

Evaluation of The NTT Province Regulation No.09 of 2019 Concerning the implementation of Regional Tourism

*Elsa Dian Taimenas.S.H.,M.H

Tourism Department
Politeknik Negeri Kupang
Kupang City, Indonesia
elsadian1988@gmail.com

Merlyn Luisa Malelak. S.Pd. M.Hum

Tourism Department
Politeknik Negeri Kupang
Kupang City, Indonesia
Merlinmalelak0305@gmail.com

Abstract— The purpose of this study is to evaluate the extent to which the NTT Provincial Regulation No. 9 of 2019 concerning the Implementation of Regional Tourism, especially in Article 4 which contains the objectives of implementing this regional regulation, includes increasing economic growth, alleviating poverty and unemployment as well as raising the uniqueness and image of the region. The method used in this study is a qualitative descriptive method. Primary data were collected through interviews with purposively selected informants, namely policy makers and other stakeholders in the tourism sector, data were also collected through observation techniques at tourism objects. Secondary data was collected from documents related to tourism in NTT Province, especially Kupang Regency, Nekamese District. The results of this study indicate that the regional regulations based on the objectives stated in article 4 have been implemented but in their implementation and implementation there are several obstacles that result in the overall objectives not being implemented due to several factors, namely decision-making actors, budget support for additional public facilities, associations tourism, increasing human resources in the tourism sector as well as creativity and innovation from regional apparatus organizations. This research is useful as part of an evaluation of the implementation of existing local regulations and as an evaluation of the objectives of local regulations.

Keywords— *Evaluation, Local Regulation, Goals.*

I. INTRODUCTION

Evaluation in this case is an activity to determine the value or price of something, including obtaining useful information in assessing the existence of a program, product, procedure, as well as alternative

strategies used to achieve predetermined goals. Evaluation is a tool or procedure used to knowing and measuring something in an atmosphere by means and rules already determined. From the results of the evaluation, it is usually obtained about the attributes or the properties contained in the individual or object in question. Besides using tests, data can also be collected using questionnaires, observation, and interviews or other appropriate forms of instruments (Nurhasan, 2001:3). Meanwhile, according to Brinkerhoff in Sawitri (2007:13) evaluation is: systematic investigation (information gathering process) from various aspects professional program development and training to evaluate usability and its benefits.

Policy implementation in principle is a way so that a policy can achieve its objectives, nothing more and nothing less, to implement public policy there are two choices of steps, namely, directly implementing it in the form of a program or through the formulation of derivative policies or derivatives of the public policy. From some of the definitions above, it can be seen that the implementation of policies involves three things, namely: (1) the existence of policy goals or objectives; (2) the existence of activities or activities to achieve goals; and (3) the existence of activity results. Kupang Regency is one of the regencies (level 1 regions) within the NTT Province which was formed simultaneously with the enactment of Law Number 69 of 1958 concerning Regional Level 1 Regulations for Bali, West Nusa Tenggara and East Nusa Tenggara on

August 9, 1958. Kupang Regency is one of the tourist destinations in the province of NTT, diverse socio-cultural cultures and supported by geographical conditions that support tourism are proven by the increasing number of local/foreign tourists visiting the tourist attraction of Kupang Regency. Nekamese sub district 12 villages and has several tourism visit places which are supported by tourism accommodation which is quite good in some places but accessibility is still not adequate and public understanding of the importance of tourism and the goals and regulations governing tourism is still very low. One of the places that is often visited and has many tourism places is Nekamese sub-district. With the condition of existing tourism resources, the province of NTT began to mobilize the existing tourism sector to meet the economic needs of its people and in addition to fulfilling regional financial income. National development that is being implemented cannot be separated from the role of the regions in participating in realizing national development. For this reason, regions that are given the authority to regulate their own regions are expected to have the ability to provide and explore existing potential and can be used as a source of development in the region. Regional Regulation (PERDA) No. 9 of 2019 concerning the Implementation of Regional Tourism states that the functions and targets of tourism, among others, in Article 4, Regional tourism serves to realize the imagination of tourists through fulfilling physical, spiritual and intellectual needs with recreation and travel as well as increasing regional income and community welfare. While the target is contained in Article 4 which contains the overall objectives of this regional regulation. Based on the Regional Regulation, regional tourism implementation activities, especially in the Nekamese Subdistrict, Kupang Regency must be carried out in accordance with the goals and objectives of Regional Regulation No. 9 of 2019. The purpose of this study is focused on knowing the success of implementing regional regulations and the purpose of the implementation of regional regulations, as well as being a contribution to regional governments and tourism activity actors so that tourism activities can be carried out and the goals and benefits can be felt by all parties, both implementing them. entrepreneurs and local communities based on the objectives set out in article 4. As a benchmark and as an evaluation material for the government to find out to what extent the objectives of this regional regulation have been felt by the local community and tourism activity managers.

II. LITERATURE REVIEW

Policy evaluation carried out in the entire policy process may involve estimation or policy assessment which includes implementation, substance and impact. In the Public Policy book (Budi Winarno, 2012: 229), in general, policy evaluation can be said to be an activity involving the estimation or assessment of policies that include substance, implementation and impact. In this case, policy evaluation is seen as a functional activity. This means that policy evaluation is not only carried out at the final stage, but is carried out throughout the policy process.

Policy evaluation has several objectives which can be detailed as follows (Subarsono, 2013: 120-121): (a). determining the level of performance of a policy through evaluation, it can be seen the degree of achievement of policy goals and objectives (b). Measuring the level of efficiency of a policy with evaluation can also be known how much the costs and benefits of a policy. With the evaluation can also be known how much the costs and benefits of a policy. (c). Measuring the level of output (outcome) of a policy. One of the purposes of evaluation is to measure the amount and quality of expenditure or output of a policy. (d). Measuring the impact of a policy. At a further stage, evaluation is shown to see the impact of a policy, both positive and negative impacts. (e). To find out if there are deviations. (f). as input for future policies.

To conduct a good evaluation with a minimal margin of error, some experts develop Steps in policy evaluation. One of these experts, Edward A. Schuman (Budi Winarno, 2012: 233-234), revealed 6 policy steps, namely: Identifying the objectives of the program to be built, analysis of problems, description and standardization of activities, measurement of the level of change that occurs, determine whether the observed changes are the result of the activity or due to other causes, several indicators to determine an impact.

III. RESEARCH METHOD

This research is a qualitative study conducted in the month of 2021. The location and time of the research was carried out in the province of NTT, Nekamese District, Kupang Regency, including Oben Village, Oemasi Village, Tunfeu Village, Oepaha, Oekona, Bone, Bismarak Village. In this study, the researcher used a descriptive research design designed to collect data that used information about the current or ongoing real situation.

The data collection techniques used included observations to the NTT Provincial Tourism Office and several villages in the Nekamese sub-district which have tourism destinations, literature studies and conducting interviews. Informants selected using the purposive method. Informants who have knowledge of the material under study including the head of the tourism office who has the authority to plan and develop tourism programs and work programs in accordance with regional regulations related to tourism, then the village head as the organizer of village government activities and carry out financial power and village assets including activities as leaders in the community who regulate village activities for the welfare of the community and the latest information is tourism activity actors including entrepreneurs and local communities. have knowledge of the material being studied, including the head of the tourism office, village heads and community actors who are considered experts in tourism activities. This interview was conducted by looking at the criteria for knowledge and experience in the field of regional regulations.

When conducting interviews, the researcher first analyzed the results of the interviews, if the results did not match the expected results, it would be continued with additional interviews so that the data and results obtained were appropriate. The analysis in this study was carried out with several components, namely data reduction, data presentation, conclusion drawing and verification

IV. RESULTS AND DISCUSSION

4.1 General Description

One of the regencies in NTT Province is Kupang Regency. The capital city is Oelamasi (starting 22 October 2010), previously located in Kupang City (1958). Kupang Regency is geographically located between 9°19' - 10°57' south latitude and 121°30' - 124°11' east longitude. Kupang Regency is the southernmost regency in Indonesia. It has a lot of potential tourism objects such as beaches, protected forests that are still beautiful, to traditional villages that still adhere to ancestral teachings. Kupang Regency consists of 24 sub-districts and sub-districts/villages. One of them is Nekamese District Kecamatan. The people in Nekamese Sub-district are mostly cultured from the Dawan tribe or often also called Atoin Metto and still maintain the Dawan language well, while the traditional language in the form of traditional utterances which are full of values and philosophical meanings of the Atoin Meto tribe has

faded slightly due to changes and developments of the times. Indigenous language is often used only at wedding ceremonies, while at death ceremonies it is rarely used or even no longer exists. The low level of public education makes the lack of knowledge of the importance of tourism development in Nekamese District. Human resources are low due to a very low level of education so that it is difficult to understand tourism and how to develop tourism in Nekamese District.

4.2 Analysis of Results and Research

In evaluating a policy or communication rules used so that the policies implemented can run well. Every decision or regulation must also be conveyed properly, accurately and consistently. Policy evaluation is descriptive and analytical, on the one hand evaluation is expected to describe the impact and results achieved, evaluation from the other side describes the process of implementing a policy. So in conducting an evaluation study there are several types of evaluation studies. Finsterbusch and Motz in Wibawa (1994: 74-75) mention four types of program evaluation based on the strength of conclusions. Tourism activities in Nekamese District are under the auspices of the Kupang District Tourism Office and Nekamese District.

Communication between the Service and the Community must be considered. Communities who will organize and manage tourist attractions and agencies that provide directives. so communication must be considered. A program policy will only be the records of the elite, if the program is not implemented. Therefore, program policy decisions taken as alternative solutions to problems must be implemented, that is, implemented by government agencies at lower levels. The policies that have been taken are implemented by government agencies that mobilize financial and human resources. At the implementation stage, various competing interests emerge. Some policy implementations have the support of the implementers, but some others may be opposed by the implementers. 5) Policy Evaluation Stage At the policy stage that has been implemented it will be assessed, this is done to see how far the policies made have been able to solve the problem. Based on the results of research, the government rarely evaluates every local regulation that is applied and even lacks socialization of the regional regulation. So that the purpose of the regional regulation is not implemented and the function of the regional regulation is not achieved. Based on the results of interviews with local communities and village heads as well as tourism

business actors, many of them do not know of regional regulation 19 of 2019 concerning the implementation of regional tourism due to lack of socialization from the provincial and local governments.

The structure in the evaluation of regional evaluation no. 19 of 2019 regarding the implementation of regional tourism has not gone well. This is due to the absence of S.O.P that specifically evaluates the evaluation of this area. Because the absence of S.O.P that specifically regulates it can have an impact on the non-optimal evaluation of the related area.

From the results of observations and surveys and interviews that have been reported, certain limitations in this study should be noted. Although the data was obtained from several sources using interview techniques, only one sub-district in Kupang Regency was used as a place for observation and research. Using the CIPP Program method in evaluating a policy can help overcome this problem. Furthermore, it is recommended to involve more places or sub-districts in the Kupang district.

V. CONCLUSION

In this study, evaluation is important in seeing how far regional regulations are implemented or implemented in accordance with the objectives stated in Article 4 of regional regulations no 9 of 2001 concerning regional tourism implementation.

Through this research, an evaluation of regional regulation no 9 of 2019 concerning the implementation of regional tourism needs to be carried out periodically and the need for gradual supervision so that the objectives of regional regulation no 9 of 2019 as stated in article 4 can be felt by the whole community. In addition, further research is needed for the implementation of regional regulation no 9 of 2019 needs to be done. Such research will assist in providing information on the extent to which this local regulation is implemented. In addition, an evaluation of the implementation of other regional regulations must be carried out so that the public knows the objectives and functions of each regional regulation have been implemented

REFERENCES

- [1] Nurhasan. 2001. Tes dan Pengukuran dalam Pendidikan Jasmani. Jakarta: Direktorat Jenderal Olahraga
- [2] Sawitri. S. 2007. Evaluasi Program Pelatihan ketrampilan membuat hiasan busana dengan teknik pemasangan payet bagi pemilik dan karyawan modiste di Kecamatan Gunungpati Semarang. Yogyakarta: PPs UNY.
- [3] Winarno, Budi. 2012. Kebijakan Publik (teori, Proses, dan studi kasus) Yogyakarta: CAPS
- [4] A.G, Subarsono. 2013. Analisis Kebijakan Publik: konsep, Teori dan Praktik, Pustaka Pelajar, Yogyakarta
- [5] Peraturan Daerah Nomor 09/Perda/2009 tentang penyelenggaraan Kepariwisata Daerah.
- [6] Agustino, Leo. 2008. Dasar-dasar kebijakan publik. Bandung: Penerbit Alfabeta
- [7] Sugiyono, 2010. Metode penelitian Pendidikan kuantitatif, kualitatif dan R&D. Bandung: Alfabeta
- [8] Adriani, Dini, dkk, 2015. Kajian Pengembangan Wisata Syariah. Tugas Akhir, Asisten deputy Penelitian dan pengembangan kebijakan kepariwisataan deputy bidang pengembangan kelembagaan kepariwisataan kementerian pariwisata.
- [9] Azwar, Saifuddin. 2013. Metode penelitian. Yogyakarta: Pustaka Belajar.
- [10] Basaid, A Saad, 1995. Evaluasi Kinerja dan Perencanaan pembangunan. Jakarta: Bina Aksara
- [11] Suansari. 2011. Kementerian Kebudayaan dan Pariwisata. Halaman 3
- [12] Undang-undang No. 10 Tahun 2009 tentang Kepariwisata