

Role of Government in Development Prigi Beach Tourism Industry, Trenggalek District In Increasing Regional Genuine Income

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ABSTRACT

This research is motivated by the tourism industry which is currently growing rapidly and is a mainstay sector in various regions. The tourism industry is a summary of various business fields that together produce products and services, services or services that will be directly or indirectly needed by tourists. The tourism industry will generate taxes and fees for the Regional Government. The more developed the tourism industry, the greater the amount of Regional Original Income (PAD). Regional Original Revenue Receipt is regional revenue from various regional revenue businesses to collect funds for the needs of the region concerned. In financing routine activities as well as regional development and others. The problems in this study are: (1) What is the role of the Regional Government in the development of the Prigi beach tourism industry (2) What are the supporting and inhibiting factors of the Prigi beach tourism industry, (3) What is the contribution of the industry prigi beach tourism to local revenue in Trenggalek. The data sources used in this research are primary data and secondary data in the Department of Tourism and Culture in Trenggalek Regency. Primary data, is data obtained directly from respondents while, secondary data is data obtained from records, documentation relating to the development of the prigi beach tourism industry. This research uses phenomenological qualitative methods and data collection techniques are carried out through observation, interviews, and documentation. The results obtained in this study are the role played by the Tourism and Culture Office of Trenggalek Regency in developing the prigi beach tourism industry by building various tourist facilities, promoting through mass media, as well as tourist exhibitions, fostering tourism businesses and developing human resources (HR). accordance with the Standard Operating Procedure (SOP). In carrying out the development of the Prigi Beach tourism industry there are supporting factors such as the existence of attractiveness, qualified infrastructure, friendly attitude of the community, but in developing the Prigi Beach tourism industry there are also obstacles such as the quality and quantity of human resources which are still lacking, limited infrastructure funds. . The contribution of the prigi beach tourism industry to Regional Original Revenue is still small even though it has increased every year.

Keywords: *Development , Government, Tourism Industry, Regional Original Income*

INTRODUCTION

Geographically, a coastal community is a community that lives, grows and develops in a coastal area, namely a transition area between land and sea areas. In general, the economic life of part or all of coastal communities depends on the management of marine resources, especially fisheries and coastal resources. Judging from the aspect of their work, apart from fishermen, there are other social groups, such as fish traders, fish product processing industry entrepreneurs, and shop owners, whose survival is very dependent on the catch of fishermen.

This is in line with what is stated in Law Number 10 of 2009 concerning Tourism which states that the Implementation of Tourism is aimed at increasing national income in the context of increasing the welfare and prosperity of the people, expanding and equalizing business opportunities and employment opportunities, encouraging regional development, introducing and utilizing objects and tourist attractions in Indonesia as well as fostering a sense of love for the motherland and strengthening friendship between nations. Based on Regional Regulation Number 14 of 2008 concerning Retribution and Tourist Attractions, it has been explained that wealth in the form of resources consists of human resources, biological resources, non-biological natural resources, and artificial resources. Natural and artificial resources that can be used as objects and tourist attractions in the form of natural conditions, flora and fauna, human works, as well as historical and cultural heritage which are capital for the development and improvement of tourism in Trenggalek Regency.

The development of the cultural tourism industry must provide positive added value. The tourism industry should be able to develop local works of art or art, because the tourism industry actually sells a lot of tourism products related to works of art or art. Quality tourism products must be developed so that they can meet the tastes of tourists. Therefore, the tourism industry must be managed economically, by prioritizing economic principles. Thus, in order for the development of the tourism industry to have a very large role in regional development, investment in this sector must be directed at industries that have a comparative advantage over those doing specialization, so that limited investment funds can be focused more on certain industries. The advancement of the tourism industry in a region is very dependent on the number of tourists who come, because it must be supported by increased utilization of the Tourism Destination Area (DTW) so that the tourism industry will develop properly.

Where Prigi Beach serves as a different tourist destination for those who want to enjoy the natural environment along the south coast. Because it can increase and increase regional income, as well as provide and increase labor, equalize income, advance cultural arts and regional natural beauty, and also to increase regional income, the existence of this beach tourism object is starting to look significant. There are all the necessary facilities, including ample parking space, dining area, playground, accommodation and camping. has a beneficial effect on neighborhood residents as it can help unemployed people find new jobs. For example, they may work as food sellers in stalls along Prigi Beach, in the transportation and accommodation business, in their homes as fish processors, as parking attendants, as motorcycle taxi drivers, or as public transport drivers.

No.	Attraction Name	Amount
1.	Rainbow Beach	65,665
2.	Primi Beach	99,460
3.	Karanggongso Beach	448,845
4.	Guo Lowo	28.163
5.	Tirta Walita Swimming Pool	46,215
Total number		688,348

Statistics show that more people visit Prigi Beach than any other tourist attraction in Trenggalek Regency, but more tourists visit Karanggongso Beach than Prigi Beach. This is because Prigi Beach is less attractive, so the role of the local government and the private sector needs to collaborate to improve the appearance of the beach so that it attracts more tourists.

The tourism industry makes money from things like attraction entrance fees, hotel room rates, and parking fines. Retribution for tourist objects and attractions is regulated in PERDA no. 14 of 2008 which was promulgated by the Government of Trenggalek Regency , applies both to tourist objects that already exist and those whose potential has not been utilized. The aim is to boost PAD by promoting tourism in the hope of attracting more visitors. The potential of a region to generate its own revenue, or “ Regional Own Revenue ” is one indicator of the importance of regional taxes and fees.

Year	Tourism Revenue (Rp)
2019	2,915,720,900
2020	5,172,369,250
2021	7,213,206,500

Due to Covid-19 that is happening all over the world which has resulted in the temporary closure of tourist attractions and government policies that implement health protocols so that tourism places are closed which has resulted in a decrease in the amount of income on Prigi Beach in 2019. So that in 2020 and 2021 there will be an increase in income and tourist attractions have reopened, so there has been an increase every year. Even though the Regional Government plays an important role in this growth by actively promoting the tourism potential of Trenggalek Regency. with stunning natural scenery. Tourism facilities in Trenggalek Regency are expected to significantly boost ROI in the region (PAD). However, the effectiveness of Trenggalek Regency's tourist attraction will decrease if the local government does not make effective management efforts to maintain it. In this case, especially the factors that boost things such as attractions, amenities, infrastructure, and marketing related to the tourism industry.

LITERATURE REVIEW

According to Barreto and Giantri (2015: 34) development is an effort made to develop or advance tourist objects that are more attractive and in terms of places and objects in them to be able to attract tourists. The main reason for the development of tourism in a tourist destination, both locally and nationally in a country, is closely related to

the economic development of the region and the country. Development is a process of change for the better which includes planning , implementation and control efforts , in order to create added value as desired.

Uncontrolled tourism growth as a result of bad planning will definitely have bad impacts and will certainly not benefit all parties . Tourism development is carried out based on the principles of benefit, kinship, fair and equitable, balance, independence, sustainability, participatory, sustainable, democratic, equality and unity which is realized through the implementation of tourism development plans by taking into account the diversity, uniqueness and uniqueness of culture and nature, as well as human needs. for tourism. Tourism development is carried out based on a tourism development master plan consisting of a national tourism development master plan, provincial development master plan, and district/city tourism development master plan.

METHOD

This research uses Qualitative Research. Qualitative research produces, analyzes and describes a phenomenon , a person's attitude, social perception activities and also perspectives both individually and in groups. (Sukmadinata: 2011). Another goal is to gain a general understanding that exists in social reality from the perspective of the participants. This understanding is obtained after conducting an analysis of the social reality which is the focus of the research, then conclusions are drawn in the form of an understanding of these realities. In its approach, the research uses three elements, namely the situation social, actors, and activities where all interact synergistically (Sugiyono: 2016)

Researchers use a phenomenological approach strategy which is a research strategy in which researchers investigate identifying the experiences of tourists about a particular phenomenon (Cresswell, 2009). In this study, the researcher put aside his personal experiences first in order to understand the experiences of the participants being studied (Nieswiadony, 1993).

This study uses the Middle Range Theory because the Middle Range theory can be relied upon in seeing a phenomenon that focuses more on investigation. The phenomenological approach can be relied upon to obtain accurate data, so researchers must approach the subject without assumptions, presumptions, prejudices or concepts. (Racho.2010) with basic assumptions. This phenomenological method is that the world is naturally social. an object can only be understood when it is related to the subject because only the subject is able to experience and understand the actual reality (Subjective Reality).

In this study, the triangulation technique used is triangulation with sources, this means comparing and checking back the degree of trust in information obtained through different times and tools in qualitative methods. This can be achieved by :

- Comparing the observed data with the results of interview data
- Compare what people say in public with what is said in private

- Compare what people say about the research situation to what it says all the time
- Comparing a person's situation and perspective with various opinions and views of people from various classes
- Comparing the results of interviews with the contents of a related document

However, in this study the researcher did not use all five to compare. Researchers only use comparisons, namely:

1. Comparing the observed data with interview data
2. Comparing the results of interviews with the contents of a related document.

FINDING AND DISCUSSION

Data exposure

This is in accordance with (Molina-Carmona, Pertegal-Felices, Jimeno-Morenilla, & Mora-Mora, 2018) who asserts that learning activities can cause boredom and discomfort if the teacher is not good at communicating and establishing lively interactions with students. Students should be involved as the subject of the activity rather than the subject of the activity. A good situation, environment and interaction with teachers and other students can encourage the creation of an optimal learning process.

Trenggalek Regency's own-source revenue can be boosted by the development of the tourism industry, and this presentation will examine the government's role in this growth. The study conducted by the Trenggalek Regency Tourism and Culture Office uncovered answers to a number of questions raised by the Head of the Service and staff in relevant research fields.

In Trenggalek Regency, other tourist attractions are being built besides Prigi Beach. Dr. Sunyoto Joko, who serves as the head of the tourism and culture agency, was quoted as saying:

"We are not only focusing on Prigi beach in terms of tourism development; we want people from outside the area to know and appreciate all that Trenggalek Regency has to offer. Prigi Beach, Trenggalek Regency, was once a mecca for tourism and a local powerhouse. We are trying to restore Prigi Beach's reputation as the crown jewel of Trenggalek Regency's tourism industry without neglecting other tourist attractions in the area, especially Karanggongso Beach, which has recently experienced an increase in visitors at the expense of Prigi Beach."

According to Mr. Sunyoto's response, Trenggalek Regency has many tourist objects which are proof that the area has amazing natural scenery. Prigi Beach, located in Trenggalek Regency, is a favorite destination for tourists for several reasons. Mr. Joko who heads the Culture and Tourism Office of Trenggalek Regency explains as follows.

"Prigi Beach is different from other beaches in Trenggalek Regency because it is a place for the Archipelago Fisheries Port (PPN) and a Fish Auction Place which is large enough to attract a large number of fishermen who then bring their catch to TPI."

Mr. Joko Purwito S , Pt as Head of Tourism Destinations answered:

"There are hotels near Prigi Beach, restaurants, information boards, entry and exit officers, guaranteed security, prayer facilities, health facilities, banking, shopping centers, car and motorbike parking lots, and toilets available. The road is paved, the route is easy, the parking lot is wide."

Additional information from Mr. Joko Purwito who oversees tourist destinations:

"Restaurants, playgrounds, hotels and campgrounds are part of the complete facilities of Prigi Beach."

The claims above show that promoting tourist sites also optimizes their infrastructure and facilities. Mr. Sasmino and his family who had just visited the tourist spot of Prigi Beach said this after seeing the promotion of Prigi Beach on one of the television station's shows:

"Incidentally today there is the Sembonyo Larung traditional ceremony which my family and I saw depicted on one of the mas television shows, where the natural beauty of Prigi Beach is still beautiful."

There are many factors that help or hinder the development of the tourism industry, according to Mr Suntoyo, Head of the Agency:

"Public awareness is one of several factors that hinder or encourage the development of the tourism industry. Development can be influenced by public opinion, if local people are happy and support the planned development process, then we will have less problems putting the plan into action, but if it is opposed, then we will run into our own problems. infrastructure development in the context of expanding tourism in underserved areas is a significant barrier to entry."

A very strategic way to boost local revenue is through tourism. Mr. Sunyoto clarified this as follows:

" Although the contribution of tourism is not so optimal for local revenue, if there are many visitors to tourist objects, the amount of levy income that can be obtained will also be large."

Findings on the Role of Local Government in Developing the Prigi Beach Tourism Industry

Following are the steps taken in order to carry out tourism business development at Prigi Beach:

- a. Organizing tourism and cultural events to attract visitors needs to be improved
- b. Improving the current infrastructure and facilities at Prigi Beach
- c. Organize and manage the environmental impact of tourist attractions
- d. Promote through electronic media, mass media , and participation in exhibitions.
- e. Encouraging the environment around tourist attractions to take advantage of the opportunities provided by various activities that can benefit the

environment by educating the environment about the objectives, benefits and role of tourism.

- f. Improving coordination with the Office/Agency in carrying out the creation of tourist objects
- g. Developed a distinctive travel icon

Findings of Supporting and Inhibiting Factors for the Prigi Beach Tourism Industry

1. Factors Supporting the Development of the Prigi Beach Tourism Industry

a) Attractiveness

The main attractions at Prigi Beach are:

- There is a campground;
- the atmosphere of the fishing village is very thick so you can see the daily activities of fishermen;
- there is a shrimp pond;
- existence of Fish Auction Place (TPI);
- there is a National Shipping Port;
- the beach is sloping with long tidal distances so that it can be used for playing or swimming;
- has a wide coastline allowing for group recreation;
- there is a 360 degree stage overlooking the beach (VAT)

The Sembonyo Larung event as well as other traditional art performances and exposition bazaars take place throughout the month of Selo according to the Javanese calendar.

- Facilities and infrastructure, including ticket booths, ample parking space, toilets, and a mosque
- Management, maintenance and service
- Accommodation: There are two hotels near Prigi Beach for travelers.
- local circumstances

Factors That Hinder the Development of the Prigi Beach Tourism Industry

Internal factors

- There are not enough people to meet the needs of the tourism and culture industry, and the quality and quantity are lacking.
- There are still not enough tour guides to adequately monitor tourist points.
- Inadequate infrastructure and facilities (no special children's playground).
- Despite being both hosts and recipients of tourism, locals still have little understanding of the important role they play in the growth of the industry.
- There are no specially processed or handmade items.

- Disorganized street vendors, which makes them a bad tourist attraction
- The absence of facilities and infrastructure, as well as the maintenance and management of tourist objects and attractions, are all affected by the lack of infrastructure investment for tourism growth in the area.

This has been conveyed by Mr. Joko that:

"The development process has not been fully optimal because the infrastructure funds obtained are still limited"

2. External factors

- Community culture does not support the accelerated development process;
- there is competition in areas outside Trenggalek Regency;
- The private sector is still not aware of tourism infrastructure and facilities.

This is confirmed by the statement of Mrs. Dini Amalia in the section that describes these tourist destinations:

"Only a small number of private parties are willing to collaborate for repairs because "the development process is not yet optimal".

- Due to the lack of public awareness regarding the payment of fees, there was an infiltration of visitors through the entrance to the motor cross circuit area.

Findings of the contribution of the Prigi Beach tourism industry to Regional Original Revenue in Trenggalek

The contribution of the tourism sector to local revenue shows the amount of money generated by tourism and then deposited into the Trenggalek Regency area. The Department of Tourism and Culture has been making money from providing tourism services through the management of tourist attractions which aim to serve the public through recreational facilities. According to information from the Trenggalek Regency Tourism and Culture Office, a total of 256,934 tourists have visited Prigi Beach between 2018 and 2020. See the table below to find out how many people visited the Prigi Beach tourist destination:

Year	Number of Tourists	Development	Change (%)
2019	90,226	-	-
2020	77,258	(12,968)	(14,37)
2021	98,450	21,192	27,43
Amount	265,934	8,224	13.06
Average	88,644	2,741	4.35

The development of visitors to the Prigi Beach tourist attraction in general has increased by an average of 4.35% per year , as shown in table 4.2, and the average annual

attendance is 88,644 people. While in 2018 there was a decrease in visits of 14.37%, in 2020 there was an increase in visitors of 27.43%. This is due to the frequent occurrence of natural disasters which force the closure of roads leading to popular tourist spots. Public holidays, student holidays and public holidays all contribute to the annual increase in tourism

The following table provides a clearer picture of the Prigi beach tourism industry levy revenue:

Year	Acquisition of Parking Retribution (Rp)	Development (IDR)	Change (%)
2019	51,605,000	-	-
2020	52,559,000	954,000	1.84
2021	67,466,000	14,907,000	28,36
Amount	171,630,000	15,861,000	30,21
Average	57,210,000	7,930,500	15,10

Table 4.3 shows that parking fees at the Prigi Beach tourist attraction continue to increase, with an average annual increase of 15.10 % and Rp. 7,930,500.

CONCLUSSION

Efforts made by the Tourism and Culture Office of Trenggalek Regency towards the development of the tourism industry at Prigi Beach The process of developing the tourism industry at Prigi Beach is carried out by optimizing tourist destinations and developing human resources. The first is in optimizing tourist destination areas, the government invests in tourist objects and attractions, prepares roads leading to tourist objects and attractions. In developing human resources, the Department of Tourism and Culture of Trenggalek Regency provides training and education to business service entrepreneurs and facilities by bringing in competent speakers in their fields. In addition, the government also empowers local youth to become tour guides.

Human resources are the main factor in the process of developing the tourism industry in Prigi Beach. In addition, there is also a limited infrastructure fund which can hinder the process of developing the tourism industry in the prigi beach area. Factors supporting the tourism industry in Prigi Beach are the attractiveness of Prigi Beach which is not necessarily owned by other regions , qualified infrastructure, friendly attitude and openness of the local community in receiving tourists. The inhibiting factors include competitors from outside the region, lack of infrastructure funds to develop the tourism industry, lack of public awareness of the importance of developing the tourism industry and lack of awareness of tourists in paying tourist fees.

The contribution of the prigi beach tourism industry to Trenggalek Regency Regional Original Revenue.

Tourism that is well managed will attract tourists to visit, the more tourists who visit, it will directly contribute to the receipt of levies, so that later it will have an impact on increasing Regional Original Income. The contribution of the tourism industry to the coast of Prigi in increasing local revenue (PAD) is still small, although it always increases every year.

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