

The Implementation of the Majapahit House Construction Policy on Improving the MSME Sector in Bejijong Village, Trowulan District, Mojokerto Regency

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Abstract: East Java Provincial Government and Mojokerto Regency Government have a policy innovation in the form of Majapahit House development. This development is carried out to utilize the great history of Majapahit located in the Trowulan District especially in Bejijong Village. One of the expected impacts with the construction of the Majapahit House in Bejijong village, in particular, is for an increase in the MSMEs sector. The methodology used in this research is descriptive qualitative. The theory used in this research is Public Policy Theory by using the Policy Implementation Model from George C. Edward III. From the results of research conducted, it can be concluded that the policy can have a positive impact, the utilization of Majapahit House building to open a business, increased visits to Bejijong village and increasing demand for souvenirs typical of Majapahit. However, this policy is not supported by a planned human resource improvement program. This is due to the transfer of authority from two related agencies which resulted in the re-identification of data by the Department of Cooperatives and Micro Enterprises Mojokerto regency and the implementation program can't be implemented by Disparpora Mojokerto regency. Therefore, it is expected that in the future to be completed the process of data identification to obtain accurate data to find out the programs needed by the people of Bejijong Village. And do coordination between related agencies to create a systematic program.

Keywords: *Policy Implementation, Majapahit Home development, improvement of MSMEs sector, Bejijong Village*

Introduction

Indonesia is a country that has the potential to advance and develop in the tourism sector. Tourism has an important role in increasing the income of a region or country. Besides, tourism is also one way to introduce the culture of an area to other regions. The tourism industry also contributes to social and economic development, both in developed and developing countries. Tourism is a travel activity carried out by a person or group of people by visiting certain places supported by various facilities for recreational purposes, personal development, or learning the uniqueness of the tourist attractions visited, in a temporary period (Ismayanti, 2010: 3)

Mojokerto Regency is a strategic area in East Java Province which is included in the GERBANGKERTOSUSILA region which has a variety of tourist objects and attractions including natural, cultural, archaeological and artificial tourism objects. Based on the Mojokerto Regency Spatial Plan for 2011-2031, the tourism development area is divided into three types, namely natural tourism which is centered in Trawas and Pacet Districts, cultural tourism is centered in Trowulan District, and artificial tourism is centered in Tanjungan Dam Checkout in Kemlagi District. The plan to develop tourism potential in Mojokerto Regency has been supported by a series of policies in the field of tourism, one of which emphasizes the importance of accommodating, developing and developing the potential benefits of tourism as an economic activity that creates employment opportunities (Vision, Mojokerto Regency Regional Tourism

Development Mission). Mojokerto Regency's tourism development initially focused on the development of natural tourism areas, but after the occurrence of flash floods and landslides in the Pacet Tourism Area that occurred at the end of 2002, the Mojokerto Regency government shifted the center of the development of natural tourism areas to cultural tourism. One of the cultural tourism which is considered potential is the Trowulan Region which is famous for having historical values from the Majapahit Kingdom.

The construction of the Majapahit House in Trowulan is a policy innovation carried out by the Provinces of East Java and the Mojokerto Regency which is detailed in Mojokerto District Head Regulation No. 27 of 2015, to take advantage of the great historical past of the Majapahit kingdom centered in the Trowulan Mojokerto sub-district. This policy is also expected to be able to provide an economic impact from the tourist conjunction which will increase, considering that so far the people of Trowulan have not been able to benefit significantly from the diversity of Majapahit heritage sites in their area. If seen from the data of Tourism Visits in Mojokerto Regency in 2014 trowulan is indeed the most visited but it only applies to religious tourism such as the tomb of Troloyo. So that a comprehensive policy is needed to further enhance the attractiveness of tourists to come to Trowulan.

The construction of the Majapahit House as a protection for the cultural heritage of the Majapahit should be used positively. Because as tourism based on local wisdom, of course, it does not stand apart from the cultural nuances that surround it and are attached to a particular community. There is no tourism without culture, meaning that if an area promotes tourism, basically what is promoted is a culture in a destination. Suweda and Widyatmaja (2010: 89) said that "cultural tourism attractions such as traditional house architecture in the village, archeological sites, art and craft objects, cultural rituals and ceremonies, cultural festivals, activities and people's daily lives, hospitality, food, and others are an attraction for tourists ". Whereas according to the Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 the Year 2016 Regarding Sustainable Tourism Destination Guidelines, tourism must support local entrepreneurs and fair trade. Some systems and programs support micro, small and medium enterprises (MSMEs) in the tourism value chain to promote and develop sustainable local products with the principle of fair trade. Local products include food products, beverages, crafts, performance arts, and agriculture. So if you see from the opinions and Candy above should the construction of Majapahit houses must be followed by increased visits and economic benefits for the surrounding community.

In the course of its construction, the Majapahit House is no longer functioning as it should. The purpose of the construction, which will be used for homestay tourists, culinary centers and souvenirs typical of Majapahit, even functioned for business purposes such as stalls, grocery stores to salons. this happened because the community had not received training from the relevant agencies regarding the use of the Majapahit house (<https://m.tempo.co>).

This fact makes the Majapahit house in the process of implementing its policy no longer display its wisdom as a relic of Majapahit which has a variety of cultures. Whereas the attraction of tourism cannot be separated from its culture as the opinion of Pitana and Gayatri (2005: 96) says that "culture is a resource that is a capital for tourism itself". Culture in its various manifestations is an attraction and driving force for tourists who visit a place and become an attractive consumptive object in the field of tourism because it contains experience.

This research wants to describe how the process of implementing the development policy of Majapahit Houses and whether the implementation is following the principles of tourism development and community empowerment.

Methods

The method used by researchers in this study is qualitative. And using data collection techniques ranging from interviews, observation, to documentation. Technical analysis of data uses data presentation, data reduction, data display, and concluding.

Results and Discussion

Policy Implementation

George C. Edward III (1984: 10) policy implementation model proposes four factors or variables that influence the success or failure of policy implementation. The four variables or factors referred to include the following:

Communication Variables

Policy communication means a process of delivering policy information from policymakers to the policy implementor. According to Edward III, communication greatly determines the success of achieving the objectives of public policy implementation. Effective implementation occurs when decision-makers already know what they are going to do.

Resource Variables

Edward III (1980: 11) argues that this resource factor also has an important role in policy implementation. In implementing policies,

Disposition Variable

Disposition is the attitude of the policy implementer to carry out the policy seriously so that the policy objectives can be realized. Attitudes that can affect are accepting, indifferent, or rejecting. This is influenced by the knowledge of an implementor of the policy being able to benefit the organization or itself. In the end, the intensity of the implementor's disposition can influence policy implementers. Lack or limited intensity of this disposition can lead to the failure of policy implementation.

Bureaucratic Structure Variable

According to Edward III (1980: 125), policy implementation may not yet be effective due to inefficient bureaucratic structures. The bureaucratic structure includes aspects such as the division of authority, relations between organizational units, and relations between organizations and outside organizations. There are two main characteristics of bureaucracy, namely the Standard Operating Procedure (SOP) and fragmentation.

Analysis of the Implementation Model from George C. Edward III (1984) found that the implementation process experienced many problems. This problem is found in all existing variables ranging from communication, resources, disposition and bureaucratic structure. This problem is caused by the absence of JUKNIS (technical guide) for the use of funds when the funds were given from the Province to the Disparpora of Mojokerto Regency. The absence of JUKNIS (technical guide) makes the executive problematic in the four variables belonging to the Implementation Model of George C. Edward III. Of course, this makes the implementation process interrupted. Disaparpora as the executor of the activities who became the development coordinator found it difficult to start the development process. But in the end, the construction

of the Majapahit House can be completed in the first two waves coordinated by the Disparpora of Mojokerto Regency. Problems arise related to the post-Majapahit House construction program because the planned program could not be carried out due to the transfer of authority from the Dispraporra to the Department of Public Works Cipta Karya Mojokerto Regency.

While the implementation analysis from the Cooperative and Small Business Office found that there were obstacles to implementing the program due to the transfer of authority for medium and small businesses. Previously given to Mojokerto Regency but now it was taken over by East Java Province. This makes the Office of Cooperatives and Small Businesses have to re-register because most of the data held focuses on cooperatives and small businesses. After the change, the Office of Cooperatives and MSMEs have not carried out an empowerment program as part of the assignment because they are still in the data identification stage.

However, even though the planned programs still could not be carried out, the analysis of the interview process using the George C. Edward III Implemnatsi Model through several informants showed that the Communication Variable could run smoothly between the policy implementers to the policy targets because there was an active process from community leaders in Bejjong in coordinating information to the people of Bejjong Village. This causes the public to always know information relating to the construction of the Majapahit House. From this finding, it was found that there was no problem in the communication variables between the policy implementers and the Bejjong Village community.

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Tourism Development

Tourism development must pay attention to applying the principle of sustainable development. This is to prevent the negative impacts that will result from tourism development in the future. According to the United Nation (2002) the principles are:

- Tourism development must be able to be built by involving local communities. The vision of tourism development should be designed based on the ideas of local communities and for the welfare of the local community. The management of tourism must also involve the local community, so there is a concern for the sustainability of tourism itself.
- Creating a balance between the needs of tourists and the community. This balance will be realized if all parties can work together in one goal as a solid community. The community in question is the local community, local government, the tourism industry, and social organizations that grow and develop in the community.
- Development must involve stakeholders and involve more parties and will get better input. The involvement of stakeholders must be able to accommodate the opinions of local community organizations, involve poor community groups, involve women and women's associations, tourism associations and other community groups that have the potential to influence the development network.

- Providing convenience to local entrepreneurs in small and medium scale.
- Tourism must be conditioned for developing other businesses in the community, meaning that tourism must have a multiplier impact on other sectors, both new businesses, and businesses that have developed.
- Tourism development must be able to guarantee sustainability, provide benefits to today's society and not harm future generations.
- Tourism must grow in the principle of optimization, not on exploitation.
- Tourism development must have periodic monitoring and evaluation to ensure tourism development continues in the concept of sustainable development.
- There must be openness to the use of resources such as underground water use, land use, and other resource use so as not to be misused.
- Conducting programs to improve human resources in the form of education, training, and certification for the field of tourism expertise.

Analysis using the Concept of Tourism Development According to the United Nations (2002) to avoid the negative impacts of tourism development, found that of the 10 variables examined three variables are still not implemented, namely,

Providing convenience to local entrepreneurs in small and medium scale.

This convenience was felt by researchers not to occur even though the informant from the SMEs said it was relatively easy but the informant said because he had a closeness with the relevant agencies. So the researchers concluded this convenience did not apply in general.

Tourism development must have periodic monitoring and evaluation to ensure tourism development continues in the concept of sustainable development.

For evaluations conducted and supervision is not carried out periodically and regularly, this is evidenced by the absence of official data about what has been monitored. So there is a tendency after the house is built, there is no further action from the policy implementer.

Conducting human resource improvement programs in the form of education, training, and certification for tourism expertise.

In addition to the three variables above, seven variables have been implemented, and the current impact is that the community has gained a lot of positive benefits from the construction of Majapahit Houses even though programs from related agencies have not been implemented such as training for homestay management, and other training exercises that should be provided to avoid misuse. Majapahit House. This positive benefit can be seen from the increasing number of visitors in tourism in Bejjong Village according to the visit table of Disparpora which is stable during 2017. Besides, other benefits of the existence of Majapahit houses are by increasing the number of people who become traders by using the Majapahit Houses that have been built or utilizing the attractiveness of Majapahit Houses by selling in the vicinity and surrounding attractions in Bejjong Village.

For entrepreneurs who have been running, their products also increase production, although not significantly. Because tourists who come usually look for typical depicting majapahit so that products such as brass cast crafts or batik majapahit began to be hunted by tourists.

Community Empowerment

According to Sumodiningrat in Rachmawan (2012), said that the wisdom of community empowerment, in general, can be divided into three groups namely:

- Policies that indirectly lead to targets but provide a basis for achieving an atmosphere that supports the socio-economic activities of the community.
- Policies that directly lead to the increased economic activity of the target group.
- Special policies that reach the poor through special efforts.

Implementation of community empowerment, according to Rachmawan (2012), must be done through several activities:

- Creating an atmosphere or climate that allows the potential for community development (enabling).
- Strengthening the potential or power possessed by the community (empowering).

Issues related to efforts to improve the quality of life, independence, and welfare. Community empowerment requires greater involvement of local government agencies and various parties to provide opportunities and ensure the sustainability of the various results achieved.

The analysis uses the concept of community empowerment from Rachmawan (2012) finding that of the three variables examined only one variable has been implemented. Namely, Wisdom that indirectly leads to the target but provides the basis for the achievement of an atmosphere that supports the socio-economic activities of the community. This happened because indirectly the construction of the Majapahit House gave an atmosphere that supported the socio-economic activities of the community. Communities that built majapahit houses or those whose houses around the construction of majapahit houses have a positive impact on the increasing number of tourist visits and the presence of houses provided free of charge. Majapahit Houses can be utilized by the community to become shops, stalls, sculpture shops and homestays, although there is no training from Disparpora or the Department of Cooperatives and Micro Enterprises.

Conclusion

Based on the results of research conducted by researchers as well as theories and concepts used to analyze the implementation of the Majapahit House development policy in improving the MSME sector in Bejjong Village, Trowulan Subdistrict, Mojokerto Regency, in general, it can be concluded that the implementation of the Majapahit House development policy implementation in Bejjong Village, Trowulan Subdistrict, was found that the implementation process has reached the policy objectives even though in the beginning the implementation process was constrained by the absence of JUKNIS (technical guide) which was used as a reference for the use of funds. However, post-development programs from Disparpora and the Office of Cooperatives and Micro Enterprises have not been able to be implemented due to several obstacles. The obstacle experienced by Disparpora is due to the lack of budget due to the transfer of the development coordinator to the Department of Public Works Cipta Mojokerto at the third stage of development, whereas in the planning process the training will be carried out by Disparpora at the third stage of development While the constraints experienced by the Office of Cooperatives and Micro Enterprises are due to the transfer of authority that previously overshadowed the Small and Medium Enterprises, becoming only Micro businesses, the Office of Cooperatives and Micro Businesses is still in the process of identifying data. Because seen from previous data the Department of Cooperatives and Micro Business only focuses on data collection of Small and Medium Enterprises.

From the analysis using the principles of tourism development, it could be concluded that the Majapahit housing construction policy has not provided facilities to local entrepreneurs in small and medium scale, but the micro-business sector began to develop in Bejijing due to this policy. Then, it has not developed a periodic monitoring and evaluation model to ensure that tourism development continues to run in the concept of sustainable development, and the programs to improve human resources in the form of education, training, and certification for the field of tourism expertise have not been well-structured as well.

From the analysis using the concept of community empowerment, it was obtained that the Majapahit houses construction policy indirectly (indirectly) led to the target but provided a basis for achieving an atmosphere that supported the socio-economic activities of the community. This happened because unconsciously the construction of the Majapahit Houses gave an atmosphere that supported the socio-economic activities of the community

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