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Jurnal Ilmu Pemerintahan *Widya Praja* adalah wadah informasi yang mencakup kajian Ilmu Pemerintahan baik konsep teoretis maupun dari hasil penelitian. Konsep dan hasil penelitian merupakan pengembangan dan pendalaman dari berbagai studi yang dikaji secara khusus dalam kajian Ilmu Pemerintahan. Frekuensi terbit setahun dua kali, pada Mei dan November.

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Pada Edisi 43 No. 1 Tahun 2017 ini, materi Jurnal Ilmu Pemerintahan Widyapraja terdiri dari 1) Ecotourism Pada Tingkat Komunitas Di Kawasan Wisata Pangandaran oleh Eko Budi Santoso; 2) Land Use Conversion : Evaluation And Strategic Actions oleh Ruth Roselin Nainggolan; 3) Simulation of Dynamic System Model in the Development of Green Environmental Tourism to Increase Economic Growth in Pangandaran oleh Dedeh Maryani; 4) Government Management Transformation in Bandung Regency (A Case Study at Department of Education) oleh Dede Sri Kartini; 5) Public Participation For Implementation Of Pnpm Mandiri Pariwisata In Karang Dima Village Labuhan Badas Subdistrict Sumbawa Regency oleh Bintang Rizki Sakinah, Andry Agung Dewanto.

Harapan Redaksi bahwa materi yang disajikan dalam edisi Jurnal Ilmu Pemerintahan Widyapraja kali ini dapat menambah informasi dan bahan bacaan bagi para pembaca tentang berbagai konsep teoritik dan hasil penelitian Kajian Ilmu Pemerintahan. Ucapan terima kasih kami sampaikan atas kerja sama, waktu, saran, koreksi dan masukan dari para Mitra Bebestari dan editor bahasa sehingga kelima tulisan tersebut dapat dimuat dalam Jurnal Ilmu Pemerintahan Widyapraja Edisi 43 No. 1 ini.

Kami menyadari bahwa materi yang disajikan dalam edisi Jurnal Ilmu Pemerintahan Widyapraja ini tidak masih jauh dari kata sempurna dan masih banyak kekurangan-kekurangan, baik dari aspek substansi dan teknis. Untuk itu, kami mohon masukan dan kritik membangun bagi penyempurnaan jurnal ini pada penerbitan edisi berikutnya.

Selamat membaca!

Redaksi,



JURNAL ILMU PEMERINTAHAN
WIDYAPRAJA

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***ECOTOURISM* PADA TINGKAT KOMUNITAS DI KAWASAN WISATA PANGANDARAN PROVINSI JAWA BARAT**

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Abstrak

Pengembangan suatu kawasan wisata khususnya wisata alam seringkali disebut ekowisata (*ecotourism*), walaupun belum tentu dikembangkan dengan melaksanakan prinsip-prinsip *ecotourism*. Tullisan ini merupakan hasil penelitian yang mencoba mendeskripsikan dan mengeksplorasi penerapan prinsip-prinsip *ecotourism* pada kawasan wisata pada tingkat komunitas. Hasil penelitian diharapkan dapat memberikan masukan dalam pengembangan prinsip-prinsip pengembangan kawasan wisata dengan konsep *ecotourism* dan pemecahan berbagai persoalan/hambatan dalam pelaksanaannya. Metode penelitian kualitatif deksriptif eksploratif, dengan lokus kawasan wisata Pangandaran yang memiliki keragaman daya tarik wisata alamnya. Metode pengumpulan datanya menggunakan teknik wawancara dengan sampling informan secara purposive, teknik observasi, dan dokumentasi pada berbagai data sekunder terkait. Hasil penelitian menggambarkan bahwa dari 9 (sembilan) prinsip *ecotourism* secara umum penerapannya pada level komunitas di kawasan wisata Pangandaran, telah dilakukan tetapi tidak semuanya dilakukan dengan baik (kategori cukup/sedang) dengan kecenderungan kearah lebih baik. Prinsip ke-6 menurut TIES (2015) yang mengkaitkan dengan adanya peningkatan sensitivitas bagi politik negara, tidak banyak terwujud atau terlalu jauh hubungannya dengan kegiatan *ecotourism* pada level komunitas, sedangkan prinsip partisipasi sudah banyak dilakukan di lokasi penelitian tetapi tidak masuk dalam prinsip *ecotourism* menurut TIES (2015). Dari penelitian ini disarankan: 1) peningkatan alokasi bantuan dana *ecotourism* pada komunitas; 2) perlu keseimbangan manfaat kepada wisatawan dan komunitas/masyarakat lokal; 3) pembatasan prinsip ke-6 TIES (2015) sampai pada peningkatan sensitivitas pada lingkungan fisik dan sosial; dan 4) memasukkan partisipasi sebagai prinsip *ecotourism* secara universal yang dapat diadopsi oleh TIES maupun masyarakat dunia dalam pengembangan *ecotourism*.

Kata kunci: kawasan wisata, Pangandaran

PENDAHULUAN

Pada akhir dekade 1970an, gagasan *ecotourism* atau ekowisata mulai diperbincangkan dan dianggap sebagai suatu alternatif pengembangan dari kegiatan wisata tradisional. Dan pada tahun 1980-an beberapa lembaga dunia, peneliti,

pencinta lingkungan, maupun ahli-ahli di bidang pariwisata serta beberapa negara mulai mencoba merumuskan dan menyelenggarakan kegiatan serupa dengan caranya masing-masing. Rumusan ekowisata (*ecotourism*) sendiri pernah dirumuskan secara formal oleh Hector

Ceballos-Lascurain pada tahun 1984. Dia mendefinisikan Ekowisata sebagai suatu perjalanan ke tempat-tempat yang masih alami dan relatif belum terganggu atau tercemari untuk tujuan mempelajari, mengagumi dan menikmati pemandangan, flora dan fauna, serta bentuk-bentuk manifestasi budaya masyarakat yang ada, baik dari masa lampau maupun masa kini. Tetapi bagi kebanyakan orang, terutama menurut orang-orang yang termasuk sebagai pencinta lingkungan, definisi ekowisata yang dikemukakan oleh Hector Ceballos-Lascurain tersebut belum cukup untuk menggambarkan dan menerangkan kegiatan ekowisata (*ecotourism*) secara lengkap. Penjelasan di atas dianggap hanyalah penggambaran dari kegiatan wisata alam biasa.

Pada tahun 1990, definisi ekowisata atau *ecotourism* menurut Hector ini, kemudian disempurnakan oleh Masyarakat Ekowisata Internasional (*The International Ecotourism Society* yang kemudian disingkat TIES), yang mendefinisikan ekowisata sebagai suatu kegiatan wisata alam yang bertanggung jawab yang menjaga keaslian dan kelestarian lingkungan dan meningkatkan kesejahteraan penduduk setempat. Pada bulan Januari 2015, di Washington DC, TIES telah merevisi definisi dan prinsip-prinsip dari apa yang disebut sebagai *ecotourism* yang merupakan pengembangan dari rumusan tahun 1990. Dalam rumusan baru ini, TIES melakukan perubahan dan penambahan sedikit dari rumusan sebelumnya (tahun 1990) untuk memperjelas atau melengkapi yang kurang, menghilangkan ambiguitas, dan mengurangi keraguan interpretasi dalam praktik oleh industri wisata.

Menteri Dalam Negeri pada tahun 2009 juga menerbitkan Peraturan Menteri Dalam Negeri Nomor 33 Tahun 2009 tentang Pedoman Pengembangan Ekowisata di Daerah yang di dalamnya juga mendefinisikan tentang ekowisata, prinsip-prinsip pengembangan ekowisata di daerah maupun pengaturan lainnya terkait pengembangan ekowisata di daerah. Dalam peraturan ini juga dinyatakan prinsip-prinsip pengembangan ekowisata sebagai indikator pengembangan kawasan wisata dengan pendekatan *ecotourism*.

Dalam praktek pengembangan kawasan wisata, berbagai wisata alam telah lama dikembangkan di seluruh dunia termasuk Indonesia, namun tidak semuanya dikembangkan dengan konsep *ecotourism*. Bahkan suatu kawasan wisata yang diklaim dikembangkan dengan konsep *ecotourism*, namun belum tentu tepat disebut sebagai suatu kawasan wisata yang dikembangkan dengan konsep *ecotourism*. Hal ini tergantung dari seberapa besar prinsip-prinsip *ecotourism* dijalankan atau dilaksanakan pada kawasan wisata tersebut. Hal ini juga terjadi dalam pengembangan wisata alam pada umumnya di Indonesia.

Kabupaten Pangandaran adalah merupakan salah satu kabupaten yang memiliki banyak kawasan wisata unggulan di Provinsi Jawa Barat. Dari banyak kawasan wisata di Kabupaten Pangandaran tersebut, sebagian besar adalah kawasan wisata yang mendasarkan pada daya tarik alam (*nature resources tourism*). Dengan demikian pengembangan wisata dengan konsep *ecotourism* sangat potensial diterapkan di kawasan-kawasan wisata di Kabupaten Pangandaran ini. Namun bagaimana penerapan konsep *ecotourism* di Kabupaten Pangandaran

beserta permasalahan-permasalahan yang dihadapi memiliki kemungkinan berbeda dengan di daerah lainnya.

Pengembangan kawasan wisata di Kabupaten Pangandaran juga tidak terlepas dari berbagai masalah, termasuk masalah lingkungan yang menjadi aspek penting dalam pengembangan *ecotourism*. Salah satu persoalan yang dialami di berbagai kawasan wisata di Kabupaten Pangandaran yang terkait dengan pengembangan *ecotourism* atau ekowisata adalah persoalan sampah. Persoalan sampah di Pangandaran ini seringkali mencuat di berbagai media. Salah satu berita yang muncul pada awal tahun 2016 sebagaimana diterbitkan oleh media online www.harapanrakyat.com menyebutkan tentang persoalan sampah setelah perayaan akhir tahun 2015. Hal ini juga terjadi pada tahun-tahun sebelumnya sebagaimana diberitakan pada media online lifestyle.okezone.com yang ditayangkan pada hari Kamis, 24 Mei 2012. Dari berita tersebut terutama dari kondisi yang menggambarkan tumpukan sampah di sepanjang kawasan pantai Pangandaran dapat dilihat bahwa tumpukan sampah tersebut sangat tidak ramah lingkungan yang apabila tidak diurus akan mengotori laut maupun menjadi sumber penyakit bagi masyarakat setempat maupun bagi wisatawan yang datang ke kawasan pada masa berikutnya.

Tulisan ini merupakan bagian dari penelitian yang difokuskan untuk menggambarkan dan mengeksplorasi tentang bagaimana penerapan prinsip-prinsip *ecotourism* dan hambatan yang ada dalam penerapan *ecotourism* pada tingkat komunitas pada kawasan wisata Pangandaran. Lokus penelitiannya dipilih kawasan wisata yang ada di dalam

Kecamatan Pangandaran. Hal ini karena di dalam Kecamatan Pangandaran ini terdapat kawasan wisata pantai barat pangandaran, kawasan wisata pantai timur pangandaran, dan kawasan wisata cagar alam Pananjung. Di dalam kecamatan ini berbagai penyelenggaraan kegiatan pariwisata maupun berbagai permasalahan dan tindak lanjutnya memiliki kemungkinan yang lebih beragam dibanding di daerah lain di Kabupaten Pangandaran. Hasil penelitian diharapkan memiliki kontribusi dalam pengembangan prinsip-prinsip *ecotourism* terutama pada aspek yang terkait dengan komunitas yang merupakan bagian dari masyarakat lokal di kawasan wisata yang dikembangkan dengan *ecotourism*, sehingga dapat lebih mewujudkan pembangunan berkelanjutan.

LANDASAN TEORETIS DAN NORMATIF

Definisi *ecotourism* yang kemudian banyak disitir oleh pakar-pakar *ecotourism* adalah definisi menurut *The International Ecotourism Society* atau disingkat TIES (2015), yang mengkonsepsikan *ecotourism* sebagai:

“... responsible travel to natural areas that conserves the environment, sustains the well-being of the local people and involves interpretation and education” with the specification that education is to staff and guests (TIES, 2015).

Berdasarkan konsepsi tersebut, TIES (2015) merumuskan beberapa prinsip *ecotourism* sebagai berikut: 1) meminimumkan dampak fisik, sosial, perilaku dan psikologis; 2) membangun kesadaran dan penghargaan terhadap lingkungan dan budaya; 3) memberikan

pengalaman positif baik bagi wisatawan atau tamu maupun masyarakat lokalnya; 4) memberikan keuntungan finansial langsung untuk upaya konservasi; 5) menghasilkan keuntungan finansial baik bagi masyarakat lokal maupun swasta pelaku industri wisata; 6) memberikan pengalaman interpretatif yang berkesan bagi wisatawan, yang membantu meningkatkan sensitivitas bagi politik negara lokasi ekowisata, maupun lingkungan dan iklim sosialnya; 7) merancang, dan mengkonstruksi atau membangun, serta mengoperasikan fasilitas yang memiliki dampak rendah (bagi lingkungan dan masyarakat lokal); 8) memberikan pengakuan terhadap hak dan kepercayaan spiritual dari masyarakat asli dan dilakukan partnersip atau kerjasama dengan masyarakat lokal untuk memberdayakan mereka.

Dalam Peraturan menteri Dalam Negeri Nomor 33 Tahun 2009 tentang Pedoman Pengembangan Ekowisata di Daerah, pada pasal 3 dinyatakan bahwa prinsip pengembangan ekowisata di daerah di Indonesia, adalah sebagai berikut: 1) kesesuaian antara jenis dan karakteristik ekowisata; 2) konservasi, yaitu melindungi, mengawetkan, dan memanfaatkan secara lestari sumberdaya alam yang digunakan untuk ekowisata; 3) ekonomis, yaitu memberikan manfaat untuk masyarakat setempat dan menjadi penggerak pembangunan ekonomi di wilayahnya serta memastikan usaha ekowisata dapat berkelanjutan; 4) edukasi, yaitu mengandung unsur pendidikan untuk mengubah persepsi seseorang agar memiliki kepedulian, tanggung jawab, dan komitmen terhadap pelestarian lingkungan dan budaya; 4) memberikan kepuasan dan pengalaman kepada pengunjung; 5)

partisipasi masyarakat, yaitu peran serta masyarakat dalam kegiatan perencanaan, pemanfaatan, dan pengendalian ekowisata dengan menghormati nilai-nilai sosial-budaya dan keagamaan masyarakat di sekitar kawasan; dan 6) menampung kearifan lokal.

Sedangkan pengertian komunitas yang digunakan dalam penelitian ini relatif merupakan pengertian komunitas yang tradisional, sebagaimana dinyatakan oleh Menurut George Hillery Jr. dan menurut Fairi (1980) dalam Nasdian (2003). Menurut George Hillery Jr, komunitas adalah sekelompok orang yang tinggal di wilayah tertentu, memiliki ikatan saling berbagai, dan memiliki hubungan untuk berinteraksi dengan satu sama lain (people living within a specific area, sharing common ties, and interacting with one another"). Sedangkan menurut Fairi (1980), komunitas adalah sebuah kelompok sosial dari beberapa organisme yang berbagi lingkungan, umumnya memiliki ketertarikan yang sama, dalam komunitas manusia, individu-individu di dalamnya dapat memiliki maksud, kepercayaan, sumber daya, preferensi, kebutuhan, risiko dan sejumlah kondisi lain yang serupa.

Oleh karena itu yang dimaksud dengan komunitas dalam penelitian ini adalah merupakan bagian dari masyarakat yang memiliki kesamaan kepentingan dalam aspek pengembangan kepariwisataan di kawasan wisata Pangandaran. Di dalam pengertian ini tercakup semua orang yang merupakan pelaku penyedia barang ataupun jasa terkait dengan kegiatan kepariwisataan di kawasan wisata Pangandaran, yang tinggalnya juga di dalam kawasan wisata Pangandaran.

Oleh karena itu komunitas dapat berada pada wilayah yang sama secara nyata atau dalam ruang fungsional. Dalam hal ini kekuatan pengikat suatu komunitas, terutama, adalah kepentingan bersama dalam memenuhi kebutuhan kehidupan sosialnya yang biasanya, didasarkan atas kesamaan latar belakang budaya, ideologi, sosial-ekonomi. Disamping itu secara fisik suatu komunitas biasanya diikat oleh batas lokasi atau wilayah geografis. Masing-masing komunitas, karenanya akan memiliki cara dan mekanisme yang berbeda dalam menanggapi dan menyikapi keterbatasan yang dihadapainya serta mengembangkan kemampuan kelompoknya.

METODA

Penelitian ini, lebih merupakan penelitian kualitatif deskriptif dan eksploratif untuk mendeskripsikan dan mengeksplorasi secara mendalam pemenuhan atau penerapan prinsip-prinsip *ecotourism* yang dilaksanakan di kawasan wisata di Kecamatan Pangandaran Kabupaten Pangandaran pada tingkat komunitas. Penelitian ini didesain dengan pendekatan kualitatif karena penelitian ini berusaha memahami makna dibalik data atau fakta yang nampak, serta untuk pengembangan teori terkait prinsip-prinsip *ecotourism* (Sugiyono, 2010). Pemaknaan atas fakta yang ada dikaitkan dengan prinsip-prinsip *ecotourism* yang dipakai dalam penelitian ini.

Wilayah penelitian dibatasi hanya pada kawasan wisata di Kecamatan Pangandaran, karena kecamatan ini merupakan kecamatan yang di dalamnya tercakup pusat atau inti dari pengembangan kawasan wisata di Kabupaten Pangandaran yang kemudian menjadikan wilayah

Pangandaran dapat atau mampu untuk memekarkan diri menjadi daerah otonom. Disamping itu kecamatan Pangandaran merupakan kecamatan yang menaungi banyak kawasan wisata dan beragam daya tarik yang sebagian besar merupakan wisata alam, yang pengembangannya dapat dan sedang dilakukan dengan konsep atau pendekatan *ecotourism*. Di Provinsi Jawa Barat, kawasan wisata Pangandaran merupakan salah satu kawasan wisata yang utama dengan daya tarik utama adalah wisata alam, dan secara nasional juga sangat dikenali oleh masyarakat Indonesia.

Operasionalisasi konsep *ecotourism* yang digunakan dalam penelitian ini menggabungkan antara konsep *ecotourism* menurut TIES dengan prinsip keenam Peraturan Menteri Dalam Negeri Nomor 33 Tahun 2009 tentang Pedoman Pengembangan Ekowisata di Daerah. Prinsip keenam menurut Permendagri No 33 tahun 2009 tersebut adalah sebagai berikut:

“... partisipasi masyarakat, yaitu peran serta masyarakat dalam kegiatan perencanaan, pemanfaatan, dan pengendalian ekowisata dengan menghormati nilai-nilai sosial-budaya dan keagamaan masyarakat di sekitar kawasan”.

Dengan demikian prinsip *ecotourism* pada tingkat komunitas yang digunakan untuk pemenuhan prinsip-prinsip *ecotourism* pada tingkat komunitas di lokus penelitian, adalah prinsip *ecotourism* yang terdiri dari sembilan prinsip berikut: 1) Meminimumkan dampak fisik, sosial, perilaku dan psikologis; 2) Membangun kesadaran dan penghargaan terhadap lingkungan dan budaya; 3) memberikan pengalaman positif bagi wisatawan atau

tamu maupun masyarakat lokalnya; 4) menghasilkan atau memberikan keuntungan finansial langsung untuk upaya konservasi; 5) menghasilkan keuntungan finansial baik bagi masyarakat lokal maupun swasta pelaku industri wisata; 6) memberikan pengalaman interpretatif yang berkesan bagi wisatawan (termasuk pengalaman edukatif), yang membantu meningkatkan sensitivitas bagi politik negara lokasi ekowisata, maupun lingkungan dan iklim sosialnya; 7) merancang, dan mengkonstruksi atau membangun, serta mengoperasikan fasilitas yang memiliki dampak rendah terhadap lingkungan dan masyarakat lokal; 8) memberikan pengakuan terhadap hak dan kepercayaan spiritual dari masyarakat asli dan dilakukan partnersip dalam pemberdayaan masyarakat lokal; dan 9) **partisipasi masyarakat** dalam kegiatan perencanaan, pemanfaatan, dan pengendalian ekowisata dengan menghormati nilai-nilai sosial-budaya dan keagamaan masyarakat di sekitar kawasan.

Teknik pengumpulan datanya dilakukan dengan: 1) wawancara semi terstruktur dengan menggunakan pedoman wawancara berbasis pada 9 prinsip ecotourism menurut TIES dan Peraturan Menteri Dalam Negeri Nomor 33 Tahun 2009 tentang Pedoman Pengembangan Ekowisata di Daerah; 2) observasi yang dilakukan pada tempat dan perilaku (aktivitas) pelaku wisata terutama komunitas pada penerapan prinsip-prinsip wisata; serta 3) dokumentasi pada berbagai foto, catatan-catatan pribadi, maupun dokumentasi perkembangan kawasan pada Kantor Kecamatan dan SKPD Kabupaten yang mengurus masalah kepariwisataan.

Informan dipilih dari beberapa kelompok berikut: 1) dari tokoh-tokoh

masyarakat baik formal maupun informal yang mengetahui sejarah perkembangan kawasan wisata di Kecamatan Pangandaran (jumlah informan paling tidak 1 orang untuk tiap jenis komunitas dipilih secara purposive dari ketua komunitas atau anggota komunitas yang sangat senior dalam komunitas dan mengetahui sebagian besar sejarah komunitas sampai dengan apa yang dilakukan komunitas dalam kaitannya dengan pengembangan kawasan wisata dengan konsep ecotourism di Kecamatan Pangandaran); 2) aparat pemerintah: 3) pengunjung di kawasan wisata di Kecamatan Pangandaran, yang dipilih secara acak, tetapi mewakili golongan dewasa tua (di atas 50 tahun), dari golongan dewasa muda (antara 25-50 tahun) dan golongan belum dewasa (antara 15-25 tahun). Dari semua golongan tersebut dipilih paling tidak satu orang dari yang pendidikannya tinggi (mengenyam pendidikan di perguruan tinggi) dan yang tidak berpendidikan tinggi.

Teknik analisis data yang dilakukan untuk pengungkapan pemenuhan prinsip-prinsip ecotourism, maupun untuk pengungkapan hambatan dalam pengembangan ecotourism di kawasan wisata di Kecamatan Pangandaran, adalah teknik analisis triangulasi sumber data dan teknik analisis triangulasi teknik pengumpulan data.

HASIL PENELITIAN

Penerapan prinsip-prinsip ecotourism pada tingkat kawasan di kawasan wisata Pangandaran, dideskripsikan berdasarkan operasionalisasi konsep yang telah ditentukan sebelumnya yaitu mencakup 9 prinsip yang merupakan gabungan dari konsep ecotourism menurut TIES (2015) dan Peraturan Menteri Dalam Negeri

Nomor 33 Tahun 2009 tentang Pedoman Pengembangan Ekowisata di Daerah. Deskripsi atas penerapan masing-masing prinsip ecotourism tersebut, sebagaimana uraian berikut.

1. Penerapan Prinsip “Meminimumkan Dampak Fisik, Sosial, Perilaku Dan Psikologis”

Dengan memperhatikan hasil wawancara baik dari Pemda, dan pedagang (kios dan asongan) dapat dilihat bahwa hanya pedagang kios/lapak saja yang menghawatirkan adanya dampak terhadap mereka

setelah adanya upaya penataan fisik lingkungan perdagangan dan jasa mereka seperti yajng dilakukan pada lokasi di dekat Taman Pangandaran yang berada di ujung jalan masuk utama kawasan pantai barat Pangandaran. Sedangkan pelaku lainnya tidak merasakan adanya dampak negatif tersebut. Dari hasil observasi dan dokumentasi juga tidak menunjukkan adanya dampak negatif tersebut. Memang ada keterbatasan anggaran dan SDM yang dialami oleh Pemda dalam upaya meminimumkan dampak ini.

Tabel 1 Ringkasan Penerapan Prinsip Ecotourism “Meminimumkan Dampak Fisik, Sosial, Perilaku Dan Psikologis”

Teknik Pengumpulan Data	Gambaran Ringkas	Ringkasan hasil Triangulasi Teknik Pengumpulan data
Wawancara (Pemda, Humas F K P W P , pedagang kios/lapak, pedagang asongan)	• Bagi Pemda sudah berusaha meminimumkan dampak fisik, sosial, ekonomi dalam pengembangan kawasan. • Bagi pedagang kios/lapak kurang terasa, atau relatif menimbulkan dampak sosial ekonomi bagi mereka terutama dampak dari penataan fisik lokasi dagang mereka. • Bagi pedagang lapak, tidak terlalu terasa dampaknya.	Penerapan prinsip “Meminimumkan Dampak Fisik, Sosial, Perilaku Dan Psikologis” dilakukan oleh Pemda, namun terdapat keterbatasan terkait dengan anggaran dan SDM.
Observasi	• Penataan pedagang kios/lapak oleh Pemkab di sekitar Taman Pangandaran, telah berupaya untuk meminimumkan dampak fisik bagi semua stakeholder kegiatan wisata di Pangandaran. • Penataan juga telah dapat memberikan lingkungan fisik yang lebih baik kepada wisatawan maupun bagi pedagang kios/lapak (lebih sehat, lebih terang, lebih bersih, lebih terbuka, lebih baik kualitas bangunan walau tetap semi permanen, dan lebih indah)	
Dokumentasi	• Anggaran pemda terbatas, sehingga upaya meminimumkan dampak dengan upaya penyadaran dan sosialisasi sering tidak dapat dilakukan. • Begitu juga keterbatasan SDM di lingkungan Dinas dalam pelaksanaannya.	

2. Penerapan Prinsip “Membangun Kesadaran Dan Penghargaan Terhadap Lingkungan Dan Budaya”

Pengembangan dan penataan kawasan wisata Pangandaran yang telah dilakukan oleh Pemda Kabupaten Pangandaran telah mengajak masyarakat, seperti pengumpulan sampah pada tempat sampah yang telah disediakan, menjaga lingkungan tetap bersih dalam kegiatan “bebersih bersama” tiap hari jumat, maupun pengorganisasian pengumpulan sampah oleh petugas khusus. Terdapat juga kesadaran masyarakat untuk menjaga rusa yang berkeliaran untuk tidak diganggu

atau diburu. Namun keberadaan rusa yang berkeliaran ini kadang juga dirasakan agak mengganggu lingkungan, karena rusa-rusa tersebut dapat membongkar sampah yang ada pada tempat-tempat sampah maupun stock makanan yang tidak tertutup rapat pada kios pedagang. Sementara pihak pengelola Taman Nasional Pananjung terlalu membiarkan rusa-rusa tersebut berkeliaran di luar habitatnya. Sementara itu banyak juga penyedia jasa kuda sering tidak disiplin dengan tidak memakaikan celana kuda pada kuda yang disewakan untuk ditunggangi pengunjung. Hal ini berpotensi mengotori pantai Pangandaran.

Tabel 2 Ringkasan Penilaian Penerapan Prinsip Ecotourism “Membangun Kesadaran Dan Penghargaan Terhadap Lingkungan Dan Budaya”

Teknik Pengumpulan Data	Gambaran Ringkas	Ringkasan hasil Triangulasi Teknik Pengumpulan data
Wawancara (Pemda, Humas FKPWP, pedagang kios/lapak, pedagang asongan)	- Gerakan Bebersih bersama tiap jumat dilakukan rutin - Rusa tidak diburu, namun sering terlihat kotor - Balai TN Pananjung membiarkan rusa keluar dari TN - Pedagang asongan juga terlibat dalam kegiatan bebersih lingkungan tiap jumat	Penerapan prinsip “Membangun Kesadaran Dan Penghargaan Terhadap Lingkungan Dan Budaya” dalam pengembangan ecotourism di kawasan wisata Pangandaran sudah dilakukan oleh Pemda bersama pelaku wisata lain, namun Pihak Balai Pengelola TN Pananjung kurang mendukung. Dan penyedia jasa kuda juga masih banyak kurang disiplin dalam pemakaian celana kuda sehingga berpotensi mengotori pantai.
Observasi	- keberadaan tempat sampah cukup membuat lingkungan di sekitar lokasi pedagang kios menjadi lebih baik, - kuda-kuda di sekitar bibir pantai, terlihat banyak yang tidak memakai celana kuda yang dapat mengotori pantai. - keberadaan rusa yang berkeliaran juga seringkali berada di jalan-jalan lingkungan, kadang membahayakan bagi pengendara kendaraan bermotor maupun wisatawan yang menikmati mobil kayuh. - kondisi rusa-rusa banyak dalam kondisi kurang sehat, juga kurang sedap dipandang mata bagi wisatawan.	
Dokumentasi	Tidak ada dokumen yang menerangkan penerapan prinsip ini	

3. Penerapan Prinsip “Memberikan Pengalaman Positif Bagi Wisatawan Atau Tamu Maupun Masyarakat Lokalnya”

Dari berbagai wawancara yang dilakukan baik terhadap pedagang kios/lapak, terutama kios/lapak yang menyediakan penyewaan sepeda, sepeda motor, dan mobil kayuh, mereka merasa bahwa apa yang mereka usahakan sudah merupakan bagian dari upaya memberikan pengalaman positif kepada wisatawan. Pengalaman positif sebagaimana yang dirasakan oleh wisatawan, dirasakan berbeda-beda oleh penduduk lokal. Salah satu informan yang merupakan pedangan di sektor yang telah terkena penataan dekat lokasi taman Pangandaran mengatakan bahwa dia merasa dari hasil penataan kios-kios mereka, sekarang lingkungan tempat berdagang mereka secara fisik menjadi lebih lapang, terang, dan indah. Namun jumlah pengunjung mereka

merasakan agak lebih sepi, walau mereka juga mengakui kalau sepiunya pengunjung mungkin bukan karena hasil penataan, tetapi secara umum kondisi ekonomi masyarakat juga sedang kurang baik.

Dari observasi lapangan yang dilakukan juga terlihat bahwa para wisatawan dalam menikmati moda yang disewakan para penyewa juga bahagia, dan tidak terlihat dan terdengar tawar menawar harga sewanya. Hanya terlihat dan terdengar wisatawan menyangkutkan harga saja dan kemudian langsung memilih moda / wahana yang hendak digunakan atau dinikmati. Wisatawan yang menyewa moda/wahana selancar maupun moda transportasi sewaan (sepeda, sepeda elektrik dan mobil kayuh), yang rata-rata wisatawan kelompok atau keluarga, juga terlihat mendapatkan pengalaman yang menyenangkan atau positif.

Tabel 3 Ringkasan Penilaian Penerapan Prinsip Ecotourism “Memberikan Pengalaman Positif Bagi Wisatawan Atau Tamu Maupun Masyarakat Lokalnya”

Teknik Pengumpulan Data	Gambaran Ringkas	Ringkasan Hasil Triangulasi Teknik Pengumpulan Data
Wawancara (Pemda, Humas FKPWP, pedagang kios/lapak, pedagang asongan)	Banyak pengalaman positif yang dirasakan oleh wisatawan yang wahananya disediakan oleh penduduk lokal Pengalaman yang dirasakan oleh penduduk lokal berbeda-beda. Ada yang merasa dari hasil penataan kios-kios mereka, sekarang lingkungan tempat berdagang mereka secara fisik menjadi lebih lapang, terang, dan indah. Namun dari sisi pengunjung mereka merasakan agak sepi	Penerapan prinsip “Memberikan Pengalaman Positif Bagi Wisatawan Atau Tamu Maupun Masyarakat Lokalnya” sudah dilakukan oleh komunitas pelaku wisata di kawasan wisata Pangandaran. Namun yang dirasakan oleh penduduk lokal sebagai penyedia berbagai wahana yang memberikan pengalaman positif bagi wisatawan tersebut, berbeda-beda.
Observasi	terlihat bahwa para wisatawan dalam menikmati moda yang disewakan para penyewa juga bahagia, dan tidak terlihat dan terdengar tawar menawar harga sewanya harga yang ditawarkan oleh penduduk lokal pada wisatawan memang tidak terlalu tinggi (terjangkau)	
Dokumentasi	Tidak ada dokumen yang menerangkan penerapan prinsip ini	

4. Penerapan Prinsip “Menghasilkan atau Memberikan Keuntungan Finansial Langsung Untuk Upaya Konservasi”

Dari penataan fisik yang dilakukan di sekitar Taman Pangandaran (yang terletak di ujung jalan masuk utama Kawasan pantai barat Pangandaran), dampak yang dirasakan pada level komunitas pendapatannya sementara pada masa setelah penataan, masih menunjukkan kondisi pendapatan yang menurun. Walaupun tidak semua pedagang merasakan demikian, tetapi sebagian besar masih merasakan demikian. Sementara dari pedagang yang belum mengalami penataan, dengan adanya peningkatan upaya kebersihan kawasan bersama komunitas, maka kondisi lingkungan fisik di lokasi dagang dan jasa mereka menunjukkan pengaruh positif pada hasil perdagangan dan jasa mereka. Dari jumlah pedagang dan penjual jasa yang ada di kawasan wisata Pangandaran, lebih

banyak jumlahnya yang merasa meningkat pendapatannya setelah lingkungan mereka bersih.

Dengan kondisi pendapatan pada pedagang atau penjual jasa lebih banyak yang meningkat jika kawasan bersih, maka usaha penjagaan lingkungan kawasan wisata (bagian dari ecotourism pada level komunitas), maka apa yang telah dilakukan pada level komunitas untuk menjaga dan meningkatkan kualitas lingkungan kawasan wisata Pangandaran dapat dikatakan memiliki pengaruh pada peningkatan finansial secara langsung. Dan bila sebagian besar pedagang atau penjual jasa di kawasan wisata Pangandaran meningkat pendapatannya, maka dana yang dapat atau mampu mereka sisihkan untuk menjaga lingkungan juga lebih tinggi. Misalkan untuk membayar uang kebersihan maupun untuk menghiasi tempat dagang mereka menjadi tampak lebih menarik.

Tabel 4 Ringkasan Penilaian Penerapan Prinsip Ecotourism “Menghasilkan Atau Memberikan Keuntungan Finansial Langsung Untuk Upaya Konservasi”

Teknik Pengumpulan Data	Gambaran Ringkas	Ringkasan hasil Triangulasi Teknik Pengumpulan data
Wawancara (Pemda, Humas FKPWP, pedagang kios/lapak, pedagang asongan)	• Penataan lokasi dagang kios, dirasakan sebagian besar pedagang yang terkena penataan sebagai sesuatu yang berdampak kurang menyenangkan • Sebagian besar pedagang lainnya merasakan pendapatan yang meningkat setelah adanya penataan di salah satu bagian kawasan wisata Pangandaran • Dengan peningkatan pendapatannya para pedagang menjadi lebih mampu menyisihkan sebagian pendapatannya untuk menjaga lingkungannya	Penerapan prinsip “Menghasilkan Atau Memberikan Keuntungan Finansial Langsung Untuk Upaya Konservasi” dalam pengembangan ecotourism di kawasan wisata Pangandaran sudah terjadi dan dirasakan oleh komunitas pedagang kios maupun pelaku wisata lainnya dalam tingkat yang sedang.
Observasi	• Terlihat kebersihan yang lebih baik di lingkungan kawasan wisata dibanding pengamatan peneliti pada tahun-tahun sebelumnya.	
Dokumentasi	• Tidak ada dokumen yang menerangkan penerapan prinsip ini	

5. Penerapan Prinsip “Menciptakan Keuntungan Finansial Baik Bagi Masyarakat Lokal Maupun Swasta Pelaku Industri Wisata”

Dari gambaran tentang pengembangan kawasan wisata Pangandaran yang memperhatikan peningkatan kualitas lingkungan, juga dapat dilihat terjadinya peningkatan keuntungan finansial bagi masyarakat lokal dan swasta pelaku industri wisata di Kawasan Wisata Pangandaran. Oleh karena itu penerapan prinsip ini dapat dinyatakan telah terjadi pada level komunitas pelaku wisata di kawasan wisata Pangandaran seiring dengan pelaksanaan prinsip sebelumnya yaitu “menciptakan keuntungan finansial bagi upaya konservasi”.

Pembangunan taman yang telah dilakukan di ujung jalan masuk utama kawasan pantai barat Pangandaran, semakin menarik orang untuk berfoto-foto dan

melakukan kegiatan bersama di lokasi taman tersebut, selain mandi dan berwisata air di laut Pangandaran. Keindahan taman juga telah menarik wisatawan untuk datang ke Pangandaran. Hotel yang dibangun semakin baik pada semua sektor di kawasan wisata Pangandaran juga mempermudah wisatawan dalam mencari tempat akomodasi dalam berwisata di Pangandaran. Beberapa hotel yang dibangun dengan konsep mitigasi terhadap bencana alam tsunami (misal Hotel Laut Biru), memberikan peningkatan rasa aman kepada wisatawan yang akan menginap. Hal ini juga dapat menjadi daya tarik bagi wisatawan untuk berkunjung ke kawasan wisata Pangandaran.

Keterpaduan wisata pantai di Pangandaran dengan Taman Nasional Pananjung yang memiliki fungsi konservasi bagi satwa dan flora di kawasan Pananjung yang bersebelahan dengan lokasi kawasan

Tabel 5 Ringkasan Penilaian Penerapan Prinsip Ecotourism “Menciptakan Keuntungan Finansial Baik Bagi Masyarakat Lokal Maupun Swasta Pelaku Industri Wisata”

T e k n i k Pengumpulan Data	Gambaran Ringkas	Ringkasan hasil Triangulasi Teknik Pengumpulan data
Wawancara (Pemda, Humas FKPWP, pedagang kios/lapak, pedagang asongan)	- Dari penataan lokasi dagang kios/lapak yang dilakukan, dirasakan sebagian besar pedagang yang terkena penataan sebagai sesuatu yang berdampak kurang menyenangkan - Sementara sebagian besar pedagang lainnya merasakan pendapatan yang meningkat setelah adanya penataan di salah satu bagian kawasan wisata Pangandaran - Secara umum terjadi peningkatan pendapatan pada sebagian besar pelaku wisata di kawasan Pangandaran dengan adanya penataan taman Pangandaran dengan konsep ecotourism yang telah dilakukan dan difasilitasi oleh Pemda Kabupaten Pangandaran.	Penerapan prinsip “Menciptakan <u>Keuntungan Finansial</u> Baik Bagi <u>Masyarakat Lokal</u> Maupun <u>Swasta Pelaku Industri</u> Wisata” dalam pengembangan ecotourism di kawasan wisata Pangandaran telah terjadi pada level komunitas pelaku wisata di kawasan wisata Pangandaran seiring dengan pelaksanaan prinsip sebelumnya yaitu “menciptakan keuntungan finansial bagi upaya konservasi”.
Observasi	Terlihat kebersihan yang lebih baik di lingkungan kawasan wisata dibanding pengamatan peneliti pada tahun-tahun sebelumnya.	
Dokumentasi	Tidak ada dokumen yang menerangkan penerapan prinsip ini	

wisata pantai Pangandaran (di pantai barat maupun timur), juga menjadi bukti bahwa pengembangan kawasan wisata Pangandaran dilakukan dengan menggunakan konsep *ecotourism*. Begitu juga upaya menjaga kebersihan lokasi dagang dan kawasan pantai Pangandaran, juga merupakan upaya *ecotourism* yang melibatkan komunitas. Dan upaya-upaya lain yang juga banyak dilakukan oleh komunitas yang terkait dengan *ecotourism*.

6. Penerapan Prinsip “Memberikan Pengalaman Interpretatif (Termasuk Edukatif) yang Berkesan bagi Wisatawan”

Di kawasan wisata Pangandaran telah terdapat banyak wahana yang disediakan oleh banyak komunitas yang dapat digolongkan pada wahana yang dapat memberikan pengalaman interpretatif yang berkesan bagi wisatawan. Diantara wahana-wahana tersebut, adalah: 1) wahana penyewaan perahu untuk ke pasir putih dan melihat taman laut; 2) wahana

penyewaan sepeda, sepeda motor, sepeda elektrik, dan mobil kayuh; 3) wahana jasa penyewaan kuda tunggang; 4) wahana jasa penyewaan matras selancar dan ban atau pelampung; 5) wahana jasa penyewaan banana boat di pantai timur; 6) wahana water boom di hotel Laut Biru; dan 7) wahana pelestarian alam dan marga satwa di Taman Nasional Pananjung. Semua wahana-wahana tersebut di atas, sebagian besar (6 dari 7 wahana) penyediaannya dilakukan oleh komunitas pelaku wisata di kawasan wisata Pangandaran. Hanya wahana pelestarian alam dan marga satwa di Taman Nasional Pananjung yang penyediaannya dilakukan oleh Pemerintah. Dari wahana yang tersedia tersebut juga termasuk dalam kategori wahana yang rekreatif maupun edukatif. Tetapi yang sangat bersifat edukatif, adalah wahana pelestarian alam dan margasatwa yang disediakan oleh Taman Nasional Pananjung.

Tabel 6 Ringkasan Penilaian Penerapan Prinsip *Ecotourism* “Menciptakan Keuntungan Finansial Baik Bagi Masyarakat Lokal Maupun Swasta Pelaku Industri Wisata”

Teknik Pengumpulan Data	Gambaran Ringkas	Ringkasan Hasil Triangulasi Teknik Pengumpulan Data
Wawancara (Pemda, Humas FKPWP, pedagang kios/lapak, pedagang asongan)	- Dari penataan lokasi dagang kios/lapak yang dilakukan, dirasakan sebagian besar pedagang yang terkena penataan sebagai sesuatu yang berdampak kurang menyenangkan - Sebagian besar pedagang lainnya merasakan pendapatan yang meningkat setelah adanya penataan di salah satu bagian kawasan wisata Pangandaran - Secara umum terjadi peningkatan pendapatan pada sebagian besar pelaku wisata di kawasan Pangandaran dengan adanya penataan taman Pangandaran dengan konsep <i>ecotourism</i> yang telah dilakukan dan difasilitasi oleh Pemda Kabupaten Pangandaran.	Penerapan prinsip <i>ecotourism</i> “Memberikan Pengalaman Interpretatif (Termasuk Edukatif) Yang Berkesan Bagi Wisatawan” telah terjadi atau diterapkan di Kawasan wisata Pangandaran. Dan pelaku penyediaannya sebagian besar oleh komunitas pelaku wisata di kawasan wisata Pangandaran.
Observasi	Terlihat kebersihan yang lebih baik di lingkungan kawasan wisata dibanding pengamatan peneliti pada tahun-tahun sebelumnya.	
Dokumentasi	Tidak ada dokumen yang menerangkan penerapan prinsip ini	

7. Penerapan Prinsip “Merancang, Dan Mengkontruksi Atau Membangun, Serta Mengoperasikan Fasilitas Dengan Dampak Rendah Pada Lingkungan Dan Masyarakat Lokal”

Dari wawancara terhadap banyak pedagang kios/lapak di kawasan wisata Pangandaran, dapat terlihat bahwa prinsip “Merancang, dan Mengkontruksi atau Membangun, Serta Mengoperasikan Fasilitas Dengan Dampak Rendah Pada Lingkungan Dan Masyarakat Lokal”, telah dilakukan pada level komunitas dengan baik, karena berbagai fasilitas umum yang disediakan semuanya telah memberikan dampak yang positif (dampak negatifnya rendah). Begitu juga dari hasil observasi yang dilakukan juga menunjukkan hasil yang mendukung bahwa dampak

negatifnya relatif minim.

Keberadaan Fasilitas Publik dengan dampak negatif yang minim diantaranya berupa taman Pangandaran yang berada pada ujung jalan masuk pantai barat Pangandaran, dan penanda Pantai Timur Pangandaran yang dapat dipergunakan sebagai arena berfoto oleh para wisatawan, dan wahana skate board dan sepeda free style di sebelah barat daya pantai barat Pangandaran. Pos Jaga Pantai maupun tempat bilas yang diperuntukkan bagi umum juga merupakan fasilitas publik. Semua fasilitas publik yang ada di kawasan wisata Pangandaran, semuanya dirancang, dibangun dan dioperasikan dengan tidak memberikan dampak negatif. Hal ini disampaikan oleh semua informan yang diwawancarai.

Tabel 7 Ringkasan Penilaian Penerapan Prinsip Ecotourism “Merancang, Dan Mengkontruksi Atau Membangun, Serta Mengoperasikan Fasilitas Dengan Dampak Rendah Pada Lingkungan Dan Masyarakat Lokal”

Teknik Pengumpulan Data	Gambaran Ringkas	Ringkasan Hasil Triangulasi Teknik Pengumpulan Data
Wawancara (Pemda, Humas FKPWP, pedagang kios/lapak, pedagang asongan)	Dari wawancara terhadap banyak pedagang kios/lapak di kawasan wisata Pangandaran, dapat terlihat bahwa prinsip “Merancang, Dan Mengkontruksi Atau Membangun, Serta Mengoperasikan Fasilitas Dengan Dampak Negatif Pada Lingkungan Dan Masyarakat Lokal”, telah dilakukan pada level komunitas dengan baik, Karena berbagai fasilitas umum yang disediakan semuanya telah memberikan dampak yang positif (dampak negatifnya rendah).	Penerapan prinsip “Merancang, Dan Mengkontruksi Atau Membangun, Serta Mengoperasikan Fasilitas Dengan Dampak Negatif Pada Lingkungan Dan Masyarakat Lokal” di kawasan wisata Pangandaran telah dilakukan dengan cukup baik.
Observasi	observasi yang dilakukan juga menunjukkan hasil yang mendukung bahwa dampak negatifnya relatif minim.	
Dokumentasi	Tidak ada dokumen yang menerangkan penerapan prinsip ini	

8. Penerapan Prinsip “Memberikan Pengakuan Terhadap Hak Dan Kepercayaan Spiritual Dari Masyarakat Asli Dan Dilakukan Pemberdayaan Masyarakat Lokal”

Dari wawancara yang dilakukan terhadap semua informan, didapat informasi bahwa tidak ada perlakuan dan treatment khusus terhadap masyarakat lokal di Kawasan Pangandaran. karena kepercayaan masyarakat lokal di kawasan Pangandaran bukan merupakan kepercayaan yang khas yang berbeda dari kebanyakan di kawasan yang lebih luas. Kepercayaan yang dianut oleh masyarakat

lokal di kawasan Pangandaran, sebagian besar merupakan masyarakat beragama Islam sebagaimana yang dianut oleh kebanyakan masyarakat di Kabupaten Pangandaran maupun di Provinsi Jawa Barat dan sebagian besar masyarakat Indonesia. Hasil obseksi juga memperlihatkan bahwa upaya pemberdayaan telah dilakukan oleh Pemda pada komunitas lokal terutama pada aspek bina lingkungan. Hasil dokumentasi juga menunjukkan adanya upaya pemberdayaan masyarakat lokal, walaupun masih sangat terbatas karena keterbatasan anggaran pemerintah daerah.

Tabel 8 Ringkasan Penilaian Penerapan Prinsip Ecotourism “Memberikan Pengakuan Terhadap Hak Dan Kepercayaan Spiritual Dari Masyarakat Asli Dan Dilakukan Partnersip Dalam Pemberdayaan Masyarakat Lokal”

Teknik Pengumpulan Data	Gambaran Ringkas	Ringkasan Hasil Triangulasi Teknik Pengumpulan Data
Wawancara (Pemda, Humas FKPWP, pedagang kios/lapak, pedagang asongan)	Tidak ada perlakuan dan treatment khusus terhadap masyarakat lokal di Kawasan Pangandaran. karena kepercayaan masyarakat lokal di kawasan Pangandaran bukan merupakan kepercayaan yang khas yang berbeda dari kebanyakan di kawasan yang lebih luas	Penerapan prinsip “Memberikan Pengakuan Terhadap Hak Dan Kepercayaan Spiritual Dari Masyarakat Asli Dan Dilakukan Partnersip Atau Kerjasama Dengan Masyarakat Lokal Untuk Memberdayakan Mereka “ ini di kawasan wisata Pangandaran telah dilakukan dengan cukup baik (kategori sedang).
Observasi	Upaya pemberdayaan kepada masyarakat dapat terlihat telah dilakukan terutama pada bina lingkungannya, yang telah dilaksanakan dengan cukup baik (sedang).	
Dokumentasi	Dari dokumen terkait dengan upaya penataan lingkungan yang dilaksanakan, dapat dilihat upaya pemberdayaan kepada komunitas pelaku wisata, telah dilakukan dengan cukup baik. Ada keterbatasan anggaran Pemda Kabupaten Pangandaran, sementara kemampuan finansial komunitas untuk melakukannya secara mandiri juga masih kurang.	

9. Penerapan Prinsip “Partisipasi Masyarakat Dalam Kegiatan Perencanaan, Pemanfaatan, Dan Pengendalian Ekowisata Dengan Menghormati Nilai-Nilai Sosial-Budaya Dan Keagamaan Masyarakat Di Sekitar Kawasan”.

Secara umum dalam kegiatan perencanaan kawasan wisata di Pangandaran, pelaku wisata di kawasan wisata Pangandaran sudah dilibatkan. Partisipasi masyarakat dalam kegiatan perencanaan ecotourism di kawasan Wisata Pangandaran, tidak dirasakan keterlibatannya oleh komunitas, tetapi dari mekanisme perencanaan pembangunan di daerah yang pasti melakukan Musrenbang mulai Musrenbang Desa, Musrenbang Kecamatan sampai Musrenbang Kabupaten, di dalamnya pasti akan selalu ada keterlibatan perwakilan masyarakat dalam pelaksanaannya. Tetapi dalam perencanaan ecotourism pada tingkat kabupaten, komunitas atau perwakilan komunitas pelaku wisata di kawasan wisata Pangandaran belum tentu dilibatkan. Kalaupun ikut dalam Musrenbang di tingkat Desa dan Kecamatan, seringkali para pedagang tidak mau menjadi perwakilan dalam Musrenbang Kabupaten, karena akan menyita waktu kerja mereka cukup banyak (intisari dari wawancara ada komunitas pelaku wisata). Tetapi karena pada level desa sampai kecamatan, dalam kegiatan Musrenbang Desa maupun Musrenbang Kecamatan, perwakilan komunitas pelaku wisata Pangandaran pasti terlibat perwakilannya.

Dalam kegiatan pemanfaatan ruang di kawasan wisata terkait dengan penataan pedagang di kawasan wisata menuju terwujudnya ecotourism, komunitas pelaku wisata di kawasan wisata

Pangandaran sudah dilibatkan. Seperti pada penataan kios/lapak pedagang yang berlokasi di sebelah Taman Pangandaran (yang berada di ujung jalan masuk utama pantai barat Pangandaran), dalam pelaksanaannya juga sudah melibatkan komunitas. Dalam pemanfaatan ruang ini, keterlibatan komunitas dalam mempercantik kios/lapak selama ini sudah dilakukan oleh masing-masing pedagang kios/lapak. Namun seringkali keterbatasan modal untuk melakukan penataan secara mandiri menjadi hambatan dalam melakukan upaya mempercantik kios/lapak. Dan kadang diantara pedagang sulit adanya kebersamaan untuk membangun tema dalam upaya mempercantik lokasi dagangnya. Walau diantara mereka terdapat pemimpin-pemimpin kelompok, tetapi dalam upaya mempercantik lokasi dagang bersama, kepemimpinan yang ada belum dapat memerankan kepemimpinannya dengan baik. Oleh karena itu secara umum dapat dikatakan bahwa dalam kegiatan pemanfaatan ruang di kawasan wisata Pangandaran, komunitas pelaku wisata Pangandaran telah terlibat.

Dalam kegiatan pengendalian kawasan wisata Pangandaran, komunitas pelaku wisata juga sudah dilibatkan. Diantara keterlibatan komunitas dalam pengendalian kawasan wisata di Pangandaran adalah dalam kegiatan bebersih lingkungan pada hari Jumat yang melibatkan semua pedagang kios/lapak dan pedagang asongan untuk membersihkan lingkungan kios/lapak dan kawasan pantai di sekitar kios nya masing-masing. Kegiatan ini dilakukan secara bersama-sama dan dikoordinir oleh koordinator kelompok pedagang kios/lapak pada masing-masing sektor. Disamping itu komunitas pedagang/

kios juga berpartisipasi dalam menjaga lingkungan dengan menampung dan mengumpulkan sampah pada tempatnya yang kemudian akan diangkut oleh petugas sampah yang diadakan oleh Pemerintah Daerah. Dalam hal ini para pedagang kios/lapak melakukan pembayaran retribusi

sampahnya. Namun keberadaan rusa-rusa dari Taman Nasional Pananjung yang berkeliaran bebas di sekitar kios/lapak dagang mereka, kadang dirasakan mengganggu, terutama bagi pedagang yang memiliki dagangan yang dapat dimakan oleh rusa-rusa tersebut.

Tabel 9 Ringkasan Penilaian Penerapan Prinsip Ecotourism “Partisipasi Masyarakat Dalam Kegiatan Perencanaan, Pemanfaatan, Dan Pengendalian Ekowisata Dengan Menghormati Nilai-Nilai Sosial-Budaya Dan Keagamaan Masyarakat Di Sekitar Kawasan”

Teknik Pengumpulan Data	Gambaran Ringkas	Ringkasan hasil Triangulasi Teknik Pengumpulan data
Wawancara (Pemda, Humas FKPWP, pedagang kios/lapak, pedagang asongan)	Partisipasi masyarakat dalam kegiatan perencanaan ecotourism di kawasan Wisata Pangandaran, tidak dirasakan keterlibatannya oleh komunitas.	Penerapan prinsip “Partisipasi Masyarakat Dalam Kegiatan Perencanaan, Pemanfaatan, Dan Pengendalian Ekowisata Dengan Menghormati Nilai-Nilai Sosial-Budaya Dan Keagamaan Masyarakat Di Sekitar Kawasan” ini secara umum dapat dinyatakan bahwa dalam kegiatan perencanaan kawasan wisata di Pangandaran, pelaku wisata di kawasan wisata Pangandaran juga sudah dilibatkan.
Observasi	Tidak ada tempat maupun peristiwa yang dapat diobservasi saat penelitian dilakukan	
Dokumentasi	Dari ketentuan dalam sistem perencanaan pembangunan di Indonesia dan di daerah yang pasti melakukan Musrenbang mulai Musrenbang Desa, Musrenbang Kecamatan sampai Musrenbang Kabupaten, di dalamnya pasti akan selalu ada keterlibatan perwakilan masyarakat dalam pelaksanaannya. Tetapi dalam perencanaan ecotourism pada tingkat kabupaten, komunitas atau perwakilan komunitas pelaku wisata di kawasan wisata Pangandaran belum tentu dilibatkan.	

PEMBAHASAN

Dari hasil penelitian pada penerapan ke-9 (sembilan) prinsip dalam *ecotourism* pada tingkat komunitas, dapat dilihat bahwa penerapan konsep *ecotourism* pada level komunitas dalam pengembangan kawasan wisata di Kecamatan Pangandaran, telah dilakukan dalam kategori cukup (sedang), dimana yang dirasakan oleh komunitas setempat relatif beragam tetapi secara umum dapat dikatakan telah dilakukan sedangkan bagi wisatawan

telah terasa penerapannya dengan baik. Kecenderungan penerapannya dari waktu ke waktu adalah ke arah yang lebih baik.

Penerapan prinsip *ecotourism* yang paling baik dilakukan di kawasan wisata Pangandaran adalah penerapan prinsip “Menciptakan keuntungan finansial baik bagi masyarakat lokal maupun swasta pelaku industri wisata”, karena pada kawasan wisata yang sedang berkembang dan komunitas pelaku wisatanya masih belum berdaya, prinsip penciptaan

keuntungan finansial ini menjadi lebih utama dibanding dengan prinsip lainnya bagi komunitas. Sedangkan prinsip nomor 6 yaitu “Memberikan pengalaman interpretatif yang berkesan bagi wisatawan, yang membantu meningkatkan sensitivitas

bagi politik negara lokasi ekowisata, maupun lingkungan”, terutama yang terkait dengan peningkatan sensitivitas bagi politik negara, merupakan prinsip yang paling tidak banyak terwujud.

Tabel 10 Ringkasan Penerapan 9 (sembilan) Prinsip *Ecotourism* pada Pengembangan Kawasan Wisata di Kecamatan Pangandaran

N o	Prinsip Ecotourism (TIES 2015 dan Permendagri 33/2009)	Sub Kesimpulan Penerapan Semua Prinsip	Analisis dan Kesimpulan
1	Meminimumkan dampak fisik, sosial, perilaku dan psikologis	Penerapan prinsip ini dapat dinyatakan telah dapat dilakukan dengan cukup baik, walau terdapat keterbatasan Pemda dalam anggaran dan SDM dalam penerapannya	Dari berbagai penerapan dari 9 (sembilan) prinsip dalam ecotourism, dapat disimpulkan bahwa penerapan konsep ecotourism pada level komunitas dalam pengembangan kawasan wisata di Kecamatan Pangandaran ini, telah dilakukan dalam kategori cukup (sedang), dimana yang dirasakan oleh komunitas setempat relatif beragam tetapi secara umum dapat dikatakan telah dilakukan dan bagi wisatawan telah terasa penerapannya dengan baik. Oleh karena itu secara umum dapat dinyatakan penerapannya sudah terjadi atau dilakukan pada ke-9 prinsip ecotourism dalam kategori cukup (sedang) ke arah lebih baik.
2	Membangun kesadaran dan penghargaan terhadap lingkungan dan budaya	Prinsip ini telah berupaya dilakukan, dengan banyak kendala terutama pendanaan dan hasilnya secara keseluruhan masih dapat dikategorikan <u>cukup</u> .	
3	Memberikan pengalaman positif bagi wisatawan atau tamu maupun masyarakat lokalnya	penerapan prinsip ini dapat <u>dinvatakan telah dilakukan</u> , namun lebih kepada wisatawan, sedangkan bagi penduduk lokal masih samar pengalaman positifnya.	
4	Menghasilkan atau memberikan <u>keuntungan finansial langsung untuk upaya konservasi</u>	Penerapan prinsip ini sudah dirasakan oleh komunitas pedagang kios maupun pelaku wisata lainnya dalam tingkat yang sedang karena sebagian merasa kurang mendukung, tetapi sebagian besar menyatakan terjadi peningkatan pendapatan dan berpengaruh pada upaya peningkatan lingkungan mereka.	
5	Menciptakan <u>keuntungan finansial baik bagi masyarakat lokal</u> maupun swasta pelaku industri wisata	Penerapan prinsip ini telah terjadi pada level komunitas pelaku wisata di kawasan wisata Pangandaran seiring dengan pelaksanaan prinsip sebelumnya yaitu “menciptakan keuntungan finansial bagi upaya konservasi”.	
6	Memberikan <u>pengalaman interpretatif yang berkesan</u> bagi wisatawan, yang membantu meningkatkan sensitivitas bagi politik negara lokasi ekowisata, maupun lingkungan	Penerapan prinsip ini telah diterapkan. Pelaku penyediaannya sebagian besar oleh komunitas pelaku wisata. Sebagian ada memberikan pengalaman yang berkesan bagi wisatawan yang meningkatkan sensitivitas pada lingkungan Namun tidak terkait dengan sensitivitas pada politik kenegaraan.	
7	Merancang, dan mengkontruksi atau membangun, serta mengoperasikan <u>fasilitas yang memiliki dampak rendah terhadap lingkungan</u> dan masyarakat lokal	Penerapan prinsip ini di kawasan wisata Pangandaran telah dilakukan dengan cukup baik.	
8	Memberikan <u>pengakuan terhadap hak dan kepercayaan</u> spiritual dari <u>masyarakat asli</u> dan dilakukan partnersip atau kerjasama dengan masyarakat lokal untuk memberdayakan mereka	penerapan prinsip ini di kawasan wisata Pangandaran telah dilakukan dengan cukup baik (kategori sedang). Terhadap kepercayaan asli tidak ada yang spesifik, namun pemberdayaan terhadap komunitas pelaku wisata di kawasan wisata, telah dilakukan oleh berbagai pihak, terutama pemerintah daerah.	
9	<u>partisipasi masyarakat</u> , yaitu peran serta masyarakat dalam kegiatan perencanaan, pemanfaatan, dan pengendalian ekowisata dengan menghormati nilai-nilai sosial-budaya dan keagamaan masyarakat di sekitar kawasan	Secara umum dapat dinyatakan bahwa dalam kegiatan perencanaan, pemanfaatan, dan pengendalian lingkungan kawasan wisata di Pangandaran, pelaku wisata di kawasan wisata Pangandaran juga sudah dilibatkan, walau kadang tidak disadari dan kadang dalam mekanisme perwakilan.	

Faktor pendanaan sering dinyatakan sebagai faktor yang mempengaruhi kualitas dan kuantitas penerapan beberapa prinsip ecotourism. Pada faktor pendanaan ini, tercakup pendanaan di lingkungan pemerintah daerah, komunitas pelaku wisata, maupun stakeholder pendukung lainnya. Sedangkan faktor ini sangat mempengaruhi pada pembangunan kesadaran akan pengembangan kawasan wisata dengan konsep ecotourism.

Prinsip ecotourism yang terkait dengan pemberian pengalaman interpretatif yang meningkatkan sensitivitas bagi politik negara dan lingkungan (prinsip ke-6 menurut TIES 2015) merupakan prinsip yang paling kurang diterapkan dalam kawasan yang menjadi lokus penelitian (kawasan wisata Pangandaran). Prinsip ini juga agak terlalu jauh dalam mengkategorikan antara pengembangan wisata yang menerapkan konsep ecotourism dengan yang bukan ecotourism, dengan mengkaitkannya pada pengaruh pengembangan wisata pada politik negara. Sedangkan prinsip partisipasi yang menurut TIES (2015) tidak dicantumkan tetapi menurut Permendagri no 33 tahun 2009, menurut peneliti malah memiliki keterkaitan erat dengan keberlanjutan pengembangan kawasan wisata yang menggunakan konsep ecotourism, sehingga cukup fair apabila prinsip partisipasi ini dimasukkan dalam prinsip pengembangan kawasan wisata yang menggunakan konsep *ecotourism*.

SIMPULAN DAN SARAN

Simpulan

Penerapan dari 9 (sembilan) prinsip dalam konsep ecotourism pada level komunitas dalam pengembangan kawasan wisata di Kecamatan Pangandaran, telah dilakukan dalam kategori cukup (sedang), dimana yang dirasakan oleh komunitas

setempat relatif beragam tetapi secara umum dapat dikatakan telah dilakukan, sementara bagi wisatawan telah terasa penerapannya dengan baik. Oleh karena itu secara umum dapat dinyatakan penerapannya sudah terjadi atau dilakukan pada ke-9 prinsip ecotourism dalam kategori cukup (sedang) dan memiliki kecenderungan ke arah lebih baik. Prinsip *ecotourism* yang paling tinggi penerapannya adalah yang terkait dengan penciptaan keuntungan bagi masyarakat lokal / komunitas dan swasta pelaku wisata. Sedangkan prinsip yang paling kurang penerapannya adalah yang terkait dengan pengalaman interpretatif yang dapat meningkatkan sensitivitas bagi politik negara dan lingkungan. Bila dikaitkan dengan prinsip ecotourism menurut TIES (2015), prinsip ke-6 dari TIES (2015) yang mengkaitkan pengalaman interpretatif yang dapat meningkatkan sensitivitas bagi politik negara, memang terlalu jauh untuk menjadi prinsip dalam ecotourism, sehingga tidak banyak terwujud atau terlalu jauh keterkaitannya dengan kegiatan nyata pengembangan wisata berbasis ecotourism. Oleh karena itu secara teoritis, prinsip ini dapat dihilangkan dari prinsip ecotourism. Sedangkan prinsip partisipasi yang dicantumkan dalam Permendagri 33/2009 malah cukup fair untuk dimasukkan dalam prinsip ecotourism, terutama pada *community-based ecotourism*.

Saran

Dari pembahasan yang dilakukan dan kesimpulan yang diambil dengan memperhatikan pelaksanaan penerapan prinsip ecotourism, kendala yang ada dan kaitannya dengan konsep teoretis, dapat dirumuskan beberapa saran berikut:

1. Pemda bersama-sama DPRD Kabupaten Pangandaran perlu mengalokasikan dana

- lebih tiap tahunnya untuk pengembangan ecotourism, khususnya yang lebih membangun pemahaman dan kesadaran akan ecotourism pada level komunitas
2. Dalam pengembangan kawasan wisata dengan konsep ecotourism, perlu dijaga keseimbangan antara manfaat yang diperoleh oleh wisatawan maupun komunitas / masyarakat lokal di dalam maupun sekitar kawasan wisata, sehingga lebih meningkatkan keberlanjutannya
 3. Membatasi konsep ecotourism ke-6 menurut TIES (2015) dengan tidak mengkaitkan sampai terjadinya peningkatan sensitivitas pada politik negara, tetapi cukup sampai sensitivitas pada lingkungan fisik dan sosial di sekitar lokasi kawasan wisata saja.
 4. Memasukkan prinsip partisipasi pada pengembangan kawasan wisata dengan pendekatan konsep ecotourism, karena terkait dengan keberlanjutan pengembangan kawasan wisata.

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Lampiran Foto:



Gambar 1: Kondisi Lingkungan Perdagangan Setelah Penataan Yang Memberikan Pengalaman positif bagi Wisatawan dan Komunitas



Gambar 2: Jasa penyewaan Sarana Wisata Bagi Wisatawan yang Disedikan Komunitas



Gambar 3: Pemberdayaan Masyarakat Lokal Aspek Bina Lingkungan dan Bina Usaha

LAND USE CONVERSION: EVALUATION AND STRATEGIC ACTIONS (CASE OF SUMEDANG REGENCY)

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Abstract

The conversion of agricultural land in Sumedang of the year 2005-2014 reached 317 hectares. The land generally converted into housing, office buildings and public facilities. This study aims to conduct a comprehensive evaluation of the factors affecting changes in land use, analyze the impact of the changes and develop management strategies. This research was conducted with a qualitative approach located in Sumedang Regency, West Java Province. Sampling was done by multistage random sampling. The first step is selection of the sample districts purposively with consideration of districts that convert of land use at most, they are: Sumedang Selatan district, Jatinangor district and Jatigede district. The second step sample selection by simple random to residents who do changes their agricultural land use. The data obtained from questionnaires, interviews, observations, study of documents and mass media. Working method is based on a modification of the stages of strategic planning for the company. Formulation of the strategy carried out through three phases: phase determination of the key internal and external factors, phase matching using the SWOT matrix, as well as the decision phase using QSPM matrix. The resulting strategy is implemented in a more technical work steps. The results showed the factors that affect farmers convert agricultural land is decreasing productivity of the land, accretion of family members, high land prices, construction of public facilities and government policy. The most dominant factor affecting is different in each district. The impact of changes in land use in general is the opening of new agricultural land by cutting down forests, decline in rice productivity and the emergence of new unemployment and alteration or loss of livelihood. From the SWOT analysis matrix, obtained three possible strategic options. First, a policy review of spatial and territories; second, to encourage farmers to maintain agricultural land by providing agricultural inputs and extension the use of organic materials to restore soil fertility and the third private land use change should be governed by strict licensing mechanism.

Keywords: land conversion, policy strategy

INTRODUCTION

The conversion of agricultural land is a serious problem for agricultural development in Indonesia. The Ministry of Agriculture reports that the area of wetland

farmland in Indonesia in 2013 is only 8.1 million hectares left. Indonesia which is an agrarian country currently has difficulty in controlling land conversion due to increasing population and development project.

Novira et al (2012) stated that during the period 2007-2010 conversion of agricultural land to non-agriculture in Java reached 600,000 hectares. The land is used for non-agricultural purposes such as the construction of buildings, highway project, industries, housing and other public facilities. Agricultural land that has been converted to other uses outside the agricultural sector will have very little chance of changing back into agricultural land.

In order to control the conversion of agricultural land, the Government has issued Law No. 41 of 2009 on Sustainable Land Farming Protection, which is expected to encourage the availability of agricultural land to maintain food security.

The regional government have pioneered some efforts to save the fields. Until November 2013, the document of Spatial planning and territory has been reached in 310 districts /cities (63.14%). and 107 districts / cities have set Sustainable Land Farming Protection area in Spatial planning and territory law. Sustainable Land Farming Protection area that has been settled in the law is about 3,089,872 ha, and based on audit results of the Ministry of Agriculture the wetland area covering 8,132,642 ha (Ministry of Agriculture, 2014).

Sumedang Regency is an area that has the potential of agricultural resources. Regional Planning and Development Agency of Sumedang Regency, reported that the conversion of agricultural land in Sumedang Regency from 2005-2014 have reached 317 Hectares and remaining 30,000 hectares of raw land or productive land. The tendency to convert the land function still continue, so this problem needs a very special attention and

solutions. Otherwise, it will increase the high number of land conversion that can cause various socio-economic problems.

Research Objectives

This study aims to conduct a comprehensive evaluation of the factors affecting changes in land use, analyze the impact of the changes and develop management strategies.

Significance of the Study

This study is expected can contribute for the development of science, especially concerning to land conversion. In addition, this study is expected to provide a clear picture of land conversion factors in Sumedang Regency and the impacts.

In particular for the government of Sumedang Regency, this study can be as a consideration in the determination of policy on the conversion of agricultural land with all its aspects and is expected to provide important information about the most appropriate strategy to be implemented

CONCEPTUAL FRAMEWORK

Definition of Land Function and Causal Factors

Lestari (2009) defines land use conversion is a change in the function of part or all of the land area from its original function (as planned) to other functions that have negative impacts (problems) on the environment and the potential of the land itself. Land use conversion can also be interpreted as a change for other uses because of factors that largely include the need to meet the increasing population demands and the increased demand for better quality of life.

According to Agus and widianto (2004) conversion of agricultural fields is a deliberate process by humans (anthropogenic), not a natural process. Land use conversion is a logical consequence of increased activity and population and other development processes.

Iqbal and Sumaryanto (2007) define land use conversion means the transfer of function or mutation of land in general concerning the transformation in the allocation of land resources from one use to another. The process of conversion of agricultural land to non-agricultural use is caused by several factors.

Supriyadi (2004) stated that there are at least three important factors causing the conversion of wet land as follows:

1. External factors; Is a factor caused by the dynamics of urban growth (physical and spatial), demographic and economic.
2. Internal factors; This factor is more to see the side caused by the socio-economic conditions of farm household users.
3. Policy factors; Namely the aspect of regulation issued.

Murniningtyas (2007) stated that land use change in the implementation of development can not be avoided. The change occurs because of two things, first the need to meet the increasing needs of the population and secondly related to the increasing demand for better quality of life.

Land use conversion that occurred in Indonesia not only because of ineffective laws and regulations, both in terms of substance. The provisions are not clear and not firm, or enforcer that is not supported by the government itself as an official authorized to grant a land use permit. (Fauziah, 2005)

Based on statements from several sources, land conversion can be defined as an intentional process by humans (anthropogenic) causing changes in function of part or all of the land area from its original function (as planned) to other functions.

METHODOLOGY

Research was conducted in Sumedang Regency, West Java Province in 2016. Picture 1. shows the location of *Sumedang Regency*, West Java, Indonesia on a detailed road map.

Sampling was done by multistage random sampling. The first step is selection of the sample districts purposively with consideration of districts that convert of land use at most, they are: Sumedang Selatan district, Jatinangor district and Jatigede district. The second step sample selection by simple random to 150 residents who do changes their agricultural land use. The data obtained from questionnaires, interviews, observations, study of documents and mass media.

Questionnaire was designed with both closed-ended and open question type. Closed-ended questions involved the most common responses as answer choices. In this way, the questions may better reflect what the respondents are thinking or how they view a particular issue. Open questions offer a number of benefits when piloting a questionnaire. Responses to them can reassure the researcher that all relevant issues have been covered. Responses may also be used to corroborate answers to closed questions, offering reassurance to the researcher that the questionnaire is valid, or highlighting problems with particular questions.



Picture 1. Adminstrative Map of Sumedang Regency

(Source: Regional Planning and Development Agency of Sumedang Regency, 2016)

Working method is based on a modification of the stages of strategic planning for the company. Formulation of the strategy carried out through three phases: phase determination of the key internal and external factors, phase matching using the SWOT matrix, as well as the decision phase using QSPM matrix. The resulting strategy is implemented in a more technical work steps.

The formulation of strategy in this research is a modification of strategic planning of David (2006), by establishing the Government of Sumedang Regency as the manager of land conversion. The formulation of this strategy is done in three stages: the determination stage of external and key internal factors, matching stage, and decision phase.

The determination of key internal and external factors is derived from evaluated aspect information that is general condition land use conversion, impact of land use conversion, and government policy. The matching stage uses SWOT matrix

analysis to formulate various possible strategy options (David, 2006).

Decision stage is done by using QSPM matrix. In the QSPM matrix analysis, each key factor is weighted and appealed. The weights given to each of these factors indicate the relative importance level of factors to the success of the firm. The weights range from 0.0 (not important) to 1.0 (very important), with the sum of all weights equal to 1.0.

The value of attractiveness is seen from its interest with the available strategic options (David, 2006). If certain factors influence the choice of existing strategies, then the value of attractiveness is done. The attractiveness value includes: 1 (unattractive), 2 (somewhat interesting), 3 (quite interesting), and 4 (very interesting).

As for certain factors do not affect the choice of strategy, then the value of attractiveness is not given. Total interest value is the product of the weight of each factor and its appeal value to the strategy choice. The largest total value of interest

among each strategy will determine which strategy is selected in dairy farms.

RESULT AND DISCUSSION

Evaluation on Factors Affecting Land Conversion

Information from 150 respondents, there are some factors that affect land use conversion in sumedang, among others, reduced production of paddy produced land, rising land prices, population growth and government policy as shown in Figure 1.

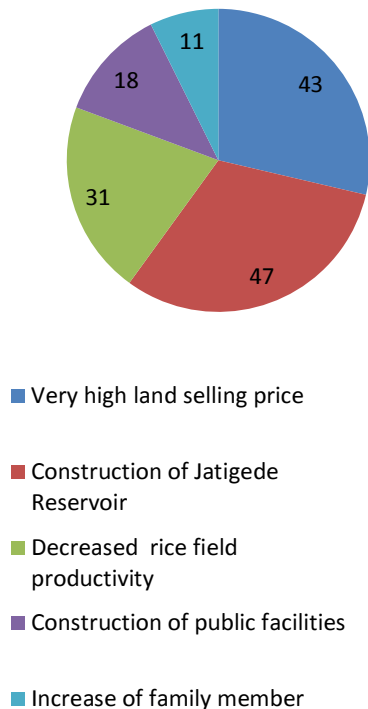


Fig. 1: Factors that Cause Land Conversion

Source: Research Result, 2015

Very High Land Selling Price

Mostly respondents who stated that they converted their land use function due to very high land selling price are respondents who live in Jatinangor

district. The establishment of Institut Koperasi Indonesia, Bandung Institute of Technology, Institute of Home Affairs and Padjajaran University become factors that greatly affect the development of Jatinangor become very rapid.

With the establishment of the college, there was a migration of the population as a student, so the need for land increased dramatically. The land is used for settlements, shops and other public facilities. This causes the price of land in the area of Jatinangor to be very high. The price of land in Jatinangor District in 2002 was Rp 125,000-180,000 / m² and in 2015 it increased to Rp 2,500,000-5,000,000 / m².

This condition strongly encourages the owners of agricultural land to sell their land. Besides other factors of the other thickeners is reduced productivity of rice fields encourage farmers to divert their land functions.

Construction of Jatigede Reservoir

Forty-seven respondents stated they converted their land use function because of Jatigede reservoir construction. They converted about 29 hectares of agricultural land for the construction of the Jatigede dam. The range of land that is converted by each respondent is shown in table 1.

Table 1. Number of Agricultural Land Conversion

Area of Agricultural Land	Number of People
0,1 – 0,5 Ha	23
0,6 – 1 Ha	17
1,1 – 1,5 Ha	5
1,6 – 2 Ha	2

Source: Research Result, 2015

Decreased Productivity of Rice Fields

Respondents informed that rice field production decreased significantly because of various factors such as the occurrence of pest attacks, drought and floods. Due to climate change and unpredictable weather causes rice production in quality and quantity is reduced very drastically. In addition, farmers usually can harvest twice in a year become once in a year. This factors discourage farmers to use their land as rice fields.

Agriculture, Livestock and Fishery Service of Sumedang Regency in 2016 reported that the productivity of rice per hectare decreased as shown in Table 2.

Tabel 2. Land Productivity

Year	Planted Area (Ha)	Grain Production (Ton)	Land productivity per Ha (Ton)
2012	75.365	446.949	5,93
2013	77.728	485.674	6,25
2014	74.804	472.220	6,31
2015	68.387	443.340	6,94
2016	40.845	112.126	2,75

Source: Pocket Book Profile of Regional Sumedang Regency in Budget 2016, processed.

Very drastic decline in productivity occurred, from 6.74 Ton/Ha in 2015 become 2.75 Tons/Ha in 2016 as shown in Figure 2.

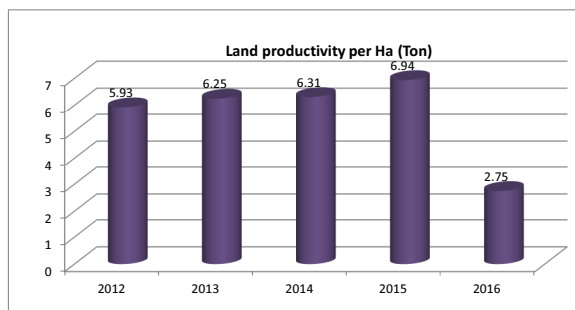


Fig 2. Change of Land Productivity in Sumedang Regency of the year 2012- 2016 (*Source: Pocket Book Profile of Regional Sumedang Regency in Budget 2016, processed*).

Construction of Public Facilities

Eighteen respondents informed that they sell their agricultural land because of the construction of Cisumdawu toll road. Sumedang Regency Agricultural Agency reported the Cisumdawu toll project spent 4,000 hectares of rice fields in Sumedang district.

Increase of Family Member

Eleven respondents claimed the conversion of land functions due to the increase of family members. Generally, family members who are married and do not leave their homes will build houses on land previously used as agricultural land. In addition, some family members who have been migrated back to their hometown also set up houses on agricultural land.

Central Agency of Statistics of Sumedang Regency reported that in 2016 the rate of population growth for 4 years (2011-2015) decreased as shown in table 3.

Table 3. Population Grown Rate 2011-2015

Year	Population (People)	Population Growth Rate (%)
2011	1.110.083	0,77
2012	1.117.919	0,71
2013	1.125.125	0,64
2014	1.131.516	0,57
2015	1.137.273	0,51

Source: Pocket Book Profile of Regency Sumedang Regency Budget in 2016, processed.

Rate of population growth declined to 0.51% in 2015 from 0.77% in 2011, but the population grew by 27,190 for five years. This is likely to cause some agricultural land to be settled for new residents. Change of population growth is shown in Figure 3.

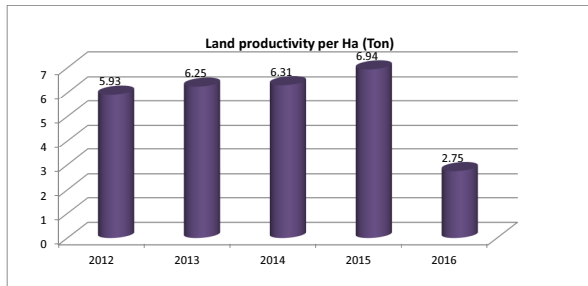


Fig. 3. Change of population growth in Sumedang Regency in 2011-2015 (Source: Pocket Book Profile of Regency Sumedang Regency Budget in 2016, processed)

Impacts of Land Conversion

Land conversion generally has a profound impact on social and economic fields. Social impacts that arise in the form of positive impacts, negative impacts and social problems.

Positive impact can be found in Jatinangor district, such as the opening of employment opportunities for the community. Negative impacts are the decreasing interest of young people to work in agriculture. Impact of land conversion to livelihood is shown in table 4.

Table 4. Impact of Land Conversion to the Livelihood

Livelihood	Number of people
• Keep farming	25
• Do not have a definite livelihood, generally a farm laborer, construction worker, factory worker	27
• Working in malls, shops, cafes and Restaurants	31
• Opening stalls, traveling traders and market traders	34
• Penetrate forest illegally as farmland	23

Source: Research Result, 2015

Table 4 shows that twenty-five respondents still survive as farmers. Generally they are native farmers due to lack of experience or access to outside information about other work, aged 45-55 years, with a land area of 1,500-3,500 M2. They work in their own remaining land and also work on other people's land with a "maro" system or a profit sharing according to an agreed agreement.

Thirty-one respondents work in malls, shops and restaurants cafe. Generally they reside in Jatinangor District which is about 20-40 years old. And 34 respondents become entrepreneurs, by opening small stalls, street vendors and traders in the market. There is another opportunity than to farm from money capital land compensation because it can not take care of the same job the average age 35-45 years.

Twenty-seven respondents chose to be farm laborers, factory-laid laborers, construction workers, in the absence of other jobs. The results of further interviews, some of the respondents had planned to move shelter and open new land.

In Jatigede district, twenty-three respondents stated that they opened forest land to open agricultural land as a source of livelihood.

Another impact of land conversion is the diminished global production of rice that will affect food security. Based on Regional Planning and Development Agency of Sumedang Regency's report of 2015, the Economic Growth Rate of agricultural sector in Sumedang Regency from 2013 to 2014, declined drastically.

Agricultural sector Economic Growth Rate in 2013 reached 2.86%, fell drastically by 2014 to 0.74%. The decline reached 2.12%. The contribution of the agricultural sector to the rate of economic growth in general in Sumedang District, ranked first at 21.71%.

Evaluation on Government Policy and Related Institution

The protection of agricultural land and the determination of agricultural areas shall be regulated in the Regional Regulation of Sumedang Regency No. 2 of 2012 on the Spatial Planning of Sumedang Regency Year 2011-2031. The regulation affirms the general rules of the zoning regulation of wetland farming areas prepared by taking into account:

1. Restrictions on the development of other cultivation activities, namely only for rural settlements, facilities and infrastructure that support the livelihood of farming communities;
2. Restrictions on the transfer of land functions only to activities, facilities and infrastructure that support community life;
3. Provisions on prohibiting conversion of irrigated rice field land that has been designated as sustainable rice field;
4. Strictly controlling the conversion of non-technical irrigated rice fields, for the purposes of strategic infrastructure; and
5. Provisions for banning the growth of urban activities along transportation lines using converted rice fields.

Based on field observations and interview results, although the provision for the transfer of agricultural land has been determined, but in fact the implementation in the field has not been firmed. The permit to grant land fumgsi and the establishment of buildings and housing on agricultural land still continues.

Directly related institutions to handle agriculture problems in Sumedang Regency is the Department of Agriculture of Food Crops and Horticulture. Based on the Regent Regulation Sumedang Number 6 Year 2009 About Job Description Structural Position At the Department of Agriculture Food Crops and Horticulture, the Institute is responsible for Agricultural Resources, Food Crops; Horticultural Crops; Post-Harvest Management and Business Development; Rice Seeds and Palawija; and Horticultural Seeds.

Strategy Formulation

The results of the evaluation of land conversion conditions in Sumedang a are used to determine external and internal factors. The next stage after the determination of external and internal factors, the matching stage using SWOT analysis, and decision phase by using Quantitative Strategic Planning Matrix (QSPM) analysis

Tabel 5. SWOT Analysis Matrix

Internal	Strength 1. People are still interested to farm even with narrow land, and with the system of “maro” 2. People have the capital to look for new agricultural land or switch businesses	Weakness 1.Low productivity of rice field 2. Farmers who become a trader are not accompanied by knowledge about entrepreneur so tend to traditional business 3.Government regulations that restrict land conversion have not been firmly implemented
Ekstenal Opportunity 1. High land Selling price 2The availability of new jobs 3. The construction of public facilities makes access faster and mobility 4. The availability of agricultural service to handle aggricultural problem	S-O Strategy <u>Product Development</u> High land prices and smoothen mobility access, the government can lead the community to start new businesses (S2; O1,2,3)	W-O Strategy <u>Product Development:</u> Intensification of agriculture, superior seeds resistant to climate change W1,3; O4 Training for new entrepreneurs W2; O1,2,3 Improve and revitalize agricultural extension work W1; 04
Threat 1. Loss of livelihood 2. Illegal clearance of forest land can lead to more serious problems 3. Food security	S-TStrategy <u>Policy Adjustment</u> Providing new farmland, for people that have converted their agricultural land (S1,2; T1,2,3,)	W-T Strategy <u>Policy Adjustment</u> To strictly punishment for illegal land use conversion (W3; T2,3)

Decision Stage

From the result of matching using SWOT matrix analysis resulted several strategy choices (Table IV.12). The strategies are then selected using Quantitative Strategic Planning Matrix

(QSPM) analysis. The stages of QSPM's analysis are to determine the attractiveness scores of key external and internal factors. The results of QSPM analysis are expressed in matrix form, as can be seen in Table 7.

Table 6. QSPM Analysis Matrix

Key Factors		Weight AS	Product Development		Policy Adjustment	
			TAS	AS	TAS	
Internal Strength						
1	People are still interested to farm even with narrow land, and with the system of “maro”	0,05			3	0,15
2.	People have the capital to look for new agricultural land or switch businesses	0,1	3	0,3	3	0,3
Internal Weakness						
1.	Low productivity of rice field	0,1	3	0,3		
2.	Farmers who turn into traders are not accompanied by knowledge about entrepreneur so tend to traditional business	0,05	2	0,1		
3.	Government regulations that restrict land conversion have not been firmly implemented	0,15			4	0,6
External Opportunities						
1.	High land Selling price	0,1	3	0,3		
2.	The availability of new jobs	0,05	2	0,1		
3.	The construction of public facilities makes access faster and mobility	0,05	2	0,1		
4.	The availability of agricultural service to handle agricultural problem	0,1	3	0,3		
External Threats						
1.	Loss of livelihood	0,10			4	0,4
2.	Illegal clearance of forest land can lead to more serious problems	0,10			3	0,3
3.	Food Security	0,05			2	0,1
Sum of Total Value of Attraction		1,0		1,5		1,85

Based on the analysis of QSPM matrix in the most appropriate strategy table implemented in the short term is the policy adjustment. This strategy has a high attachment (value 0.6) with key factors in government regulations that restrict land conversion from being firm yet.

Implementation of the policy adjustment strategy can be done by reviewing the Regional Regulation of Sumedang Regency No. 2 of 2012, and establishing new lands for agricultural areas to avoid illegal clearance of forest land.

For the long-term strategy that must be pursued is to encourage farmers to maintain agricultural land by providing assistance of agricultural facilities and counseling the use of organic materials to restore soil fertility.

CONCLUTIONS AND SUGGESTION

Conclutions

From the results of research that has been done, there are several points of conclusion as follows:

1. The conversion of agricultural land to

non-agricultural land in Sumedang Regency is attributed to the decreasing value of land yielding productivity, high land prices, increasing population, and construction of public facilities.

2. Land use change affects social and economic aspects such as changing livelihood structure and food security
3. Based on the result of QSPM matrix analysis, the most priority strategy applied in controlling the transfer of land function in Sumedang Regency is Policy Adjustment.

Suggestion

From the current conditions it is recommended that the government of Sumedang Regency:

1. Arrangement of policy adjustments to control land conversion through reviewing for regulation of Spatial Planning.
2. Arrangement of licensing mechanism for land use conversion
3. Solutions to problems arising from the conversion of agricultural land to social, economic and environmental issues.

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SIMULATION OF DYNAMIC SYSTEM MODEL IN THE DEVELOPMENT OF GREEN ENVIRONMENTAL TOURISM TO INCREASE ECONOMIC GROWTH IN PANGANDARAN

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Abstract

Pangandaran as a new autonomous region has a great potential in tourism, such as Pantai Pangandaran, Cagar Alam Pananjung, Pantai Batu Hiu, Pantai Batu Karas, Pantai Madasari, Green Canyon, Citumang. Therefore, this vision of Pangandaran is: “Pangandaran in 2025 became a worldwide tourism district, a place to stay safe and comfortable based on religious norms”.

In Pantai Pananjung tourism, there are many things remaining to be managed. They are road infrastructure and other facilities such as garbage management, street vendors and parking arrangement. To realize this vision, it is necessary to create a model that is most appropriate to develop tourism through the development of green tourism. Therefore, the authors conduct research on “Simulation Model Dynamic Systems Development of Sustainable Tourism to boost economic growth in Pangandaran”.

The Objective of this research are the development of Pangandaran Tourism Zone conducted by Tourism Agency of Pangandaran Regency, the recent environment condition of coastal attraction of Pangandaran; the economy growth of the people in Pangandaran Coastal in the last three years; Dynamic system model of the development of coastal attraction of Pangandaran need to be applied by The government of Pangandaran Regency;.

The result shows that the development of tourism of Pantai Pangandaran is influenced by socio- economic conditions and the environment and the ability of financial resources. They have implications for economic growth. Socio-economic factors such as national and local Budget investment and the 3rd parties to conduct the development of sustainable tourism. It means that the cooperation must be conducted among the Government, the Local Government and the third party to allow eligibility financially to carry out sustainable development. However, sustainable tourism development is inseparable from the preservation of the environment. Therefore, the construction is obliged to implement the environmental analysis that is capable in overcoming garbage as the impact of increasing population and a number of visitors. Therefore, the pollution of air, soil and water can be prevented. Furthermore, an increase in investment, the productivity of agriculture, industry and service sectors increased will increase people’s income and foreign exchange area and the GDP as well as the ability of curbing inflation and ultimately to increase regional economic growth.

Keywords: *dynamic system, tourism, green environmental, economic growth*

INTRODUCTION

Pangandaran Regency is decided as the centre of tourism development of Province West Java. It will develop if all supporting sectors handled maximally. The commitment of The Government of Province West Java to create Pangandaran Regency as the centre of tourism development absolutely should be supported by all stakeholders.

However, the government of Province West Java still have obstacles to be solved such as road, trash handling, street vendors, parking arrangement, etc. In order to create a good tourism, re-operating Banjar – Pangandaran – Cijulang train track idea should be consider optimally. At this time, the road conditions are still much damaged and the repairing process is still ongoing. The discourse to re-operate the tourist train should also be supported by all parties. It means that many things must be repaired to realize the plan.

The effort to create Pangandaran as tourism area should be supported by good public services. It is important for the improvement of the public service quality is a key to make Pangandaran as a tourism city in Jawa Barat realize.

Pangandaran should be designed to be a sustainable tourism area by giving consideration to environment sustainability. It will works if the authority involve the people to preserve it. Planting Mangrove in Bulak Setra is a part of Sustainable Tourism through Energy Efficiency with Adaptation and Mitigation Measures” (STREAM) program obtaining the grant from World Tourism Organization to revitalize Pangandaran after tsunami disaster. An accurate spatial is also an important thing

in making Pangandaran as a sustainable tourism area. **In fact, the management of green tourism development is done by all work units unintegratedly rather than by the specific work unit causing work overlapping among work units in Regency Pangandaran.** Therefore, the regulation on Spatial and Zona Arrangement Plan in Pangandaran for the comfort and beauty of the tourism area must be realize soon. They are location arrangement for street vendors, the improvement of infrastructures, etc. It means that the authority must consider the zone arrangement providing space for street vendors, fishing boats, tourism boats, restaurants, hotel, and other public services.

The Objectives

The objectives of this research are as the following:

1. The development of Pangandaran Tourism Zone conducted by Tourism Agency of Pangandaran Regency;
2. The recent environment condition of coastal attraction of Pangandaran;
3. The economy growth of the people in Pangandaran Coastal in the last three years;
4. Dynamic system model of the development of coastal attraction of Pangandaran need to be applied by The government of Pangandaran Regency;
5. to determine the conditions and characteristics of the place within the next 10 years oriented to social, economic and environmental.

The Development of Green Tourism

Tourism is the need of all human being entire the world. Once the increase of the welfare and prosperity of a nation in

economy, the man nature will appear to do travelling to avoid routinity for a while in order to obtain the balance, harmony and happiness of their life (Gamal Suwanto, 1997). Oka A Youti (2010:37) argue that tourism is a journey for pleasure. While, Macintosh (1995: 55) in Oka Yoeti (2010) said that tourism is a number of symptoms and relationships that arise, interaction among tourist, companies providing services for tourist, and the government and people as the host in attracting and servicing tourist process.

According to Ngafenan in Karyono (1997: 27), tourism object is all kind of object which may the tourist visit to the attraction things such as beauty scenery, historical bulding, culture and other modern recreation centers. Gamal Suwanto (1997: 3) argue that it is the process of temporary journey of an individual or group to other places. The impulse to go is caused by of all kind of their interests such as economy, social, culture, politic, religion, healthy or just for seeking experiencies or learning.

Based on the definitions above, the government need to conduct tourism development that could increase public welfare as their commitment in creating a good quality public services. This can be done by conducting green tourism development. It should create multy positive effect such as providing tourism public services and increasing public welfare without damaging environment.

In order to create green developments in which tourism development is one of them, we need the plan in adjusting future tourism development. It will works if there is paradigm change from import substitution industry into resource based industry strategy. However, we need

policy instrument in completing the change to boost economy growth that can be made in development and resource-based industrialization strategy option, particularly in coastal and marine resource management. It is important especially in line people empowerment effort in order to support autonomy issues and overcome a prolonged national economy crisis. One of tourism object which can be developed in Provine West Java is Pangandaran particularly coastal resource as the national asset that is not arrange optimally yet.

The development of tourism is a sustainable process to do matching and adjustment between the available supply and demand of tourism to achieve the target (Nuryanti, 1994). Meanwhile, the development of tourism potency is the effort to enhance the resources of a tourism area by mean of build both physical and unphysical development of tourism system in order to improve productivity.

The development of tourism area is an alternative expected to be able to back up the economy potency and preserving effort. Ramli (2007) argued that the development of tourism area done by re-arrange the potensial and natural resources altogether. The next step, it is developed the arrangement model of green-oriented tourism area. Moreover, Ramli said that the development of good tourism area need the following requirements:

1. Selection toward Potensial is conducted to select and decide what and where the tourism area to be developed according to the budget amount;
2. The evaluation of ptensial location toward area, this job need the consideration of possible conflict among the respective administration areas;

3. The measurement of potensial distance is conducted to obtain information on distance among potensial which need map of tourism area potency.

The development of tourism should consider geographical and environmental approaches. According to Bintarto, geographical scope comprise of: a. physical scope that contain topological aspect (location, wideness, shape and boundary), physical aspects (land, climate, water), biotical aspects (human being, animal, plant); b. non-physical scope that comprise of social aspects (tradition, custom, group, community), economy aspects (trading, industry, plantation, transportation), cultural aspects (education, religion, culture).

Geographycal approach according to Bintarto devided into: a. spatial approach, spatial approach is a method of atypical geographical approach. In the implementation, this approach should follow the valid geographical principals. Those principals are deployment, interrelation and description principals. Geographical approach comprise of topic human activity and regional approaches, b. ecological approach, geography and ecology are two different science field. Geography discuss about the interrelation of human being life and the physical factor which make spatial system connecting a region with other regions. While ecology, particularly ecology and ecosystem. The concept of those science fields is different. However, in the implementation, the similarity of the discussed object, those science fields have correlation. Ecologycal approach is a methodology for approaching, researching and analyzing

one symphon or one problem by applying the concept and the principal of ecology.

According to Gamal Suwanto, (1997), the basic factor of tourism development is attraction potensial owned by the tourism object referring to the success of the development that include of the following various feasibility: 1). Financial feasibility: this feasibility is about the commercial measurement of the tourism development. The estimation of profit and loss should be estimated from the beginning. 2). The feasibility of regional sosio economy' this feasibility conducted to know whether the investation to develop a tourism object will have sosio economy impact regionally or not, able to create jobs or not, able to increase foreign exchange earning or not, able to increase revenue from other sector or not/. 3). The feasibility of environment, the analysis of environmental impact is able to be used as a reference of the development activity of tourism object.

THE CONCEPT OF REGIONAL ECOCOMY

Economy is a research about individu and community to make a choice wit or without money by using limited resources but they are able to be used in ways to produce goods and services and distribute them for today and future comsumcy need to indiividuals and groups (Sukirno, 1994:9).

It can be concluded that local economy is an economic situation in a region by considering some indicators from the local economy. This will show description on the different of public welfare in one to another region. As Tarigan (2006:13)

said that the objective of economy is build prosperity. While the development of local economy indicator is prosperity shown by income. Moreover, Tarigan (2006:13) argued that regional revenue is the level of the income of the community in the region or region of analysis. The income level can be measured from the total revenue of the region as well as the average income of the community in the region.

Tarigan (2006:13) describe some concepts of regional income or revenue as the following: (1). Gross Regional Domestic Product (GRDP) based on market price, (2). Net Regional Domestic Product (NRDP) based on market price, (3). NRDP based on factor cost, (4). Income, (5) Regional income based on Current Pricing and at Constant Prices, (6) income per capita. While Piter Abdullah (2002: 102) said that regional economy can be shown by the following 22 indicators: (1). GRDP, (2) economic growth rate, (3) GRDP per capita, (4). Per capita GRDP growth rate, (5). Income distribution, (6). Domestic investment, (7). Domestic investment % toward GRDP, (8). Investation growth rate, (9). Saving, (10). Saving % toward GRDP, (11). Saving growth rate, (12). Household consumption expenditure per capita, (13). Household consumption per capita growth rate, (14). Government consumption expenditure, (15). Government consumption expenditure growth rate, (16). Agriculture sector productivity, (17). Agriculture sector productivity growth rate, (18). Industry sector productivity, (19). Industry sector productivity growth rate, (20). Service sector productivity, (21). Service sector productivity growth rate, (22). Inflation rate.

Factors effecting regional economy are regional potensials owned by the area. According to Piter Abdullah (2002) regional potential is regional competitiveness shown by regional economy, financial system, infrastructures and nature resources, science and technology, human resources, institutionals, governance and governmental policy, management and micro economy.

The Concept of Dynamic System Model

Wirabhuana on Widodo (2010) said that dynamic system mothod is a methodology to understand various complex problems. This is learning problems by point of view system which is the lements of the system interact each other within feed back relationship in order to produce a certain behavior. The interactions in this structure are translated into mathematical models which are then simulated with computer help to obtain historical behavior. While Iphop Kumala Sriwarna (2005) argued that dinamic system is a method to strengthen leraning in complex system. Dinamic system model is often built and used to represent, analyze, and explain dinamica from complex system. Then she said that dinamica or system behavior can be described by its structure and its parts.

The main objective of dynamic system is to comprehend how this behavior produced by using qualitative and quantitative models. In this case, dynamic system analyze problem from system point of view in which those elements interact one to another within a feed back relationship in order to produce a certain behavior. Interaction in this structure translated into mathematical

models afterward computerized simulated to obtain its historical behavior. Dynamic system structure is a close system. Environmental factor affect toward system is possible to occur and this external change is considered as exogen variabel. Iphov Kumala Sriwarno (2005) said that the following are basic concepts of dynamic system: 1. Closed scope, 2. Feed back loop as the basic component of system, 3. Level and rate, 4. Conditions to be achieved, real condition, and the different of the conditions to be achieved and the real conditions.

While Tasrip in Aminuddin (2014) argued that there are four basics in establishing dynamic system, information feed back theory, the process of making decision, experimental approach in system analysis and digital computer.

To simplify how to sistematically thinking, dynamic system structure is simplified into loop causal diagram. The logic is the process (rate) as the cause that produces the state/level as a result or vice versa. After forming the element of cause and effect, then it can be determined the type of effect caused by the cause that is when direction (+), opposite direction (-). Positive blame has acceleration or slowing behavior Negative negals have behavior toward the target or limit. There are two types of targets, the target to explicit (> 0) and the target to implicit (near zero).

Simulation System Modeling

Model defined as a decription of a limited system. This limited system is a system that comprise of all concepts and variables which have correlation with

certain dynamic problems. Model is an imitation and simple form of system representing characteristic of the real system. Model is used for simplify us in leraning real system behavior. Model developing by dynamic system have the following characteristic:

1. Describing causal relationship of the system;
2. Simple mathematical equation;
3. Synonim with industry, economy, social global nomenclature;
4. Be able to involve a various variables;
5. Be able to produce a sustainable changes if it is necessary.

This simulation system modeling made as a tool in solving real world including activity plan, and as operation research tool as well as system analysis for make complex decision and the unpredictable future posiblity.

In general, model established to forecasting or policy drafting. Dynamic model emphasize on process. Different with static model, dynamic model approach is deduvtive and able to discard the weaknesses in assumptions made in order to obtain the agreements of the assumptions.

This model emphasize to the change process from one to other situation (Tasrif on Noor Saman and Wahid (1998). While Muhammad et al (2001) argued that there are three alternative can be used in establishing dynamic model as the following:

1. Verbal;
2. Visual;
3. Mathematically

METHOD

This research is conducted by applying dynamic system simulation to know the condition and characteristic the tourism area within the next 10 years as well as oriented to social, economy and environmental aspects.

This research analyze two interrelated variables, green tourism development and economy growth variables. According to Sumantoro (1997), dimensions and indicator of green tourism development variables are as the following: (1). Financial feasibility, (2). 2). Sosio economy feasibility 3). The feasibility of environment. Financial feasibility shown by these indicators: a. commercial measurement of tourism development, b. profit and loss estimation; while socio economy shown by: a. investment, b. regional socio economy impact (able to provide job, foreign exchange revenue, other sector revenues); and environmental feasibility: environmental impact analysis (physical and non-physical).

Economy development indicator used in this research refer to Pieter Abdullah (2005), but only 10 indicators because of limited time and expense. The 10 indicators are as the following: (1). Economy growth rate, (2). GRDP per capita, (3). Domestic investment, (4). saving, (5). Household consumption expenditure per capita, (6). Governmental consumption expenditure, (7). Agriculture sector productivity, (8). Industrial sector productivity, (9). Service sector productivity, (10). Inflation rate.

The population is all stakeholders who get involved in green tourism development, Tourism Agency, Public Work Agency, Cleanliness and landscaping agency,

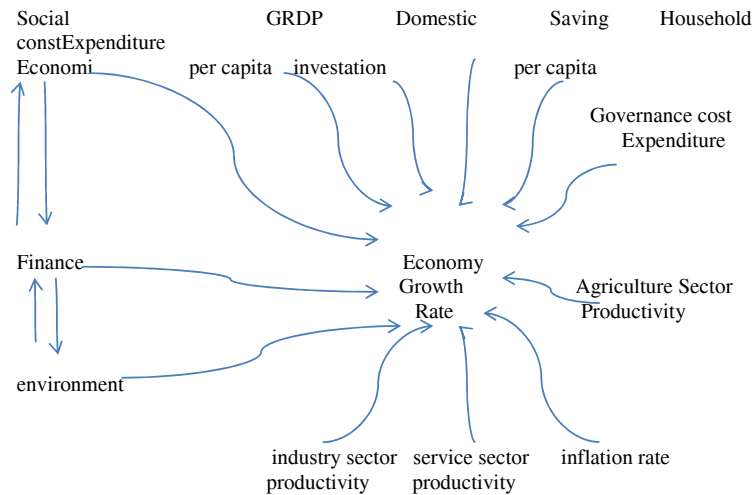
Environment Agency, Agricultural Agency, Industry and commerce Agency, Education Agency, Public Health Agency, Transportation Agency, ICT Agency., community and tourists. While the sample of this research as the following:

1. The apparatus determined purposively, ie from each agency, For the Local Plan Agency is the Head and all Head of Division Programs, for the Sub-district is Head of Sub-district and Head of Government Section;
2. Tourism proprietors are stratified randomly from: hotel, restaurant, communications, and souvenir owners;
3. Street vendors;
4. Community figures living in Pangandaran area determined randomly;
5. Foreign and domestic tourists who accidentally came to Pangandaran tourism area.

Questionnaires spreading, interview and reference research are used as data collecting technique.

The stages of dynamic system analysis: modeling and simulation using powersim program and validation test using Microsoft excel. While the outline of problem solving stages by using dynamic system approach in this research as the following: model formulation; simulation and model validation; policy analysis.

The dynamic system model of green tourism development in increasing economy growth in tourism area of Pangandaran discussed by **Wirabuana on Widodo and Tasrif** shown in Figure 1.



Figur 1

The Dynamic System Model of Green Tourism Development (Source: Wirabuana on Widodo and Tasrif)

RESULT

Based on data processing by using powersim program, dynamic system model of the development of Panganndaran Tourism area that is necessary to be applied by the Government of Pangandaran Regency is as shown by Figure 2.

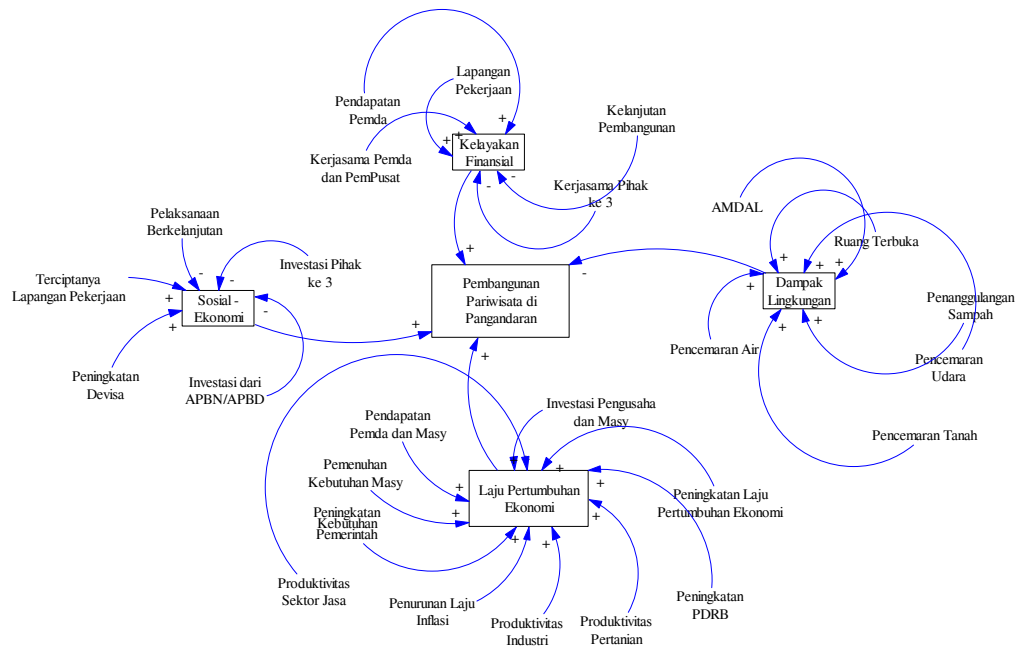


Figure 2

The Dynamic System Model of Green Tourism Area Development of Pantai Pananjung Pangandaran, Pangandaran regency

Figure 2 shows that dynamic system model of the development of green tourism in Pantai Pananjung Pangandaran area are as follows:

1. The success of the development of tourism area in Pantai Pananjung Pangandaran is affected by the following factors: a. financial feasibility for the development of ideal tourism area; b. the social economy of the community living around Pantai Pananjung Pangandaran; c. The economy growth of the community living around Pantai Pananjung Pangandaran; d. manangement of good environmental impact.

It also shows that financial feasibility positively affected to the development of tourism area. It means that the development of an ideal tourism area should fully handled and good designed. If in one period the budget is not sufficient, the development should be designed for some periods until it accomplished, for instance it is designed for five year budgeting.

Figure 2 describe that the influence of environmental impact on the development of tourism area is negative. It means that if the environment of the tourism area does not manage well, the development of tourism area doesn't work. Therefore, the design of environmental impact analysis should be made seriously by considering all aspects affecting the environment of tourism area. The development of tourism area should be along with environmental development in each period. It needs change of mindset of the community realizing that any activities of their life in economy, culture and other developments need

to have environmental awareness. They must take place to preserve the environment.

The development of social economy conducted by the government and community living in Pantai Pananjung Pangandaran should be able to attract tourists to visit to the tourism area. Figure 2 shows that the influence of social economy is positive toward the development of tourism area. The good social economy will support the development of tourism area. The increase of economy growth shown by investors in providing public services for tourists such as hotel, restaurant, communication facility, souvenir etc will provide employment. Therefore, the community living in tourism area are able to increase their income and they are able to pay their tax which is a source of income of the government and eventually the development of tourism area will run well. The more economy grow, the more positive of GRDP growth and the more tourism area developed.

2. Figure 2 shows that financial feasibility for developing tourism area affected by the following factors: a. regional revenue, b. cooperation between local and central government, c. cooperation with private sector, d. availability of employment.

Figure 2 describe regional income affect positively toward financial feasibility to develop tourism area of Pantai Pananjung Pangandaran. The higher regional income, the higher regional income allocation for the development budget of tourism area. The higher budget of tourism area development, the better development

of tourism area. The limited budget of central and local government should be solved by private sector participation in providing public services to support the development of tourism area. One more important thing is the government coaching to continue to facilitate the community to increase employment that will greatly affect the implementation of the development of tourism area runs well.

3. Figure 2 shows that environmental impact for the continuity of tourism area development will be affected by some factors such as: a. outdoor, b. soil pollution, c. air pollution, d. trash and environmental impact management.

Figure 2 shows that open space as human needs for oxygen demand for health, then the percentage of its availability must be fulfilled. Likewise, soil contamination, water and air pollution due to household and industry waste need to be overcome in such a way that it does not pollute to an unacceptable threshold. Garbage problem from upstream to downstream should be sought a more practical and useful innovation as well as to educate the community to be used to love of hygiene and their environment. Therefore, in every activity of their life, they always keep the environment clean and throw garbage in the right place. Besides, honesty culture and responsibility in work must be developed among the apparatus, so that the apparatus who has the task of examining every waste generator that can pollute the environment is firmly enforced. If there is an entrepreneur who breaks the rules must be responsible for his false

by giving him sanction such as revoke his business license.

4. Figure 2 tells that the rate of economic growth can affect the successful development of tourism in Pantai Pananjung Pangandaran which is influenced by some factors: a. Local government and community revenue; b. Investment of entrepreneurs and communities; c. the increase in economic growth rate; d. the increase of GRDP; e. Agricultural productivity; c. Industry productivity; g. Service sector productivity; h. Decrease in inflation rate; i. the Increase of government needs and j. Fulfillment of community needs.

Figure 2 shows that if government revenue and community income increase, it will have a positive effect on economic growth. Similarly, increased investment of entrepreneurs and society will affect the growth of economic growth. In addition, the rate of economic growth also will affect economic growth. The rate of economic growth is also marked by an increase in GRDP that will affect economic growth. Economic growth is determined by potential growth in the region including the potential of agriculture, industry and services sector. Therefore, the sectors must be nurtured by the government and developed by the work units which has the main tasks and functions in those sectors. Furthermore, if economic growth increases, it will be able to suppress inflation rate. The development of human life will also affect the increase of government budgetary needs to run the wheels of government and implement other

functions such as development, service and community empowerment so that society will more independent and able to meet their own needs.

5. Based on Figure 2, it can be explained that the socio-economic can affect the successful development of tourism around Pantai Pananjung Pangandaran which is influenced by the following factors: a. investment local/national budget; b. Third party investments; c. the increase of foreign exchange; d. employment and e. implementation of sustainability.

Figure 2 defined that the increasing of local and national budget will affect to the stability of social economy development. Moreover, the private sector investment will affect public social economy for it is able to provide employment. Therefore the availability of employment will reduce urbanization. The higher ability of the community, the more the source of regional income increases that eventually affect the blessing of foreign exchange and it will return to the community for the implementation of socio-economic development of the community.

CONCLUSION

The result shows that the development of tourism of Pantai Pangandaran is

influenced by socio-economic conditions and the environment and the ability of financial resources. They have implications for economic growth. Socio-economic factors such as national and local Budget investment and the 3rd parties to conduct the development of sustainable tourism. It means that the cooperation must be conducted among the Government, the Local Government and the third party to allow eligibility financially to carry out sustainable development. However, sustainable tourism development is inseparable from the preservation of the environment. Therefore, the construction is obliged to implement the environmental analysis that is capable in overcoming garbage as the impact of increasing population and a number of visitors. Therefore, the pollution of air, soil and water can be prevented. Furthermore, an increase in investment, the productivity of agriculture, industry and service sectors increased will increase people's income and foreign exchange area and the GDP as well as the ability of curbing inflation and ultimately to increase regional economic growth.

The simulation of dynamic system model of green tourism area development is affected by social economy and environmental impact variables. Economy growth variable are able to be applied as a model in the development of tourism area in Pantai Pananjung Pangandaran.

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GOVERNMENT MANAGEMENT TRANSFORMATION IN BANDUNG REGENCY WEST JAVA, INDONESIA (A STUDY AT DEPARTMENT OF EDUCATION AND CULTURE)

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Abstract

Transformation is a transtition process from a certain period to the next phase, which happens due to the presence of innovation or alteration, wheter in structural or prosedural aspects, planned or unplanned. “ Basically, transformation is a continous process. It includes reframing, resructuring, revitalization and renewal. Bandung regency had held regional general elections (Pilkada) in 2015, and already transformed its goverment management, Eventough the Regent himself, as incumbent usually faces difficulties to implement transformation inside his burreucracy system. By using qualitative and descriptive method, the researcers had interviewed the Regent of Bandung, Chief of Bappeda (Regional Development Planning Agency), Chief of Department of Education and Non Governmental Organizations in Education sector. The result of this research described that in reframing aspects, the education system have been altering from the current progress, not only depended on Startegic Planning, but also acomodated new ideas to encourage the success of educational programs. Meanwhile, for recruiting aspects, the goverments found difficulties since the regulations from the National Government was not suitable within the needs in Bandung Regency. The revitalization aspects cannot be implemented yet, eventhough the Chief of Educations has already figure up the problem, such as the importance in buid Vocational School in Agriculture and Animal Husbandry. For renewal aspects, the government established “Edu Share” to socialize, facilitate and distribute scholarsips, and Doctorates Forum in Bandung Regency. Eventough the institutions is build outside the authority of Department of Education. The researchers concluded that, the shape of transformation in goverment management, especially in educational aspect has been dominated by the rules, whom did not able to adapt into the surrounding area, especially in Bandung Regency. Based on this condition, it is highly recommended, for the Chief of Education to be able to create activites which is consistent with the current rules, but also be able to satisfy the needs of society.

Keywords: reframing, restructuring, revitalizations, renewal

INTRODUCTION

Based on Law Number 23 Related to Local Government, education is an obligatory basic service for any district, besides, there are attribution authorities

based on the constitution number 30 year 2014 about government administration, attribution authority is a delegation of authority to the Agency and/or Government Officials by the 1945 Constitution or the

Law. Therefore, each level of Government has the authority in accordance with the mandate of the law. The Distribution of responsibility of governmental affairs in the education sector can be seen in the table below.

Thus, Education department of Bandung Regency controlling the particular affairs, such:

1. Division of Management affairs of primary school education, early childhood education (ECD) and non-formal education.
2. Division of affairs of the local content curriculum for Primary Schools, Early

Childhood Education (ECD) and non-formal education.

3. Division of affairs Teachers and Education Personnel for the transfer of educators and education personnel in Bandung regency

In order to Implement the Affairs of the Government, observations show that reframing can be implemented with not only focus on Medium-Term Regional Development Plan (RPJMD), the ideas of the Head of the department/division can be a cornerstone of the implementation of the education program in Bandung Regency. Restructuring and revitalization can not

Tabel 1 *The Division of The Government in Educational Affairs*

No	Affairs	Government	Province	Regency/Municipality
1	E d u c a t i o n Management	1. S t a n d a r d i z e national education standard 2. Higher Education Management	1. S e c o n d a r y E d u c a t i o n Management 2. Special Education Management	1. Primary Education Standard 2. Early childhood education program and Non-Formal Education
2	Curriculum	Standardizenational curriculum of higher education, secondary education, primary education, Early childhood education program and Non-Formal Education	Standardize local language curriculum for secondary education and special education.	Standardize local language curriculum for primary education and Early childhood education program and Non-Formal Education
3	Aaccreditation	Accreditation of higher education, secondary education, primary education, early childhood education, and non-formal investigation.		
4	Teacher and Supporting staff	Controlling teacher, teacher mutation and teacher career development	Teacher and supporting staff mutation accrues the cities in theprovince	Teacher and supporting staff mutation across the district in the cities.

Source: Law Number 23 year 2014

run effectively because of distortion from the aspect of regulation and authority that head of Department of education has. For renewal, the Head of department create institutions which have a function to support educational programs. However, the establishment of the institutions is not the head of department authority.

Because of education is an important aspect in the management of human resources, then the researcher assumes that is important to see whether exist the management transformation of the Government in the education service in the Bandung Regency. Therefore, this research was entitled "The Transformation of the Government Management (A Study on Education Department in Bandung Regency Government)".

RESEARCH OBJECTIVES

Research Objectives this study aims to:

1. Acknowledge and analyze the implementation of the Government's management transformation in education from the aspect of reframing in Bandung Regency.
2. Acknowledge and analyze the implementation of the Government's management transformation in education from the aspect of restructuring in Bandung Regency.
3. Acknowledge and analyze the implementation of the Government's management transformation in the field of education from the aspect of the revitalization in Bandung Regency.
4. Acknowledge and analyze the implementation of the Government's management transformation in education from the aspect of renewal.

SIGNIFICANCE OF THE STUDY

Education became one of the leading services in the Government Accomplishment, thus this field be the measurement for the progress of an area (province, city or regency). Education Sector became a measure for measuring index of human development. so that HDI (Human Development Index) figures largely determine the progress of a country even the region.

Conceptual Framework

According to Foucault (1994) in McKevitt, David and Lawton, states that the art of government is a long history as a substitute for advising to the kingdom relating to appropriate actions such as: the action of power, securing policies, loving God and obeying, law implementation and etc. However, such advise clashed with the emergence of "ruling art" since the 16th century, before political science had been spread. According to Gordon and Miller cited Foucault (1994), states that the problems of government began to rise again in the 16th century, with a resurgence when personal problems were taken over by the Institutions. As with Catholic and Protestant doctrines, there are problems in the soul and life of the government, for example in terms of teaching to children. This is the ability of government (governmentality), when the privacy of the citizens problems taken by the government.

According to Tangkilisan (2005), who saw a change in public organization that the bureaucratic thought of Hummel influenced the formation of public organization based on Max Weber's view, which concluded that bureaucracy represented the creation of a new

society from human interaction. In its development, the transformation of human life normally changes the shape of a modern organization. human interaction that was originally known-in a humanist public organization-concerned about justice and freedom, as a society and conveying in the same language and be responsible for what it does to the public, has encountered a change according to the transformation of human life.

That change, according to Hummel, makes the bureaucracy of modern organization a new species of an inhuman society. The inter-human relationships in society are replaced by control and efficiency. Norms and beliefs related to human goals are transformed into skills recognition over administrative and productivity.

Psychologically, personal relationships within the bureaucracy are very rational, lack of the feeling, and override individual desires (ego). The bureaucracy implements one-way communication as a personal command, and politically ignores the human desire in determining a particular method of seeking a truth and the desire of society.

In the process of transformation, bureaucrats neglect social characteristics, culture, communication skills, which are commonly used as a medium of human capacity, in order to adapt to the system. However, in compensation, the bureaucrats not only get a material reward, but also recognition (recognition) of the existence of bureaucrats. In a bureaucracy, bureaucrats deprive their humanitarian personality, and the bureaucracy more reflects its institutional identity, and psychologically, there is an absolute dependency.

Public organizations are recognized to be effective if in reality, the implementation of bureaucracy can serve in accordance with the needs of the community (client), meaning there are no barriers that occur in the service, quickly and accurately in providing services, and able to solve the phenomenon that stands out due to a fast social changes from the internal.

In Redjo (2009) had been mentioned that as a process, the transformation is generally the inevitability of the existence of humanity as free beings who have similarity and desire to be treated in every process, especially in the process of state and government. The nature of humanity in the process includes respect for their existence and the recognition that the people are a central part of every state and government process. Recognition of the sovereignty of the people ultimately became the primary demand in the governing process with no exceptions to any state and government.

Citing the understanding of Karl Polanyi which cited by Redjo (2009), the transformation is basically a transition process from a certain period to the next, it happens because of innovations or changes both structural and procedural, planned and unplanned. These innovations and changes lead to the occurrence of dynamics that distinguished from normative or regular.

Following the opinion of Gouillart (1995: 6-7), then the process of transformation can be defined as a biological process, as a dynamic life process, grows and develops, becomes "saturated" and then reaches its peak by transition. Similarly, in the case of transformation of governmental organization there is also biological corporation, which is a process of development of the organization

(corporate) to become a modern corporation, complex and well organized.

An organization just as human beings born then developed, facing problems then recovery, mature and growing old. And in each process, it encountered four (4) dimensions of activity, namely reframing, restructuring, revitalization and renewal, thus, the organization becoming unique and different from other organizations that are suited to the demands of the organization itself and the demands of the faith environment where they belong. When an organization does so, all organizational systems are pushed to achieve goals.

Taking Gouillart's opinion above, transformation in the field of management also can be interpreted as a biological process, from the management of the first generation to the fifth generation as proposed by Savage (1990: 2). Similarly, within this framework, four (4) Gouillart dimensions are used as a reference for analysis, due to the same idea in the way of thinking pattern, The biological model in the transformation process or The Four R's of Transformation: Reframing, Restructuring, Revitalization and Renewal.

First, Reframing, ie; Changes in organizational concepts about what and how to achieve organizational goals related to the established organization background of thinking. This is because frequently the organization focuses only on certain ways of thinking and is unable to build a new mental model of what they are and what they want to be. Reframing opens the organizational thinking with new visions and decisions.

Second, Restructuring (re-instructor), ie efforts that made to improve the competitive performance structure . This

activity is generally related to the values of governance and apparatus performance, in order to be the main consideration in organizations that must be met and adapted to the ability of public services and public demands Third, rearrange the priorities of development (revitalization), that is how to connect the government with the environment, Because in general the success of development designed by the government is very dependent on the degree of conformity between the needs of the community and the government's designated development priorities.

Fourth, renewal, ie efforts that are made by the government to remodel the humanitarian and organizational spirit of the perpetrator or government apparatus towards this transformation process. This renewal is related to the effort to develop the potential of human resources in accordance with the vision of the mission that government has.

The concept of good governance in Suryanto (2008) states that in the implementation of local governance, related to public sector management has faced a massive transformation in the mid-80s. This change is directed at creating a reliable public management and improving the quality of public administration. The concept of rigid, hierarchical and bureaucratic public administration system has been abandoned and in its place has developed a flexible and market-oriented public management concept (Hughes, 1998). The strength of Weber's bureaucratic model is believed to be incapable of following various developments, community demands and environmental demands

According to Salam (2004), the management of Regional Government in

Indonesia is based on the 1945 Constitution which gives wide, real and responsible autonomy rights. This is reinforced by MPR Decree number XV / MPR / 1998 on the Implementation of Regional Autonomy which contains the regulation, sharing and utilization of national resources with justice, as well as the balance of central and regional finances within the framework of Republic of Indonesia.

METHODOLOGY

To achieve the research objectives that researchers have described in the introductory chapter, the researchers intend to use a qualitative research approach with descriptive method. Qualitative research method is a research procedure that produces descriptive data in the form of words, notes related to meaning, value and understanding (Bogdan and Taylor, 1975: 5). The model of this method, in observation of research data is not limited and isolated by variables, population, sample, and hypothesis. Therefore, qualitative research methods always have a holistic nature, ie interpretation of data in relation to various aspects that may exist, in other words this method is used to assist researchers in constructing reality and understanding its meaning (Kaelan, 2005; Qudsi, 2011).

While the descriptive narrative approach is a specific type of qualitative design that “the narrative is understood as a text that is spoken or written by telling about events / actions, connected chronologically, where the procedure in conducting this research begins by focusing on the assessment of one or two individuals, Data through their stories, the reporting of individual experiences, and the chronological formation of the

meaning of the experience (Cresswell, 2014: 96).

From the definition of qualitative research methods and descriptive narrative approaches, it can be seen that, the choice of qualitative and descriptive approaches, as a study in a particular setting in real life (natural) with the intention of investigating and understanding the phenomenon of what happened and how it happened Qudsi, 2011), to be used as a method in this research is appropriate, in the effort of the researcher to get clear and systematic, factual, accurate and validation description about the transformation of government management in Bandung regency

1. Data Collection Technique

Data Collection Technique in this research will follow the rules of data collection based on the chosen method in this research, which is qualitative method. According to Creswell (2014), the forms of data in qualitative research continue to experience rapid development in various literatures. However, from these various forms, qualitative data forms can be grouped into four basic types of information: observation, document, audio visual, and interview. But in this research, audio visual is not included in data collecting technique.

2. Informant Determination Technique

Informant determination technique used in this research is by using purposive sampling type, whom the researcher determines the individual to be made informant based on the researcher's consideration itself which is based on the assumption that the individual can be specific understanding about research problem

and phenomenon in this research (Cresswell, 2014: 217). Thus the selection process of this informant from the beginning has been deliberately determined by the researchers based on these considerations. The informants involved in this research are:

- Regent of Bandung, Dadang Naser
- Head of Education Department in Bandung Regency
- Community Leaders

DISCUSSION

Government Science is present when individual issues are taken up by government agencies, as well as government-funded education. When parents are unable to pay their child's tuition, it is an individual matter. However, when the government provides scholarships for those who can not afford, or issue a policy to withdraw education funds in elementary level, there has been a takeover of individual problems by the government.

Researchers see the importance of education in transforming government management, as education is one of the obligatory functions for local governments. Below, it will describe the transformation of government management which is observed from various aspects i.e. reframing, restructuring, revitalization and renewal.

Reframing

Reframing is a change in organizational concepts about what and how to achieve organizational goals. The way to achieve the goals of Education and Culture Department in Bandung Regency is prepared through programs.

Those programs can not be separated from institution's Vision of Mission which is listed in the Medium Term Development Plan (RPJMD), Long Term Development Plan (RPJP), Strategic Plan (Renstra), Development of Education in macro national and West Java regional level.

The change of concept in achieving organizational goals appears from Juhana's³ point of view that mission vision has a four-frame context of objectives, methods, focus and grounding. *First*, the goal is achieving Bandung as advanced, independent and competitive Regency; in the first period (2010-2015), in the second period (2015-2020) the plan changed into establish a Bandung District Advanced, Independent and Competitive. Second, the result is achieved through good governance methods, i.e. clean and accountable. Third, the focus is laid on strengthening rural development. Fourth, the foundation is religion, cultural regional and eco-friendly policy.

The changing of concept also appears from the Regent's view that Korea had sent a team, led by Park Sung Hee to learn Indonesia heritage's value. Park Sung Hee found Indonesia has Bhineka Tunggal Ika, which is internalized in by Pancasila. According to the Regent, in Bandung Districts Bhineka Tunggal Ika is locally translated into Korean, called *saemaulundong*, which is used as the basic character of Korean people. From lazy and drunk society, how *saemaulundong* was raised effectively. The transformation occurs from lazy appearance into hard

3 Male, The Chief of Education Department in Bandung Regency. Education: Doctoral Degree.

work, smart, disciplined society. The concept is similar with the saemaulundong, called *sabilulungan* in Sundanese. So the challenges is put togetherness, gotong royong, and designs Korea as superior nation. As well as this spirit, *sabilulungan* in Bandung regency, wish that the district is advanced, independent and competitive.

Beside a changing perspective on how to achieve institutional goals, reframing also emphasizes on necessity strategy in achieving institution's vision and the mission. Juhana's strategy is similar to this method, whereas the Department of Education and Culture's strategy should be systematically and vertically structured in a sustainable, well-structured plan. For the organic is adapting with surrounding environment, like literary habit and sanitation award. It means there is spontaneous growth from various developing ideas. Education does not have to stick on the strategic plan compiled fifty or five years ago. When good ideas emerge, they had to be developed directly through the study, should be implemented as soon as possible, like literary habit, honesty canteen. According to Juhana, honesty canteen does not belong to Strategic Plan (Renstra). All activities which are already in the strategic plan, is basically available in the curriculum. Integrity and orderly attitude; as well as literary habit is already in the curriculum, just occasionally put as a reinforcement inside of a program. Sanitation awards are already in the curriculum, such as "please, be clean!". It's all there, but the activities are organic. It is intended to be interesting, as improvisation is not rigid but adapted to the teaching system that has been composed five years back. In order not to be too historical, so there is improvisation,

excitement in implementing the program. As environment, trends, developmental trend, and civilization trends. According to Juhana; "Because I think the plan is compiled in the past, if there is a new idea how to implement it. Then there are two sides of the program, there is a strategic side and there is the organic side. We are not allergic to change, since we are always open, not closed to receive information, to accept the idea of"

The sanitation award program get highly responded from, Ujang Sopanndi⁴, according to him sanitation award will push teachers and students to practice clean habit. Before this program there was only a clean teacher's toilet. But he was regretted it since when behavior of civil servant teachers who only think of certification and promotion than their qualifications in teaching. In the contrary, the honorary teacher does not receive proper attention from the government, but the quality of teaching is somehow better than their counterparts. Moreover, the honorary teacher must go to college again, because if they will not continue education will not be appointed as permanent civil servant.

The Strategy of education development program in 2016-2020 at the national level was strengthening institutional services. Therefore, from 2016 to 2020, the development of education in Bandung Regency, focused on strengthening of educational institutions in providing educational services, in addition to pioneering Compulsory Secondary Education (Wajar Dikmen 12

4 Male, Honorary Teacher, 34 years old, 34 years old, bachelor degree

years). The strengthening of institutional education in providing services is expected to be a capital in preparing a qualified education for society, thus having competitive advantage at the local and regional levels, particularly in: (1) strengthening the service of educational and cultural institutions; (2) Strengthening of curriculum services, manpower, education facilities and infrastructure and other supporting facilities, in every educational and cultural program unit; (3) Strengthening of administrative and management of education development, both at the level of SKPD of education development managers, as well as at the level of educational and cultural program units. (4) Expansion and equitable access to education (5) community participation'

In addition, reframing also includes development objectives, development priorities and attitudes to face global change. The purpose of the development of Bandung Regency is "achieving Bandung as Advanced, Independent and Competitive Regency ", for the first period, the second period changed to "consolidate the Bandung District Advanced, Independent and Competitive". If it is associated with the Department of Education and Culture, the curriculum, which presented, had to create a child who is advanced, independent and competitive. Not only students but teachers should have similar targets. It means, that there must be equality with the District, or able to surpass another Regency / City. Bandung Education and Culture Office has exceeded the achievements of other districts / cities, as proven by the achievement of national champion leaders. National Supervisory Champion, while the students have been able to win the, National Olympic Sports

Science (O2SN)/ The elementary level students won the General Champion, and the junior champion got champion general in West Java level. It can be concluded that their competitiveness is not wishful thinking anymore. While development in Bandung Regency focused on strengthening rural development, which implemented by Regent through program RAKSA DESA, so Department of Education and Culture also implement its support to rural development.

In facing of global transformation, Bandung Regency does not want to depend solely on other products, unless they have potential aspects on it. For example: Bandung Regency is surplus on vegetables, rice, dairy products, tea, and coffee. But it gets minus supply on beef, and still brings beef from the east region. In maintaining food security, they actually do not need to bring beef, but the diet is replaced by chicken meat. Juhana wants to develop his thinkers that, in terms of independent and competitive progress, Bandung Regency can have local resiliencies. According to him, independence is the same with the resilience of the area, which is now a new person thinks limited to food security. He thinks life is not just food alone. The improving of faith is also necessary because we are vulnerable to the heresies.

Restructuring

Restructuring is the activities of government organizations to build organizational models, prepares organizational infrastructure and design units according to the need. It can not be separated from the existing institution, the government structure which is the organizational structure of the government

organizers to implement regional autonomy. Starting from the Regent, SKPD which consists of Inspectorate, Regional Secretary, Secretariat of the Board, Agency, Institution, District Institution up to the lowest level of government i.e. the Village.

In preparing organizational infrastructure, the Department of Education and Culture is faced with subjective elements, although the Head of Department has not dared to make changes in accordance with Law no. 23 of 2014 on Regional Government. For example, there is a type of service with type A, the field should not be more than five sub department. That is a problem, now the Office of Education and Culture has seven areas; if it must be divided into five areas then there will be people who lost the position.

Infrastructure in local government is also related to echelon. Juhana agreed that in the State Civil Service (ASN) there is no echelon-ization. Better capacity and performance become the key level of one's success. Someone can do his job, but how far his productivity like what? How many number of job targets that can be done?. If based on echelon, both echelon two, are equally echelon three but their performance may be different.

Designing organizational units to adapt to the needs according to Juhana, several Agencies must adapt to the potential of Bandung regency, not the regulation. That is the fallacy, the new Government Regulation No. 18 of 2016, as the elaboration of Law no. 23 years 2014. The organizational section suddenly makes a new SOTK, its adaptation focused on regulation. Juhana appealed that the name, effectiveness, efficiency are created to be

more productive. Institutional name itself must adapt to the potential and problems of Bandung Regency itself, because in truth it is the essence of autonomy. So it being separated based on the regulation, then the Central Government would be dominant. This is a mistake. Juhana did not know the Department of Education and Culture whether to be split or not. The most recent PP's will lead to overlapping authority when education is separated with Culture, since education and culture is a unity that can not be separated. In addition, before the PP was born, between SKPD (Work Unit of Regional Devices) had already run synergistically. The PP is also responded by the Regent.

Ideally institutional government should adapt not only with regulation but also adapt to potential and problems. But do not be forced to regulation. If someone wants to separate the education and cultural offices should ask the experts, not organization experts, but the expert on substance of educators and culture. Want to separate agriculture, livestock and forestry, ask the experts! Because, it cannot be solved with an organization expert alone since its about organizational and institutional issues, so it has to adapt to potentials and problems. The potential and problems of each Regency / City are different, that is the characteristic of regional autonomy. By observing the potential of Bandung regency, just look at its characteristics whether in agribusiness, agriculture, animal husbandry or industry. Then the institutional names must being reinforce based on it. Including the education office, should be able to enter in all aspects, must adapt to the potential. So what kind of vocational school and where it should be build; whether they

are pharmacists' or agriculture vocational school for example, then the industry must be reproduced, because the potential is agriculture, livestock and industry. Thus, the number of vocational school types should be able to adapt.

Revitalization

Revitalization means rearranging development priorities, by linked government with its surrounding environment, since generally the success of development who designed by the government depends heavily on the degree of conformity between the needs of the community and the government's priorities.

According Juhana, linked the government with its environment can be seen from the potential of nature and physical potential. Natural potential and human resource potential are closely related to each other, Bandung regency potential, we must observe first its characteristics whether in agribusiness, agriculture, animal husbandry or industry. Then, the institutional names must strengthen the environment. Including the Office of Education and Culture must be able to enter all these aspects, and adapt to its potential. Thus, Vocational School should be multiplied and manifested thereafter, whether they are in livestock, agriculture, industry categories. The school should be reproduced, because the potential has been defined. Thus, the number of vocational schools and its varied types must be able to adapt with current challenges.

Associated with physical environment is linking the Regency's potential with physical form of an object, and nature. While social environment associated more with people the relationships

around it. If associated with Bandung Regency, the physical environment is related to geographical aspects, and its characteristics, the challenges is bringing various characters of agriculture and industry into the physical environment in Bandung regency. While for the social environment related to the Government, economic, political, cultural, including in it is education in Bandung regency.

The main priority needs to be undertaken by the Office of Education and Culture, stating its vision and mission, which stipulated in the work plan or strategic plan as stated: "The implementation of excellent education service in shaping human beings who put the value of local cultural values with global orientation". Excellent service is certain values in providing availability, affordability, quality, equality and security. Our people are: possessing high intellectual and spiritual capacity which is consistent in everyday behavior and deeds based on Faith to God and embodied in the attitude of *taqwa*. Local cultural values include noble character, personality with cultural values and Sundanese etiquette. Global-oriented means competitive and adaptive to the development of science and technology, and future oriented. Process and product quality means quality process as excellent service, while the quality of the product is civil society. It can be achieved by increasing availability, affordability, quality, equity, and certainty / security of education services. Furthermore, those steps hopefully can develop a culture which laid on certain characterized by aesthetic, logical, ethical and historical dimensions. Beside, it is also necessary to improve public image through governance, transparency and accountability.

Renewal

Several problems are difficult to implement because of the collision with the rules, but the Head of the Office solve it by establishing institutions. For example, the Department of Education and Culture often accepts applications for scholarship assistance to study inside and outside the country. Unfortunately they have sufficient budget, but lack of authority to spend it in similar program, since this department job is not including students scholarship. Thus, the Department create an institution called EduShare. It has collaborations with ITB and Unpad lecturers, who care about Bandung students, provide scholarships, advising guidance to increase their chances in the admissions process. If they already have admitted, they received guidance more to avoid Drop Out and others. EduShare's main duty is socialization, mentoring and provide scholarship, which is beyond the Department of Education's core authority. In EduShare the Head of Department acts as a personal figure, collecting funds in mutual assistance.

The Regent also wants to establish a university in Bandung regency, but this is not the authority of the Education and Culture Office. It is difficult since it clashed with rules and the Head of Department is not a lecturer. In order to support this plan, he establishes an association consists of doctoral forum in Bandung Regency. Doctors who are stay or work in Bandung Regency, or, being associated historically with Bandung regency. Currently, the associate finds 57 doctoral in Bandung Regency. Moreover, the Regent asks the associate to collaborate not only for

doctor in education background, but also in all fields such as, economy, agriculture, politics and others in order to support the vision-mission. Although outside the authority of the Head of Education and Culture, he looks for alternative solutions to implement the vision and mission of Bandung Regency.

CONCLUSION/IMPLICATION

In the aspect of reframing, there has been a change in the concept of education that is not stick bluntly to the Strategic Plan (Renstra) but instead develops from ideas that guide the success of educational programs. Meanwhile, the restructuring aspect is difficult to implement since it intertwining with the regulation given by the Central Government, even it does not fulfill the needs of Bandung Regency.

Revitalization aspect can not be implemented even though Head of Education Office really understand it, as for Regency need to have Agriculture and Animal Husbandry Vocational School. For Renewal aspects the Departement establishes EduShare whom main tasks are socialization, mentoring and scholarship, as well as Doctoral forums/ associate in Bandung regency, although the institution is formed outside the authority of the Head of Education and Culture Office.

The researcher concludes that the process of transformation of the management of the government of education is still shackled with the rules, although the rules can not adapt to the environment in Bandung regency. It is suggested that the Head of Service can create policies that do not conflict with the rules, but can meet the society's needs.

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PUBLIC PARTICIPATION FOR IMPLEMENTATION OF PNPM MANDIRI PARIWISATA IN KARANG DIMA VILLAGE LABUHAN BADAS SUBDISTRICT SUMBAWA REGENCY

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Abstract

The implementation of PNPM Mandiri Pariwisata is a program that expected to reduce poverty through tourism by tourist growth philosophy that will affect economic growth and poverty reduction. This study aims to analyze community participation and the improvement of community participation strategy in the implementation of PNPM Mandiri Pariwisata in Karang Dima Village Labuan Badas District Sumbawa Regency. This study is a descriptive study with a qualitative approach. Where the key informants who serve as resource persons in this study were selected using purposive sampling technique. Based on the analysis of public participation in the implementation of PNPM Mandiri Pariwisata in Karang Dima Village Labuan Badas District Sumbawa Regency in general can be considered good, based on the Participation in Planning, community involvement has been seen since the beginning of the activities, and then in Participation in Implementation community directly involved to carry out activities that have been adjusted to the priorities and activities of the community, then Participation in Utilization since the beginning, the community involved as subjects of activities so they could felt the benefit of the activities directly, and the last Participation in Evaluation community involvement in terms of evaluating the activities carried out in stages ranging from monitoring, surveillance, until the evaluation. Referring to the results of the discussion, the authors suggest that to maintain public participation in PNPM Mandiri Pariwisata needed figures through tourism community such as tourism awareness group (Pokdarwis), whereas in order to enhance community participation, the pattern of development activities conducted through community-based tourism (CBT) .

Keywords: public participation, community development, PNPM Mandiri Pariwisata

INTRODUCTION

After now, the government has made changing to empowerment community through the National Program For Empowerment Community (PNPM). One of the function of this program is making tourism sector as tools as usually for empowerment and poverty reduction. The presence of PNPM Mandiri Pariwisata

answer tourism development paradigm shift that puts the public as an object into a society that has a role as agents of development. In this regard, the involvement and active participation of the community can be used as the basic capital and the dominant factor for the survival of an empowerment program and can also be used as a measurement

of whether the development has been executed in accordance with the needs of the community.

The implementation of PNPM Mandiri Pariwisata in Sumbawa has existed since 2013 in 2 (two) village where the beneficiaries of activities, namely the village of Karang Dima and the village of Poto, then increased in 2 (two) villages in the Year 2015 Labuhan Mapin Village and Labuhan Aji Village. The implementation of the PNPM Mandiri Pariwisata in Karang Dima Village considered successful. It can be seen from the assistance received, if the village had helped to phase 3 or the last stage, the village is considered to realize the help of PNPM Mandiri Tourism and has progress in the development of activities. Moreover, Karang Dima has a more diverse travel categories namely cultural tourism and nautical tourism so it is interesting to study the form of community participation in the activities of PNPM Mandiri Pariwisata. Therefore, this study has the objective to analyze the strategies of community participation and increasing participation in the implementation of PNPM Mandiri Pariwisata in Karang Dima Village, Labuhan Badas, District of Sumbawa .

REVIEW OF LITERATURE

Local Community Participation

Local Community participation can be interpreted as participation, engagement, and gathering community members in a particular activity, either directly or indirectly. It is inevitable that public participation is an indispensable and important role in throughout the implementation of rural development. Community is an important factor for development in every field, be-

cause society is at once subject and target of development in all fields, so that public participation should be increased. According to Kaho in Septiani Soemarno and Purwadio (2010) describes the forms of community participation in development occurs in four stages, namely: participation in planning, participation in the implementation, participation in the utilization of, and participation in the evaluation.

Community Empowerment

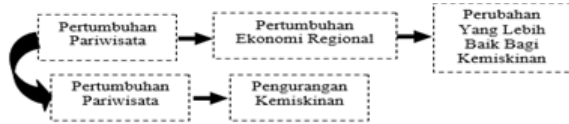
A conceptual understanding of empowerment according to Priyono and Pranarka (1996:3) contains two meanings, “give power or authority to” (means giving power or delegate authority to the community, so that people have the independence in the decision to build himself and its independent environment) and “the to give ability or enable (it means improving the ability of the community through the implementation of various development programs, so that people’s living conditions reach the level of proficiency expected).

Therefore, empowerment is a tool of the entire development community and a movement to gather strength and ability of the community and their environment (Prasojo, 2004: 71). Therefore, efforts to empower communities by Kartasasmita (1996:159) must be carried out through three channels, namely: Create an atmosphere or climate that allows the potential for developing societies (enabling), Strengthening the potential power of the communities (empowering), and Empower also contain meaning protecting.

PNPM Mandiri Pariwisata

PNPM Mandiri Pariwisata is actuating of PNPM Mandiri with other programs like development and community capacity

building and supporting infrastructure for developing economic activities of the community while reducing poverty through tourism sector. Based on Michael (2007:10) can be seen in the figure below:

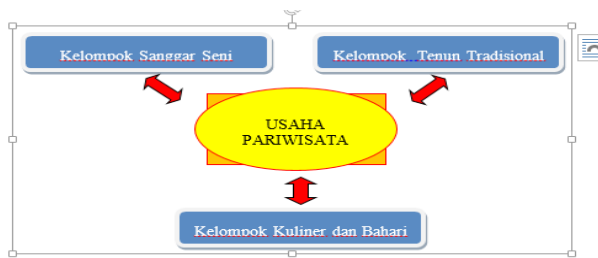


Picture 1. Tourism Development Philosophy and Poverty Reduction (Source: Michael,2007:10)

PNPM Mandiri Pariwisata activities focused on development of target areas that linked function and impact with elements of tourist attraction like nature resources, culture, and the result of man-made as well as the facilities of tourism business and creative industries.

Strategies for Community Empowerment in PNPM Mandiri Pariwisata

The strategy used in this program are focused on empowerment cluster for certain tourism. Approach cluster describes the geographic concentration and functional integration of the components interlinked businesses in a particular field of development. The main aspects of the development concept based cluster is the geographical proximity of fields related business that synergistically work together in improving the competitiveness of products and businesses. In the context of tourism development, concept development based cluster can be adopted to support and enhance the competitiveness and the distribution of the benefits of the development of a tourist attraction or bags of tourism on the relevant area or its buffer. Therefore the model cluster (cluster) used can be seen in the figure below:



Picture 2. Cluster Model Tourism Industry – Karang Dima Village (Source: Karang Dima Tourism Village Profile, 2016 (processed))

RESEARCH METHODS

The methods used is descriptive method with qualitative approach. The analysis unit or units observation in this study is the community groups PNPM Mandiri Pariwisata in Karang Dima Vllage, Labuhan Badas District of Sumbawa. While the determination of key informants as a resource in this study were selected intentionally or by using sampling techniques that aim (purposive) that consists of the Village Head, District Technical Team of PNPM Mandiri Pariwisata, Village Facilitators, Chairman of the Institute for Self-Reliance Society, Chairman of the Group of Governmental, Village Head Pamulung, and Head of Tanjung Pengamas. Data collection is in-depth interviews, study the documentation, and observation. Data analysis method used was data reduction, a data display (presentation of data), and conclusion drawing (picture conclusions). While the analysis used to reach the goal are as follows:

- Community participation role in PNPM Mandiri Tourism is the participation of people actively involved in every process of the activities performed in PNPM Mandiri Tourism;

- b. Public participation can be seen through several stages, namely:
 1. Participation in decision-making (planning), the participation of people to take part in determining what will be done;
 2. Participation in the implementation, the role of the community to participate for contributing to tangible effort, money, material goods, or information that is useful for implementation of the program;
 3. Participation in the use, benefit socially acceptable that material benefits, benefits, social and personal benefits;
 4. Participation in the evaluation, as well as the role of the public to judge for themselves the results that have been implemented.
- c. The strategy for improving participation in PNPM Mandiri Tourism is the steps taken to encourage public awareness in order to play an active role in the activities of PNPM Mandiri Tourism through community empowerment.

RESULT AND DISCUSSION

Participation of Civil Society in the Implementation of the PNPM Mandiri Pariwisata in Karang Dima Village District Labuhan Badas

a. Participation in planning

The existence of PNPM Mandiri Tourism Karang Dima Village got positive response by all levels of community. This is evident with the passage of the various programs that have been implemented since 2013 until 2015. Of course, this fact reflects an increase in the development process-

oriented society participation, especially in the planning of the program involve them at every conference/meeting to discuss the program.

Community involvement can already be seen from the initial cycle activities PNPM Mandiri Pariwisata like socialization. In the stages of socialization to the village where the recipient PNPM Mandiri Tourism, is given a detailed description of the program in question. Through this socialization is expected that every actor involved the activities of PNPM Mandiri Tourism, stakeholders, and the public support for the tourist village gain knowledge and information in accordance with the general guidelines of PNPM Mandiri Tourism through the Tourism Village and Operational Technical Guidelines Help Tourism Village.

After going through the socialization, further community involvement in PNPM Mandiri Tourism can be seen from its participation in the discussion. The next, the District Technical Team and Village Facilitators determine the medium-term program is planned to develop the receiving country PNPM Mandiri Tourism. In the discussion, there are some things produced include:

1. The establishment of an MFI which is expected to be the driving force of community participation in supporting activities that are part of the implementation of the PNPM Mandiri Tourism;
2. Reviewing RPJMDes, because Karang Dima as a recipient PNPM Mandiri Tourism has had RPJMDes but have not loaded the tourism program. Therefore, in the activities of discussion, the

addition of the tourism program in the existing RPJMDes;

3. Determination of priority activities undertaken by the community based on the results of meetings/rembug with RPJMDes based and is outlined in the Proposed Activities (RUK) group as in the table 1:
4. The establishment of beneficiaries by the community in accordance with the results of consultation/deliberation residents and is known by the competent authority in this regard by the village chief to accept and carry out the activities.

b. Participation in the implementation carried out by the beneficiary communities

PNPM Mandiri Tourism according to RUK (Rencana Usaha Kegiatan / Activities Business Plan).

c. Participation in utilization

It was shown that the use of BDW in Karang Dima Village used for the improvement of society, the provision of facilities and infrastructure to support tourism, a growing appreciation of traditional cultural arts, and Operating Costs Program (BOP).

d. Participation in the evaluation

The public is given the opportunity to judge for themselves the results already obtained in the activities of PNPM Mandiri Pariwisata. The participation of evaluation for knowing that action of PNPM Mandiri Pariwisata as run as well based on the mechanism, procedur and planning. The evaluation in PNPM Mandiri Pariwisata is doing from the under level until the high level, started from communities until Ministry of Tourism an Creative Economy. Participation model on evaluation have start from monitoring, supervision and evaluation.

Strategy of Increased Community Participation in the Implementation of the PNPM Mandiri Pariwisata in Karang Dima Village, Labuhan Badas District of Sumbawa

a. Create atmosphere or climate That Allow Potential Development (Enabling)

The pattern of development activities of PNPM Mandiri Tourism which was held in the village of Karang Dima District of Labuhan Badas done by providing assistance to community groups as the embryo of tourism development. So that in the future each

Table 1 Activities Priority of PNPM Mandiri Pariwisata 2015

No.	Name of Group	Activities	Proposed Budget PNPM Mandiri Pariwisata	Communities Budget
1	Gita Samawa	Sanggar seni	Rp 20.000.000,-	Rp 1.000.000
2	Saling Sayang	Sanggar seni	Rp 11.000.000,-	Rp 1.500.000
3	Goa Jaya	Culinary	Rp 35.000.000,-	Rp 5.000.000
4	Maris Gama	Traditional Tenun	Rp 10.000.000,-	Rp 1.000.000
Jumlah			Rp 76.000.000,-	Rp 8.500.000

Source: Karang Dima Tourism Village Profile, 2015 (processed)

of these embryos will be integrated together in shaping and creating a tourist attraction through activities that are tailored to local community activities as well as based on the potential and uniqueness locations owned (either cultural tourism or maritime travel).

Therefore, since the beginning of the community serve as subjects not become the object. Community involvement can be seen through their active participation in implementing the PNPM Mandiri Tourism activity cycle from planning, managing, and employ yourself. With the hope that the implementation of these activities are done from the community, by the community, and to society. So that people can feel the direct benefits from these activities, even allowing for creating new jobs for the poor. As an example of some of the weaving industry and handicrafts, they need workers to assist in operational activities. While other examples are the activities of art galleries which receive assistance art equipment and custom clothing (costume perform) so that they can be free to perform and more productive in generating new works. In addition, other benefits earned by poor people who have the potential in the field of tourism, they can employ themselves more viable when it has received aid as well as having alternative livelihoods that support the promotion of their welfare.

b. Strengthen Potential Or Southwestern Owned Communities (Empowering)

The strategy used is through the access opening (link) into various opportunities (opportunities) that will make people become more and more powerless.

Access opening is not only limited in terms of marketing the products of the activities, publications, as well as the promotion of tourist attraction through the involvement of business actors of tourism, but also has partnerships established with key stakeholders who have contributed to the development of tourism activities such as government central and local stimulant that funding from other sources may go into the village so that it can be used for coaching, training, and development activities that already exist.

In addition, no less important is how to improve the quality of human resources so as to competitiveness. One step is to develop its productive capacity through various training activities and debriefing, especially for groups engaged in activities of a dance studio and manufacture of traditional weaving. The activities training and development intended, in addition to increasing the capacity of human resources but also to regenerate as well as the recruitment of new personnel prepared for the sustainability of the activities carried out in the future.

c. Empower in Meaning Protect (Protecting)

The success in increasing revenue will be affected by business activities that can be developed and market conditions that support it. One step taken today is by cooperating with the local government to jointly introduce the products of activities to include the activities of festivals and fairs. In addition, the continued sustainability of the activities that already exist can be supported by the fulfillment of the availability of raw materials and

ancillary equipment, with the hope when help is not there then the public will still be able to continue activities already underway before. Top of Form

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the analysis of community participation as well as strategies for improving public participation in PNPM Mandiri Tourism above it can be concluded, as follows:

a) Public participation in the implementation of PNPM Mandiri Tourism in the village of Karang Dima Labuhan Badas District of Sumbawa. Public participation in general can be considered good, in which:

- Participation in Planning, community involvement has been seen since the beginning, starting from socialization activities, discussion/deliberation residents, prioritization of activities, even to the formation of groups of beneficiaries PNPM Mandiri Tourism so that in the end people took part in determining what will be done;
- Participation in Implementing, people directly involved to carry out activities that are tailored to community activities and in accordance with the priority activities both in the form of physical activity and non-physical. The form of physical activity such as procurement of equipment arts, procurement of equipment and materials weaving, as well as equipment procurement grilled fish, while the non-physical forms of activities are training and debriefing;

- Participation In use, since the beginning of the community involved as subjects of activities so that people can feel the immediate benefit of PNPM Mandiri Tourism both economic benefits from additional sources of income, benefits productive with their new jobs, as well as personal benefits with an increased ability to source human resources;

- Participation in evaluation, community involvement in the evaluation carried out in stages from monitoring to see the extent of activity, continues with supervision to determine the use of the budget and prevent the occurrence of irregularities, and the final evaluation to assess performance of the implementation of activities;

b) The strategy for improving public participation in the implementation of PNPM Mandiri Tourism in the village of Karang Dima Labuhan Badas District of Sumbawa done with the following steps:

- Create an atmosphere or climate which allows the potential for developing (Enabling), through a pattern of development activities that are tailored to the activity of local communities and based on the potential and uniqueness of the location of either cultural tourism or maritime culture, as well as community involvement as a subject in a cycle of activities that could provide benefits directly to the public;
- Strengthening the potential of power or the communities (Empowering), through the access opening marketing, publicity and promotion by involving the actors of tourism businesses and establish partnerships with key stakeholders

such as central and local government to get funding other stimulants. Besides that, an additional step is to improve the quality of human resources as well as the process of regeneration through training and development activities.

- Empower in the sense of protecting (Protecting), through participation in the activities of festivals and fairs, as well as to the sustainability of existing activities can be supported by fulfillment of the availability of raw materials and supporting equipment.

Suggestions

Departing from the above conclusion, the authors propose some suggestions in research related to public participation in the implementation of PNPM Mandiri Tourism as follows:

- a. Successful implementation of PNPM Mandiri Tourism can not be separated from the involvement and participation of the community as
- b. In order to increase the degree of public participation, the pattern of development of strategies that can be used in the future is through a group of local people engaged in the tourism or the so-called community-based tourism (CBT).

the subject of activity. Therefore, to maintain the conditions that have been created now required driving character. This driving character has a very big role in mobilizing public participation in the tourism community such example is aware group travel (Pokdarwis). Figures mover will invite the public to the field of tourism because it has a very high proximity with the public so that it can easily map the following tourism potential problems that may arise. Figures movers also be representative of the wider community to outsiders especially important stakeholders such as the tourism business actors that will be used as working partners, local authorities and central government.

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