

IMPLEMENTATION OF TOURISM VILLAGE POLICY IN AGUSEN VILLAGE, GAYO LUES REGENCY

Sufi¹, Lisa Iryani²

^{1,2}Faculty of Social and Political Sciences, Universitas Malikussaleh

E-mail: sufi@unimal.ac.id

Abstract

This study aims to describe the implementation of the Qanun policy of Gayo Lues Regency Number 4 of 2016 concerning tourism, one of its contents is about the development, management and services of tourism that must be developed. One of them is the Agusen tourist village, which is located in Agusen village, Blangkejeren sub-district, the development which is still not optimal is a serious problem for the Gayo Lues district government to develop this Agusen tourist village. As for the focus of research from the implementation of local government policies regarding the Agusen tourism village, it focuses on communication, resources, disposition of implementers, bureaucratic structure and obstacles faced by local governments in the development and development of the Agusen tourism village object. This research uses qualitative methods using data collection techniques by observation, interviews and documentation. From the results of the study, it can be concluded that the communication that exists between the Gayo Lues district tourism office and the Agusen village government is going well, but the communication carried out with the Agusen village community does not go as desired, the implementation resources in development and development involve several related parties such as the local government agency, tourism in the Gayo Lues district, the Agusen village government, visitors, and the Agusen village community, the obstacles faced from the implementation of this policy are the lack of public awareness of the importance of developing this Agusen tourist village, and the lack of budget to develop and build this tourism object. The suggestion is that the local government and the Agusen village community work together to develop this Agusen tourist village both in terms of infrastructure, services and human resources.

Keywords: *Policy Implementation, Tourism Village, Development and Development*

1. INTRODUCTION

The tourism sector is the largest and strongest industry in financing the local government's economy to increase local revenue in order to support regional autonomy, tourism has also provided substantial foreign exchange for various countries. Tourism as an industrial sector has taken an important role in the economic development of nations in the world, which is indicated by the increasing economic welfare of the nations in the world which are getting better and more advanced. Progress and prosperity are getting higher and have made tourism a major part of human needs or lifestyle and have moved millions of people to get to know nature and culture to other parts or regions of the world. Regional development is one part of national development that cannot be separated from the principle of regional autonomy. To support the implementation of regional autonomy, broad, real, and responsible authorities are needed in each of these regions. reform demands.

It turns out that tourism can be relied on to improve community welfare and national development (Yoeti, 2008, p.4). There are also many tourist objects in Indonesia which are well known domestically and abroad. Therefore, tourism development in Indonesia is carried out by all regions in Indonesia, so the Ministry of Culture and Tourism at the national level and the Regional Culture and Tourism Office at the regional level are formed. Aceh Province which is one of the provinces in Indonesia which also has a lot of good tourism places and is no less interesting than other provinces. Tourism in Aceh is also regulated in Aceh Qanun number 18 of 2013 concerning tourism.

IMPLEMENTATION OF TOURISM VILLAGE POLICY IN AGUSEN VILLAGE, GAYO LUES REGENCY

Sufi, Lisa Iryani

One of them is the tourism object of Kampung Agusen. Agusen Village is the southernmost village in Blangkejeren District, Gayo Lues Regency. Its position is close to and directly adjacent to the largest forest in Gayo Lues, namely the Protected Forest and Gunung Leuser National Park Forest. The distance from the district capital can be reached for \pm 30 minutes along the road between Blangkejeren-Southeast Aceh, and down towards the valley (Agusen village position). This village is also one of the villages that has been used as a national target, with various programs that have been carried out as a livelihood transition from marijuana to coffee. On the previous occasion, Agusen village was appointed by the local government as a tourism village in Gayo Lues district. However, due to development that has not been optimal enough, and infrastructure is lacking, the activity of tourist visits (by local/regional tourists) is still experiencing ups and downs. Tourist activities so far are still around the village by enjoying the flow of the Agusen River for bathing/swimming, playing tire buoys, or just enjoying the natural beauty around the Agusen village, which is really cool, beautiful with natural fresh air.

Agusen tourism has just been set by the government to become a tourist village on March 22, 2016, through the Qanun of Gayo Lues district number 4 of 2016 ago. The following table shows the number of tourists who visit tourist objects in Gayo Lues Regency.

Table 1. Number of Tourist Visits to Gayo Lues Regency 2019-2022

Year	Tourists visit		Total
	Domestic	Overseas	
2019	1.095	158	1,249
2020	2,884	210	3.094
2021	4.084	269	4.353
2022	6,954	255	7.209

(Source: Gayo Lues Regency Tourism Office 2022)

From the data above, we can see that the number of tourist visits has been very large, and this is likely to increase every year, therefore the local government, especially the tourism office of the Gayo Lues district, must improve and develop in terms of the construction of potential tourist attractions, one of which is a tourist village in Bali. Agusen. A policy issued by the local government, especially related agencies, greatly influences the development and development of the tourist village in the future. The tourism sector requires an implementation with a planned, structured, structured pattern of tourism development so that its potential can be developed optimally and efficiently.

In advancing the tourism sector at the regional level, the role of the regional government is as a driving force and subsequently gives full authority to the Regional Tourism Office of Gayo Lues Regency in making a policy.

There are many obstacles and obstacles to be faced. This is where the importance of regulations and awareness from local governments that carry out development and development in the tourism sector, arrangement, facilities, promotions that continue to introduce the Agusen tourism village, based on observations through interviews with the chairman of Agusen's village tourism awareness that there is no cooperation between local governments, especially the local government agency. tourism in Gayo Lues district with Agusen village itself in terms of development and development, both human resources and infrastructure, the village has never been involved in development around the Agusen tourist village object, even local residents work together to make parking spaces for visitors, the land created is not enough because of the large number of visitors on holidays such as Eid al-Fitr, Eid al-Adha and other holidays, the local government has proposed for the construction of a prayer room parking lot and the addition of cottages for visitors to the local government, especially the district tourism office. Gayo Lues, but

until 2022 there has been no realization of the development. From the description above, the researcher wants to know about the plans, programs and policies taken by the local government in the development and construction of these tourist attractions and to know the natural and other potentials that exist in the Agusen tourist village. The local government has proposed for the construction of a prayer room parking lot and the addition of cottages for visitors to the local government, especially the Gayo Lues district tourism office, but until 2022 there has been no realization of the development. From the description above, the researcher wants to know about the plans, programs and policies taken by the local government in the development and construction of these tourist attractions and to know the natural and other potentials that exist in the Agusen tourist village. The local government has proposed for the construction of a prayer room parking lot and the addition of cottages for visitors to the local government, especially the Gayo Lues district tourism office, but until 2022 there has been no realization of the development. From the description above, the researcher wants to know about the plans, programs and policies taken by the local government in the development and construction of these tourist attractions and to know the natural and other potentials that exist in the Agusen tourist village.

2. LITERATURE REVIEW

Factors Affecting Policy Implementation

Based on the understanding of policy implementation, it is an implementation activity that has been made to solve problems. In the implementation of policy implementation there are several factors that influence the success of policy implementation, the factors that influence this policy implementation are interrelated with each other. According to Edward III in Subarsono (2005:90), policy implementation is influenced by four variables, namely:

a. Communication

Namely, the successful implementation of public policies so that implementers know what to do, which are the goals and objectives of the policy, Edwards III discusses three important things in the policy communication process, namely, transmission, consistency, and clarity.

b. Resource

Where even though the contents of the policy have been communicated clearly and consistently, if the implementor lacks the resources to implement it, then the implementation will not run effectively. These resources can be in the form of human resources, such as implementor competence and financial resources.

c. Disposition

Is the character and characteristics possessed by the implementor, such as commitment, honesty, discipline and intelligence. If the implementor has a good disposition, then the implementer can carry out the policy well as desired by the policy maker.

d. Bureaucratic structure

It is the person in charge of implementing the policy that has a significant influence on the implementation of the policy. One of the important structural aspects of any organization is the System Operational Procedure (SOP) and Fragmentation.

Understanding Tourism

The definition of tourism according to Norval in Muljadi and Nurhayati (2002, p.80) is the overall activity related to the entry, stay, and movement of foreign residents within or outside a certain country, city, or region. According to a broader definition put forward by Kodhyat (1983, p.4) tourism is a temporary trip from one place to another, carried out by individuals or groups, as an effort to find balance and happiness with the environment in the social, cultural, natural, and social dimensions. and science. Furthermore, according to Musanef (1995, p.11) defines tourism as a trip that is carried out for a while, which is carried out from one place to another to enjoy sightseeing and recreational trips. According to Yoeti (2008):

IMPLEMENTATION OF TOURISM VILLAGE POLICY IN AGUSEN VILLAGE, GAYO LUES REGENCY

Sufi, Lisa Iryani

1. travel is carried out from one place to another, travel is carried out outside the place of residence where the person usually lives
2. the purpose of the trip is done solely for fun, without earning a living in the country, city or DTW visited.
3. the money spent by the tourist is taken from his country of origin, where he can live or stay, and is not obtained because of the results of the business during the tour carried out.
4. the journey is carried out for a minimum of 24 hours or more.

In terms of tourism, there are four factors that must exist within the boundaries of a definition of tourism. These factors are that the trip is carried out from one place to another, the trip must be associated with people who travel solely as visitors to the tourist spot.

3. IMPLEMENTATION METHOD

Research sites

The research location is the place where scientific research is carried out. This research took place at the Education and Culture Office of North Aceh Regency. The selection of this research location was based on the reasons for obtaining data, both primary data and secondary data, because based on the observations of researchers the agency was the authorized agency in carrying out various activities related to the field of education, including dealing with budget allocations for education.

Research Approach

As for the location of the author's research in compiling this research, it is located in Agusen Village, Blangkejeren District, Gayo Lues Regency, the reason the author chose Agusen Village is because this village needs more attention from the government and maximum effort in the field of tourism. Another reason, because the geographical location of this village is in a mountainous area, has an extraordinary landscape along with a large river flow, on the sidelines of the hills with trees that are still thick and awake.

Research Informants

Informants in qualitative journals are Journal informants who understand information about the object of the Journal. Determination of informants in this journal using purposive sampling technique. According to Sugiyono (2013) purposive sampling is a sampling technique of data sources with certain considerations.

Data source

The data sources in this journal are through two data sources, field data and library data.

Data collection technique

Data collection is carried out to obtain the information needed in order to achieve the Journal's objectives for data collection. As for in this journal using data collection techniques as follows:

1. Observation (observation)
2. Interview (interview)
3. Documentation

Data analysis technique

In accordance with the type of journal, which is qualitative, then after the data is collected the next process is to simplify the data obtained into a form that is easy to read and understand as an effort to find answers.

The data analysis technique used by the author is an interactive model introduced by Milles and Huberman (2004) which has the following levels:

- a. Data reduction
- b. Data Presentation.
- c. Drawing Conclusions / verification.

4. RESULTS AND DISCUSSION

Implementation of the Tourism Village Policy in Agusen Village, Gayo Lues Regency.

The implementation of this policy is related to the development and construction of the Agusen tourist village based on the duties, functions and applicable policies so that the management process runs well as expected from the local government itself or the Agusen village community.

a. Policy Communication

Effective implementation will take place if policy makers know what they are going to do. Information that is known to the implementers is also open and clear can be obtained through good communication, good and smooth communication is needed in implementation. From the results of the communication interview conducted by the tourism office of Gayo Lues district with the Agusen village government, the development and development that will be carried out by the related agency is in direct coordination with the village apparatus, one of the aspects of development is by conducting training to some of the Agusen village community of the importance of advancing this Agusen tourist village.

b. Communication

What the Tourism Office does with Kampung Agusen is the transparency of the results of the musrenbang regarding what development and training will be carried out in Kampung Agusen. Some people support the program to support the progress of this Agusen tourist village, and some other people do not agree, that's because the village government does not convey the results of the village government's communication with the tourism office about the development and development of this tourism object to the entire Agusen village community, and some people. the community assumes that there are no stakeholders for them to advance this Agusen tourism village.

c. Resource

To implement the policy and fulfill the relevant resources in the implementation of implementation, there is an authority made with the aim of ensuring that the implemented program can be directed according to the objectives of the policy, and it is hoped that there will be supporting facilities that can be used to support the implementation of the Agusen tourism village policy. implementing resources, namely the tourism office of Gayo Lues Regency. Based on the results of interviews and observations, the number of implementors in developing and building the Agusen tourism village came from the government, namely the tourism office of the Gayo Lues district. Good resources are supported by supporting facilities, one of them is in terms of development. However, after the researchers made observations to the research location in the Agusen tourist village, the development for this tourist village is still very lacking in infrastructure that is not maintained by the relevant agencies and the need for the construction of supporting facilities such as parking lots, prayer rooms, cottages for visitors and trash bins, because these facilities Besides making it easier for the community, it also provides comfort so that visitors who come do not complain about the infrastructure that is lacking in this Agusen tourist village. The limited facilities and infrastructure in Agusen tourism can affect the interest of visitors due to dissatisfaction and discomfort so the government needs to think about overcoming it carefully. Disposition Implementation attitude in the implementation of tourism policies plays an important role in the success or failure of a policy. Because someone's point of view is different in a matter. Therefore, the staff in implementing tourism policies are based on their attitudes and views. A positive attitude that is shown based on sincerity in carrying out their duties and obeying orders from superiors. Meanwhile, negative traits tend to be lazy, lack motivation, fight

IMPLEMENTATION OF TOURISM VILLAGE POLICY IN AGUSEN VILLAGE, GAYO LUES REGENCY

Sufi, Lisa Iryani

against orders from superiors. The Gayo Lues district tourism office only has 2 tourism graduates based on Civil Servant graduates and 1 honorary staff. And others generally still lack special expertise in the field of tourism, so that other staff lack understanding in the field of tourism.

d. Bureaucratic Structure

This bureaucratic structure has an important role in carrying out a good policy structure that supports optimally the implementation of the policy. In the organizational structure there are important aspects such as system operational procedures (SOP) and fragmentation. In the context of implementing the Agusen tourism village policy, there is no SOP that specifically regulates levies on entrance tickets to tourist attractions and parking for tourist attractions. This is to increase the local revenue of Gayo Lues Regency. The Tourism Office does not know about regional income from the Agusen tourism village object, and it is still unclear, due to the rules (qanun) that regulate the income retribution from the tourism object. On holidays, the local village makes entrance fees for tourist attractions and parking for Agusen's tourist village objects, and Pemjung confirms that there is a levy collection from entrance tickets and parking for visitors carried out by the tourism object manager, namely the local village. In this case, we know that there is no SOP made to regulate the retribution for tickets and parking to enter the Agusen tourist village object.

REFERENCES

- Abdul Wahab, Solichin. (2004). *Analisis Kebijakan Dari Formulasi Ke Implementasi Kebijakan Negara*. Penerbit: PT. Bumi Aksara.
- Bustani, B., Khaddafi, M., & Nur Ilham, R. (2022). Regional Financial Management System of Regency/City Regional Original Income in Aceh Province Period Year 2016-2020. *International Journal of Educational Review, Law and Social Sciences (IJERLAS)*, 2(3), 459–468. <https://doi.org/10.54443/ijerlas.v2i3.277>
- Dunn, William N. (2003). *Pengantar Analisis Kebijakan Publik (Edisi Kedua)*, Yogyakarta: Gadjah Mada University Press.
- Falahuddin, F., Fuadi, F., Munandar, M., Juanda, R., & Nur Ilham, R. (2022). Increasing Business Supporting Capacity in Msmes Business Group Tempe Bungong Nanggroe Kerupuk in Syamtalira Aron District, Utara Aceh Regency. *Irpitage Journal*, 2(2), 65–68. <https://doi.org/10.54443/irpitage.v2i2.313>
- Geovani, I., Nurkhotijah, S., Kurniawan, H., Milanie, F., & Nur Ilham, R... (2021). Juridical Analysis of Victims of The Economic Exploitation of Children Under the Age to Realize Legal Protection from Human Rights Aspects: Research Study at The Office of Social and Community Empowerment In Batam City. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 1(1), 45–52. <https://doi.org/10.54443/ijerlas.v1i1.10>
- Ilham, Rico Nur. *et all* (2019). Comparative of the Supply Chain and Block Chains to Increase the Country Revenues via Virtual Tax Transactions and Replacing Future of Money. *International Journal of Suplly Management*. Volume 8 No.5 August 2019.
- Ilham, Rico Nur. *et all* (2019). Investigation of the Bitcoin Effects on the Country Revenues via Virtual Tax Transactions for Purchasing Management. *International Journal of Suplly Management*. Volume 8 No.6 December 2019.
- Lasta Irawan, A. ., Briggs, D. ., Muhammad Azami, T. ., & Nurfaliza, N. (2021). The Effect of Position Promotion on Employee Satisfaction With Compensation As Intervening Variables: (Case Study on Harvesting Employees of PT. Karya Hevea Indonesia). *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(1), 11–20. <https://doi.org/10.54443/ijset.v1i1.2>

- Likdanawati, likdanawati, Yanita, Y., Hamdiah, H., Nur Ilham, R., & Sinta, I. (2022). Effect of Organizational Commitment, Work Motivation And Leadership Style on Employee Performance of Pt. Aceh Distribus Indo Raya. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(8), 377–382. <https://doi.org/10.54443/ijset.v1i8.41>
- Majied Sumatrani Saragih, M. ., Hikmah Saragih, U. ., & Nur Ilham, R. . (2021). Relationship Between Motivation And Extrinsic Motivation to Icreasing Entrepreneurship Implementation From Spp Al-Falah Group At Blok 10 Village Dolok Masihul. *Morfai Journal*, 1(1), 1–12. <https://doi.org/10.54443/morfai.v1i1.11>
- Nur Ilham, R., Arliansyah, A., Juanda, R., Multazam, M., & Saifanur, A.. (2021). Relathionsip Between Money Velocity and Inflation to Increasing Stock Investment Return: Effective Strategic By Jakarta Automated Trading System Next Generation (Jats-Ng) Platform. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAAS)*, 1(1), 87–92. <https://doi.org/10.54443/ijeabas.v1i1.27>
- Nur Ilham, R., Heikal, M., Khaddafi, M., F, F., Ichsan, I., F, F., Abbas, D., Fauzul Hakim Hasibuan, A., Munandar, M., & Chalirafi, C. (2021). Survey of Leading Commodities of Aceh Province As Academic Effort to Join and Build The Country. *Irpitage Journal*, 1(1), 13–18. <https://doi.org/10.54443/irpitage.v1i1.19>
- Nur ilham, R., Likdanawati, L., Hamdiah, H., Adnan, A., & Sinta, I. (2022). Community Service Activities “Socialization Avoid Study Investment” to The Student Bond of Serdang Bedagai. *Irpitage Journal*, 2(2), 61–64. <https://doi.org/10.54443/irpitage.v2i2.312>
- Parsons, Wayne. (2005). *Public Policy: Pengantar Teori & praktik Analisis Kebijakan*, Jakarta: Kencana.
- Rahmaniar, R., Subhan, S., Saharuddin, S., Nur Ilham, R. ., & Anwar, K. . (2022). The Influence of Entrepreneurship Aspects on The Success of The Chips Industry In Matang Glumpang Dua and Panton Labu. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(7), 337–348. <https://doi.org/10.54443/ijset.v1i7.36>
- Sadhana, Krisdawati (2015) *Realitas Kebijakan Publik*, Aceh: Lembaga Naskah Aceh (NASA)
- Sandi, H., Afni Yunita, N., Heikal, M., Nur Ilham, R., & Sinta, I. (2021). Relationship Between Budget Participation, Job Characteristics, Emotional Intelligence and Work Motivation as Mediator Variables to Strengthening User Power Performance: An Emperical Evidence from Indonesia Government. *Morfai Journal*, 1(1), 36–48. <https://doi.org/10.54443/morfai.v1i1.14>
- Sinta, I., Nur Ilham, R., Kumala Sari, D., M, M., Khaidir, K., & Ekamaida, E. (2021). Training The Processing of Tomato Sauce for A Home-Based Business the Scale of SMES. *Irpitage Journal*, 1(1), 26–28. <https://doi.org/10.54443/irpitage.v1i1.24>
- Sinurat, M., Heikal, M., Simanjuntak, A., Siahaan, R., & Nur Ilham, R. (2021). Product Quality on Consumer Purchase Interest with Customer Satisfaction as A Variable Intervening in Black Online Store High Click Market: Case Study on Customers of the Tebing Tinggi Black Market Online Store. *Morfai Journal*, 1(1), 13–21. <https://doi.org/10.54443/morfai.v1i1.12>
- Soetomo (2009). *Pembangunan Masyarakat Merangkai Sebuah Kerangka*, Yogyakarta: Pustaka pelajar.
- Subarsono, Ag. (2005). *Analisis Kebijakan Publik Konsep, Teori dan Aplikasi*, Yogyakarta: Pustaka pelajar.
- Sukiati (2017), *Metodelogi Penelitian: Sebuah Pengantar*, Medan: Perdana Publishing
- Winarno, Budi. (2007). *Teori dan Proses Kebijakan Publik*, Yogyakarta: Media Pressindo.

IMPLEMENTATION OF TOURISM VILLAGE POLICY IN AGUSEN VILLAGE, GAYO LUES REGENCY
Sufi, Lisa Iryani

- Yoeti, Oka, A. (2006) *Pengantar Ilmu Pariwisata*. Bandung, Angkasa. Sunaryo, Drs.Bambang.M.Sc.MS. (2012). *Kebijakan Pembangunan Destinasi Pariwisata : Konsep dan Aplikasinya di Indonesia*. Jakarta: Gava Media.
- Yusuf Iis, E., Wahyuddin, W., Thoyib, A., Nur Ilham, R., & Sinta, I. (2022). The Effect of Career Development and Work Environment On Employee Performance With Work Motivation As Intervening Variable At The Office Of Agriculture And Livestock In Aceh. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAAS)*, 2(2), 227–236. <https://doi.org/10.54443/ijeabas.v2i2.191>.