

# **CHAPTER I**

## **INTRODUCTION**

### **A. The Reason of Selection Title**

The development of tourism sector is a matter that should be considered in a logical and realistic. Tourism can be categorized into the largest industrial groups in which eight per cent of exports of goods and services come from tourism. Tourism is one sector to encourage development by government. This is because tourism has an important role in Indonesia's development, especially as a producer of foreign exchange other than oil and gas sector. Tourism has become the largest contributor in international trade from the service sector.

World tourism can be used as a political tool by government to create partnerships with other countries, because indirectly the international tourism can create patterns of symbiotic mutualism between one country to another. If Indonesian government's should cooperate with other countries in the field of tourism, it will be able to invite other countries to participate directly witnessed the condition of Indonesia's tourism.

Indonesia is a country that has very strategic locations which are between two continents and two oceans and it has a lot of great potential in sectors such as the potential of nature tourism, maritime and tourism. Based on these factors, Indonesia

is able to attract foreign tourists to travel and visit Indonesia. So, if the tourist always visiting Indonesia, it can help and increase the Indonesia's foreign exchange earnings. So the tourism sector is expected to play an important role in providing employment and income support regional and national levels.

There are several reasons and factors that inspire the writer in choice of thesis title "Government Strategy Bengkulu in making *Panjang beach* as one of the International Tourism destination areas" are: first, the writer was greatly impressed by the beauty of nature contained in Bengkulu, especially the *Panjang beach*. Second, the writer wanted to know how far the government of Bengkulu in utilizing the existing attractions in Bengkulu, especially the *Panjang beach*. Third, the writer wanted to know whether there are specific strategies in the plan by the government of Bengkulu in attracting the tourists both at domestic and abroad. Fourth, the writer wanted to know if there are efforts from the government of Bengkulu to work with entrepreneurs or foreign investors involved in the promotion and development of tourism, especially long-beach tourism.

## **B. Research Objectives**

The purpose of this study was to determine how big the role of local government city of Bengkulu in harnessing and developing the existing tours in Bengkulu. It is also to introduce tourism in Bengkulu especially in developing and

promoting the *Panjang beach* in Bengkulu as an international tourism destination area to the international world.

Then the primary objective is to complete the requirements to get a college degree (S1) of the Science Studies Program International Relations, Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

### **C. Background**

Indonesia is a country which largely consists of many islands, of which there are large islands are: Sumatra, Java, Kalimantan, Sulawesi, Irian Jaya, and other small islands. Because of Indonesia has many islands, Indonesia is definitely have a richness and beauty of nature. Moreover, each island have a shore line is very long so many sectors of the beach is used as tourist attractions such as Bali, and other beaches. Currently, many beaches in the magic will become a tourist attraction than a tourist attraction which could increase state and local revenues.

Bengkulu is one area that is developing the coastal tourism sector. Bengkulu is one of the provinces in Indonesia which is located on the island of Sumatra, Bengkulu more details or located on the coast of Sumatra island, and dealing directly with the Indian ocean.

Bengkulu area has also 19788.70 km <sup>2</sup> and its capital itself is Bengkulu. Bengkulu surrounded by coastal, marine, and its islands. Starting from the border of western Sumatra to Lampung, everything accompanied by beaches. But not because

the majority of the area accompanied by the coast of Bengkulu not necessarily have a region other than the beach. Bengkulu also has a number of mountainous areas but is not as wide and as much as the beach. Bengkulu was also filled by many forests and plantations. Plantation itself is much dominated by palm trees.<sup>1</sup>

Bengkulu is very famous for its natural attractions. It is inseparable from its territory located on the coast. Many people relying Bengkulu as a fisherman. That's because the city of Bengkulu has a very abundant marine wealth starting from a wide variety of fish, crab, squid, until the seaweed is also very abundant. The wealth itself because society and government while maintaining the integrity and sustainability of ecosystems that exist in the sea starting from its coastal areas to sea. Therefore, coastal areas in Bengkulu still look healthy and natural. Almost in every area in Bengkulu city and region has its own beach and sea.

Length of borders or the Bengkulu coast line itself reached 530 kilometers. Because the coastline is so long it has many attractions Bengkulu which is dominated by beaches. The beaches themselves have distinctive characteristics and each one starting from the waves, the location and position, and sand-sand. Then each of the beaches also have the names of each, of which there are *Panjang beach*, jakat coast, coast footprint priest, and others. Because too many beaches, it is not the whole beach dibengkulu made as a tourist attraction. This is caused not easy to access the coastal

---

<sup>1</sup> <http://id.wikipedia.org/wiki/Bengkulu>. Retrieved on 10 October 2010

locations to be made as a tourist attraction. Among the names of the beaches on the coast of the most extensive, beautiful, and a favorite place is the beach length. That's due to the strategic location of their geographic.

Bengkulu *Panjang beach* is a very exotic tourist attraction because of stretch of unspoiled white sand can unlock the greatness inspiration almighty. Located not far from the city, the distance is only about 1.5 km. Then it extends along the coast approximately 7 miles wide and 500 m with a gently sloping stretch of white sand.<sup>2</sup> The specialty of this beach along the coast of fir and pine trees that add coolness, so that the visitors who come to witness the natural panorama of sunset and sun loungers and a shower early in the morning or evening with a piece of gentle breeze. seen along the *Panjang beach* is a lot of standing hotels, restaurants or places to eat roadside, sports center, children playground, swimming pool and shopping. All that decorate along the length of the coast.

In every long weekend beach was filled with visitors, Starting from domestic and international tourists. Many young people who come to enjoy the sight and playing with the waves on the beach. But if we talk about visitors from international tourists is still very minimal. It is all due to lack of means to conduct a campaign, and transportation inadequate and do not have international routes. Maybe this is what

---

<sup>2</sup> <http://wisatabengkulu.blogspot.com/2007/12/pantai-panjang-bengkulu.html>. Retrieved on 10 October 2010

causes the lack of visitors from international tourists. But if kita compare in terms of tourist attraction, the long coast of Bengkulu no less interesting to Kuta beach.

Given the deficiencies of the then government of Bengkulu decided to fix and build all the infrastructure is not in the *Panjang beach*. The local governments are well aware of the potential Bengkulu owned his province, especially this *Panjang beach*. Long before the current government is the governor Agusrin M. Najamudin, attractions *Panjang beach* has become a favorite destination for tourism.<sup>3</sup>

Previously party that handles *Panjang beach* area is the city government, but the provincial government wants to take over. after going through a long process, eventually the government of Bengkulu province officially took over the management of *Panjang beach* city tour that had been managed by the Government of Bengkulu City.

The transfer was because the city government considered less professional in developing the tourism assets. Head of Bengkulu provincial administration was accompanied by Head of Department of Transportation Darussalam and Infocom Ali Berti at a press conference on Thursday (23 / 9) says the provincial government will do the rearrangement in *Panjang beach* attractions, so have the uniqueness and value more than other coastal attractions that exist in Indonesia.

---

<sup>3</sup> [http://www.tempointeraktif.com/hg/nusa\\_lainnya/2010/09/23/brk.20100923-279925.id.html](http://www.tempointeraktif.com/hg/nusa_lainnya/2010/09/23/brk.20100923-279925.id.html).

Retrieved on 11 October 2010

First *Panjang beach* has not been well managed, before beach is just a long stretch of pine trees that adorn the coastline. But now is different, *Panjang beach* has been met in the surrounding facilities like the narrative of the head of tourism department Edi Nevian as follows:

*"Panjang beach attraction is a mainstay in Bengkulu. Starting from the year 2007 was to revamp and reform to spend up to 1 trillion rupiah. It has been a lot of standing places of rest like the cottages and hotels. "*<sup>4</sup>

After all construction is completed precisely in 2008, *Panjang beach* has a very wide access that is; *Panjang beach* has a path that can be entered from various directions not only from the city center only. It all made just for ease of access for getting there. Because of easy access, until now a lot of visitors who go there, but visitors from abroad are very low. This is what should be rethought by the local government of Bengkulu. How to promote the potential that exists in Bengkulu to the international world, especially this *Panjang beach*. Moreover, as we know, in Indonesia is very much to have an interesting tourist attraction. Given that, the government Bengkulu can make it a challenge, and then later be able to lift up the name of the long coast to foreign countries. Moreover it will create a revenue

---

<sup>4</sup> [http://www.indonesia.go.id/id/index.php?option=com\\_content&task=view&id=4019&Itemid=1480](http://www.indonesia.go.id/id/index.php?option=com_content&task=view&id=4019&Itemid=1480). Retrieved on 15 October 2010

increase. Because as we all know, development in the tourism sector is very promising especially coastal areas.

#### **D. Research Question**

From the exploration of the problem above, the research question rising is that, “what kind of the strategy that will use by the government of Bengkulu to manage *Panjang beach* as purpose of international tourism destination areas?

#### **E. Theoretical Framework**

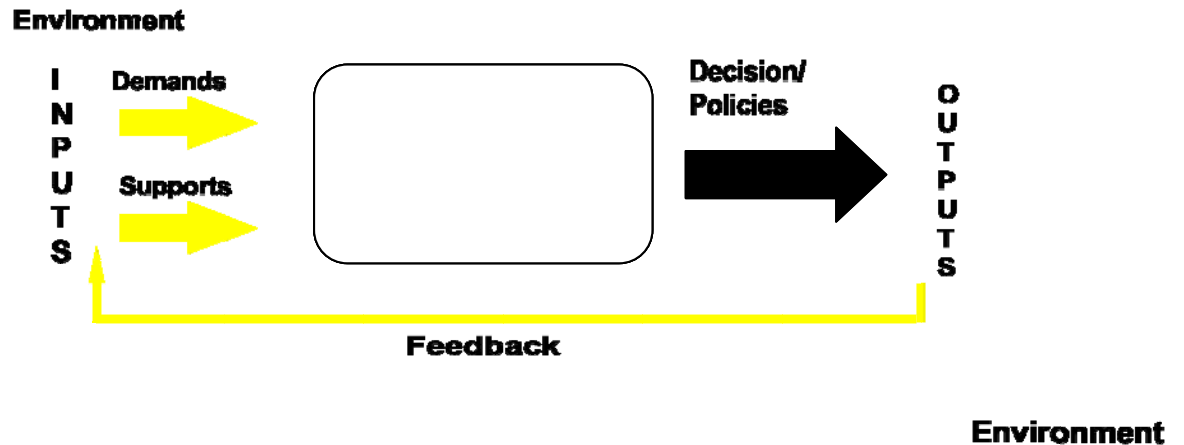
##### **1. The concept of Decision Making in Political System**

In the theoretical framework above refers to a concept of decision making which in this theory using a systems approach that is used as a reference for the elaboration of a draft analysis of decision making that has been put forward by David Easton of public policy which is seen as a response from the political system at the request or encouragement environment. Meaning of the policy is a result of the decision after going through the selection of available alternatives conducted by a person or group of people who express ideas or a purpose to serve as a policy, which of these policies would be beneficial and is followed by many as a reference. In other words, the policy is a bunch of people who channeled his idea for a particular purpose.



Chart 1.1

Decision-making process / decision-making scheme



To explain the process of the scheme above authors also uses the political system. Because the input is also supported by a suitable environment it will produce a policy. So in the end will cause the output which is the impact of the input process which has been discussed and determined by the decision makers.

In this study the inputs are derived from Bengkulu own local government which will harness the potential of Bengkulu *Panjang beach* is very beautiful and has very long coastlines, such as the name of the beach itself is a *Panjang beach*. Because of the beauty and the very long coastline that is what makes the local government wanted to exploit the existing potential. Moreover, *Panjang beach* has a very strategic location, which is not far from downtown. The distance is only about 4km and very easy to reach using either public or private vehicles. Therefore the local

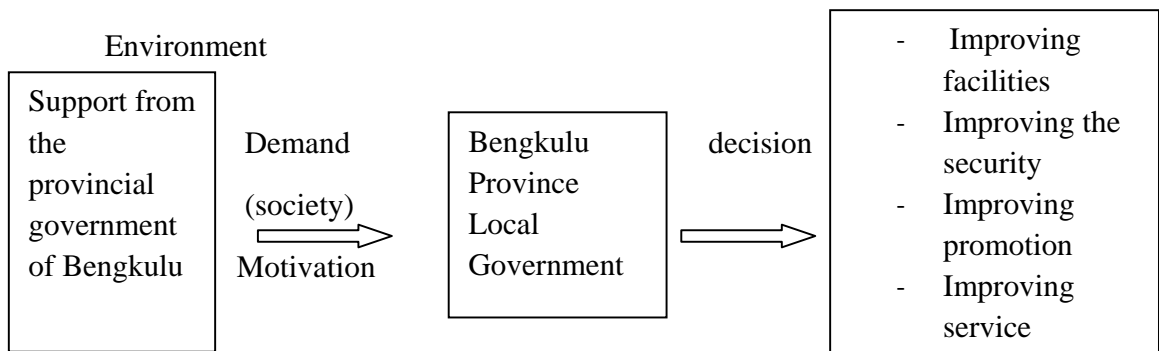
government to further develop Bengkulu believes *Panjang beach* tourism as an area of international tourism.

While the output itself is with the full support of the local government to build a *Panjang beach* area will give a feedback in the form of the opening of new jobs. Because of the long coast will experience growth in terms of facilities and infrastructure, etc. In addition to increasing employment, the existence of this development can also improve the welfare of the people who live around the neighborhood *Panjang beach*.

**Chart 1.2**

**Application Scheme Political System<sup>5</sup>**

**According to David Easton**



The political decision makers have been thinking about how to realize the development of a *Panjang beach* area into an international tourism area. Decision

<sup>5</sup> Mochtar Mas'oed, Colin Mac Andrews, *Perbandingan Sistem Politik*, (Gadjah Mada University Press), 1993, p. 5

makers are no doubt as to his decision because the length of the beach itself has a very strong potential to become an international tourist area. All of it is based by the length of the beach has a very strategic location and within easy reach. In addition, *Panjang beach* has become a tourist icon in Bengkulu frequented by domestic tourists and nationally.

The development that will fix is in the form of infrastructure sector development, with a complement and add to existing infrastructure such as increased security, transportation (public transit, and airports), shopping, lodging, and services to the tourists themselves. All of those listed are expected to provide a positive effect by increasing the tourist who visited the coast long overdue domestic tourists, nationally, and internationally in particular. From the aspect of the government believes that the presence of significant development will bring a variety of aspects including the benefits, increased national and regional income in the tourism sector, and will increase employment for the residents who live nearby.

With existing plans and local government agencies that participate and help will be together and go hand in hand to build and enhance the *Panjang beach* area of tourism into the area of international tourism to be widely and frequently visited by domestic tourists, national, and international.

Based on the above explanation we can see that the international context is influenced by the decision makers. Because it all depends on how the parties

concerned like government Bengkulu province can avail the maximum potential from the *Panjang beach* is extremely beautiful, exotic, and interesting. All decisions are influenced by the situation and conditions of both national and international economic, political, and social. .

## **2. International Tourism Concept**

Tourism comes from two words, namely the *Pari* and *Tourism*. *Pari* can be interpreted as many, many times, circling or complete. While the *tours* can be interpreted as a trip or traveling in this case is synonymous with the word "travel" in English. On that basis, the word "tourism" can be interpreted as a journey undertaken many times or circling from one place to another, which in English is called the "Tour".<sup>6</sup>

The term tourism is very closely related to understanding the tour someone traveling with a variety of purposes.<sup>7</sup>

Based on such understanding, it can be concluded that the trip was a journey undertaken by one or more to get the enjoyment and meet the desires of his curiosity about something. Thus, the main purpose trip is related to the holidays. In addition, the definition is also known that people who travel will require a variety of goods and

---

<sup>6</sup> Oka A Yoeti, *Pengantar Ilmu Pariwisata*, 1991, p.103.

<sup>7</sup> Gamal Suwanto, *Dasar-Dasar Pariwisata*. Yogyakarta, Andi Osfet, p. 3

services since they go from place of origin to their destination and return to their places of origin.

While the concept of international tourism has a very broad sense in deciphering exactly what is meant by international tourism. Basically taken from international tourism and international tourism said.

Thus, international tourism is a travel from one region to another through the borders of other countries.

So it can be said that the trip is a journey undertaken by one or more in order to get pleasure and fulfill the desire to know something. While connected with the international tourism is an activity trip from one region to another within the same country or travel from one country to another country.

International tourism is a travel from one region to another through the borders of other countries. To facilitate travel, then in 1963 the UN held a conference on travel and international Tourism in Rome, which produced an agreement:

"Tour are those who travel more than 24 hours with the objectives: first, the criteria (recreation, leisure, health, learning, religion and sports), second, business, family, and meetings."<sup>8</sup>

The concept of tourism possess a very broad sense and cannot be explained precisely because in the field of tourism are needed dissemination understanding related to all kinds or forms of disputes which are often used in the said international

---

<sup>8</sup> Nyoman S Pendit, *Ilmu Dasar Pariwisata* Bandung Pradya paramitha ,1995, p. 65.

tourism world tourism. As for the elements or criteria of an area into an international tourist areas are:<sup>9</sup>

- a. Five-star hotel facilities with a grade V, IV, III, II and I
- b. International Airport is a minimum length of its foundation in 2600 AD so that it can accommodate a minimum of B 747-400 aircraft
- c. Immigration Agency to deal with letters in cross-country trip
- d. Means of transportation
- e. Shopping centers
- f. Restaurant
- g. Travel agent or Tour and Travel
- h. Communication service
- i. Road infrastructure

Based on elements from the above-mentioned international tourism, the government of Bengkulu Province and relevant agencies continue to dry-dock facilities and infrastructure development efforts of the attractions that are essential things and must be fulfilled so as to create the international community wishes to make a visit Bengkulu Province travel.

---

<sup>9</sup> *Holistik Sektoral Pengolahan Industri Pariwisata Abad 21, Dokumen Membangun Pariwisata, 1995. p. 22*

### **3. Marketing Concept**

Tourism Marketing is a management process carried out by national tourism organizations or companies belonging to the tourism industry for the identification of travelers who already have the desire to travel and have the potential tourists who will travel by road to tour with their communication, influence wants, needs, and motivates him, against what she likes and dislikes, the level of local areas, regional, national, international organized also by providing objects and tourist attractions in order to obtain optimum satisfaction.<sup>10</sup>

Under the terms, the marketing of tourism products in the province of Bengkulu need to be developed both within and outside of the province of Bengkulu. Marketing can be done by all parties as the official government agencies such as Department of Culture and Tourism (Disbudpar) local or private organizations engaged in tourism industry by increasing the intensity of effort and cooperation in order to obtain better results.

With the concept of marketing on the Bengkulu provincial government continues to strive to conduct promotional activities to widely introduce the tourism potential of existing and communication to affect the interest of both domestic and foreign visitors to travel to the province of Bengkulu. Marketing or promotion of potential tourist attraction is done in various ways so as to attract both domestic or foreign tourists to visit the province of Bengkulu.

---

<sup>10</sup> <http://gedeiwan.files.wordpress.com>. Retrieved on 1 Januari 2009

## **F. Hypothesis**

Based on the analysis of the background of the above problems are then approached with the necessary theoretical framework the authors make a tentative conclusions. The strategy of Bengkulu Regional Government to manage Panjang Beach region as an international tourism destination areas, are:

1. Improving facilities of Panjang Beach tourism
2. Enhance international cooperation, namely cooperation with other countries.
3. Increase promotion abroad in developing tourism as an international tourist destination.

## **G. Research Coverage**

To facilitate research and to avoid the difficulty in finding the data, then the writing of this thesis is based on the data available is from 2003 to 2010 by reason of the manager of the local attractions and local governments Bengkulu province-incessant being intensively introduced this long coastal resorts to foreign tourists and the archipelago due in 2003 through 2010 this coastal region has decreased traffic levels due to circumstances and economic conditions, political and security of the State which is not stable which also has implications for the regions in Indonesia, including in particular the province of Bengkulu Bengkulu *Panjang beach* area, because it decreased tourist visits and influence regional and national income.



Therefore, how the efforts that have made local governments to enhance the development of tourism.

## **H. Data Collection Method**

In writing this essay the author uses research by:

1. The study agency or primary data

Data collection techniques to search for data from the agency obtained through interviews with parties involved in the research and observations directly into a tourist attraction. Among department of tourism art and culture of the province of Bengkulu and manager of the local attractions *Panjang beach*.

2. Literature or secondary

Data collection techniques derived from other sources to support primary data related to the problems we studied, obtained from books, newspapers, magazines and other literature to get the data as a basis or guideline that is used as a reference theory to solve existing problems of tourism is declining visits.

## I. Systematic Writing

CHAPTER I: This chapter contains the reason for writing the title, the purpose of research, background issues, subject matter, the basic framework of ideas, hypotheses, research coverage, systematic methods of data collection and writing.

CHAPTER II : In this chapter will discuss about the development of tourism in the province of Bengkulu, which will be discussed briefly about the province of Bengkulu, Bengkulu province as a tourist destination, and tourism development in Bengkulu province from 2003 to 2007

CHAPTER III : Regarding the length of coastal resorts as an international tourist area, which will discuss the importance of developing a *Panjang beach* area attractions and a glimpse of the *Panjang beach* and the vision, mission and objectives of the development of a *Panjang beach* area.

CHAPTER IV : Be raised about the government's strategy on development of Bengkulu provincial tourist area of *Panjang beach*. Development of tourism areas and improve and equip facilities

and infrastructure to support tourism in the *Panjang beach* is in accordance with international tourism standards, increase promotion abroad, factors inhibiting and supporting factors.

## CHAPTER V : Conclusion