



The Role Of The Tourism Office In Implementing The Seluma ALAP Program In Seluma Regency

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Abstract: This study aims to determine the Role of the Tourism Office in the Implementation of the Seluma Alap Program in Seluma Regency. The method used in this research is Qualitative which is presented Descriptively. The informants of this research amounted to six (6) people consisting of three (3) key informants and three (3) main informants. Data collection methods through observation, interviews, and documentation. Based on the results of research and discussion using Role Theory according to Pitana and Gayatri (2005: 95) regarding Role theory: (1) Motivator: Socializing tourist attractions and providing motivation to business activists, community investors, and entrepreneurs in the field of tourism, Promoting tourist attractions, (2) Facilitator: Providing facilities and infrastructure, Facilitating community activities in the development of Seluma tourism objects. (3).Dynamist: In order for ideal development to take place, the government, the private sector and the community must be able to work together well.

Keywords: Role, Tourism Office

Introduction

Indonesia has a very large area supported by diverse natural resources that have the potential to be processed and utilized, one of which is tourism which can be relied on to improve community welfare and national development (Yoeti, 2008: 4). In Indonesia, tourism has shown its real role in contributing to the economic, social, and cultural life of the nation. One type of tourism that is popular in Indonesia is nature tourism. This type is the most important for foreign tourists who want to know the culture, arts, and everything related to customs and cultural arts life. Development in Indonesia is one way to create the goals of the country. Development is intended to increase the economic growth of a country.

In the process, development involves many parties starting from the community to the government itself, as policy makers. One party from the government that participates in the development process is the Tourism Office. Tourism is one sector that has great potential in improving the regional economy and foreign exchange, even for developed countries, tourism is seriously developed. Related to this, in Law of the Republic of Indonesia No. 9 of 1990 States that Tourism has an important role to expand and equalize business opportunities and employment, encourage regional development, increase national income in order to improve the welfare and prosperity of the people and foster a sense of love for the homeland, enrich national culture and strengthen its development in order to strengthen national identity and strengthen friendship between nations. The current task of the tourism bureau

is to handle tourist visits to various tourist destinations, both domestic and foreign tourism. Seluma Regency, which is located in Bengkulu Province, also has its own unique tourism and culture. This uniqueness is a tourist attraction in the form of natural tourism, such as waterfalls, forests, beaches and hills. (Seluma Regency Tourism Office, September 3, 2024).

The Tourism, Youth and Sports Office (Dinas Parpora) of Seluma Regency is an implementing element of the Regional Government in the tourism sector and has the task of organizing the household affairs of the Regional Government in the tourism sector. One of the leading programs in the tourism sector that is currently being implemented by the Seluma Regency government is the "Seluma Alap" Program. The Seluma Alap Program is a regional development vision in the RPJMD, the vision of the elected Regional Head and Deputy Regional Head which is conveyed in the regional head election (PILKADA) as a commitment or promise to the community. The vision must also answer regional development problems and/or strategic issues that must be resolved in the medium term and in line with the direction of long-term regional development. Various strategic issues in Seluma Regency, including the slowdown in GRDP growth, inadequate basic infrastructure and high poverty rates, are strategic issues that drive the creation of the Regional Head's vision. So the Seluma Regency Vision for the 2021-2026 RPJMD period is as follows: "MILA BESAMO FOR SELUMA ALAP" In the Serawai language "Mila Besamo For Seluma ALAP" can be interpreted as "Let's Together For Seluma Beautiful". A strategic regional development program in Seluma Regency is the Seluma ALAP Program (Accessibility, Employment, Customs and Economy).

The word Alap comes from the regional language of the Serawai Tribe which means good, nice, and beautiful, while according to KBBI the word Alap means Good. This program is a breakthrough by the Seluma Regency Government in accelerating infrastructure development and improving community welfare. As a regional flagship program, the implementation of the Seluma ALAP Program certainly involves various Regional Work Units (SKPD) coordinated by the Tourism Office. This program also focuses on one sector, especially in the field of Tourism, which aims to develop and promote tourist destinations in Seluma Regency in order to attract more tourists, both local and foreign. The implementation of the duties of the Youth and Sports Tourism Office is to try to increase tourist attractions which are expected to increase the number of tourist visits, so that the Youth and Sports Tourism Office can contribute to the Regional Original Income (PAD) according to the target set by the Seluma Regency Government. Therefore, a real step is needed in establishing mutual understanding and trust with various parties in introducing tourism potential and attracting tourists to visit. (Seluma Regency Youth and Sports Tourism Office, September 03, 2024). Based on data obtained from the Seluma Regency Youth and Sports Tourism Office on September 03, 2024, regarding the number of tourist visits, there is instability in the number of tourists from year to year.

Until now, the number of tourist visits to Seluma Regency has not been evenly distributed across all existing tourist attractions. This is because other tourist attractions in Seluma Regency are not yet known. Another factor that is a problem is that transportation access to tourist attractions is still lacking. The lack of support for transportation access is caused by the lack of road signs to tourist attractions. The next factor that is a problem is the

lack of supporting facilities at tourist attractions. For example, the lack of security guards at several tourist attractions, the lack of canteens and bathrooms or toilets around tourist attractions. In line with the problem of tourist attractions in Seluma Regency in an effort to increase the number of tourist visits. then the existence of public relations at the Tourism, Youth and Sports Office is very necessary. The existence of a separate section that specifically handles the problem of 5 public relations will further improve the implementation of the Seluma Alap program, especially in the field of Tourism, which is implemented by the Tourism, Youth and Sports Office in Seluma Regency. The many factors cause the Tourism, Youth and Sports Office to be able to manage tourism in Seluma well. Increasing the flow of tourist visits to the Tourism, Youth and Sports Office of Seluma Regency requires attention, cooperation and support from all parties, both from the community and the government. Based on the background above, this writing is intended to determine "THE ROLE OF THE TOURISM OFFICE IN THE IMPLEMENTATION OF THE SELUMA ALAP PROGRAM IN SELUMA REGENCY".

Literature Review

The word role is one of the words that we often hear and say in everyday life, but sometimes people know the word but do not understand the meaning of the word. Soerjono Soekanto (1987:221) states that the definition of role refers more to function, self-adjustment and as a process, so precisely it is that someone occupies a position or place in the process, so precisely it is that someone occupies a position or place in society and plays a role. The definition of role according to (Harahap, 2007:854) states that the meaning of the role explained in status, position, and role in society can be explained in several ways, namely the first historical explanation. second, the definition of role according to social science. According to (Soerjono Soekanto, 2002:243) Role is a dynamic aspect of position (status), if someone carries out their rights and obligations according to their position, then they are playing a role. According to (Big Indonesian Dictionary, 2011: 1051) "Role is an action taken by someone in an event". The definition of a role is a series of behaviors expected of a person according to the social position given, both formal and informal.

Pitana and Gayatri (2005: 95), state that the local government has a role to develop the tourism potential of its region as:

- a. Motivator, in tourism development, the role of the local government as a motivator is needed so that tourism business activists continue to run, community investors, and entrepreneurs in the tourism sector are the main targets that need to be continuously motivated so that tourism development can run well.
- b. Facilitator, as a facilitator of tourism potential development, the role of the government is to provide all facilities that support all programs held by the Tourism, Youth and Sports Office of Seluma Regency. In practice, the government can cooperate with various parties, both private and public.
- c. Dynamic, in the pillar of good governance, in order for ideal development to take place, the government, private sector and public must be able to synergize well. The local government as one of the stakeholders in tourism development has a role to synergize the three parties, so that a mutual symbiosis is created for the development of tourism.

Methods

The method used in this study is a qualitative descriptive research method. Descriptive can be interpreted as a problem-solving procedure that is investigated by describing or depicting the condition of the research object and the data that has been collected based on facts or as they are. The qualitative research method according to (Sugiyono 2019:18) is a research method based on the philosophy of postpositivism, used to research the natural conditions of the research object, where the researcher is the key instrument, data collection techniques are carried out by triangulation (combination), data analysis is inductive / qualitative, and the results of qualitative research emphasize the meaning of generalization. It can be concluded that the qualitative descriptive research method is a research method that utilizes qualitative data and is described descriptively. The purpose of qualitative descriptive research methods is to describe, explain and answer in detail the problems to be studied. The types and sources of data used in this study are as follows: 1. Primary data, namely the type of research data obtained directly in the field by collecting the data from informants through a series of interviews. 2. Secondary data is a type of research data obtained from documentation techniques and utilization of related sources and can support the object to be studied. The informant determination technique used in this study is by purposive sampling. Purposive sampling is by looking for people who know, understand and can provide the necessary information (Sugiyono 2014:162).

Results

Research Results

This research was conducted through several stages where researchers conducted interviews, observations, and documentation. The method used in this study is a qualitative descriptive method, where this study presents research data in the form of narrative texts based on indicators to determine the Role of the Tourism Office in the implementation of the Seluma Alap Program in Seluma Regency. In carrying out its function as a service provider to the community, especially in tourism services, the government has formed a tourism office to carry out its functions and duties in the Seluma Alap program. Based on the framework of thought, the researcher uses the Theory from Pitana and Gayatri in (2005:95) stating that the role of the tourism office in the implementation of the Seluma Alap program is: Motivator, Facilitator, and Dynamicator.

Motivator

In tourism development, the role of the local government as a motivator is needed so that tourism business activists continue to run, community investors, and entrepreneurs in the tourism sector are the main targets that need to be continuously motivated so that tourism development can run well. The results of the study indicate that the Tourism Office has carried out its role quite well in increasing the number of tourist visits to tourist attractions in Seluma Regency and involving the community in increasing the number of visitors, namely by providing guidance to the community around the tourist area as it is now.

Furthermore, it is known that the Seluma Regency Tourism Office has not carried out its role well enough in increasing the number of tourist visits to tourist attractions in Seluma Regency, this is based on direct assessments from the community living around tourist attractions in Seluma Regency. Thus, it can be concluded that the Seluma Regency Tourism Office has carried out its role in increasing the number of visitors to tourist attractions in Seluma, although not yet optimal, but it is quite good, this is also expected by researchers so that the Tourism Office can continue to develop in increasing the number of tourist visitors to tourist attractions in Seluma Regency can be seen from the table below.

The actions of the Seluma Regency Tourism Office have carried out related to what is done to increase the number of tourist visitors, namely in addition to providing guidance, the tourism office also holds seminars attended by the community as those who live around the tourist attractions to tourist attractions in Seluma Regency. It is known that the Tourism Office has taken the best action in increasing the number of tourist visitors to tourist attractions in Seluma, one of which is by holding a seminar attended by some tourist attraction managers, only the seminar that was held was still less than optimal and less effective due to several internal factors and the tools used were still inadequate. In this case, the tourism office can pay more attention and conduct regular checks on tourist attractions in Seluma Regency. In an effort to increase the number of tourist visitors to tourist attractions in Seluma Regency, the Tourism Office also carried out a series of promotions. It is known that examples of promotions that have been carried out by the tourism office are by doing various methods, both through mass media, social media and by installing billboards/banners installed in several strategic places as a marker for the existence of tourist attractions in that place. Based on the results of the study, it can be seen that examples of promotions carried out by the tourism office in an effort to increase the number of visitors to existing tourist attractions are through various methods such as mass media, social media and even by installing banners/billboards in strategic places to hopefully increase the number of visitors to tourist attractions in Seluma.

Facilitator

As a facilitator of tourism potential development, the role of the government is to provide all facilities that support all programs held by the Tourism, Youth and Sports Office of Seluma Regency. In practice, the government can cooperate with various parties, both private and community. The results of the study show that the Facilities and Infrastructure provided by the tourism office for existing tourist attractions have been carried out as optimally as possible and in improving the quality of existing facilities and infrastructure, the tourism office also needs various parties to help maintain tourism sustainability by forming community groups to manage tourist attractions called Pokdarwis or LPM in the tourist area. Regarding the quality of the facilities and infrastructure provided by the Tourism Office, it is still inadequate, this is based on the many complaints from the community regarding the lack of facilities provided around tourist attractions. This needs to be further considered by the Tourism Office in improving the quality of facilities and infrastructure at tourist attractions in Seluma Regency.

Based on the description given by the research informant, it is known that in providing tourism office facilities and infrastructure, there are several things that are obstacles for the tourism office, one of which is limited funds and time, and also the lack of public awareness in maintaining the sustainability of tourist attractions which causes the facilities provided but not used properly. It is also known that in increasing the number of tourist visits, the tourism office related to the provision of quality facilities and infrastructure still often experiences various obstacles, this is also what causes the lack of increase in the number of tourist visits, and in this case, cooperation and awareness are needed from all parties in maintaining tourism sustainability by maintaining and not damaging the facilities provided previously. To improve cooperation between the tourism office and the community, communication is needed so that they are always connected to each other, especially in managing tourist attractions.

The results of the study show that related to communication carried out by the tourism office and the community regarding the tourism sector, they must be active in sharing information related to the management and development of tourist attractions in Seluma Regency and as a consideration for the tourism office in improving services in the tourism sector. In the process of development and improvement in the tourism sector, communication between the community and the tourism office must be active to be a consideration for the tourism office in improving the quality of service and it is also necessary to periodically check the facilities provided by the tourism office for the comfort and safety of tourist visitors.

Dynamist

Dynamist in the pillar of good governance, in order for ideal development to take place, the government, private sector and the community must be able to synergize well. The local government as one of the stakeholders in tourism development has a role to synergize the three parties, so that among them a mutual symbiosis is created for the development of tourism. The results of the study show that the Tourism Office has tried to provide training to the community according to their needs through socialization, education and development to the community which should be carried out routinely so that they can follow and adapt to developments in the era and can compete with other regional tourism. The socialization provided by the Tourism Office is still not effective, this can be seen based on complaints from the community who feel that there is a lack of fair and comprehensive socialization to the tourism sector. Furthermore, the results of the study stated that there were several obstacles often faced by the tourism office in providing socialization, namely the lack of understanding of what was conveyed during the socialization, and also the lack of public interest in following the education provided. In general, many people still do not know if there is a cooperative relationship between the tourism office and the central/regional government in increasing the number of tourists in Seluma Regency.

Discussion

The Bengkulu Tourism Office has carried out its role quite well in increasing the number of tourist visits to tourist attractions in Seluma Regency and involving the community in increasing the number of visitors, namely by providing guidance to the

community around the tourist area as it is now. The Tourism Office has taken the best action in increasing the number of tourist visitors to tourist attractions in Seluma, one of which is by holding a seminar attended by some tourist attraction managers, only the seminar that was held was still less than optimal and less effective due to several internal factors and the tools used were still inadequate. In this case, the tourism office can pay more attention and conduct regular checks on tourist attractions in Seluma Regency. An example of promotion carried out by the tourism office in an effort to increase the number of visitors to existing tourist attractions is through various methods such as mass media, social media and even by installing banners/billboards in strategic places to hopefully increase the number of visitors to tourist attractions in Seluma.

The facilities and infrastructure provided by the Tourism Office are still inadequate, this is based on the many complaints from the public regarding the lack of facilities provided around tourist attractions. This needs to be further considered by the Tourism Office in improving the quality of facilities and infrastructure at tourist attractions in Seluma Regency. In increasing the number of tourist visits, the tourism office related to the provision of quality facilities and infrastructure still often experiences various obstacles. This is also what causes the lack of increase in the number of tourist visits, and in this case, cooperation and awareness are needed from all parties in maintaining tourism sustainability by maintaining and not damaging the facilities provided previously. In the process of development and improvement in the tourism sector, communication between the community and the tourism office must be active to be a consideration for the tourism office in improving the quality of service and periodic checks of facilities provided by the tourism office are also needed for the comfort and safety of tourist visitors. The local government as one of the stakeholders in tourism development has a role to synergize the three parties, so that among them a mutual symbiosis is created for the development of tourism.

The Tourism Office has attempted to provide training to the community according to their needs through socialization, education and development to the community which should be carried out routinely so that they can follow and adapt to the developments of the times and can compete with other regional tourism. The socialization provided by the Tourism Office is still ineffective, this is seen based on complaints from the community who feel that there is a lack of fair and comprehensive socialization to the tourism sector. There are several obstacles that are often faced by the tourism office in providing socialization, namely the lack of understanding of what is conveyed during socialization, and also the lack of public interest in following the education provided. Many people still do not know that there is a cooperative relationship between the Tourism Office and the central/regional government in increasing the number of tourists in Seluma Regency.

Conclusion

Based on the results of the thesis analysis that the author has presented regarding the Role of the Tourism Office in the Implementation of the Seluma Alap Program in Seluma Regency. That the indicator is According to Pitana and Gayatri (200:95) stated that the role of the tourism office in the implementation of the Seluma Alap program consists of the elements of the focus of the research, namely:

- 1) The role of the Tourism, Youth and Sports Office as a motivator has attempted to increase community involvement in the development of tourist attractions through various coaching and training, although not yet fully effective.
- 2) The Tourism, Youth and Sports Office provides the necessary facilities and infrastructure, but the quality of existing facilities is still inadequate and uneven.
- 3) The Tourism, Youth and Sports Office has attempted synergy between the government, community, and private sector to support tourism development, but obstacles in communication and cooperation still often occur.

Sugesstion

To improve the effectiveness of the role of the Tourism Office in implementing the Seluma Alap Program, the following are recommended:

- 1) Improving the Quality and Number of Facilities: The Tourism Office needs to evaluate and improve the facilities and infrastructure in each tourist attraction. This includes ensuring that facilities such as toilets, seating, and parking areas are in good and adequate condition.
- 2) More Effective Promotion Strategy: Develop a more aggressive and diverse promotion strategy, including the use of social media, collaboration with local influencers, and more creative advertising to attract tourists.
- 3) Frequency and Quality of Training: Increase the frequency of training and outreach to the community regarding tourism object management. This training must be attended by all stakeholders and not limited to certain representatives.
- 4) Improving Cooperation with the Community: Building more active and transparent communication between the Tourism Office and the community. This is important to obtain constructive input and to increase community participation in existing programs.
- 5) Periodic Monitoring and Evaluation: Conduct periodic monitoring and evaluation of the implementation of tourism programs and their impacts on the community. This evaluation must involve all related parties, including the local community, to obtain a complete picture of the success of the program.

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