist attractions and it is very unfortunate that the potential of tourist attractions in the area has not been optimal in its development regarding tourist attractions, whereas in essence the development of a tourist attraction in the Babakan Village area, Pangandaran District will provide a very positive result for all parties in it in supporting the welfare and interests of the village. One of the tourist attractions that must be developed to boost the potential of tourist attractions in Babakan Village is the Mangrove Wonorejo educational tour. As well as the lack of coordination from the community and the village government regarding the policies carried out by the Village Government so that it has not been fully maximized in the process. In the end, many tourists are still unfamiliar with Babakan Tourism Village. Of course this is an obstacle regarding the development of tourist attractions in the area. This interest is related to the development of tourist attractions which must be realized systematically, structured, planned, integrated and responsibly through policies by the Babakan Village Government, Pangandaran District, Surabaya Regency.

2. Method

The sample collection method in this study uses a qualitative descriptive method that aims to determine the implementation of the Mangrove Wonorejo educational tourism object development policy in pangandaran district, Surabaya Regency. The researcher's argument using a qualitative approach is that first, the implementation of the policy really needs input and suggestions that can be interviewed. Second, the implementation of the Mangrove Wonorejo educational tourism object development policy in pangandaran district, Surabaya Regency requires data collection and information search using several stages, namely through observation, interviews, and information results that are relevant to the study.

3. Results and Discussion

Implementation of tourism object development policy in babakan village, pangandaran district, Surabaya Regency

Based on the discussion of policy implementation in the development of educational tourism objects Mangrove Wonorejo in babakan village, pangandaran district, Surabaya Regency by

conducting in-depth interviews with mr. Wahab ruswandi as head of service section, and dede iswara as head of planning affairs. So the researcher concluded based on the theory that had been planned in this study, namely by using the theory according to George C. Edwards III (Suparno, 2017: 33-34) put forward the dimensions of policy implementation, namely communication, resources, disposition (attitude), organizational structure. The indicators related to the dimensions of George C. Edwards III's theory (Suparno, 2017: 33-34) are:

1. Communication Dimension

Related to communication carried out by the village government, both to groups that have been formed and to the community, it is carried out through deliberation and also socialization so that the public in general can find out information about programs regarding the implementation of policies related to the development of educational tourism objects Mangrove Wonorejo. However, the level of consistency of communication carried out is still not optimal so that many people are still unaware of the policy implementation program. In the communication dimension related to the policy implementation program, the researcher concluded that regarding the development of the Mangrove Wonorejo educational tourism object, where communication with the community, especially with the coastal area driving and management groups that have been given a decree to collaborate or work together in developing the Mangrove Wonorejo educational tourism object located in Babakan village, Kamurang hamlet.

2. Resource Dimension

From the results of observations and interviews, the researcher provides data information results on this resource dimension. The SWOT analysis obtained includes the strengths of the Babakan village government regarding the resource dimension on the competent staff indicator. The Babakan village government already has a unit that handles the policy implementation program related to the development of the Mangrove Wonorejo educational tourism object. Head of service, planning head, and selected communities formed into a group of coastal area drivers and managers. Then also the Babakan village government has strategic land for the development of tourist attractions which is a policy implementation program and every year special education and training related to the program itself is always carried out related to the dimensions of the researcher's resources concluded that in the resources here there are competent staff in running the program created by the Babakan village government based on special education and training. However, the inconsistency of the Planning Head who did not explain that the Planning Head was also involved in overseeing the Mangrove Wonorejo educational tourism development policy program, while according to the Head of Service where the Planning Head plays a role in overseeing the policy program related to location planning. Then related to the facilities in this resource dimension, the Babakan village government facilities that are not yet owned by Babakan Village are in the form of facilities owned by the village, there are still some that are not optimal, such as from the budget or financing and the website that does not yet exist and is still in the planning stage because the employee resources are still less competent in digital information technology.

3. Disposition Dimension

From the results of observations and interviews, the researcher provides data information results on the disposition (attitude) dimension, the SWOT analysis obtained includes strengths (strengths) in the disposition (attitude) dimension on the disposition effect indicator owned by the Babakan village government and the coastal area driving and management groups have a positive attitude and are very supportive of the implementation program for the Mangrove Wonorejo educational tourism object development in order to later improve the community welfare sector. And in the implementation process, both the village government and the coastal

area driving and management groups always carry out direct checks and supervision to the location that is the Mangrove Wonorejo educational tourism object development program

Related to the disposition (attitude) dimension after the researcher conducted direct observations in the field and interviews, there was a disposition effect where the attitude of the babakan village government had an impact or caused an obstacle from internal parties related to the Mangrove Wonorejo educational tourism object development policy implementation program. This disposition effect is one of the obstacles in the implementation of policies regarding the development of Mangrove Wonorejo educational tourism objects. So in this disposition dimension, it can be seen that the babakan village government has shortcomings that become obstacles and difficulties for the coastal area driving and management groups that have been formed and made a decree by the babakan village government. So that obstacles like this provide an effect or impact on the community or group itself to act on the initiative and voluntarily in carrying out the process of the ongoing policy program.

4. Organizational Structure Dimension

From The Results Of Observations And Interviews, The Researcher Provides Data Information Results On This Organizational Structure Dimension, The Swot Analysis Obtained Includes The Strengths (Strengths) Possessed In The Organizational Structure Dimension On The Standard Operational Indicators Of The Babakan Village Government, The Creation Of Sops Or Standard Rules In Carrying Out Work Programs That Have Been Agreed Upon And Determined By The Babakan Village Government And The Coastal Area Management And Driver Group. So That The Established Sop Becomes A Basic Work Rule Regarding The Program That Is Carried Out Related To The Implementation Of The Mangrove Wonorejo Educational Tourism Development Policy, As Well As The Stages Or Fragmentation Of Authority Or Responsibility Of Each Implementing Unit Of The Policy In Accordance With And In Line With The Jointly Established Sop. So That The Implementation Related To The Mangrove Educational Tourism Development Policy Program Can Be Directed And Coordinated Well

Related To The Organizational Structure Dimension After The Researcher Conducted Direct Observations In The Field And Interviews, The Organizational Structure Of The Babakan Village Government And The Ppkp Group Has An Sop Or What Is Usually Called A Standard Work Rule And Also Stages Or Fragmentation Of The Division Of Authority Or Responsibility Between Implementing Units Of The Policy. The Sop Set By The Babakan Village Government Has Been Running But Is Still Not Optimal In Its Implementation. Regarding The Division Of Authority Or Responsibility Between The Units In The Implemented Program, It Is Quite Good And Already Has Responsibility Between The Units. So That In Terms Of The Division Of Tasks, Each Of The Policy Implementers. So That The Organizational Structure Owned By The Village Government And Then Created And Then Developed By Forming A Group From The Community, So That The Structure Created And The Fragmentation Of Responsibility Can Be Owned By Each Unit Based On The Sop Set Regarding The Implementation Program For The Mangrove Wonorejo Educational Tourism Object Development Policy.

Obstacles and Efforts to Implement Policies from the Village Government in Developing Tourism Objects in Babakan Village, Pangandaran District, Surabaya Regency

Based on the discussion of Policy Implementation in the Development of Educational Tourism Objects Mangrove Wonorejo in Babakan Village, Pangandaran District, Surabaya Regency by conducting in-depth interviews with Mr. Wahab Ruswandi as Head of Service Section, and Dede Iswara as Head of Planning Affairs. The researcher concluded based on the theory that had been planned in this study, namely by using the theory according to George C. Edward III (Suparno, 2017: 33-34) Put forward the dimensions of policy implementation, namely Communication, Resources, Disposition (attitude), Organizational Structure. The indicators related to the dimensions of George C. Edward III's theory (Suparno, 2017: 33-34) are:

1. Communication Dimension

In the communication dimension, there are obstacles in the communication consistency indicator towards the Babakan village government regarding the socialization provided which is still uneven and delayed to the community, especially in Kamurang Hamlet which is the location for the development of the mangrove educational tourism object. Many people still do not understand the program being run and the benefits of mangrove plants that are being developed to become an educational tourism object Mangrove Wonorejo. Efforts made to deal with obstacles in the communication dimension are from the coastal area driving and management group, one of whose members took the initiative to provide a form of communication by socializing and informing the implementation program of policies made by the Babakan village government in the development of the Mangrove Wonorejo educational tourism object. So that the community gradually understands the goals and benefits of mangroves that are being developed to become one of the educational tourism objects.

2. Resource Dimension

In this resource dimension, there are obstacles in the competent staff indicator and facilities faced by the Babakan village government, namely the internal parties are still not optimal in coordinating the policy implementation program that is being run. As well as the budget which is still limited so that the nursery process to maintenance is still as is, and also this Babakan village does not have a website where if it exists it will be more helpful for the Babakan village government itself regarding the policy program being implemented.

Efforts to deal with obstacles in the resource dimension are that the Babakan village government itself always strives and optimizes existing or planned resources such as creating a website which will later help every program that is run including the policy implementation program regarding the development of the Mangrove Wonorejo educational tourism object, and also the Babakan village government sets aside a budget every year and the results of self-help from the village government, groups, and the community for the maintenance and development of the mangrove educational tourism object in stages. Then the Babakan village government will also coordinate with each other so that there are no major obstacles.

3. Disposition Dimension

In the disposition dimension (attitude) there are obstacles encountered in the disposition effect indicator by the Babakan village government, namely the attitude of each unit, both from the village government and the coastal area driving and management groups, has not been optimal in coordinating between policy implementers. And the Babakan village government has not yet taken a stance on the waste that is caught on the riverbank and mangrove trees which will eventually damage the environmental ecosystem, so that there is still no unity of attitude or action taken together regarding waste, let alone a special place to dispose of and collect waste.

Efforts to deal with obstacles in the disposition source dimension (attitude) are the community groups formed by the Babakan village government, namely the Coastal Area Driving and Management Group (KPPKP) have members who are qualified in their fields so that the obstacles they are aware of are directly responsible by going directly to the field, however the group and the Babakan village government have coordinated with stakeholders, namely with the Ciamis VII forestry service branch, so that this cooperation helps the smoothness of the ongoing policy implementation program.

4. Dimension of Organizational Structure

What was found by the researcher after conducting field observations and interviews were obstacles in the dimensions of organizational structure in the fragmentation or phasing indicator, the non-uniformity of actions and authority and responsibility carried out by the Babakan village government and the coastal area driving and management groups were still not optimal so that it was still difficult for each unit to be less than optimal.

Efforts to deal with obstacles in the dimensions of the organizational structure are the awareness of the Head of Service and individuals from the PPKP group to always invite and strive and maximize other members or units in the Mangrove Wonorejo educational tourism object development policy implementation program so that the program created will run well and always be checked and supervised by the Babakan village head.

4. Conclusion

Conducted by researchers and also a description of the discussion regarding the implementation of policies in the development of educational mangrove tourism objects in Babakan Village, Pangandaran District, Surabaya Regency, so that the conclusions obtained are as follows:

Implementation of policies in the development of educational tourism objects Mangrove Wonorejo in Babakan Village, Pangandaran District, Surabaya Regency can be measured using the theory and indicators of George C. Edward III through four dimensions, namely communication, resources, disposition (attitude), and organizational structure.

Communication dimension, based on the results of research conducted by researchers related to observations, interviews, and documentary evidence that the communication carried out by the Babakan Village government is socialization so that the public in general can find out information regarding the implementation of tourism development policies. However, the level of consistency of communication carried out is still not optimal so that many people still do not know the program for implementing the policy.

Resource dimension, there are competent staff in carrying out programs created by the Babakan village government based on special education and training. However, there is a lack of coordination between the planning and service heads, that the planning head is also involved in the field of policy implementation programs. And also the facilities owned are still not optimal, such as from the budget or financing and the website that does not yet exist and is still in the planning stage due to employee resources who are still less competent in digital information technology. 3) Disposition dimension (attitude), The attitude of the Babakan village government and the PPKP group is very enthusiastic and supportive and takes a stance quickly and appropriately. However, it is apparent that the Babakan village government has shortcomings that are obstacles and difficulties for the coastal area driving and management groups that have been formed and issued a decree by the Babakan village government. 4) The organizational structure dimension, from the Babakan village government, an SOP or standard rule has been made in carrying out the work program that has been agreed upon and determined by the Babakan village government and the coastal area driving and management group. However, the non-uniformity of actions and authority and responsibility carried out by the Babakan village government and the coastal area driving and management group is still not optimal so that it is still difficult for each unit to be less than optimal.

Obstacles and efforts made by the Babakan village government and the PPKP group related to the implementation of policies in the development of the Mangrove Wonorejo educational tourism object in Babakan Village, Pangandaran District, Surabaya Regency that have been carried out are as follows:

Obstacles and efforts in the communication dimension, this communication to the Babakan village government regarding the socialization provided is still uneven and delayed to the community. Many people still do not understand the program being run. Efforts made by the coastal area movement and management group, one of whose members took their own initiative to provide a form of communication by socializing informing the implementation program of the policy made by the Babakan village government in the development of the Mangrove Wonorejo educational tourism object.

Obstacles and efforts in the resource dimension, where the internal parties are still not optimal in coordinating the implementation program of the policy they are running. As well as the budget which is still limited so that the process of nursery to maintenance is still as it is, and also this Babakan village does not have a website. Efforts made by the Babakan village government itself always strive and optimize existing or planned resources such as creating a website, and the

Babakan village government also sets aside a budget every year and the results of self-help from the village government, groups, and the community for the maintenance and development of mangrove educational tourism objects in stages.

Obstacles and efforts in the disposition dimension (attitude), namely the attitude of each unit, both from the village government and the coastal area driving and management groups, has not been optimal in coordinating between fellow policy implementers. And the Babakan village government has not yet taken a stance on the waste that is caught on the riverbank and mangrove trees. The efforts made are that the Coastal Area Driving and Management Group (KPPKP) has members who are qualified in their fields, but the group and the Babakan village government have coordinated with stakeholders, namely with the Ciamis VII Forestry Service branch.

Obstacles and efforts in the dimensions of organizational structure, namely the non-uniformity of actions and authority and responsibility carried out by the Babakan village government and coastal area driving and management groups are still not optimal so that it is still difficult for each unit to be less than optimal. Then the awareness efforts of the Service Section Head and individuals from the PPKP group always invite and strive and maximize other members or units in the policy implementation program and checks and supervision are always carried out by the Babakan village head.

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