

# Strategy Analysis Of Tourism Development Increasing Regional Original Income (PAD) In Bandar Lampung City (Study at the Bandar Lampung City Tourism Office)

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**Abstract:** The Strategy of Tourism Development by Local Governments on Regional Original Income (PAD). Tourism development is one of the efforts that can help the community's economy, create jobs, and can increase Regional Original Income (PAD). The purpose of this study was to find out how the strategies and efforts made by the Tourism Office to develop tourism potential in the city of Bandar Lampung in increasing local revenue (PAD) and what factors can affect the increase in local revenue (PAD) in Bandar Lampung. Lampung through tourism levies. However, the tourism sector still has several obstacles so that a tourism development strategy by the local government is needed for local revenue. This study uses descriptive qualitative research methods using informants from the Bandar Lampung City Tourism Office and using SWOT analysis. The results of the study in the form of tourism development strategies at the Bandar Lampung City Tourism Office showed that tourism conditions related to internal and external environmental conditions at the Tourism Office were quite good but there were still some shortcomings, by analyzing the internal and external environment it would be found that there were inhibiting factors and supporters who influence the formulation of strategic issues found from the results of the analysis using the SWOT matrix.

**Keywords:** Strategy, Local Revenue (PAD), SWOT Analysis

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## 1. Introduction

The role of the Lampung Province government to support the tourism sector by referring to the national tourism development master plan is the Regional Regulation No. 6 of 2012 concerning the regional tourism development master plan (RIPPDA). In 2014, the tourism office has also determined seven leading strategic tourism areas, namely: Bandar Lampung, Krui and Tanjung Setia, Way Kambas National Park, Teluk Kiluan, Mount Krakatau and Sebesi Island, Bakauheni and Siger Towers, and Bukit Barisan National Park. Meanwhile, in Lampung, there are three tourist attractions that have been designated as National Tourism Strategic

Areas (KSPN), namely Lake Ranau, Way Kambas, and Krakatau. If the tourism sector is worked on optimally and seriously,

Regional Original Income (PAD) is a picture of the potential of regional finance. Based on this, there are various sectors that can be developed to increase local revenue (PAD), including: trade sector, service sector, agriculture sector, tourism sector, etc. The tourism sector is a contributor to the Regional Original Income (PAD) of an area with effective management and empowerment of tourism sources, which will generate regional retribution funds that will provide local revenue (PAD). Thus, each region is required to be observant in seeing business opportunities, smart in managing and maintaining tourism and other natural resources in the area.

Tourism development aims to improve the image of regional arts and culture and tourism, while preserving it. The expected result of this development is that the potential of culture and tourism is well invested, so that the development is dynamic in order to preserve artistic and cultural values as well as historical heritage.

This effort to develop the world of Indonesian tourism is supported by Law No. 10 of 2009 concerning tourism which states that the existence of tourism objects in an area will be very beneficial, including increasing Regional Original Income (PAD), increasing people's living standards and expanding employment opportunities, increasing love for the environment and preserving local nature and culture.

Bandar Lampung City has several areas that have the potential to be developed into tourist destinations because they are supported by high hilly topography and lowlands close to the coast which are directed as tourism support areas. The following are tourist attractions in Bandar Lampung City.

(Data processed)

By looking at the many potentials that exist, it is very natural that this tourism sector is designated as the mainstay of Regional Original Income (PAD) The Bandar Lampung City Government can develop its tourism potential and be managed better and attractively so that it becomes the center of tourism attention, not only local tourists but also tourists. foreigners on vacation.

Based on the above background, it can be concluded that tourism activities are one of the businesses that are seen as being able to help the community's economy, can create jobs for the local community so as to reduce unemployment rates, and can be profitable for entrepreneurs and the government in increasing local revenue (PAD) based on this the authors are interested in knowing how the tourism development strategy used by the Bandar Lampung City Tourism Office in increasing the local revenue (PAD) of Bandar Lampung City and what factors can affect the increase Regional Original Income (PAD) of Bandar Lampung City into a thesis entitled "Analysis of Tourism Development Strategies in Increasing Regional Original Income (PAD) of Bandar Lampung City.

## **2. Literature Review**

### **A. Types and Nature of Research**

The type of research used in writing this thesis is a qualitative analysis method, namely the method used to analyze data and use reasoning based on the theoretical approach. This research is descriptive in nature, that is, the research carried out only describes the state of the object or tourism without an intention to draw conclusions that are privacy.

### **B. Data source**

This study uses two types of data, namely, primary data and secondary data. The primary data that the author did was by conducting interviews which were collected directly by researchers from the Bandar Lampung City Tourism Office. While the secondary data that the author did was obtained from the literature and various other sources such as from journals, the internet, and other sources that support and relate to this research.

### **C. Data analysis technique**

Data analysis is the process of managing data affairs, organizing it into a pattern, category and basic unit of description (Patton, 2002: 97). In accordance with the data analysis conducted by the author, the technique used is SWOT analysis (strengths, weaknesses, opportunities, threats) so that the structure and strategic level of these factors can be known.

Through a SWOT analysis (strengths, weaknesses, opportunities, and threats) it can be seen the strategic factors that need to be developed in the future to develop the tourism sector. The SWOT analysis technique is a strategy in finding strategic

issues that will later be related to the discovery of strategies for developing the tourism sector in Bandar Lampung City.

### 3. Conclusion

#### A. Bandar Lampung City Tourism Area Development Strategy

The strategy for developing the tourism area of Bandar Lampung City seen from the potential and physical condition of Bandar Lampung City is as follows:

The strategy for developing the tourism area of Bandar Lampung City seen from the potential and physical condition of Bandar Lampung City is as follows:

1. Divide the tourist area into 5 zones, namely:
  - b. Natural tourism zone in Batuputu, Sukadanaham, and Wan Abdurrahman People's Forest Park (TAHURA WAR)

(Based on the results of an interview with Mr. Dirmansyah as secretary of the Bandar Lampung City Tourism Office, based on the spatial layout of the City of Bandar Lampung, there are zoning areas or what are called parts of the city area, there are several special places for tourism development, namely in 5 zones, which means that they are divided in several places. one of them is the Batuputu area, the Batuputu area is like the Wan Abdurrahman People's Forest Park so this tour is a People's Forest Park under the authority of the ministry of forestry, the Batuputu area is a limited area for settlements which is a special area for tourism development because this area is a water catchment area. there are nature tourism, zoos, and other parks that are very open. Then in the Batuputu area, there have been many tourism developments carried out such as Bumi Kedaton, Butterfly Park, Deer Development, and finally to be developed and built in the Tahura area, namely observatory tours or binoculars like Dilembang Bandung).

- c. Marine Tourism Zone along the coast of Bandar Lampung City, especially in the BWK G area around Mount Kunyit, Puri Gading Beach, Duta Wisata, and Pulau Kubur in Teluk Betung Timur District (according to the coastal zoning plan of Bandar Lampung City).

(Based on the results of an interview with Mr. Dirmansyah as secretary of the Bandar Lampung City Tourism Office, the Mount Turmeric area is being developed together with third parties, namely investors, turmeric hills by segment are maritime grounds for the people of Bandar Lampung City as we know that our coastal area is very difficult to enter. by the community, but in

this turmeric hill the community can enter as the main courtyard. Then there is marine tourism that has developed, namely the puri ivory beach or tourism ambassador but managed by the private sector but the tourism office has not managed it, but for the area around this turmeric mountain, if it is finished it will be managed by the tourism office because some of the assets are part of the city government).

- d. Shopping tourism zones around the city center, Jalan Ahmad Yani, Jalan Batu Sangkar, Jalan Kotaraja, Jalan Raden Intan, Jalan Kartini, and Teluk Betung area. (Based on the results of an interview with Mr. Dirmansyah as secretary of the Bandar Lampung City Tourism Office, Bandar Lampung City in addition to having natural or marine tourism potential also has shopping tourism because the city of Bandar Lampung is one of the trading centers in Lampung Province, currently shopping tourism is developing in Indonesia. Sultan Agung area, namely Transmart Carrefour Lampung).
  - e. Night entertainment tourism zone in the Bumi Waras and Panjang areas along Jalan Yos Sudarso. (Based on the results of an interview with Mr. Dirmansyah as secretary of the Bandar Lampung City Tourism Office, night entertainment such as pap and karaoke are also widely distributed in sane and long earth).
  - f. Cultural tourism zone in the cultural heritage area of Situr Keratuan Balau, Negeri Olok Gading, Lampung Museum, and others. (Based on the results of an interview with Mr. Dirmansyah as secretary of the Bandar Lampung City Tourism Office, cultural tourism zones such as Traditional Houses, Old Houses, which are in the Olok Gading State area, Peace, and are in Rajabasa Village, and the heritage of Traditional Houses and their cultures We still preserve it, we always preserve the regional culture that we always use, such as cultivating the Lampung song in every tourism facility service such as hotels, restaurants, open areas or open spaces that can be processed by residents, and cultivating live music by using cetik Gamolan Lampung on hotel or restaurant, but not every day because it requires large equipment, but we cultivate it like that, then for historical relics such as the tombs of the kings of Lampung, the traditional houses of Lampung which we still preserve. However, not everyone is interested in this cultural tourism, it can be said as special interest tourism).
2. Development of built-up land with a small basic building coefficient (<40%) for man-made tourism in the protected area of Bandar Lampung City.

3. Develop tourism industry service areas in the form of hotels, restaurants, souvenirs, and other entertainment.

(Based on the results of an interview with Mr. Dirmansyah as secretary of the Bandar Lampung City Tourism Office, creativity grows in the community along with the development of tourism. souvenirs, then there is another creative industry in the field of culture, for example dances and new creations, and growing again in young people in the current millennium era, such as films or dramas, short films and also developing in several UKM (student activity units) this is a creative industry electronic based).

1. Meet the needs of the network infrastructure and facilities in tourist areas.

(Based on the results of an interview with Mr. Dirmansyah as secretary of the Bandar Lampung City Tourism Office, we leave the management to the community like in Batu Putuk but we still provide direction if the tourist attraction wants to be visited by many tourists, and we also prepare facilities such as a prayer room, a dressing room or toilets, then we also take into account the sanitation, we see that people often visit there because there are several tours that can be seen such as waterfalls, and shallow river water that is seen for its purity. So we provide standard facilities to be repaired and maintained by the people who live around it, and we also invite to improve the environment by planting trees).

2. Develop creative industries supporting tourism activities. Special studies are needed to develop creative industries in Bandar Lampung. Establishing the Bandar Lampung
3. Tourism Information Center (TIC), tourism events, and other tourism promotions.

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