

## CHAPTER I

### A. Background

Indonesia is a country has thousands of large and small islands that are very beautiful. Therefore, it is very appropriate that the tourism sector became the superior sectors to increase state and local revenues.

West Nusa Tenggara or Nusa Tenggara Barat (NTB) province with two biggest Islands, Lombok and Sumbawa, has a rich culture and high variation. So, it is very prospective for the tourism development. The multiethnic cultural characteristics with three main tribes such as Sasak (Lombok), Samawa (Sumbawa) and Mbojo (sumbawa), and also reinforced by cultural ethnic like Balinese, Javanese, Malay, Bugis, Timor, Banjar, Chinese, Arabic, make NTB province to be like Indonesia miniature and the archipelago cultural mosaic.<sup>1</sup>

Visit Lombok Sumbawa (VLS) program is a program created to increase tourist visits from both domestic and foreign tourists. Visit Lombok Sumbawa program (VLS) in 2012 was inaugurated by President Susilo Bambang Yudhoyono, on 6 July 2009, bringing fresh air to the world of tourism in West Nusa Tenggara (NTB) province. This program has been able to increase significantly the number of tourist visits.

---

<sup>1</sup> According to Kompas.com (accessed on 05/21/2014 09:36 o'clock am)

Therefore, it must have major implications to increase the welfare of society.<sup>2</sup>

The number of tourists who come to Lombok-Sumbawa both foreign and domestic tourists shows increase very well each year, as shown by the data below. With the Visit Lombok-Sumbawa program, it could to increase tourist arrivals in five years ago. In 2008, the number of tourists recorded was 544 501 people and in 2012, it increased rapidly and exceeded the target with visit number of 1,163,142 people.<sup>3</sup>

**Table 1.1**

**The Number of Tourist Arrivals of NTB Province both Foreign and Domestic Tourists in 2008-2012**

Year	The number of tourists	Visit	
		Foreign	Domestic
2008	544.501	213.926	330.575
2009	619.097	232.252	386.845
2010	725.388	282.161	443.227
2011	886.880	364.196	552.684
2012	1.163.142	471.706	691.436

Source: Jakarta Kompas.Com

The data from the table above shows the number of tourist arrivals that increases significantly. In 2008 with a total number of tourist arrivals

<sup>2</sup> According to Beritadaerah.com (accessed on 05/21/2014 09:46 o'clock am)

<sup>3</sup> According to Kompas.com (accessed on 05/21/2014 09:28 o'clock am)

of 544.501 people. It consisted of 213.926 people who are tourists from foreign countries and 330.575 people who are domestic tourists. In 2009, the number of tourists visiting was 619.097 people consisted of 232.252 foreign and 386.845 domestic tourists. Meanwhile in 2010 the number of tourists arrivals was 725.388 people consisting of 282.161 foreign and 443.227 domestic tourists. In 2011 the number of tourists arrivals was 886.880 people that consisted of 364.196 foreign countries and 522.684 domestic tourists, and in 2012 it increased rapidly to 1.163.142 people, consisting of 471.706 foreign and 691.436 domestic tourists.

The increasing number of tourist visits to NTB province has already been described above since the Visit Lombok Sumbawa (VLS) program launching showed an increase on each year. There is one of the reasons why the researcher do research to the extent of the effectiveness of Visit Lombok Sumbawa (VLS) program in 2012-2014 to increase tourist arrivals in NTB province. These research discusses some aspects as follows:

1. The effectiveness of Visit Lombok Sumbawa (VLS) program in 2012-2014.
2. The increasing number of foreign tourist arrivals has been implemented the Visit Lombok Sumbawa (VLS) program in 2012-2014.
3. This research studies the increase of foreign tourist arrivals in NTB province in 2012-2014.

4. This research discusses what had been done by government of the NTB province or related departments such as the Department of Culture and Tourism (Disbudpar) and Regional Tourism Promotion Agency (BPPD) NTB province to support the Visit Lombok Sumbawa (VLS) program in 2012-2014.

As far as researcher is concerned, the effectiveness of Visit Lombok Sumbawa (VLS) Program in 2012-2014 research does not exist, and there is only thesis about promotion strategies of Visit Lombok Sumbawa (VLS) program in 2012. The study also focuses on increasing the foreign tourist arrivals to the NTB province. As we know that the location of the International Airport in NTB province at the Lombok Island, then it make easier for foreign tourist who will come to NTB province.

Travelers who want to have vacation in the NTB Province have a variety of options. Lombok and Sumbawa Island, spread the beautiful island started Senggigi beach, Malimbu (West Lombok), Kuta, Tanjung aan, Mawun (Central Lombok), Maluk beach (sumbawa), Lakey beach (sumbawa), Hu'u beach (Sumbawa) and so on. Not to mention, the three Gili. They are Gili Air, Gili Meno and Gili Trawangan (North Lombok Regency), which are famous in the world and there are some tourists who always come there both domestic and foreign. Tourists who want to feel the natural tour can visit the Sembalun village (East Lombok) and Bayan village (North Lombok). In addition, for tourists who like mountain climbing can climb the Rinjani mountain (East Lombok) the second

highest mountain in Indonesia and Tambora mountain (Sumbawa Island). There are many more natural tourism objects in Lombok and Sumbawa Island for all tourists who want to have vacation in NTB Province.

In 2012 was the year of tourism revival in West Nusa Tenggara (NTB) after a long time it did not show the increasing number of tourist arrivals significantly. According to data from the government of West Nusa Tenggara (NTB) Province, it was due to the impact of the Bali bombings and terror events in Indonesia.

The superiority program by Local Government of West Nusa Tenggara (NTB) Province with the target of 1 million tourists until the end of 2012 that has been done became one of optimistic steps that the results can be seen and felt by the people of NTB province . Figure of one million is not difficult thing to achieve. Moreover, the government is optimistic that the target could be exceeded. It was shown in October 2012 that it has recorded that more than nine hundred thousand travelers came and spent their dollars on these two beautiful islands both Lombok and Sumbawa. The local government has been making cooperation with private parties and society to synergize building regional tourism, in order to stimulate and to increase the number of tourists visits.<sup>4</sup>

Based on the Central Statistics Agency (BPS), the number of foreign tourists who have visited West Nusa Tenggara (NTB) province through the Selaparang entrance (old Airport) is shown the following data:

---

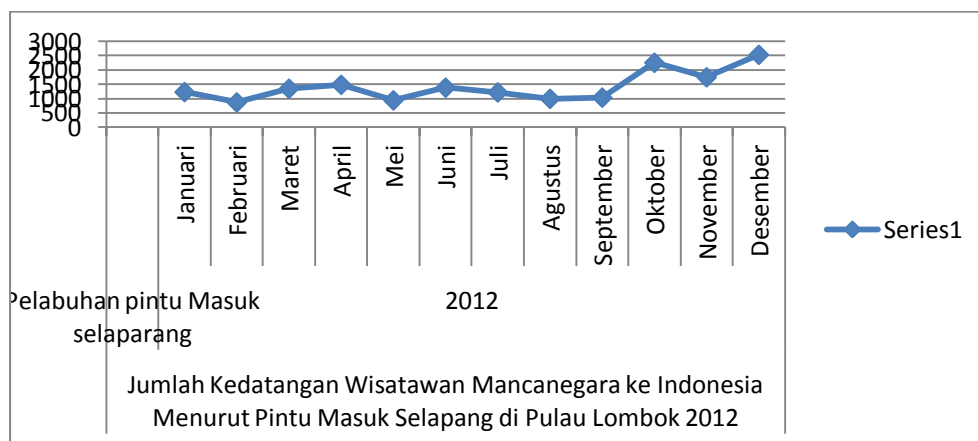
<sup>4</sup> According to Kompas.com (accessed on 05/21/2014 09:36 o'clock am)

**Tabel. 1.2**  
**Number of Foreign Tourist Arrivals to Lombok island**  
**According to Entrance in 2012**

Selaparang Entrance	Month	Number of Foreign tourist
	<b>January</b>	<b>1230</b>
	<b>February</b>	<b>817</b>
	<b>March</b>	<b>1348</b>
	<b>April</b>	<b>1482</b>
	<b>May</b>	<b>942</b>
	<b>June</b>	<b>1384</b>
	<b>July</b>	<b>1219</b>
	<b>August</b>	<b>996</b>
	<b>September</b>	<b>1037</b>
	<b>October</b>	<b>2251</b>
	<b>November</b>	<b>1745</b>
	<b>December</b>	<b>2527</b>

**Figure 1.1**

**Number of Foreign Tourist Arrivals through Selaparang Entrance to Lombok Island in 2012**



Source: Webside Badan Pusat Statistik

The data shows the number of foreign tourist arrivals through the Selaparang entrance each month in 2012. They show that in each month the number of foreign tourist arrivals are never constant but the number is up and down every month. The up and down of the number of tourists especially foreign tourists who come to West Nusa Tenggara (NTB) province in each month make the researcher interested to know how far the effectiveness of Visit Lombok Sumbawa (VLS) program in 2012-2014 is which has been implemented by Department of Culture and Tourists (Disbudpar) and Regional Tourism Promotion Agency (BPPD) of NTB province particularly to increase foreign tourist visit in the West Nusa Tenggara Province.

## **B. Problem of Research**

Based on the background of the problems described above, the proposed formulation of the problem in this study is as follows:

**"How far is the effectiveness of Visit Lombok Sumbawa (VLS) program in 2012-2014 to increase the number of foreign tourist visit in West Nusa Tenggara (NTB) Province ?"**

## **C. Limitations of Research**

In order to make the research become more clear, focused and directed, it is widespread, then the researcher limits the problem as follows:

- a. This study only discusses about the effectiveness of Visit Lombok Sumbawa (VLS) program in 2012-2014 to increase tourist arrivals in West Nusa Tenggara.
- b. Considering that West Nusa Tenggara is so big, the research is done by taking the data from the Department of Culture and Tourism NTB province to know what has been done by the government of West Nusa Tenggara to support the Visit Lombok Sumbawa (VLS) program in 2012-2014 to increase foreign tourist visit NTB province.
- c. This study discusses only foreign tourists and Department of Culture and Tourism (Disbudpar), Tourism Promotion Region Agency (BPPD) NTB province as research objects.

#### **D. Purpose and Benefits of Research**

1. Purpose of Research
  - a. To know the activities of the government of West Nusa Tenggara (NTB), especially the Department of Culture and Tourism and other department related with the support to the Visit Lombok Sumbawa (VLS) program in 2012-2014.
  - b. To know the effectiveness of the Visit Lombok Sumbawa (VLS) program in 2012-2014 to increase foreign tourist visit in West Nusa Tenggara Province.



## 2. Research Benefits

- a. Academically, this research is expected to contribute FISIP UMY, particularly the Department of Government to enrich the research and literature sources.
- b. Theoretically, this study is expected to increase the knowledge and insights of researchers to study.
- c. Practically, this research is expected to contribute to the parties that require knowledge regarding about the research.

## E. Theory

Before conducting the research, the researchers would need to arrange a theory. Function of theory in research is very important to be reference or guiding for a analysis process. Theory is foundation of thinking to describe from what direction the researcher sees the problem to be study.<sup>5</sup> There are some theories considered as relevant in this study such as the effectiveness, program, tourists, and Visit Lombok Sumbawa (VLS) in 2012-2014.

### 1. Effectiveness

#### a. Definition of Effectiveness

Effectiveness is the relationship between the output with the goal, the greater contribution output to the achievement of the goal, the more effective the organization, program or activity.<sup>6</sup>

---

<sup>5</sup> Dr.Drs.Ikbar, Y,MA. (2012). Metode Penelitian Sosial Kualitatif, Bandung: PT Refika Aditama, Hal 88

<sup>6</sup> Mahmudi, 2005. Manajemen Kinerja Sektor Publik. Yogyakarta: UPP-AMP-YKPN. Hal:92

Effectiveness comes from the word effective that has meaning of success to achieve the goals that have been set. The effectiveness is also called as purpose result. The effectiveness is always related with the relationship between the expected results and actual results achieved. Like the opinion of Arthur G. Gedeian et.al. that the definition of effectiveness is the greater the extent in which an organization's goals are met or surpassed, the greater the effectiveness is the greater achievement goals organizational, so the greater also the effectiveness.<sup>7</sup>

Based on the above opinion, if the goals of organization is greater, as the effectiveness is also greater. The definition can be concluded the existence of a great achievement from the objectives of the organization, so that greater results will be achieved from these objectives. William N. Dunn explains that :

Effectiveness is related with whether an alternative to achieve the results the expected, or achieve the purpose from actions. This is closely related to technical rationality, always measured from the product service or monetary value.<sup>8</sup>

The effectiveness means successful or appropriate. Effective is a basic word, while the noun for effective is effectiveness. Effectiveness is always related with the relationship

---

<sup>7</sup> Fenny, Vidi, Astria, 2013, Skripsi: *Efektivitas Program Jaminan Kesehatan Masyarakat di RSUD Embung Fatimah Kota Batam 2012*, Universitas Muhammadiyah Yogyakarta, Yogyakarta.

<sup>8</sup> William N. Dunn, *Pengantar Analisis Kebijakan Publik*, UGM, Yogyakarta, 2003. Hal.429

between the expected results with actual results achieved. There are definition of effectiveness, according to some experts:

1) According to Effendi's opinion, it is as follows:<sup>9</sup>

Communication processes achieve the planned objectives in accordance with budgeted costs, time set and the number of personnel is determined.<sup>10</sup>

Effendi more explains more that the indicator of the effectiveness in the meaning of the achievement of goals or objectives that have been determined before measuring where the target has been reached with what has been planned.

2) According to Markus Zahnd's opinion, it is as follows:

"Effectiveness is focused on the result, influence or effect, while the efficiency means the right or conformity to do with not a waste of time, effort, and costs".<sup>11</sup>

Based on Zand's explanation, it can be interpreted that the effectiveness is more focused on the effect or influence while efficiency emphasizes on decision about resources, which include the budget, time, labor, tools and method of how the implementation is on time.

---

<sup>9</sup> Sumber skripsi, Ahmad Mawi, *Efektifitas Kinerja Badan Promosi Pariwisata Sleman (BPS) Dalam Mempromosikan Pariwisata Dikabupaten Sleman Tahun 2011*, UMY.

<sup>10</sup> Effendy, 1989. *Kamus Komunikasi*. Bandung. PT. Mandar Maju. Hal.14

<sup>11</sup> Markus Zahnd, 2006. *Perencanaan Kota Secara Terpadu*. Yogyakarta: Kanisius. Hal: 200

3) According to Susanto, it is as follows:

The effectiveness is a message to influence or power level of messages to influence.<sup>12</sup>

4) According to Mahmudi, it is as follows:

Effectiveness is the relationship between the output with the goal, the greater contribution output to the achievement of the goal, the more effective the organization, program or activity.<sup>13</sup>

b. Measures of Effectiveness

Measuring the effectiveness of the organization is not a very easy thing because effectiveness can be accessed from various viewpoints, and depending on who is judging and interpreting them. When viewed from the perspective of productivity, then a production manager provides that effective means understanding that the quality and quantity (output) of goods and services.

Level of effectiveness can also be measured by comparing between the plan that has been determined and tangible results that have been realized. However, if the effort or the work results and the action do not succeed and cause the target or expected goal is not achieved, so it is not effective.

---

<sup>12</sup> Susanto, 1975. *Pendapat Umum*. Bandung: Bina Cipta. Hal:156

<sup>13</sup> Mahmudi, 2005. *Manajemen Kinerja Sektor Publik*. Yogyakarta: UPP-AMP-YKPN. Hal:92

There are criteria or measures about whether the objective is effective or not, according to S. P. Siagian, it is as follows:<sup>14</sup>

- 1) There should be clarity of objectives to achieve. It means that the employees in implementing the task of achieving targeted goals and objectives of the organization can be successful.
- 2) There should be clarity of the strategy to achieve the goal. It has been known that the strategy is "the road" followed in making various efforts to achieve the goals identified for the implementers do not get lost in the achievement of organizational goals.
- 3) There should be process of analysis and policy formulation that is steady, related to the objectives to be achieved and established strategy means that development policy must be able to connect the objectives with the efforts of implementation of operational activities.
- 4) There should be careful planning. It means that the organization what is now about what they have to do in the future.
- 5) There should be the making of the right program. A good plan still needs to be translated into programs that appropriate in the implementation. Because if it is not, the

---

<sup>14</sup> Ahmad Mawi, *Efektifitas Kinerja Badan Promosi Pariwisata Sleman (BPS) Dalam Mempromosikan Pariwisata Dikabupaten Sleman Tahun 2011*, UMY.

executor will have less possessed the guidelines to act and to work.

- 6) There should be availability of infrastructure of work. One indicator of the effectiveness of the organization is the ability to work productively. With infrastructure that is available and that may be provided by the organization.
- 7) There should be effective and efficient implementation. Even though it is a good program, if it is not carried out effectively and efficiently then the organization will not achieve their goal. Because the implementation will increasingly bring it closer to the goal.

There are three approaches that can be used to measure the effectiveness of an organization, as pointed out by Martani and Lubis, as follows:<sup>15</sup>

- 1) Resource approach which measures the effectiveness of the input. It prioritizes their approach to organizational success for the resources; both physical and non-physical within their organizational needs.
- 2) Process Approach is to see how effective implementation of all activities of internal processes or organizational mechanisms is.

---

<sup>15</sup> Ahmad Mawi, *Efektifitas Kinerja Badan Promosi Pariwisata Sleman (BPS) Dalam Mempromosikan Pariwisata Dikabupaten Sleman Tahun 2011*, UMY.

- 3) Goal Approach is where the center of attention at the output is and, measure the success of the organization to achieve the results (output) in accordance with the plan.

## 2. Program

### a. Definition Program.

According to John L Herman in Tayibnasib, program is everything that people do with hopes of bringing the results or benefits<sup>16</sup>. From this definition, it could be concluded that something from which all human actions are expected to obtain the results and benefits is called a program.

According to John M Echols and Hassan Shadily, program is plan or design, it be implementation.<sup>17</sup> Different from Charles O. Jones, the definition of program is the way passed to reach the goal, some specific characteristics that can help a person to identify an activity as a program or not, are:

- 1) The program tends to require staff, for example, to implement a program or as executor.
- 2) The program usually has its own budget, and sometimes the program is usually also identified through the budget.
- 3) Program possesses its own identity, which, when it runs effectively it can be recognized by the public.

---

<sup>16</sup> Tayibnapi, *Evaluasi Program*. Jakarta: PT Renika Cipta, 1989, hal 6

<sup>17</sup> Jonh M Echols dan Hasan Sadily, 2000, Hal.450

There are three important insights and needs to be emphasized in determining the program, namely (1) the realization or implementation of a policy, (2) it occurs in a relatively long time-not a single activity but plural-continuous, and (3) it occur within an organization involving a group of people.<sup>18</sup>

A program is not just a single activity that can be completed in a short time, but it is a continuous activity for carrying out an activity. Therefore, a program can take place in a relatively long timeframe. Definition of program is a unit or entity of activities undertaken not only once but continuously. The implementation of the program always happens in an organization, it means must involve a group of people. The definition of programs mentioned above is general understandings of the program.

In life, there is also a program that lasts only a short time, such as programs of hero commemoration day, and Independence Day programs. Memorial service can be classified as a program because it contains several components and is designed through a series of meetings, but its implementation is only in brief.

b. Visit Lombok Sumbawa (VLS) Program

Visit Lombok Sumbawa (VLS) program in 2012-2014 is a program conducted by the Government of West Nusa Tenggara (NTB) in 2012-2014 and implemented by the Department of Culture and

---

<sup>18</sup> Prof.Dr.Suharsimi Arikunto dan Cepi Safrudin Abdul Jabar, *Evaluasi Program Pendidikan*, (Jakarta: Bumi Aksara, 2004), hal.2-3.



Tourism (Disbudpar) and Regional Tourism Promotion Agency (BPPD) to promote all tourism objects in NTB to increase tourist visits. There are purpose of the Visit Lombok Sumbawa (VLS) program, as following:

1. General Purpose

The general aim of the Visit Lombok Sumbawa (VLS) in 2012 to increase tourist visits both domestic and foreign tourism by targeting one million tourists by the end of 2012 to introduce tourism in West Nusa Tenggara (NTB) and foreign exchange have impact on increasing the national revenue.

2. Special Purpose

- a. To increase local revenues
- b. To introduce the tourist object and culture in West Nusa Tenggara (NTB) Province.
- c. To open up business opportunities or employment opportunities for people who have an impact on improving the welfare of society.

3. Tourist

Definition of tourist according to Noval (in Yoeti, 1995 : 112) is any person who comes from a country whose reason is not to settle or work there on a regular basis, and where he lives for a temporary state that he gets to spend money at other place.<sup>19</sup>

---

<sup>19</sup> Achmad, Mawi, V, 2012, Skripsi: *Efektifitas Kinerja Badan Promosi Pariwisata Sleman (BPS) Dalam Mempromosikan Pariwisata Dikabupaten Sleman Tahun 2011*, Universitas Muhammadiyah Yogyakarta, Yogyakarta.

Tourists are people who do tour activities (Law 10 of 2009).<sup>20</sup> So this definition means that all people who do travel are called tourists. Whatever the goal is important, and the trip is not to settle and not to look for job or work in the place visited.

Pacific Area Travel Association limits that tourists are people who are traveling within 24 hours and a maximum of 3 months in a country that is not they used to live, they include:<sup>21</sup>

- a. People who are traveling for fun, for personal use or for medical purpose.
- b. People who are traveling for business, meetings, conferences, meetings or as representatives from various agencies/ organizations.
- c. Government and military officials and their families who are placed in other countries do not belong to this category, but if they are traveling to another country, it can be classified as tourists.

Pendit (1994:38)

---

<sup>20</sup> Sumber unadang-undang no 10 tahun 2009

<sup>21</sup> Source: Pengertian wisatawan (2014), <http://repository.usu.ac.id/>, (diakses tanggal 1 desember 2014 jam 01:02 am)

Tourists can be divided again into:<sup>22</sup>

- a. International Tourist (Foreign) is person who travel outside to the other country for vacation.
- b. National Tourist (Domestic) is original native inhabitant of a country who travel in his country outside his domicile place, within a period of at least 24 hours and not to work or to look for job. Pendit (1994:39).

#### **4. Visit Lombok Sumbawa (VLS) 2012-2014**

Visit Lombok Sumbawa (VLS) program in 2012-2014 is a program conducted by the Government of West Nusa Tenggara (NTB) in 2012-2014 and it was run by the Department of Culture and Tourism (Disbudpar) and Regional Tourism Promotion Agency (BPPD) work together to promote all tourism objects owned by NTB province for increasing tourist visits. Through this program, the government of West Nusa Tenggara (NTB) province hopes to promote the area both at national and international level through the tourism sector.

In outline, the Visit Lombok Sumbawa (VLS) program 2012-2014 aimed to increase domestic and foreign tourist visit in order to make them to come to the tourist object each region of West Nusa Tenggara. Through this program, the local government of West Nusa Tenggara (NTB) province targeted around 1 million tourists until in

---

<sup>22</sup> Source: Pengertian wisatawan (2014), <http://repository.usu.ac.id/>, (diakses tanggal 1 desember 2014 jam 01:02 am)

the end 2012. In general, tourists can be divided into. They are foreign and domestic tourists. The researcher interested to do research on the implementation of this program, to know how far the effectiveness its program in 2012-2014 to increase foreign tourists in NTB province is.

## F. Conceptual Definition

Conceptual definition is an effort to explain the limitations of the understanding between one concepts and other concept, in order to avoid misunderstandings.<sup>23</sup> Based on the above explanation there are some definitions conceptual to explanation that can be explained, as follow:

1. Effectiveness is the relationship between the output and the goal, the greater contribution output to the achievement of the goal, the more effective the organization, program or activity.<sup>24</sup>
2. Program is everything that people do with hopes of bringing the results or benefits<sup>25</sup>.
3. Tourist is a person or group of people who travel to the other place, and places of residence are either still in the country or in other countries with the purpose of vacation and do not settle in the place but only stay temporarily.
4. The Visit Lombok Sumbawa (VLS) program in 2012-2014 is a program implemented by the Government of West Nusa Tenggara (NTB) in 2012-2014 and was runing by the Department of Culture

---

<sup>23</sup> Achmad, Mawi, V, 2012, Skripsi: *Efektifitas Kinerja Badan Promosi Pariwisata Sleman (BPS) Dalam Mempromosikan Pariwisata Dikabupaten Sleman Tahun 2011*, Universitas Muhammadiyah Yogyakarta, Yogyakarta.

<sup>24</sup> Mahmudi, 2005. *Manajemen Kinerja Sektor Publik*. Yogyakarta: UPP-AMP-YKPN. Hal:92

<sup>25</sup> Tayibnapi, *Evaluasi Program*. Jakarta: PT Renika Cipta, 1989, hal 6

and Tourism (Disbudpar) and Regional Tourism Promotion Agency (BPPD) work together to promote all tourism objects in NTB Province to increase tourist visits.

### **G. Operational Definitions**

Operational research is the element that gives direction and procedures to inform on what variable measure is and on how to measure the variable. Meanwhile understanding of the operational definition is changing concepts or abstract variables with words that describe the observed symptoms, that can be tested and that can be determined or can be explained by other people.<sup>26</sup> In other words, the operational definition changes concepts or abstract variables to a more realistic and concrete level, concrete so that the symptoms are easy to recognize. From the description, the variables required in the preparation of the research on the effectiveness of the Visit Lombok Sumbawa (VLS) to increase tourist arrivals in 2012 are as follows:

1. Measurement of the effectiveness :
  - a. There should be clarity of objectives to achieve, it is means in this case the goal that will be achieved through the Visit Lombok Sumbawa (VLS) program in 2012-2014.
  - b. There should be clarity of the strategy to achieve the goal, in this case that was done by the local government or Department Culture and Tourism (Disbudpar) and Regional Tourism Promotion Agency

---

<sup>26</sup> Drs Wahyu, Ms, Bimbingan Penulisan Skripsi, Tarsito, Bandung, 1993, Hal.55

(BPPD) NTB province to support of the Visit Lombok Sumbawa (VLS) program in 2012-2014.

- c. There should be process of analysis and policy formulation that steady, it is means related to the objectives to be achieved and the strategies has done by the Office relating in the implementation of the Visit Lombok Sumbawa (VLS) program in 2012-2014. It is means that development policy must be able to connect the objectives with the efforts of implementation operations activity.
- d. There should be careful planning, it is means determine of the implement activities that was support it program in 2012-2014 with a right implemented by the relevant authorities (Disbudpar NTB).
- e. There should be making of the right program, it is means determine the activities that was done by Disbudpar and BPPD NTB to the right implemented of Visit Lombok Sumbawa (VLS) program in 2012-2014.
- f. There should be availability of fascilities and infrastructure work, one indicator of the effectiveness of organization is the ability to work productively. With infrastructure is available and may be provided by the Disbudpar and BPPD NTB could be increase of quality employee to achieve the goal.
- g. There should be effective and efficient implementation. Even thought it is good a program if it implementation not effectively and efficiently then the organization will not achieve their goal because with the

effectively and efficiently implementation of program of organization will make organization so closer to the goal. Disbudpar and BPPD NTB must be effective and effcien to implement it prgram to achieve the goal.

## **H. Methods**

### **1. Types of Research**

This study is a descriptive study, with a qualitative approach. A descriptive research study is a research that is limited on effort that reveals a problems or situations or events as they are, so it simply expresses the fact (fact finding). The results of this study are focused on providing an overview objectively about true condition of object of observation.<sup>27</sup>

### **2. Analysis Unit**

The unit of analysis in this study is the Department of Tourism and Culture (Disbudpar) and Regional Tourism Promotion Agency (BPPD) of West Nusa Tenggara (NTB), which run the Visit Lombok Sumbawa (VLS) program in 2012-2014 to increase tourist arrivals. This study is specially to know how far the effectiveness of program to increase tourist foreign visit in West Nusa Tenggara Province is.

---

<sup>27</sup> Dr.Drs.Ikbar, Y,MA. (2012). Metode Penelitian Sosial Kualitatif, Bandung: PT Refika Aditama, Hal 155

### 3. Types of Data

#### a. Primary data

A description of the data obtained from the parties is related with problems that exist in the study.<sup>28</sup> Primary data in this study is the response of Department of Culture and Tourism (Disbudpar) , on:

- 1) Achievement of Disbudpar and BPPD NTB province to increase number of tourist visit in NTB province.
- 2) The parties are related in making of Visit Lombok Sumbawa (VLS) program.

#### b. Secondary Data

Secondary data is the data obtained from the documentary materials and literatures in the research object.<sup>29</sup> In this research, the secondary data is all the data related with the performance of the Department of Culture and Tourism (Disbudpar) and Regional Tourism Promotion Agency (BPPD) West Nusa Tenggara (NTB), as follows:

- 1) Statistical data foreign tourist
- 2) Data of international tourist arrivals
- 3) Efforts to promote tourism objects
- 4) Promotion media of tourism objects

---

<sup>28</sup> Achmad, Mawi, V, 2012, Skripsi: *Efektifitas Kinerja Badan Promosi Pariwisata Sleman (BPS) Dalam Mempromosikan Pariwisata Dikabupaten Sleman Tahun 2011*, Universitas Muhammadiyah Yogyakarta, Yogyakarta.

<sup>29</sup> Achmad, Mawi, V, 2012, Skripsi: *Efektifitas Kinerja Badan Promosi Pariwisata Sleman (BPS) Dalam Mempromosikan Pariwisata Dikabupaten Sleman Tahun 2011*, Universitas Muhammadiyah Yogyakarta, Yogyakarta.



#### 4. Data Collection

In collecting data for the study, the researcher used multiple data collection techniques, as follows:

##### a. Interview

The interview is the collection of data by asking questions directly to the respondents by the interviewer (data collector), and the respondents answers were recorded on audiotape or written.

**Tabel. 1.3**

**Resource**

<b>No</b>	<b>Source</b>	<b>Number</b>
<b>1</b>	<b>The Head of Department of Culture and Tourist(Disbudpar) in NTB or Staff</b>	<b>2 person</b>
<b>2</b>	<b>The Head of Regional promotion Tourist Agency (BPPD) NTB or Staff</b>	<b>1 person</b>

##### b. Documentation Study

This technique is a way to collect data through a written heritage, especially in the form of archives including books about opinions, theory, proposition, laws and other issues related to the investigation.

**Tabel. 1.4**  
**Documentation Study**

No	Institution	Secondary Data
1	<b>The Head of Department of Culture and Tourist(Disbudpar) in NTB or Staff that is related</b>	<b>Lakip 2012-2013 dan Renstra Disbudpar NTB, culture and tourism statistic NTB book 2014. Written data result of interview</b>
2	<b>The Head of Regional promotion Tourist Agency (BPPD) NTB or Staff that is related</b>	<b>Data of Mision, Vision and Structure organization</b>

#### 5. Analysis Data

This study used a qualitative analysis, where data collected will be interpreted by the words or sentences to obtain conclusions. The analysis obtained data from field studies and analysis processes is then conducted based on the ability of the researcher in connecting facts data to produce a scientific work.

On the stages of data analysis, generally data analysis activities include a series of activities as follows:

##### a. Data Display

Data display is useful to look at the overall picture of the research results, either in the form of a matrix or coding, and from the results of

the data reduction and the data display, the researche could draw conclusions that was verified so that they can be meaningful data.<sup>30</sup>

b. Data processing

Data processing is a very important stage. At this stage, the data is processed in such a way that the conclusion is in the form of truths which can be used as answers to the problems proposed in the research.<sup>31</sup>

c. Data editing

Data edit is activity that aims to improve the quality of data to eliminate any doubt of the truth that may arise after reading the data.<sup>32</sup>

---

<sup>30</sup> Achmad mawi, 2012, Skripsi: efektivitas kinerja badan promosi parawisata seleman(BPS) dalam mempromosikan wisata dikabupaten seleman tahun 2011, UMY. Yogyakarta.

<sup>31</sup> Achmad mawi, 2012, Skripsi: efektivitas kinerja badan promosi parawisata seleman(BPS) dalam mempromosikan wisata dikabupaten seleman tahun 2011, UMY. Yogyakarta.

<sup>32</sup> Achmad mawi, 2012, Skripsi: efektivitas kinerja badan promosi parawisata seleman(BPS) dalam mempromosikan wisata dikabupaten seleman tahun 2011, UMY. Yogyakarta.