

ANALYSIS OF THE PROGRAM FOR PROVIDING PUBLIC SPACE FOR THE TOURISM OFFICE IN THE DEVELOPMENT OF TOURISM OBJECTS

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Abstract. For local governments in the context of implementing regional developments, in order to be achieved and sustainable, funding sources are one of the determining factors in achieving the desired goals. This study aims to analyze the implementation of the Gemuruh Waterfall Tourism Object Development Program carried out by the West Kutai Regency Tourism Office and to analyze the obstacles in the implementation of the thundering waterfall tourism object development program. This research is descriptive, conducted at the Department of Tourism, as well as the community of Sekolaq Darat, West Kutai Regency. The time of the implementation of this research was held from September 2020 until the end of 2021. Based on the results of research on the Analysis of the Gemuruh Waterfall Tourism Object Development Program by the Tourism Office of West Kutai Regency, the researchers drew conclusions, namely After each indicator was described, then each result the recapitulation of each of these indicators is combined and the average and percentage are sought, and finally the results of the recapitulation of the overall indicators used as measurements in this study are 68 people or 65.38% of all respondents answered the Implementation of the Waterfall Tourism Object Development Program Rumbling by the Tourism Office is still in the Poor category. It is said to be not good because many tourism object development programs are not running according to the planned activities.

Keywords: program analysis, public space, tourism office

INTRODUCTION

The Republic of Indonesia is a unitary state in the form of a republic (Satrio, 2017), with the aim of realizing a just, prosperous and prosperous society in the life of society, nation and state (Periani et al., 2022). In order to expedite the implementation of development, as it is known that the state has been divided into provincial areas (Rahmawati & Sulistyningrum, 2022) and provincial areas are further divided into smaller regions, namely regencies and cities (Setiawan & Sedyono, 2022), which have the authority to manage their own households (Hariyanto, 2022). The powers of these regions are all regulated by law (Q. Liu et al., 2022). So that the existing authorities in the regions can be carried out optimally in managing their households, it is necessary to have sufficient sources of financing (Effendi & Negara, 2022). However, considering that not all sources of financing can be provided to the regions (Derkenbaeva et al., 2022), the regions must be able to explore the potential of existing financial resources in their regions that have not been explored, in accordance with the applicable laws and regulations (Allen et al., 2022). To realize targeted and sustainable regional development (Y. Liu et al., 2022), it is necessary to take a policy to increase income from the non-oil and gas sector which has been under-exploited so far (Orekan & Ajani, 2022). One aspect that is included in this sector is an increase in the tourism sector (Mursalina et al., 2022), because the tourism sector is a sector of income for the region which is quite large (Budhi et al., 2022). Through the tourism sector, local governments, especially the

community, will be able to increase income for those who live around tourist attractions (Masriyah & Hermawan, 2022). For local governments in the context of implementing regional developments (Biriescu & Babaita, 2014), in order to be achieved and sustainable, funding sources are one of the determining factors in achieving the desired goals. With the existing authority, the Regional Government must be observant in exploring the potential of regional wealth it has in order to increase Regional Original Income so that it can finance development in the area. Experience so far shows that in almost all regions the percentage of PAD is relatively small. In general, the APBD of a region is dominated by contributions from the central government and other contributions, which are regulated by laws and regulations. Of the various tourist objects in West Kutai Regency above, Gemuruh Waterfall located in West Kutai, Sekolaq Darat District is one that has not received serious attention from the Regency Government. Gemuruh Waterfall, which is located in Sekolaq Darat, is indeed intended for tourism development in West Kutai Regency. This is in accordance with the 2019/2020 West Kutai Regency Spatial Plan which makes the Gemuruh Waterfall area a natural tourism development. And further stipulated in the strategic plan of West Kutai Regency. Based on the results of studies conducted on Featured Tourism Objects, namely tourism objects that can be used as sources of regional income. Efforts to plan development in terms of physical and supporting facilities at Gemuruh Waterfall attractions such as shelters and other supporting buildings have indeed

been carried out by the Regional Government since 2020, but the results of the planning process are not in accordance with what is outlined, both in RT and RW as well as West Kutai Regency Strategic Plan. This can be seen from the condition of the Gemuruh Waterfall and the existing facilities, both those built by the local community using non-governmental funds such as shelters and other public places. To make Gemuruh Waterfall a mainstay tourist attraction for the West Kutai Regency Government, it needs to get serious attention from the Regional Government. From the conditions of the Thundering Waterfall above, it appears that there has been no development realized from the West Kutai Regency Government, in this case the West Kutai Regency Tourism Office. This can be seen from the stalls (wooden) around the waterfall which tend to be random and not neatly arranged and can also be seen from the lack of facilities and lack of maintenance of tourist facilities causing most of them to be in poor condition or damaged thereby reducing their attractiveness such as souvenir houses, guesthouses. and the clearly uncomfortable WC and MCK conditions.

In addition to these problems, another problem is the strong erosion of the waterfall which causes damage to the surroundings of the waterfall, which over time clearly destroys the natural beauty of Gemuruh Waterfall. The problems above are some of the problems that exist in the Gemuruh Waterfall area, in addition to other problems. From the conditions described above, this is clearly not in line with the previously determined commitments contained in the Strategic

Plan, which makes Gemuruh Waterfall a Natural Tourism Development Area.

From the explanation above, the existing public infrastructure and facilities in the Gemuruh Waterfall area are very supportive for tourism development. The development of tourism potential as well as professional and serious handling is expected to increase the number of tourist flows visiting Gemuruh Waterfall. Although the goal of developing this tourist attraction is domestic tourism, if the number of tourists increases, it is not impossible that the increase in the number of tourists will provide space or leisure for this tourism sector to contribute to PAD in the coming years. Although the condition of Gemuruh Waterfall has various shortcomings in providing services for visitors, because this tourist attraction is the only tourist attraction for the people of West Kutai and its surroundings, this waterfall is still visited by visitors. The development of the number of tourist flows and the amount of income received by traders can be said to be quite good. This is considering the condition of the Gemuruh Waterfall area is still classified as the lack of available supporting facilities. The potential for an increase in tourist flows is very open with a targeted development effort, by looking at the potential that exists in the area. An increase in the number of tourist flows clearly affects the level of income. If that happens, the contribution to the PAD of West Kutai Regency will be realized. Because so far, there has not been the slightest contribution of Rumbling Waterfall to the PAD of West Kutai Regency.

Of course, every service in the West Kutai district government has programs to

carry out its duties and functions. These programs are expected to achieve the goals set by the local government. One of them is the Tourism Office, West Kutai Regency, in an effort to carry out its functions and duties in accordance with the provisions of the law. The West Kutai Regency Tourism Office establishes various programs in order to achieve the goals set by the Regional Government.

This study aims to analyze the implementation of the Gemuruh Waterfall Tourism Object Development Program carried out by the West Kutai Regency Tourism Office and to analyze the obstacles in the implementation of the thundering waterfall tourism object development program. This research can be useful as information material for anyone who wants to know about the planning process for the development of Gemuruh Waterfall, which has been carried out by the West Kutai Regency government so far and the problems that exist in Gemuruh Waterfall and as information material for the Regency Government in implementing the program, that has been set by the Tourism office, which will then be considered for decision making in the development of the Gemuruh Waterfall tourist attraction.

METHODS

This research is descriptive, conducted at the Department of Tourism, as well as the community of Sekolaq Darat, West Kutai Regency. The time of the implementation of this research was held from September 2020 until the end of 2021. The data used are primary data and secondary data. Data collection techniques used are by means of observation, questionnaires and interviews. The results

of the data obtained in the field (observations, interviews and documentation) will be summarized and then analyzed in depth. The population in this study is from the local community and employees of the Tourism Office with a total population of 8000 people and the number of the Tourism Office as many as 5 people. Sampling from the population used slovin samples.

RESULTS AND DISCUSSION

The Tourism Office or abbreviated as Dispar, carries out local government affairs related to the tourism sector. The task of the Tourism Office is to formulate technical policies in the field of tourism destination development, tourism marketing development and the development of cultural arts. The function of Dispar is the formulation of technical policies in the field of tourism destination development, tourism marketing development and the development of cultural arts as executor of local government affairs in the field of tourism and cultural preservation in their working areas, UPTD coordinator, to reporting and coordinating tourism and cultural affairs. Related to its duties and functions, Dispar is authorized to issue permits in the tourism sector including Tourism Business Permits for travel agents and others, administering Permanent Tourism Business Permits (ITUP), Tourism Business Registration Certificates or TDUP including Tourism Travel Services Business Registration Certificates, Tourism Business Registration Certificates, and Tourism Business Registration Certificates. List of Accommodation Provider Businesses, Registration Certificates for Tourism Area Businesses, and others. In addition to permits in the tourism sector, Dispar

also has the authority to issue permits related to cultural fields such as cultural activities, transfer of functions of historic buildings and others. After describing the results of the research from the observations and questionnaires in the

explanation above, the following researchers will describe the discussion of the results of the recapitulation of the overall research indicators, namely as follows:

Table 1. Recapitulation of Overall Questionnaire, 2021

No	Indicator	Answer Category					Total
		VG	G	PG	P	NG	
1	Tourist Attractions and Attractions	2	3	23	65	11	104
2	Infrastructure	3	4	22	71	4	104
3	Means	4	5	21	69	5	104
4	Infrastructure/ Management	5	4	21	70	4	104
5	Public/Environment	6	7	18	69	4	104
Total Average		4	5	21	68	6	104
Percentage (%)		3,84	4,80	20,19	65,38	5,76	100%

Source: Results of Primary Data Processing by Researchers

From the recapitulation table of all indicators used in this study, it is known that the implementation of the development and management program for the Gemuruh Waterfall attraction in Sekolaq Darat District is still in the Poor category, this is in accordance with the overall recapitulation results, which are 68 people or 65.38% of the total number of respondents. overall respondents answered Not Good. the implementation of the program development and management of Gemuruh Waterfall is said to be not good because there are still many programs that have not been running but the budget is already available. provided this is clearly a problem that must be resolved

immediately.

Analysis of Inhibiting Factors in the Implementation of the Gemuruh Waterfall Tourism Object Development Program

Based on the results of the research that the authors did which contained in each table recapitulation of the implementation of the Gemuruh Waterfall tourism object development program, it can be concluded that the factors inhibiting the implementation of the Gemuruh Waterfall tourism object development program by the West Kutai Regency Tourism Office are as follows officials who are not serious in carrying out the management of tourist objects, lack of supervision from the local

government in auditing the budget that has been given to the Office, there is no LPJ (Accountability Report) from the relevant Service in the use of Funds, people who are less cooperative and participate in socializing tourism objects in their area and people who tend to be busy with their respective jobs so that there is no time to care for and maintain the tourist attraction environment.

CONCLUSIONS

Based on the results of research regarding the Analysis of the Gemuruh Waterfall Tourism Object Development Program by the Tourism Office of West Kutai Regency, the researchers drew the conclusion that after each indicator was described, then each recapitulation result of each indicator was combined and searched for the average and percentage, and finally the results of the recapitulation of the overall indicators used as measurements in this study were 68 people or 65.38% of all respondents answered that the Implementation of the Rumbling Waterfall Tourism Object Development Program by the Tourism Office was still in the Poor category. It is said to be not good because many tourism object development programs are not running according to the planned activities. The non-implementation of these programs is due to the lack of attention and supervision from the local government on the performance of the West Kutai Regency Tourism Office, besides the lack of seriousness on the part of the agency in

implementing the development of these attractions, it is also a fundamental problem so that tourism object development programs, especially Waterfalls Rumbling is not realized to the maximum.

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