

THE IMPLEMENTATION OF TOURISM DEVELOPMENT AT BENGAWAN CITY, SURAKARTA

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ABSTRACT

The socialization of tourism promotion in the context of implementing the development of tourism objects affects the ability of the Tourism Office in conveying information to the public, the existence of art actors and creative spaces that have links that can become new attractions for the tourism sector. For a long time, the city government has taken this approach, as a result, several large-scale tourism activities have started to become a routine agenda.

Keywords : Tourism Development, Communication and Human Resources

INTRODUCTION

Indonesia has the richest coral reef area in the world with more than 18% of the world's coral reefs, as well as more than 3,000 species of fish, 590 types of rock coral, 2,500 types of mollusks, and 1,500 species of crustaceans. The wealth of marine life has created about 600 dive points spread from Sabang to Merauke. Raja Ampat in West Papua Province is the largest marine park in Indonesia that has a variety of marine life and is known as a good scuba diving location because it has visibility that reaches up to 30 meters during the day.

The diversity of flora and fauna that exist throughout the archipelago makes Indonesia suitable for agro-tourism development. The Bogor Botanical Gardens, located in Bogor, is a popular agro-tourism location that has been around since the 19th century and is the oldest in Asia with the most complete collection of tropical plants in the world. As of March 2010, the Bogor Botanical Gardens has a collection of 3,397 species of common species, 550 species of orchids, and 350 non-orchid plants in the greenhouse. Mekarsari Tourism Park is the largest and most comprehensive tropical fruit garden in the world. This garden collection reaches 100,000 fruit plants consisting of 78 families, 400 species, and 1,438 varieties.

Based on 2010 census data, Indonesia consists of 1,128 ethnic groups. The diversity of ethnic groups results in the diversity of cultural products such as types of dances, musical instruments, and customs in Indonesia. Several dance performances are well known internationally, for example the Ramayana Ballet which tells about Rama's journey and is staged at the Prambanan Temple complex. Batubulan Tourism Village, located in Sukawati, Gianyar, is a village that is often visited for performances of Barongan Dance, Kecak Dance and Legong Dance.

Every major island in Indonesia has at least one international airport. The largest airport is Soekarno-Hatta International Airport which is located in Tangerang, Banten. Five other international airports located on the island of Java are Adisumarmo in Solo, Juanda in Surabaya,

Husein Sastranegara, in Bandung and Adisucipto in Yogyakarta. Another land transportation, rail is available in almost all islands in Indonesia.

Several cities provide Bus Rapid Transit transportation systems such as Trans Jakarta in Jakarta, Trans Jogja in Yogyakarta, Trans Metro Bandung in Bandung, Batik Solo Trans in Surakarta, and TransSemarang in Semarang. Typical vehicles such as bajaj, rickshaw, and bemo are available in certain cities, in addition to informal public transportation such as ojek can be found in big cities such as Jakarta, Bandung and Surabaya.

Tourism has long been recognized as the mainstay of non- oil and gas foreign exchange earnings in national development. Tourism has also been recognized by tourism actors , local governments and the community as a lucrative, challenging and high risk business world . Although tourism is very promising, for areas that are just starting to cultivate their tourism potential, this job is not something easy, like turning the palm of the hand. There are many steps that must be taken, starting from an inventory of tourism potential, development of facilities and infrastructure, community empowerment to socialization to the wider community. In this era of regional autonomy, each district or city has the freedom to explore the potential of their respective regions to improve the economy and the welfare of the community, in accordance with Law no. 22 of 1999 concerning Regional Government contains the principles of democratization and pays attention to regional diversity . Each region is given the widest opportunity to manage its own household, so that its natural potential can be utilized optimally for the development of the area, which can be used to add Regional Original Income (PAD). In Law no. 22 of 1999 article 5 contains the basic considerations for the formation of an autonomous region including:

Economic capacity, regional potential, socio- cultural, socio-political, population, area area, and other considerations that allow the implementation of regional autonomy. Each region, whether it has high or low natural potential, is equally required to continue to maximize the potential of the area, with the assistance of the central government. The city government has a significant role and task in tourism development. Based on Law No. 10 of 2009 on Chapter IV P Developing Tourism include: the Tourism Industry, Tourism Destinations, Marketing and Institutional tourism.

Policy as a form of urban tourism development carried out by the Surakarta city government. Dengan Solo city development vision is a city of culture oriented future value ago. And this concept of the past as a concept that leads to "culture ". This concept needs attention, because "culture" is not only about the past, but the main thing is about the "future". If the vision for the future development of the City of Solo is the past, the next work is how to combine the vision of the "future" of culture with the conditions of the "past" of Solo.

The development of cultural preservation in the city of Solo is increasing. This is also nothing but added value for the city government in implementing the realization of the vision and mission of the City of Solo by applying various slogans as a promotional event for the City of Solo, among others; Solo in the future will be Solo in the past; Solo Kotaku, Jawa Budayaku; Solo The Spirit Of Java. In here, inadvertently the name of Solo more famous and marketable in the World.

Not only does it stop at the rise of the image of a cultural city, it is hoped that in the future the image that has been built will be able to provide a multiplier effect (double effect

on the economic, social and cultural fields), including in increasing the Regional Original Income (PAD). The role of tourism in developing the national economy is quite high, therefore the government should allocate larger funds to boost tourism promotion.

The Surakarta City Government cooperates with various parties who care about all these cultural heritages to make various events that have cultural values which are expected to be able to attract both foreign and domestic tourists to come to the city of Solo. Several regulations have been issued to confirm the cultural image of the city of Surakarta, such as writing nomenclature using Javanese script, and holding cultural events, are steps taken as an image of the city of Solo.

In this context, understanding the communication process according to Harold D Laswell can be very helpful. According to Laswell, the communication process can be summarized in the following questions: Who Says What in Which Channel to Whom with What Effect. From that conception, it is clear that communication consists of several elements, namely: (a) the communicator or the messenger; (b) the message conveyed; (c) means of delivering messages; (d) the communicant or recipient of the message; and (e) communication effects.

In every design of the communication process, including in the process of communicating the city, it is not only the essence of the message and the means of delivering the message that must be taken into account. Determining precisely who is the communicant of the communication process is also a very significant thing.

The main form of communication that is influenced by economic desire is marketing. In the case of the city, it manifests itself in the city's marketing process to tourists and investors. Of course, the tendency to attract tourists and engage investors is not a mistake. Marketing the city, however, becomes an absolute process that occurs in various cities in any part of the world. The problem is, the desire to market the city should not be the only orientation in communicating the city.

As a communicator, the city government does not only deal with foreign tourists as communicants. Citizens who struggle everyday in a life full of sweat in the city, are also communicants, even the main communicants. Communicating the city to tourists which in marketing language is referred to as "city branding" should not hinder the process of communicating the city to the citizens. (Haris Firdaus (Post in Suara Merdeka, 9 June 2009)

Taking Jurgen Habermas' thought, communication should be carried out with the aim of building mutual understanding and realizing a consensus without domination. Therefore, urban communication should not only have an economic tendency but also be a social process in which all elements of urban society try to build an attitude of mutual understanding and understanding about their cities.

In this study, researchers took a program in which the focus of penelitian on how the implementation of the development of travel and program marketing is done by the Department of Culture and Tourism in implementing marketing communication for the tourism and cultural event which certainly memerlukan measures special measures with the aim - certain goals which ultimately lead to the return of the image of the City of Solo as a city of culture. The marketing communication strategy carried out by the Department of Culture and Tourism is the first step

of the Surakarta City Government in carrying out a series of activities to implement modern tourism development .

Based on pemap aran phenomenon of the problems in the current development in the field of tourism which t erkait with the conditions in the City Bengawan Solo at the top, so in this study the discussion using the theoretical basis yan g associated with the implementation of tourism development that has researchers pointed out above, the researchers used a reference theory George C Edward III, in the theoretical approach there are four variables that explain that the implementation of development will be successful if the four critical factors that are meant and supported are: Communication, Resources, Disposition, and Bureaucratic Structure.

M METHOD

This research is a descriptive research with a qualitative approach. Through the descriptive method, a scientific description will be known that explains the implementation of tourism development in Bengawan Surakarta City as a tourist destination. Another reason for the researchers is that the City of Bengawan Surakarta offers some of the beauty of its natural tourism, analogically, it can be used for refreshing and being creative with the family after a week of work.

This study uses a qualitative approach, a qualitative approach is a research method used to examine the condition of natural objects, where the researcher is the main instrument, data collection techniques are carried out by triangulation, data analysis is inductive, and the results of qualitative research emphasize meaning (Sugiyono, 2010). 2008: 205). Basically, qualitative research is used in research that refers to objects and phenomena that occur naturally. The data to be obtained will be descriptive because it uses an inductive approach.

In this study using an inductive approach where researchers make observations on the problems of the protection and preservation of nature, culture and socio-economic policies, as well as historical heritage objects in the city of Bengawan Surakarta . Then draw general conclusions with the support of some information, so that the data to be obtained will be descriptive.

Then, determining the location of a study is intended to narrow the scope of the discussion as well as to sharpen the tourism phenomenon to be studied. This approach is suitable for researching the implementation of development in the conservation of tourism, as well as cultural heritage and sites found in various areas of Surakarta City . This research was conducted by analyzing the data obtained from interviews, documentation, and direct observation in the field.

While the unit of analysis is in the form of objects, tourism office personnel, researchers will focus research on dialogue/interviews with service officers related to the tourism sector, forms of action, settings, illustrations contained in tourist sites by knowing the meaning of what messages are contained in objects, situations of natural conditions and the environment. By being limited to the subjects studied, it is hoped that later it will not expand to problems that are far from these subjects. In addition, the importance of determining this unit of analysis, so that the validity of the reliability can be maintained.

In qualitative research data collection uses primary data sources and secondary data, primary data collectors are carried out by interviewing informants (Sugiyono, 2005:171). Informants are people who are used to provide information about the situation and condition of the research setting, he must have a lot of experience about the research setting. Therefore, an informant must really know or actors who are directly involved with research problems. Selecting an informant must be seen for its competence, not just to present it. For this study, the informants used were from the Office of Culture and Tourism, namely the Promotion and Tourism Information Section and the General Sector as Secondary Data, totaling 3 people. While Premier Data is obtained from various reports, laws, regulations and actors of cultural activities involved, here the researchers take the data from the community (tourists, namely traders or public transportation drivers, hotel employees, restaurant employees), and tourists who which totals 7 people. As well as several archives and official documents related to the Culture and Tourism of the city of Surakarta totaling 8 people. As well as several archives and official documents related to the Culture and Tourism of the city of Surakarta.

The main sources in qualitative research are words and actions, the rest are additional data such as documents and others. According to Sugiyono (2013: 137), data sources can be done in various settings, various sources and various ways. When seen from its setting, the data can be dikumpulkan in a natural setting (natural setting), this research data source is a source of primary data and secondary data sources that can explain the necessary information in the study.

This observational data collection technique was carried out because in this study carried out systematic observations and recordings of the elements that appear in a symptom in the object of research. Observation allows reflecting and being introspective on the research being carried out, and will gain a better understanding of the context in which the research is going or is happening.

Next, an interview is conducted, which is completed by listing the issues that must be covered without finding a sequence of questions, maybe even an explicit question is not formed. With this guide, the researcher must think about how the question will be described concretely in a question sentence and at the same time adjust it to the actual context during the interview. Besides, it is accompanied by collecting data from documentation related to tourism phenomena.

The following in the use of data analysis techniques is a technique of selecting, organizing and analyzing data so as to produce objective data. In this study, researchers used data analysis techniques model of inter a katif, in which to analyze and use the three components of the analysis of data reduction, data presentation and conclusion.

Data reduction is the selection, focusing, simplification and abstraction of rough data (data from interviews) in the field. This data reduction process continues continuously throughout the implementation of the research until the final report. The data reduction carried out is part of the analysis that emphasizes, shortens, focuses and discards things that are not important and organizes the data in such a way that the final conclusion can be made.

Before entering the data analysis stage, the data that has been successfully extracted must be sought for stability and correctness. So that the validity of the data can be

developed. Because in looking at an object, if you only use one perspective, you will only see one form. If the object is seen from several different perspectives, then from each view, you will find a different shape with the shape produced from another view. Furthermore, after the collected data has been compared so that it is verified with other data, the researcher can enter the next stage of data analysis, namely data presentation. Data presentation is an assembly of information organization that allows data conclusions to be made. In this section, the information that has been obtained during the research is assembled to facilitate the drawing of conclusions.

The next step is the data validation technique used in this study is to use data triangulation techniques. According to (Gunawan, 2014, 217) the data triangulation technique refers to combining various methods in a study of one particular symptom. The reliability and validity of the data is guaranteed by comparing the data obtained from other sources or methods. This concept is based on the assumption that any bias (consistent error in estimating a value) that is inherent (explains) in data sources, researchers, certain methods, will be neutralized by data sources, researchers or other sources.

In triangulation, data or information from one party must be verified by obtaining the data from other sources, for example from a second, third party and so on using different methods. The goal is to compare information about the same thing obtained from various parties, so that there is a guarantee about the level of reliability of the data, this way to prevent subjective danger or something unexpected about the suitability of the data.

DISCUSSION

1. Communication

Communications under this research is how the policy of the Department of Tourism Ponorogo Social Services Minister ialisasikan about policy tourism agencies in the implementation of the development of attractions especially attractions in the region Bengawan Surakarata to the public and visitors attractions, as the institution that has the duties and responsibilities for the development of the region - an area that has tourism value, promotional activities are certainly one step from the development section of an area. In the next section, three communication indicators will be discussed, namely: transmission, communication clarity and communication model.

a. The communication transmission referred to in this study is the process of distributing information about a matter from the Head of the Tourism Office to the head of the tourism section and to the community. In terms of implementing the development of tourism objects, communication transmission is channeled through the process of distributing information from the Head of the Tourism Office to the Head of Section through coordination meetings between fields.

Socialization in the development of environmentally friendly tourism objects to the community is carried out in every tourist area including the Balekambang Park tourist area, a park built by KGPA Mangkunegara VII for his two daughters, namely GRAY Partini and GRAY Par tinah, Bengawan Solo in the Jurug area, Surakarta. Therefore, the two statues of this princess are also placed in the Tourism Strategic Area of Kampung Batik Laweyan, the Jurug

Strategic Area, the Strategic Area of Cultural and Educational Tourism and the Strategic Area of North Solo Trade and Services Tourism in the park (Wikipedia) , indirect socialization such as the use of pamphlets, billboards and so on, so that the information obtained by the community is not optimal. Kraton Surakarta Hadiningrat, Surakarta historical building , Central Java . Therefore, the Tourism Office should conduct direct/continuous outreach to the community.

b. Clarity of information plays an important role in supporting the smooth flow of information between the Head of the Tourism Office as a policy maker and its parts and the community as policy implementers. Socialization promotion of tourism in the framework of the implementation of the development ob jack wisat affect the ability of the Department of Tourism in conveying information to the public, the communications side timer ran , Solo benefit because the central government set the Yogyakarta-Solo-Semarang (Joglosemar) as one of 10 tourism areas prioritized ” he explained when contacted by Solopos.com via cellphone, Thursday. that what the Surakarta City Tourism Office does cannot be separated from the scope of promotion.

Department of Tourism and Culture Surakarta also launched a new program called anchor Sangseni Sura. This program is an application that aims to provide easy access to information about the existence of art studios in the city of Surakarta. Through this application, the public can find out the location of the art studios that they want to go to, complete with the profile and achievements of this studio in the field of art. Head of the Destinations and Tourism Industry Division, Solo City Tourism Office, Tuti Orbawati, assessed that the existence of art actors and creative spaces has a relationship which is finally able to become a new attraction for the tourism sector. For a long time, the city government has taken this approach, as a result, several large-scale tourism activities have started to become a routine agenda. If described, the various contents are various arts and culture activities and creative spaces.

c. The communication model for the Department of Tourism and Culture in communicating tourist objects in Bengawan Surakarta City includes:

1. Promotion in the form of personal selling, which is direct face-to-face communication between the Tourism Office to tourists in order to form an understanding of tourism objects such as exhibitions and events, exhibitions are usually held alone or at exhibitions in other areas.

2. Advertising, which is a form of indirect communication based on information about the advantages of a tourist attraction in Bengawan Surakarta City, has been arranged in such a way that it creates a sense of fun and makes a visit.

3. Direct marketing promotion mix which is conducting direct/continuous outreach to the public. Clarity of information plays an important role in supporting the smooth flow of information between the Head of the Tourism Office as a policy maker and its parts and the community as policy implementers. The socialization of tourism promotion in the context of developing environmentally friendly tourism objects greatly affects the ability of the Tourism Office in conveying information to the public. Communication is an important factor in the running of organizations/institutions including the dissemination of the vision, mission, strategy and operations of the Surakarta City Tourism Office . Communication as a liaison between policy makers and policy implementers, both between government agencies and other institutions such as the tourism business world or the community, as well as to establish personal

interactions between tourism actors in expressing their wishes and plans for implementing tourism programs. Including to maximize the implementation of tourism potential as a driver of equity and development improvement.

Head of Creative Economy Development Division, Surakarta City Tourism Office. According to him, it is important to optimize this creative space, given the lack of natural resources in the city of Solo. Therefore, the only thing that can be maximized is the approach in terms of human resources through traditional arts and culture in the community. The goal is clear to direct the use of creative space as a support for the growth and development of the creative economy in the city of Solo. One example is the use of Pendapa Mangkubumen for artistic activities and the creative economy of the community," he explained .

2. Resources.

Resources are an absolute tool in the policy of implementing tourism development at the Surakarta City Tourism Office which requires sufficient and adequate resources both in terms of quality and quantity related to skills, dedication, professionalism and competence in the field of tourism. However, the main problem often lies in the attention and commitment (dedication and professionalism) of the human resources involved.

In its maximum or effective and efficient implementation , it indicates the need for adequate resources. The lack of attention and commitment of employees in relation to the implementation of tourism policies indicates limited resources, both human resources and funding sources.

Commitment, loyalty and professionalism of the employees of the Tourism Office and other agencies need to be improved in order to be able to implement tourism policies as another driving force for development because other resources such as budgets, facilities and others are only a support although they are also important, but the most important thing is human resources itself.

There is a tendency where there are many employees who are more comfortable just sitting around during work days, lacking the initiative that arises from them except when they receive instructions from the leadership to carry out activities. As well as the lack of attention and commitment of employees to their duties and responsibilities which are indicators that affect employee performance in the Office environment.

In addition, there is a lack of debriefing through orientation and training programs on the roles and responsibilities given to employees related to tourism development. In addition, often when there are instructions to employees regarding matters related to tourism, employees do not understand so that they cannot be carried out properly.

This is further complicated by the lack of competence possessed by employees, not only that, even the commitment of employees in implementing the Strategic Plan is very low. If human resources are trained and master their work, they will be able to contribute positively in realizing their responsibilities and developing tasks and obligations that will support the smooth implementation and achievement of the goals of the Surakarta City Tourism Office .

Each stage of implementation demands the existence of qualified human resources in accordance with the work required by the policies that have been set politically. In addition to human resources, financial and time resources are important calculations in the success of policy

implementation. (Van Meter and Van Horn in Agustino, 2006:162). Din as Tourism Surakarta as the spearhead / leading sector pay less attention to the reception disposition or instruction from superiors, and employees do not understand what to do or what is meant, then it is certain that the implementation of tourism policy will not be successful, if this problem is reflected in the relationship -The relationship that exists between tourism policy makers and policy implementers in the city of Surakarta is not in the same thought.

3. Disposition

Disposition in implementing the policy begins with filtering (befiltered) first through the perceptions of the implementers in the extent to which the policy is implemented. There are three kinds of response elements that can affect their ability and willingness to implement a policy, among others consisting of first, knowledge (cognition), understanding and understanding of the policy, second, the direction of their response whether to accept, neutral or reject (acceptance), neutrality, and rejection), and third, the intensity of the policy. (Van Meter and Van Horn in Agustino, 2006:163).

The implementation of tourism development in Surakarta City, as stated by research informants through interviews, explained that according to the observations of researchers in the field, it can be said that it is not optimal, this is because the implementation of tourism policies does not reflect the political will because the government does not follow up on the tourism development plan (grand design) that has been implemented. prepared by tourism managers, and the community has not depended on the tourism sector for their livelihoods, the lack of a sense of ownership and effort to create creativity, lack of coordination with traditional and cultural stakeholders, as well as the community and tourism owners.

4. Bureaucratic Structure

So far, the Surakarta City government has not explained the main functions and structures of the bureaucracy between agencies or between institutions in an integral way so as to prevent overlapping authorities that tend to be sectoral egos. Thus it can be concluded that to describe the relationship and coordination between agencies indicates the need for an integral and holistic SOP to serve as a guide and reference for each agency to describe its main tasks and functions related to tourism development efforts in the Bengawan Surakarta City area.

As Suwitri (2008-261) explains the term "Implementing Organization" means the government bureaucracy that has the responsibility for implementing the public policies that have been set. In line with that, Tachjan (2006:27), explains that this bureaucracy plays a dominant role in the implementation of programs and policies. Thus it can be seen that the government's role is very important in implementing a policy because the government has access to communicate with all elements related to the policy to be implemented.

The bureaucratic structure has not been well coordinated in carrying out its duties to support tourism development in the city of Surakarta, both internally and externally, the Surakarta City Tourism Office, because to obtain maximum results, interactions within the bureaucratic structure should be more patterned, both from within the internal and external environment. agency. The flow of work and the line of command must be clearer even though it has been seen, but the bureaucratic structure is often powerless because it does not have work

management and does not know what to do, as is what happened in the development of tourism with a cultural character in Surakarta City .

CONCLUSION

Looking at the overall description, the researcher concludes that the Implementation of Tourism Development at the Surakarta City Tourism Office has not optimally applied the four variables of George Edward III's theory in the implementation of tourism policy. For this reason, it is necessary to reform and develop the organization of the Tourism Office through improving functions, increasing productivity and efficiency which will have implications for decisions to make cultural changes, assignment systems, and program and budget adjustments as well as the application of communication technology systems and the use of appropriate human resources.

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