

Political And Policy Assessment: Local Government Relations In The Development Of Lake Ranau Lumbok Seminung Tourism Area

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Abstract—The purpose of this study is to examine the relationship of local government in the policy of developing the tourist area of Lake Ranau Lumbok Seminung, West Lampung Regency, Lampung Province in a political and policy perspective, especially how tourism can change power structure and values in a tourist destination. This research method is descriptive qualitative, data obtained from key informants relevant to this research study. The results of this study are: the management of the Lake Ranau Lumbok Seminung tourism area is managed by the Government of West Lampung Regency and South Ogan Komering Ulu Regency, South Sumatra Province because administratively this tourist area is included in the area of the two regencies, therefore it must be synergized in promote the tourism destination area and support the completeness of the various tourism facilities needed. Politically, the two district governments are more dominant as dynamists than their roles as motivators and facilitators

Keywords—political perspective; local government; tourism development; lumbok seminung

I. INTRODUCTION

Law Number 10 of 2009 concerning Tourism is a policy that regulates tourism in Indonesia, namely policies that must be supported by local governments in the context of implementing good and quality tourism, including policies providing information about tourism to domestic as well as foreign countries and provide legal protection and guarantees for the safety of tourists who are traveling. This is reinforced by the existence of regional autonomy regulations that provide freedom for each region to manage the existing resources in the area, because an increase in the tourism sector is also able to promote economic activity, including employment, community income, regional income and foreign exchange earnings. Tourism development will occur interdependence between one region and another and with the implementation of Law Number 23 of 2014 concerning Regional Government, it is believed that it will encourage regions to be more independent because they have the authority to manage and control their own regions. This independence can create better economic growth, including the management of

regional tourism (Wahyudi, 2010).

The existence of Law No. 23 of 2014 on Local Government also provides opportunities for Districts/Cities to cooperate with Districts/Cities, States and Centres. In fact, not all the resources a region needs to build or manage public services are owned by a region, so regions need other regions to produce what they need. Because local public spending budgets are limited, cooperation is the answer to using local budgets efficiently when one area has the same goals as another. These forces affected regions to coordinate and cooperate in implementation and efforts to realize some of the aspirations of emerging regions.

One of the government's efforts to develop Indonesian tourism is by stipulating Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan (RIPPNAS), in the policy there are categories of tourist attractions consisting of National Tourism Destinations and National Tourism Strategic Areas. Development of the tourism sector is one of the breakthroughs to increase local and state revenues. Tourism can be called a tourism sector because it works with other sectors to increase government revenue (Widodo, 2013). From another perspective, tourism is also an integral part of some of the major issues in the economy of the current political era. Examples include internationalization of capital, regional and national restructuring, urban development, and economic growth. (Britton, 1991).

A politically critical understanding of economics is almost always ignored, with a few exceptions (Ury, 1990). For example, discussions on policies for sustainable tourism put ecological issues and economic processes more in the forefront, and do not take into account the conditions of political and cultural frameworks.

Decentralization or power sharing cannot be separated from the term "actor". In the process of managing authority, it cannot be denied by the presence of actors in it. Local government policies in tourism development have a very important role in supporting the success of national tourism development. The development and growth of tourism needs to be anticipated so that its development remains on track and its carrying capacity. Development in a tourist attraction area will make a very large contribution if it is managed professionally, because of the contribution to the area concerned, tourism can spur the growth of the area around the tourist attraction.

Tourism development in West Lampung Regency is contained in the West Lampung Regency Regional Regulation Number 2 of 2016 concerning the Master Plan of Regional Tourism Development for 2016-2031. The objectives of this regulation are:

- 1) To integrate the development of regional tourism areas with spatial planning and regional infrastructure development in creating a comfortable environment for the community and tourists;
- 2) Applying environmentally friendly principles in tourism product planning;
- 3) Strengthening the natural and cultural potential of the community as part of the regional tourism identity;
- 4) Developing integrated, ethical, informative, and communicative tourism marketing so that it is hoped that later it will be able to strengthen the image of the region as a creative district;
- 5) Strengthening the regional tourism industry system through the development of community-based creative industries;
- 6) Build a system of government institutions, the tourism industry, and the community that will be able to independently control tourism development while at the same time attracting investors to develop environmentally friendly tourism;
- 7) Developing a government structure and human resource development system that is competent and cultured in the development of creative and environmentally friendly tourism.

In relation to tourism development, as an agrarian district, the leaders in West Lampung Regency continue innovate to produce an innovation/newness. The Regent's official is currently taking "political" in the economic field, especially the coffee commodity, which is the mainstay of farmers' livelihoods. These innovations include coffee festivals, coffee villages and coffee schools. The concept that is carried is certainly not in the short term in the form of output for an activity alone, but is more visionary on the outcome or even impact. The coffee festival, for example, has made stakeholders that there is a great value of a commodity that can be revealed even higher than just a ceremonial event. The coffee school is a coffee commodity-based vocational education model that is carried out from upstream (on farm) to off farm on the downstream side, everything is carried out on a practical on site, all done with knocratic mind concept a pre-arranged Kampoeng Kopi was initiated as a logical frame

work to build underdeveloped villages with the concept of agro-tourism based on superior commodities, in this case Robusta coffee which is integrated with local culture. Data obtained from the West Lampung Regency Tourism Office, local and foreign tourist visits in October 2020 were recorded as 77,191 people.

Another excellent tourist area is the tourist area of Lake Ranau Lumbok Seminung which is also one of the leading tourist areas of the Lampung Provincial Government, geographically the area is located between Ogan Kemiring Ulu Regency, South Sumatra Province and West Lampung Regency, Lampung Province and is the second largest lake on the island of Sumatra. The West Lampung Regency Government and the Ogan Komering Ulu Regency Government gave authority to the Tourism and Culture Office of West Lampung Regency in this matter. Previous research that is relevant to this research has been carried out by Hardini (2017) confirming that it is necessary to immediately carry out integrated tourism management between regions, so that the role in tourism management runs optimally. Furthermore, a study conducted by Prayogo (2020) states that the management of Bromo Tengger Semeru National Park is managed by the Bromo Tengger Semeru National Park Authority as the owner of the management authority, but the administrative area is included in Malang Regency so the Malang Regency Government must participate in promoting these tourist destinations and support tourism facilities by also building tourism potential in Malang Regency.

Based on a study conducted by Junaid and Hanafi (2016) states that the policies taken by the local government (regent) are very influence on the sustainability of regional tourism development programs. Power (power) at the leadership level seems to have contributed to the progress and regional tourism decline. Commitment is one of the determinants of tourism success area. Therefore, this paper recommends that tourism higher education institutions and the Regional Tourism Office establish cooperation and partnerships, especially in improve human resources managing regional tourism assets. this partnership is expected to be a bridge to solving problems or political issues that arise in the region. Then the research conducted by Putra (2014) explains that regional cooperation has not been utilized properly, the creativity of local governments in utilizing regional cooperation mechanisms to support regional development has not been seen and the ability of work units is not optimal. In addition, Pranata, Soeady, & Hanafi (2015) conducted research on the collaboration between the Malang City government and Batu City and Malang Regency in water resource management supported by similarities, mutual commitments and mutual benefits and hampered by unclear regulations, unsupported databases. and lack of support from the community. Based on the above background, this study examines the relationship between West Lampung Regency and Ogan Komering Ulu Regency in the management of the Lake Ranau Lumbok Seminung tourist area in a political and policy perspective.

II. RESEARCH METHODOLOGY

This study takes data as well as the subject of research in West Lampung Regency and Ogan Komering Ulu Selatan Regency through their respective Tourism Offices. The selection of the location and the subject was carried out with consideration of the suitability of the study. This research is a descriptive qualitative research, by providing an overview of how the dynamics of the management of the Lake Ranau Lumbok Seminung tourism area in a political and policy perspective. The data obtained from key informants that are relevant to this research study were selected through purposive techniques, meaning that the researcher deliberately chose resource persons with consideration of their capacity, involvement and ability to answer research questions. Data obtained from primary and secondary data were analyzed quantitatively in order to obtain valid data through data collection techniques of interviews with key informants and FGDs with the head of division marketing and development of tourism destinations and Head of the tourism department of West Lampung.

III. RESULT AND DISCUSSION

3.1. Overview of the Research

Define abbreviations and acronyms the first time they are used in the text, even after they have been defined in the abstract. Abbreviations such as IEEE, SI, MKS, CGS, sc, dc, and rms do not have to be defined. Do not use abbreviations in the title or heads unless they are unavoidable. Area The Lake Ranau area in West Lampung Regency is located in Lombok Seminung District. The area of Lombok Seminung District is 22.40 Km² and consists of 11 villages. The distance from the capital of Lombok Seminung sub-district to the capital of Liwa Regency is 70 km. Broadly speaking, the pattern of land use in Lombok Seminung sub-district includes protected forest, nature reserve forest, wetland agriculture, dry land agriculture, plantations, settlements and lake fisheries. The administrative boundary of the Ranau Lake area in West Lampung Regency is in the north bordering the District of Banding Agung, District of Buay Pematang Thousand Ranau Tengah, Ogan Kemiring Ulu

Barat Regency. In the west it is bordered by Penggawa District, West Lampung. To the south it is bordered by Lemon District, West Lampung and to the east by Belalau District, West Lampung.



Figure 1. Lake Ranau Administration Map
(Source: Bappeda, West Lampung Regency)

Lake Ranau is the second largest lake in Sumatra in Lumbok Seminung District covering protected forests, forest nature reserves, wetland agriculture, dryland agriculture, plantations, settlements and lake fisheries. Most of West Lampung is a protected area, which is dominated by the Bukit Barisan Selatan National Park. This area stretches from southwest to southeast which is part of the Bukit Barisan cluster. The southern part of BBSNP contains 33,358 hectares of limited production forest and to the east there is protected forest.

3.2. Ranau Lake Tourism Potential

Lake Ranau which is the second largest lake on the island of Sumatra which has a lot of potential that can be developed. To increase the number of visitors, it is necessary to increase the existing potential such as an increase in the number of rides, as well as an increase in other potentials, including:

A. Hot Water

Pool This hot water pool is located under the foot of Mount Seminung. The distance from the pier on Lake Ranau to this hot spring is about 30 minutes. To get to the location of the hot springs tourist attraction, you can go through water and land routes, currently visitors still often use boats because by land the road conditions are not adequate. The hot spring pool is often used by local residents or tourists.

B. Marisa Island

Lake Ranau was formed from a large earthquake and volcanic eruption from a volcano that created a large basin. So, geographically the topography of Lake Ranau is hilly valley. No wonder the weather in this lake area is very cool. Right in the middle of the lake, there is an island called Pulau Marisa. Marisa Island has the potential as a new object and tourist attraction while protecting & protecting the island from damage caused by erosion and abrasion. Marisa Island can be reached by boat for approximately 20 minutes. If you are going to visit this island, at the Banding Agung pier and the Pusri pier there are motor boats available with quite affordable ticket prices.

C. Subik Tuha

Waterfall Subik Tuha Waterfall has a height of 25 meters and a width of 3 meters. The air around it is very cool and dewy. This waterfall is located at an altitude of 560 m above sea level and flows on the Way Leray River which flows from Mount Seminung. The existence of this waterfall close to Lake Ranau is only about 300 m. Subik Tuha Waterfall itself is located around a conservation area in the form of a tropical forest.

D. Seminung Lumbok Resort

Seminung Lumbok Resort is a tourist attraction in the form of lodging which is equipped with various facilities such as swimming pools, *convention halls*, restaurants and karaoke, boat docks, *cottages*, children's play areas, and VIP bungalows. When visiting this area, there are three large and magnificent buildings with beautifully arranged gardens, as well as two smaller buildings with traditional Lampung nuances complete with swimming pools on the sides as if to welcome anyone who comes to Seminung Lumbok Resort which is located on the shores of Lake Ranau, West Lampung. The Tourism Awareness Group (Pokdarwis) Mupadu in Pekon Kagungan, Lumbok Seminung has provided *a home stay* that tourists can choose from who want

to spend the night. In addition, home stays which are also managed by the local community. In addition, there are various packages of interesting activities for visitors, such as fishing, hiking, and others as well as several dining huts and lesehan are also available in this area.



Figure 2. Seminung Lumbok Resort in Lumbok Village, West Lampung Regency

One of the cultural attractions at Lake Ranau in the West Lampung region is the Sekala Brak Festival. This festival is a tourism event held annually by West Lampung Regency to promote to the public and tourism actors at the National and International levels about tourism objects and efforts to preserve and develop the traditional culture of West Lampung. As a vehicle for promoting tourism and culture, the Skala Brak Festival is a reference for anyone who wants to know and enjoy various tourism objects and traditional culture that is packaged in an interesting competition which is eagerly awaited by the people of Lampung in general and tourism actors.

3.3. Policy and Political Review of Local Government Relations in Tourism Development

According to Wright (1974) in (Irawanto et.al, 2015), there are three key elements to implementing interstate relations.

a. The Roles of Government

The focus is on suitable objects for exploring all permutations and combinations of relationships between government units. Government units consist of municipalities, special districts and school districts.

b. The Interactions of Public Officials

This second factor means that there is no relationship between governments, only between officials of different government agencies. Interactions are observed using his four subcomponents: attitudes, beliefs, perceptions, and preferences of the personnel involved.

c. The Roles Administrators

Intergovernmental relations emphasize the important role played by elected officials and administrators and all public officials involved in the same work. Appointed administrators are administratively appointed officials and authorities with special/professional duties. Elected officials consist of executive, legislative and judicial officials.

Furthermore, tourism development will run if there are components that are met. The components of tourism development according to Cooper et. All (1995) in Muhaidin (2015) are as follows.

- a. Attractions can be interpreted as everything contained in a tourist area that can attract tourists to visit an area.
- b. Accessibility in tourism is related to the level of ease of a tourist reaching a tourist attraction.
- c. Facilities can be interpreted as facilities and infrastructure provided by the manager for the needs of tourists
- d. Ancillary services related to tourism organizations needed for tourism services.

Then with regional autonomy, local government support is needed in tourism, according to Pitana and Gayatri in Simamora & Sinaga (2016) the role of local governments in tourism is a motivator, facilitator, dynamist. Tourism policy research requires knowledge of the political theories and values that underlie explicit and implicit political decisions. Political tourism

researchers tend to approach political issues with a theoretical approach, as the analysis reveals different strengths and weaknesses. Tourism development aiming for growth by relying on the capital of capitalists, and even placing tourism in the context of capitalism, has a lot to do with what is called domination. Or by region. A place where tourism development is taking place.

The sources of control that affect communities and regions come from two sources: government through the resulting tourism policy and capitalism through investment capital aimed at extracting as many natural and cultural resources in the region as possible. may occur. As a result, society, which is one of the representatives of civil society, is under pressure from two political forces: the state (the state), which advocates policies, and the market interests brought in by capitalists. If this situation is not addressed, society and tourism will be eroded by rising political dynamics.

According to Richter (1989: 278), a certainty policy always seeks confirmation that you have made the right decision. Therefore, a country would not want to resist a tourism policy put in place simply because it considered the right choice of policy. According to Soden (1991), in a political climate of certainty that the state creates through tourism policy, communities as part of civil society will engage in debate and resistance rather than simply accepting tourism. Therefore, the country should be ready to take some alternative measures to the tourism problem. These policies are being challenged by policy makers in the wider society. One proposed solution to prevent abuse of power in tourism is to implement public control strategies in tourism activities. It aims to promote sustainable tourism development that protects both natural and cultural communities and national resources. This expectation is consistent with Elliott (1997:xii) that political tourism must be able to protect nature and society.

The Lake Ranau area is a Provincial Strategic Area (KSP) in the RTRW of Sumatra Province. Based on the RTRW of West Lampung Regency, the direction of regional development as service centers is carried out for all sub-district cities in West Lampung Regency by distinguishing into several hierarchies of activity centers. Based on the hierarchy of activity centers in West Lampung Regency in accordance with the research area, Lombok District as an Environmental Service Center (PPL), namely a settlement center that functions to serve inter-village scale activities, with a policy of developing regional functions; settlements, lake transportation nodes, horticultural agriculture, lake fisheries and tourism centers.

Lake Ranau with an area of 2,064.40 km² or 1/3 of the total area and has a lake shoreline length of 57.75 km has strategic significance for the development of West Lampung Regency, especially in various sectors. In addition to fishery potential, the Lake Ranau area certainly has the potential for tourist attractions, namely Lake Ranau natural tourism and other natural attractions. Referring to Gartner's (1996) view, the establishment of tourism institutions in the regions is important because of the need for the integration of all tourism elements into a holistic unit. The tourism system will work better if it is driven by an institutional mechanism that includes all tourism actors who work together in synergy.

Several efforts have been made by the West Lampung Regency Government through the Tourism Office in order to develop the tourism potential of Lake Ranau Lombok Seminung, among others, are inviting investors and increasing local community participation through tourism awareness socialization programs, tourism business management training, to stimulant for community-based tourism. However, this effort is not optimal. This can be seen from the lack of development business activities carried out by third parties. The lack of relationships with third parties is caused by several things, including the limited budget factor, as well as the lack of promotion. Based on policy and political studies, the role of the government in the 2 districts is very necessary. The governments of the 2 regencies can synergistically act as facilitators for developing the tourism potential of Lake Ranau which is administratively located in the 2 regencies. These roles include providing various facilities, both physical and non-physical facilities, facilitating the development of community-based tourism objects (community based tourism), providing information related to the economic potential of tourism to third parties to promoting these tourism objects nationally wake up immediately.

Based on the theory presented by Pitana and Gayatri (2005:95), local governments play the following roles in the potential development of tourism in their regions. Further operations to perform. Investors, communities and entrepreneurs in the tourism sector are the main targets who need to be continuously motivated for tourism development to thrive. It is undeniable that the tourism development process cannot be separated from the support of investors, tourism entrepreneurs and the community. Investors as owners of capital can invest their capital in tourism objects, entrepreneurs in the tourism sector can develop their businesses as well as help develop tourism in the two districts, and the community will benefit economically from the development of tourism in their environment.

As a motivator, the Tourism Office plays a role in motivating the community, investors and tourism entrepreneurs. The importance of public awareness of West Lampung Regency and Ogan Komering Ulu Regency on the importance of tourism demands the role of the local Tourism Office to provide motivation, either in the form of socialization, training or stimulant funds. Motivation also needs to continue to be given to investors and tourism entrepreneurs in the two regencies so that investors and tourism entrepreneurs are interested in developing their tourism businesses and indirectly can also ease the budget burden from the Tourism Office in the context of developing tourism potential in the two regencies.

The dynamizer, as an effort to dynamically inter-stakeholder. Tourism development in West Lampung Regency and Ogan Komering Ulu Regency, through the Tourism Office as the leading sector, has so far done various things related to cooperation between sectors, be it the private sector, other government sectors, and the community. This dynamical effort is realized through dialogue at the time of organizing events, dialogue during socialization and training to the community, as well as increasing collaboration with other government agencies such as the Public Works Department as a provider of public infrastructure facilities to support tourism development needs.

Based on policy and political studies, the role of the 2 district governments is very much needed. The governments of the 2 regencies can act synergistically as facilitators for the development of the tourism potential of Lake Ranau which is administratively located in the 2 regencies of the regencies. Therefore, a strong political commitment is needed between the two regions by putting aside their respective sectoral egos. This political commitment can be expressed in the form of an MOU for synergistic cooperation without any interests that ignore the welfare of the local community and a commitment to joint management of authority for the advancement of Lake Ranau Lombok Seminung tourism.

3.4. Lake Ranau Tourism Marketing Strategy in Lombok Seminung District

A. Branding

The image of Lake Ranau tourism as a tourism destination is not yet known as a safe, comfortable, and competitive tourist spot. To create a good image, it is necessary to develop an image that can be done by:

1) *Strengthening the uniqueness of the Ranau Lake Area*

A cool environment and pristine area is a distinct advantage of the Ranau Lake area. Ranau Lake area in Lombok Seminung District. This can be done with image marketing, making slogans such as Visit Danau Ranau or Enjoy Lake Ranau to attract more tourists' attention.

2) *Strengthening Media Activities*

Apart from making slogans, the role of the media is no less important for a tourism area. Media has been known to be one of the best tools to promote an activity. Making videos and promoting all types of media can be one aspect that can promote the Ranau Lake Area.

3) *Infrastructure Development*

Ranau Lake area can be a good tourist area if the existing infrastructure is also good. Improving basic infrastructure such as clean water, electricity, and transportation can be a value in itself for the Ranau Lake area, which is accompanied by an increase in tourism infrastructure to accommodate tourists.

B. Advertising

The introduction of the Ranau Lake tourist attraction can also be done by optimizing the role of social media in promoting *events* and tourist attraction objects and increasing the utilization of the role of print media and electronic media. Promotion on the media mentioned above can be done by personal selling (face-to-face sales) and sales promotion.

C. Selling Tourist

Market development policies are directed at strengthening and developing tourist market segments to optimize tourism destination-based market development. The tourist market at Lake Ranau in Lombok Seminung District is still not wide, for local tourists it is still limited. Therefore, it is necessary to develop tourism promotions and tourism products based on certain themes, increase the acceleration of tourist movements in all tourism destinations, increase marketing and promotions to support the

creation of Lake Ranau tourism destinations and increase intensification. The four strategies above require strong political support and commitment from the Government of West Lampung Regency and Ogan Komering Ulu Regency.

3.5. Implementation of Inter-regional Cooperation in Tourism Development Lake Ranau Area Lumbok Seminung

For see how braid cooperation between area it can be seen from how intergovernmental relations that walk. Thing that could seen with 3 element key intergovernmentalrelations which disclosed by Wright (1974) in (Irawanto et.al, 2015). Here's the explanation.

A. The Roles of Government

This aspect emphasizes there is connection between units government. Development tourism in the lake area of Ranau involves 4 party that is government center, government Lampung province, government Regency West Lampung and government Regency Ogan Komering Ul.u Cooperation this, every party have role each. Role government center in relation developmenttourist area Lake Ranau is set The area is a leading tourist area in West Lampung Regency.

B. The Interaction of Public Officials

Interaction office public in relation with work same between area important because will determine continuity work same. Interaction the seen from four sub elements, namely behavior, trust, perception and preference from apparatus which involved. The following is an overview of each of these sub elements.

1) Behavior

This aspect shows the official attitude of each party involved in the cooperation. The attitude of officials from the central, provincial and district government levels in this collaboration is shown by the collaboration in the development of the Lumbok Seminung Lake Ranau tourism area so that it becomes a leading tourist area at the national level.

2) Trust

Important aspect in establishing cooperation. This collaboration is established by mutual trust between the parties involved. Starting from the central government, provincial and district levels of mutual trust. This can be seen from the responsibility of each party in carrying out their obligations.

3) Perception

This aspect of perception is to see the understanding of each party about the importance of cooperation between regions in the development of tourism in the Lake Ranau Lumbok Seminung area. The central government views that this tourism area is a very potential area so that cooperation between the central and local governments is needed in its development and management. In addition, tourism development in the Lake Ranau Lumbok Seminung area cannot be limited by administrative boundaries. However, tourism development in the Lake Ranau Lumbok Seminung area requires inter-regional cooperation and support and commitment from regional leaders.

4) Preference

Preference aspects show each other 's tendencies party which involved cooperation. Preference government center, province and districts in development tourist Lake Ranau Lumbok Seminung is permanent guard sustainability as the leading tourist area of West Lampung Regency tourism.

5) Focus on the Policy

Every program and activities to develop tourist Ranau lake area of Lumbok Seminung should be sourced from each party which involved, in nature implementation cooperation, every party not allowed do allocation budget which devoted for development cooperation tourist. However, budget the allocated in accordance with its authority in develop tourist the area. Impact aspect to policy other that is see so far where policy general be prosecuted continue by operational. The area of Lake Ranau Lumbok Seminung deserves to be designated as a leading tourism area in Lampung Province.

C. The Roles of Administrator

Implementation cooperation between regions insidetourism developmentThe area of Lake Ranau Lumbok Seminung cannot be separated from the role of executive officers and legislative. Role office executive good level center, provinces and regions are as a key actor of implementation cooperation. It appears on institution executive which hasgiven mandate tohead service for do cooperation so that cooperation the can continues. Whereas role legislative related with budget which used in carrying out cooperation. Thing that becausefunction budgeting is at in hand legislative so that budget consequence cooperation this must get agreementlegislative.

Implementation of this collaboration both at the central government level, government province anddistrict government already existsclarity who do what and who which controlimplementation of tourism development cooperationthe lake area of Ranau Lumbok Seminung. In level government center implementation cooperation a of course handled by the Ministry of Tourism and technically at the Tourism Office. On level provincial government implementation cooperation is handled by the Department of Tourist Lampung province. While at the level of district, implementationcooperation is handled by the Department of District Tourism.

3.6. The Role of the Community in Regional Tourism Development

One of the important elements in tourism development is the involvement of the community in the implementation of tourism development. This is done with the aim that the community is not only a spectator, but can also be an actor in the development of tourism in the region.

From the data obtained, known description about growth tourist in Regency West Lampung, in period the past five years, the tourism industry be one of the spearheads in activities community economy. The development of the "kampoeng kopi" agro-tourism area, for example, is currently one of the leading tourism destinations in West Lampung Regency. Related to the importance of community participation in tourism development, work sector tourist whichentered by Public no only limitedin the field of direct work such as workers hotel, will but also on field of work others that are also related to tourism itself. For example, food development business processed coffee, bananas, and others. Industry made from coffee and bananas as wrong one factor which could influence growth industry touristalso the more develop with the more increased community participation in it.

West Lampung Regency is now known as a center for coffee and banana processing. In fact, one of the underdeveloped villages in West Lampung Regency, namely Rigis Jaya Village, Air Hitam District, has become a coffee-producing village and processed coffee which has become the icon of West Lampung Regency. This village was awarded the second rank of the Indonesian Tourism Village Award by the Ministry of Tourism and Creative Economy in 2021.

Growth economy in West Lampung Regency cannot be separated from ongoing infrastructure development This infrastructure development also push sector other in Regency West Lampung. Besides development T h e road of the people of West Lampung Regency is a society that is easy to adapt with the changes that occur. It becomes reinforcing factor for local government if want to develop industry tourist. This policy is felt to supported by Public, because Public will easily adapt to changes occur. Community readiness can also be factor which strengthen policy government the area. The community is ready when the sector tourist developed in area they Sector tourist also seenPublic as wrong one potency which owned West Lampung Regency. By because that, Public support with policy government which will manage objects tour which there is in his territory. Public thinkthat During this they have potentialresource natural nor Skills which could support in effort enhancement sectortourist. In general, the people of West Lampung and the people of Lampung Province are ready for supportpolicy government area in manage object tour in region they. Resource potential management power natural including the tourism potentialnotice interest Public as well as permanent put forward score and culture community and local wisdom.

The community is very aware that West Lampung Regency and Lampung Province have tourism potential to be developed and have a positive impact on the community's economy and have a positive impact on the development of the community's economy.-oriented culture *service* needed in the development of the tourism service sector is very important because tourism development, in addition to being supported by the existence of beautiful and attractive tourist destinations, must also be supported by the existence of friendly, caring, and serving people and resources. This is a prerequisite if tourism development is

to be used as a strategic sector involving the community. This is also recognized by the local government which emphasizes the urgency of social engineering in building the order and capacity of the community and other tourism business actors.

IV. CONCLUSION

Inter-regional cooperation in tourism development is carried out by dividing the roles of each party. Interactions between public officials show similarities in behavior, beliefs, perceptions and preferences. Sustainability of cooperation cannot be separated from the role of executive officials as key actors, the legislature carries out the budgeting function and implementing administrators at the central, provincial and district levels. Meanwhile, in the policy focus, the tourism development cooperation budget is borne by the parties involved and the central government's policies are followed up by the regional government. The similarity of thoughts between parties, the existence of economic benefits, support and political commitment of leaders in the region. The marketing strategy of Lake Ranau tourism in Lombok Seminung District includes branding, advertising power; (2) Tourism grows and develops in political change that is strongly influenced by space and time. (3) Tourism policy studies presented three actors or three actors with their constituents: state, civil society and market. The most recent components are included as players and political actors in tourism and the market (market); An important recommendation that can be given is to increase the role and capacity and political commitment of the Regional Government as a dynamist in tourism development cooperation in Lampung Province and West Lampung Regency in particular, so as not to appear that tourism development in Lampung Province is running independently and does not yet have a proper central theme sell.

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