

# Tourism Sector Policy Implementation in the Talaud Islands Regency

## (Study of the Development of Panulan Waterfall Destinations)

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DOI: 10.29322/IJSRP.10.04.2020.p100108

<http://dx.doi.org/10.29322/IJSRP.10.04.2020.p100108>

**Abstract-** This study aims to describe, analyze, and interpret the implementation of the Panulan waterfall destination development policy in the Talaud Islands Regency which is focused on the development plan, the potential, community response, and its determinants. The research method uses a qualitative approach and research instruments are the researchers themselves assisted with assistive devices such as Digital Cameras, Mobile Phones, Tape Recorder. Primary data sources are informants who were determined purposively. Data analysis techniques using steps, namely: data reduction, data display, and Verification and Conclusions. The results showed that the local government of the Talaud Islands regency already had a plan to develop Panulan Waterfall tourist destination which was integrated or integrated with the Regional Tourism Development Master Plan (RIPPARDA), with reference to or based on the Regional Development Master Plan. Panulan Waterfall has a very prospective potential or has a very big opportunity to be developed due to its charming appeal, clear water, not yet contaminated with various pollutants, its water flow is quite heavy with uninterrupted water sources during the dry season and attracts tourists to visiting, especially natural attractions. In principle, the community is very respectful and supportive of this plan. The determinants for the implementation of the Panulan waterfall destination development policy are the availability of policies or legislation specifically regulating tourism as a juridical guideline for implementing a national tourism business, coordinating the local government, the Culture and Tourism office. as a technical service with other agencies / SKPD in Talaud Islands Regency and with other stakeholders, commitment and consistency in running the programs that have been prepared, as well as the availability of funds to finance programs and activities as well as public support and government officials who will determine the implementation of the program.

**Index Terms-** Development, Tourism, Policy, destination

### I. PRELIMINARY

#### A 1.1 Background of the Problem

Article 1 of Law No. 10/2009 affirms that a Tourism Destination, hereinafter referred to as a tourism destination, is a geographical area within one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and interrelated communities and complete the realization of tourism. Furthermore, it was also conveyed that Tourism is a whole activity related to tourism and is multidimensional and multidisciplinary in nature which emerges as a manifestation of the needs of every person and country providing and interacting between tourists and the local community, fellow tourists, the Government, Regional Government and entrepreneurs.

The waterfall is located in Panulan Village, Kabaruan sub-district which can be reached by vehicle in 25 minutes with a distance of 6 km from the capital of the district. Panulan waterfall has a height of approximately 25 meters from the top of the mountain. The water is very clear, natural panorama around the area such as, mountains and many trees over hundreds of years old. This situation was apparently not able to attract visitors to come. Based on data showing that the access road to the Panulan waterfall tourist attraction does not support. To go to these attractions must take the slippery, steep rocks that can endanger visitors, the location is not maintained, overgrown with weeds, dirty and a lot of trash scattered over the waterfall area. There is no resting place or food stalls provided for visitors to enjoy the beauty of the Panulan waterfall, seeing the problems that exist make visitors less interested in traveling to the Panulan waterfall.

#### 1.2 Problem Formulation

Based on the above background, the formulation of the problem in this study are: (1) How is the development of the Panulan Waterfall destination in the Talaud Islands Regency, (2) What factors determine the development of the Panulan Waterfall destination in the Talaud Islands Regency?

#### 1.3 Research Objectives

Starting from the formulation of the problem, the objectives of this study are: (1) To describe, analyze, and interpret the development of the Panulan waterfall destination in the Talaud Islands Regency; (2) To describe, analyze, and interpret the determinants of the development of the Panulan waterfall destination in the Talaud Islands Regency.

#### 1.4 Research Benefits

The expected benefits of this research are as follows: (1). Theoretically, it is expected to provide scientific benefits to increase knowledge, especially in the field of State administration at Manado State University; (2). Practically it is expected to be a useful and valuable input for the Government of the Talaud Regency more specifically the Culture and Tourism Office in developing the tourism sector in the Talaud Islands Regency and the Panulan Village Government to continue to improve for the progress of the Panulan village.

## II. THEORITICAL REVIEW

### 2.1 Public Policy

Public policy is a unit of interrelated processes between policy formulation (policy formulation), policy implementation (policy implementation) to the assessment (policy evaluation). Policy formulation or policy making (policy making) is essentially closely related to the decision making process (decision making). Decision is a choice of various alternatives (Dill, in Reach, 2012). According to Indiahono (2009: 17), public policy is often understood as an instrument used by the government to solve public problems technocratically. In a sense the government uses a rational choice approach to choose the best alternative to solve the problems faced by the community.

### 2.2 Public Policy Implementation

Bernadine R. Wijaya & Susilo Supardo (Pasolong 2010: 57), said that implementation is the process of transforming a plan into practice. People often assume that implementation is only an implementation of what has been decided, as if this stage is less influential. However, in reality it can be seen that however good a plan has been made but it is of no use if it is not implemented properly and correctly. Implementation is basically the operation of various activities in order to achieve a goal.

Furthermore according to Gordon (in Pasolong 2010: 58) that the implementation relates to various activities directed at the realization of the program. In this case the administrator manages how to organize, interpret, and implement the selected policies.

### 2.3 Policy Implementation Model

Meter and Horn Implementation Model (in Indiahono 2009: 58) namely, (1) policy standards and objectives, policy standards and objectives are basically what the program or policy wants to achieve, whether tangible or not, short, medium or long term (2) policy performance, is an assessment of the achievement of standards and policy targets that have been set at the beginning. (3) resources refer to how much financial and human resources to implement the program or policy. (4) communication between implementing agencies, refers to the procedure mechanism that is planned to achieve the goals and objectives of the program. (5) the characteristics of the implementing agency, designating how much

support the organizational structure, developing values, relationships and communication that occur in the internal bureaucracy. (6) social, economic and political environment, pointed out that the environment in the realm of implementation can influence the success of the implementation of the policy itself. (7) the attitude of the executor, pointed out that the attitude of the executor became an important variable in the implementation of the policy.

George C. Edward III (in Agustino 2008: 149) this model is called Direct and Indirect Impact on Implementation. In this approach there are 4 variables that determine the success of implementing a policy, namely, (1) Communication, effective implementation occurs when decision makers already know what they are going to do. (2) Resources, indicators of resource success are staff, and information, authority and facilities. (3) Disposition or attitude of the executor of the activity, the implementation of the policy will be effective if the implementers of the policy must not only know what they have to do but also have the ability to carry it out. (4) Bureaucratic structure, complex policies require the cooperation of many people, therefore a conducive bureaucratic structure is needed so as not to impede the course of the policy.

## III. RESEARCH METHODS

### 3.1. Research Approach

The method used in this research is a qualitative method. Where Bogdan and Biklen (Sugiono 2009: 13-14) suggest that qualitative research is carried out in natural conditions, (as opposed to being an experiment), directly to data sources and researchers are key instruments. Qualitative research is more descriptive, the data collected in the form of words or images, so it does not emphasize numbers. Thus this research is aimed at analyzing and interpreting the Implementation of Tourism Sector Policy in Talaud Islands Regency (Study of the Development of Panulan Waterfall Destinations).

### 3.2. Research focus

After observations and interviews with several informants, this research was conducted with a focus of research as follows: (1) Plans for developing Panulan Waterfall tourist destinations in Talaud Islands Regency; (2) Potential of Panulan Waterfall as a tourism destination; (3) Panulan Village community response regarding the development of the Panulan waterfall destination as a tourist attraction.

### 3.3. Research sites

The researcher chose the location of the research, namely in the Regency of Talaud Islands, in the Culture and Tourism Office of Talaud Islands Regency and in Panulan Village. Researchers focus more on waterfall tourist destinations in the village of Panulan.

### 3.4. Research Instruments and Data Sources

The research instrument or research tool is the researcher himself. Where in conducting research, researchers are assisted with assistive devices to facilitate research. Such as Digital Cameras, Mobile Phones, Tape Recorder, and other assistive devices. In accordance with the problem and focus of this research,

the data source is the informant. As for the informants were the Head of the Culture and Tourism Office of Talaud Regency, the Head of the tourism sector, the village government as well as the community members in panulan village.

### 3.5 Data collection technique

Sugiyono (2013) argues that in collecting data researchers must actively involve themselves in spaciousness. This data collection process includes the following stages: (1) The process of entering the research site; (2) When in the research location; (3) Collecting data.

## IV. RESULTS AND DISCUSSION

### 4.1 Presentation of Research Results

#### 4.1.1. Implementation of the Panulan Waterfall Tourism Sector Policy in the Talaud Islands District.

##### 1. Waterfall Destination Development Plan

The business development of the Panulan waterfall destination in Talaud Regency must be drawn up with a good development plan, so that it becomes one of the attractive and fascinating tourist destinations for potential visitors / tourists and even visitors / tourist to come and come back to visit this Panulan Waterfall tourist attraction. These plans are as follows: (1) Plans for developing Panulan Waterfall tourist destination destinations are integrated or integrated with the Regional Tourism Development Master Plan (RIPPARDA), (2) Plans for developing Panulan Waterfall tourist destination destinations in particular and RIPPARDA in general have been adjusted with the master plan by considering the latest changes and developments and anticipating the future, such as the Law on tourism No 10 of 2009; (3) Panulan Waterfall Destination Development Program is the construction of Roads and Site Arrangement, (4) The program has not been realized because it is constrained by funds and land status.

##### 2. Potential of Panulan Waterfall as a tourism destination

1. clear water, (2) the water has not been contaminated with various pollution, (3) the water flow is quite heavy, (4) water sources that are not disturbed during the dry season, (5) Goa which can be used as tourist attractions, (6) Sound bird (endemic) still replies to describe the beauty of nature around the waterfall.

##### 3. The response of the Panulan Village community about the development of the Panulan waterfall destination as a tourist attraction

1. The community is very respectful and supports the plan to develop Panulan waterfall destination as a tourist attraction even though until now there has not been any activity carried out for the development of the destination; (2) Community involvement in meetings with village government to discuss this plan; (3) The community is willing to participate in the form of personnel when asked to build infrastructure for access to places / attractions of this Panulan waterfall.

##### 4.2.2. Determinants of Policy Implementation in the Panulan Waterfall Tourism Sector in Talaud Islands Regency.

1. Availability of policies or legislation specifically regulating tourism (Law Number 10 Year 2009); (2) Coordination and cooperation between the regional government, the Culture and

Tourism service as a technical service with other services / SKPD in Talaud Islands Regency and with other stakeholders; (3) Commitment to run the programs that have been prepared; (4) Allocation of funding sources Public support and government officials.

### 4.3. DISCUSSION

**4.3.1 Plan for the development of the Panulan Waterfall destination**  
The results of study found that the local government of the Talaud Islands district already had a plan to develop Panulan Waterfall tourist destination destinations that were integrated or integrated with the Regional Tourism Development Master Plan (RIPPARDA), with reference to or referring to the Regional Development Master Plan. This development plan was adapted to the master plan and consider the latest changes and developments as well as anticipate the future, in accordance with the Law on tourism No 10 of 2009. Based on the results of this study it can be said that the Talaud Islands Regency government has carried out the mandate that has been affirmed in the regional autonomy law that requires especially to the newly created autonomous region to develop all the potential that exists in the region in order to contribute in improving the welfare of the community and local revenue. Talaud Islands Regency as one of the autonomous regions in North Sulawesi Province can still be said to be a new autonomous region as a division of Sangihe and Talaud Islands Districts based on Law Number 08 of 2002 concerning the Establishment of the Talaud Islands District.

##### 4.3.2 Potential of Panulan Waterfall as a tourism destination

The results of the study found that Panulan waterfall has very prospective potential or has a very large opportunity to be developed due to its charming appeal, clear water, not yet contaminated with various pollutants, its water flow is quite heavy with uninterrupted water sources during the dry season and even more interesting, tourists can visit Goa around the waterfall, especially tourists who are interested in nature tourism.

##### 4.3.3 Community response to the development of the Panulan waterfall destination as a tourist attraction

The results found that the community gave a good and positive response to the development of the Panulan waterfall destination as a tourist attraction revealed. In principle, people are very respectful and supportive of this plan. Various forms of support provided by the community can be seen from their presence and participation when invited by the village government to a meeting to discuss this plan. In addition, they will be willing to participate in the form of personnel when asked to build infrastructure for access to places / attractions of this Panulan waterfall.

## V. CONCLUSIONS AND RECOMMENDATIONS

### 5.1. CONCLUSION

Based on the results of the analysis and discussion, the following conclusions are obtained: the Talaud Islands regional government already has a development plan for the Panulan Waterfall tourist destination that is integrated or integrated with the Regional Tourism Development Master Plan (RIPPARDA), with reference to or based on the Regional Development Master

Plan. Determinants of the Implementation of the Panulan Waterfall Tourism Sector Policy in the Talaud Islands Regency, namely the availability of policies or legislation specifically regulating tourism as a juridical guideline for implementing a national tourism business and the coordination factor of local governments, the Culture and Tourism service as a technical service with other agencies / SKPD in Talaud Islands Regency and with other stakeholders.

## 5.2 SUGGESTIONS

Improve internal coordination within the Department of Culture and tourism and with other agencies / SKPD in the Talaud Islands Regency as well as agencies and the private sector in managing tourism programs especially the Panulan waterfall destination. Increasing the commitment of regional governments in implementing all the tourism programs that have been established by including allocating sufficient funds to finance the implementation of the program and allocating funds specifically for the development of Panulan Waterfall tourist destinations and arranged in the APBD.

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