



# Tourism Development Policy Strategy in Lampung Province Based on Community Capacity

Dian Kagungan<sup>1</sup>(✉), Yulia Neta<sup>2</sup>, Helvi Yanfika<sup>4</sup>, Rudy<sup>2</sup>, Ryzal Perdana<sup>3</sup>,  
and Anna Gustina Zainal<sup>5</sup>

<sup>1</sup> Public Administration, Lampung University, Lampung, Indonesia  
dian.kagungan@fisip.unila.ac.id

<sup>2</sup> Faculty of Law, Lampung University, Lampung, Indonesia  
yulia.neta@fh.unila.ac.id

<sup>3</sup> Lampung University, Agribusiness., Indonesia  
ryzalperdana@fkip.unila.ac.id

<sup>4</sup> Educational Science, Lampung University, Lampung, Indonesia  
yanfikahelvi@gmail.com

<sup>5</sup> Communication, Lampung University, Lampung, Indonesia  
anna.gustina@fisip.unila.ac.id

**Abstract.** The long-term goal of this research is to produce a tourism development policy strategy in Lampung Province based on community capacity. This research method is descriptive qualitative. The location of this research is Wisata Alam 21, Aji Egypt Village, Tulang Bawang Regency and The Land Above the Clouds Temiangan Hills, Trimulyo Village, West Lampung Regency. The results and recommendations from this study are from the leadership development aspect, the formation of commitments carried out by the village head and the Trimulyo village community, Gedung Surian District, West Lampung Regency and Aji Egypt Village, Gedung Aji District, Tulang Bawang Regency who are involved in the development of tourist villages through training activities or activities for community capacity development, from the aspect of organizational development, community capacity development related to the organization, through the formation of new organizations or increasing existing capacities, through programs or targets that have been set so that the capacity of the community in the tourist area of the 2 villages can work in accordance with the goals set. Have been determined and have their respective roles, then from the aspect of Interorganizational Collaboration, both the Trimulyo tourism village, West Lampung Regency and Aji Egypt village, Tulang Bawang Regency, built supporting infrastructure for the tourism community. Which includes developing relationships and conducting collaborative collaboration with various elements, including the surrounding community, the private sector, Non Government Organizations (NGOs), the media and with the government.

**Keywords:** strategy · policy · tourism development · community capacity · relationship

## 1 Introduction

Lampung is one of the provinces in Indonesia that has natural and cultural potential that can be developed as a tourist attraction, has beautiful and cool nature, is surrounded by green hills and mountains and has a diversity of cultural customs, based on the potential that exists in each district in Lampung Province. Managed optimally [1]. Tulang Bawang Regency and West Lampung Regency have natural tourism potential, but the utilization of the existing potential is still very minimal. Lack of awareness and response of local communities to the potential of tourism objects that can be developed, such as the potential for natural tourism, agrotourism, cultural tourism potential, potential facilities and infrastructure, to improve the community's economy and the lack of stakeholder roles in tourism development in the two regions.

As stated by Jiarui [2] there are four problems in tourism development, namely first, lack of tourism awareness and special planning. Second, the industrial foundation is weak. Third, the lack of tourism knowledge and skills. Fourth, the lack of private sector roles that can form the integration of multi-production, lack of special allocation funds. These four things are quite crucial issues in tourism development policies. Therefore, the Tulang Bawang Regency Government initiated the Community Service Movement Program (BGM) aimed at exploiting the potential and unique social institutions in Tulang Bawang Regency, by providing stimulants to the community through Muslim recitation groups, youth youth groups, and special business groups for women for various activities. Activities are productive in the spirit of gotong royong.

West Lampung Regency is also famous as an agro-tourism area "Kampoeng Kopi" and a natural and marine tourism area that is able to attract local and foreign tourists. One of the leading natural tourism areas in West Lampung Regency is in the village of Trimulyo "Temiang Hills; The Land Above the Clouds". Trimulyo Village is also a pilot for the implementation of the smart village program for the surrounding villages. The West Lampung Regency Government through the Tourism Office always carries out various policies in order to develop the existing tourism potential. One of them is the community capacity namely community capacity development that focuses on several combinations of four main strategies, namely: Leadership development, which focuses on expertise, commitment, involvement, and individual effectiveness in the community development process, Organizational development, including forming new organizations or strengthening existing ones so they can perform better or take on new roles.

## 2 Research Method

This research method is descriptive qualitative, data is collected through interviews with key informants relevant to this research study and focus group discussions. The location of this research is Wisata Alam 21, Aji Egypt Village, Tulang Bawang Regency and Negeri Di Atas Awan "Temiang Hills" Trimulyo Village, West Lampung Regency. The data were analyzed through the stages of data reduction to drawing conclusions. The tourism development policy strategy in Tulang Bawang Regency and West Lampung Regency, precisely in the village of Egypt Aji and Trimulyo village based on community capacity seen from Leadership development, which focus on expertise, commitment,

involvement, and individual effectiveness in the community development process, Organizational development, including form new organizations or strengthen existing ones so they can perform better or take on new roles.

### 3 Discussion and Analysis of Results

Nature Tourism 21 is one of the attractions in Tulang Bawang Regency that utilizes the river coast. As a tourist attraction that has its own uniqueness, namely the natural beauty that is still beautiful. In addition, the Nature Tourism 21 program has an important role for the community in contributing to community and village income, especially for the people of Aji Egypt Village, Aji Building District, Tulang Bawang Regency. Nature Tourism 21 was formed in 2020 [3].

Nature Tourism 21 was inaugurated On September 24, 2020, the history of the Nature Tourism 21 program was originally initiated by two groups, namely the youth group and the PKK women's group. The establishment of Nature Tourism 21 is one form of the government's role through grant funds originating from the Tulang Bawang Regency government through productive economic programs whose funding sources come from the Village Fund Allocation budget.

Based on the regulation of the Regent of Tulang Bawang Number 37 of 2018 concerning the procedures for providing assistance for productive economic activities, each village receives a grant of 20 million per group, while one village has 3 groups, namely the Karang Taruna group, the PKK women group and the Muslimat group. Based on this regulation, Nature Tourism 21 was formed using funds obtained from the district government through a productive economic business program given to the PKK women's group and the Karang Taruna group of Aji Egypt Village. Furthermore, the two groups pooled their funds into one and formed a natural tourist destination, namely Nature Tourism 21. The selection of this tourist attraction was originally initiated by the head of nature tourism 21. Through discussions with the village head at that time, the youth group received grants from the Tulang Bawang Regency government through 25 programs of the Regent of Tulang Bawang, one of which was the productive economic program.

The funding assistance is Rp. 20 million, he hopes that through these funds the youth organizations can create productive economic businesses that are beneficial to the community. Through these discussions and seeing the potential of the existing village so that this nature tourism was formed as a productive economic effort for Karang Taruna. However, due to very limited funds, grants from the PKK women's group were collected into one for the establishment of a tourist attraction, because the funds came from two youth groups and PKK women, so this is what makes this tourist attraction named the Nature Tourism object 21.

Program This Nature Tourism 21 was formed inseparable from community participation, this happened because of the initiative of the village head and community participation in realizing advanced, independent and prosperous village development. Nature Tourism 21 was built, it took approximately 2 months from the beginning of construction until it was inaugurated and opened to the public. The management of Nature 21 tourism is fully managed by the village through the PKK women's group and the Karang Taruna group as a productive economic business for the village, where the

income obtained from the management of these tourist destinations goes into the Nature Tourism 21 treasury whose funds are currently being used to develop and improve the quality of tourism objects. Alam 21. Community participation in this 21 natural tourism object includes the management of the shop and the management of the ship as a vehicle for nature tourism 21. Currently, Alam 21 is still in the process of being developed both in terms of facilities and services so that tourists can feel comfortable. in visiting Nature Tourism Objects 21.

### 3.1 Community Capacity Strategy for Nature Tourism Villages 21

Community capacity basically has the most important point in developing tourist villages, community capacity development requires strategies to achieve predetermined common goals, how is community capacity and together to contribute to the development of tourism villages, based on the problems faced by the natural tourism village community 21, community capacity development is something that needs to be considered in the Alam 21 tourism village community, the strategy of the community becomes community goals and initiatives or implements the goals that have been set, in communities that work well, community capacity is relatively strengthened by the interaction between the basic dimensions, following the community capacity development strategy of the four main strategies, namely [4]:

- a. Leadership Development, this is related to the development of leadership spirit , technical and non-technical expertise, the formation of commitments carried out by village institutions, as well as the community involved in the development of natural tourism villages21 either through training on developing a tourist village web site or other activities for community capacity development in the context of providing the best services, especially in the tourism sector.
- b. Organizational Development, community capacity development related to its organization, through the formation of new organizations or increasing existing capacity, through programs or targets that have been set so that the capacity of the Nature Tourism community can work in accordance with the goals that have been set and have their respective roles in tourism development Alam 21. The tourism awareness group “Wisata Alam 21” participated in various trainings, including training on developing a tourist village web site, training in making promotional media for processed local products, comparative studies in several
- c. Community Organizing areas, relating to the development of natural tourism 21, a process that Mobilizing the community begins with careful planning, involving elements of the local community (formal and informal leaders) through FGDs and public discussions with parties who are concerned about the tourism development of Tulang Bawang Regency, next is the evaluation of tourism activities. a alam 21, namely evaluating the activities that have been carried out in the context of developing natural tourism 21 which is one of the leading natural attractions in Tulang Bawang Regency, in the village of Aji, Egypt. The role that has been set can run for the development of Nature Tourism 21 in a sustainable manner, in this case is the institutional capacity of tourism awareness groups who are the spearhead of tourism development.

- d. Interorganizational Collaboration, building supporting infrastructure for the natural tourism community 21, which includes complete infrastructure suggestions, and carrying out collaborative collaboration with various elements, including the surrounding community, the private sector, NGOs, and local governments.

### **3.2 Community Capacity Strategy for Temiangan Hills: “The Land Above the Clouds”**

West Lampung Regency is also famous as an agro-tourism area “Kampoeng Kopi” and a natural and marine tourism area that is able to attract local and foreign tourists. One of the leading natural tourism areas in West Lampung Regency is in the village of Trimulyo “Temiangan Hills; The Land Above the Clouds”. Trimulyo Village is also a pilot for the implementation of the smart village program for the surrounding villages. The West Lampung Regency Government through the Tourism Office always carries out various policies in order to develop the existing tourism potential. One of them is the community capacity namely community capacity development that focuses on several combinations of four main strategies, namely:

- a. Leadership development, involvement of village institutions, and the community in the Temiangan Hills tourism village development community is carried out through various trainings or activities in the context of developing community capacity. . For example, online-based service training in line with the implementation of the smart village program in Trimulyo village
- b. Organizational development, Trimulyo Village tourism awareness groups also participated in various trainings including training on developing tourist village web sites, training on making promotional media for processed local products, comparative studies in several areas and using field facilitators in the context of assistance regarding the development of tourist villages and program implementation. Smart village
- c. Community Organizing, in the context of developing the Trimulyo tourist village which is famous for its camping tours on the hill "Temiangan Hills", a process that mobilizes the community which begins also with community-based planning activities, namely by involving all levels of the local community and stakeholders, implementation with involving stakeholders who are concerned with the development of Temiangan Hills tourism, and evaluation, among others, in the form of adding the completeness of the tourist area according to the needs of tourists, as well as repairing supporting facilities and infrastructure. The role that has been set goes hand in hand with the development of natural tourism in the Temiangan hills in a sustainable manner.
- d. Interorganizational Collaboration, construction of road access and the naming of tourist spots, completeness of infrastructure facilities as well as collaborative collaboration with various elements, including the surrounding community, the private sector, NGOs, and local governments.

## 4 Conclusions

The formation of commitments carried out by the village head and the Trimulyo village community, Gedung Surian District, West Lampung Regency and Aji Egypt Village, Gedung Aji District, Tulang Bawang Regency who are involved in the development of tourist villages are carried out through training activities or activities for community capacity development, from the organizational aspect. Development, community capacity development related to its organization, through the formation of new organizations or increasing existing capacities, through programs or targets that have been set so that the capacity of the community in The 2 village tourism sites can work in accordance with the goals that have been set and have their respective roles, then from the aspect of Interorganizational Collaboration, both the Trimulyo tourism village, West Lampung Regency and Aji Egypt village, Tulang Bawang Regency, build supporting infrastructure for the tourism community which includes developing relationships and carry out collaborative collaboration with various elements, including the surrounding community, the private sector, Non Government Organizations (NGOs), the media and with the government. An important suggestion/recommendation from the results of this research is the need for strong support and commitment in tourism development policies in Lampung Province from all elements of society.

## References

1. Andini, N. (2013). Pengorganisasian komunitas dalam pengembangan agrowisata di desa wisata studi kasus: desa wisata Kembangarum, Kabupaten Sleman. *Jurnal Perencanaan Wilayah dan Kota*, 24(3), 173-188.
2. Jiarui, C. (2020). Thoughts on how to implement tourism targeted poverty alleviation —— Take Weigan village , Liulin Town , Bazhong City as an example. 02(June), 55–58.
3. Ardianto, E. 2021. Analisis Ekternalitas Positif program Wisata Alam 21 Kampung Aji Mesir, Kecamatan Gedung Aji, Kabupaten Tulang Bawang. Hasil penelitian : Universitas Lampung.
4. Chaskin, R. R., Brown, P., Venkatesh, S., & Vidal, A. (2001). Building community capacity. *ALDINE DE GRUYTER*. <https://doi.org/10.4324/9781315081892>

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

