The Effectiveness of Asset Management at Matras Beach, Bangka Regency

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ABSTRACT
This research is qualitative research with a descriptive method. The research subjects are people who were involved in the management of this asset, both the local government and the community around the Matras village. Intense interviews, documentation, and observations were carried out in this study to explore the data needed for this research. The results of this study indicate that the management of local government assets in the Matras Beach tourism object, Bangka Regency has not run optimally so it does not contribute to increasing local revenue. Recommendations for this research are in the form of maintenance of existing regional assets so that the service life or period of use of regional assets will be longer and maintenance costs lower. And management of regional assets needs to be improved such as the use of a more comprehensive management information system in all regional work units. in the area of Bangka Regency and make this area an area that uses information and communication technology.

Keywords: Effectiveness, Management, local government assets.

1. INTRODUCTION

Bangka Island is an island in Bangka Belitung Province. This island is well known as the source of refined, silvery-white tin, and a huge producer of white paper. Surrounding by the sea and the unique topography, this island amazes the tourist with the beautiful scenery of its beaches sit in every region in Bangka. The beaches are covered with soft and white sands and various plants grow together to create a wonderful place to visit. Some of those beaches are located in Bangka Regency named Parai Tenggiri, Matras, Teluk Uber, Rebo, and Tanjung Pesona Beach. Regarding its potential, Bangka Island will become one of the most attractive tourist attractions if they are developed and maintained well.

Tourist attractions are one of the resources of foreign exchange earnings which are now being developed in various regions by highlighting the beauty of nature, art, and culture. Based on this focus, the local government considers being the main power that can drive the transformation in managing and maintaining tourism attractions and the other assets to get fully efficient. To emphasize, Law Number 9 of 2015 regarding local government says that local government independently be responsible for the local authority and manage its finance and assets. Through tourism, the local government can improve the quality of society, support environmental sustainability, and develop the economy. Tourism development in an area does not occur suddenly but through a process. This process can be quickly or slowly depending on various external factors in the place concerned, creativity in managing assets owned, and support from the government and local communities.

As stated in the Master Plan for Regional Tourism Development (RIPPARDA) report [4], Bangka Island has many tourist attractions, including its favorite beach, Matras. Matras Beach provides numerous potential features such as white sands, beautiful scenery, and a wide breathtaking area. As a result, Matras Beach often becomes the venue for cultural and sports events and one of the most visited tourist attractions that potentially enchanted many tourists to visit [1].

However, behind its beauty, Matras Beach has several weaknesses that might threaten its continuity.

The first issue is about the destructive waves that cause rapid abrasion. The oceanic trench caused by tin ore offshore mining around the beach makes the abrasion becomes dreadful, and it is dangerous for the tourists. Next, related to offshore tin mining, the illegal mining around the beach puts the fisheries at risk. This condition affects the fisheries, and the majority of people's work, lose their jobs. The last weaknesses are the less effort from the government to manage the environment and utilize the wide areas of the beach as stated in RIPPARDA 2017. The unused buildings and wide green space are the assets that should have been organized well in order to attract more tourists and increase the community's wealth.
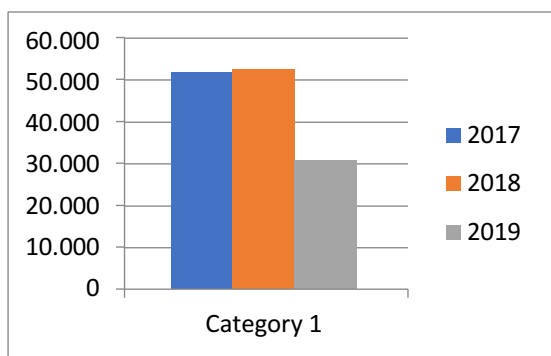

Figure 1 The number of tourist visits to Matras Beach, Bangka in 2017-2019

Based on the graph, a massive number of visitors came to Matras Beach during those years. In 2017, the total of visitors was 52.587, and it increased in 2018 to 53.261 visitors. Meanwhile, the number of visitors declined in 2019 which was 31.071 people. In conclusion, during those years, the diminished number of visitors found that the level of visitors' interest decreased because the innovation on the beach was not improving.

2. METHODOLOGY

This is qualitative descriptive research, which analyzes the effectiveness of asset management at Matras Beach, Bangka Regency. This research reveals the facts, phenomena, and conditions in a natural setting. According to Sugiyono (2015), qualitative research is conducted to analyze a natural object where the researcher is the key instrument. The sampling technique used is triangulation or combination, data analysis was taken inductively, and the result emphasized the meaning of reality.

2.1. Sources of Data

Data used in this research are gathered from two ways, primary and secondary sources. The primary source of data, which was collected directly from the source, was conducted by interview and observation. The informers are from the department of tourism, culture, youth, and sports of Bangka regency including the head office, head of destination division, head of subdivision of planning, and head of subdivision of finance and asset. To add some information, the researcher interviewed POKDARWIS, a local community that is aware to preserve tourism destinations. Next, the secondary data is from reading, watching, and understanding the media that connect the researcher with the original source. In this case, the researcher looked through acts, laws, government regulations, a master plan for regional tourism development, a document of assets, a spatial plan, and the data from Statistics Indonesia (BPS).

2.2. Data Analysis Techniques

To analyze the data, the researcher uses a technique from Huberman as reported in Sugiyono [5] as follows: (1) data collection, the researcher collects the data from interviewing the key informers such as documentation from activities and archived files and documents as basis data, (2) data display and data reduction, the data collected was categorized into related or unrelated with the topic. Then the related narrative is chosen to combine with the other archived files, (3) In conclusion, the researcher combines the result with supporting documents to get reliable information about the effectiveness of asset management at Matras Beach, Bangka Regency.

3. RESULT AND DISCUSSION

According to the Government Regulation No. 27 [2] on Assets Management of State/Region Property, assets are the local property that can increase the income of a region. Those are part of a state's assets and consist of movable or immovable property. A partial or whole assets are purchased under the state budget and legal acquisition excludes the assets managed by state-owned enterprises and regional government assets.

The ministry of home affairs regulation No. 19 [6] about local asset management guidelines says that the management of the regional property is an entire activity. It includes planning and budgeting, procurement, utilization, security and maintenance, assessment, transfer, destruction, elimination,

administration and guidance, supervision and control. Moreover, The Minister of Home Affairs Regulation No.19 [6] concerning the Management of Regional Property emphasizes the process of restoring state trust to regions that have been the object of development both from the district and the center. Each region is given adequate authority and resources to manage its potential in order to improve the economy and community welfare. Based on the Matras Beach report, the development plan and design concepts focus on arranging the beach area, maximizing the efficiency of existing facilities, improving tourist attractions, and developing the needs. In improving the tourist attractions, the government tries to improve the quality of the beach environment and its service, add more varied tourist activities, and level up the human resources. These concepts are recorded on the master plan of tourist attractions for Matras Beach.

The assets and the buildings are under the supervision of the regent secretary, and the department of tourism, culture, youth, and sports of Bangka regency has a right to utilize them. The tourist destination division in the department is in charge to record and maintain the assets of Matras Beach. This research finds that the first movement of regional government in maintaining the assets of Matras beach by recruiting seventeen locals as honorary workers to keep the beach clean. Moreover, the government cooperates with POKDARWIS to keep and promote the beach.

However, there are some tourism issues depicted in the strategic plan of the department of tourism, culture, youth, and sports of Bangka regency. The first is the department has not given a maximum performance in delivering tourism services. The second is the less awareness of the community to develop and promote the tourist attractions. Next, less coordination between the department to people in villages, wards, and sub-districts which causes less communication in developing annual tourism plans to attract tourists. Then some tourist attractions are decreasing their quality because of the illegal offshore mining close to the tourist destination. Lastly, there is a gap between the low financing ability of local government and the huge amount of project that has to be covered.

4. CONCLUSION

Based on this research and analysis, the researcher concludes that the local government has not given maximum progress in maintaining the assets. In the

strategic plan, the local government is not including tourism assets management as the top development priority of Bangka Regency. The asset management is not concerned about current and future needs in order to follow community desires related to tourism services. However, the government and the community already provide good supervision in Matras Beach.

REFERENCE

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