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TOURISM POTENTIAL DEVELOPMENT IN THE PERSPECTIVE OF GREEN GOVERNMENT IN BALI PROVINCE

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Abstract

Tourism and income inequality is a phenomena that is interconnected, especially in Indonesia, one of which is the area of Bali, which can be know from the state of the economy seen. Income inequality between southern Bali and northern Bali is striking because of the average income people in the tourism sector. The objective of this paper is to study the role of tourism to poverty alleviation including: 1) to income inequality; 2) to analyze increasing competitiveness; 3) to analyze increased value added; 4) to sustainable development; 5) governance. This study uses qualitative approach using secondary data obtained through in-depth exposure and focus discussions. Research was conducted in BAPPEDA (Badan Pemerintah Daerah). Various attempts have been made to address these issues with government policy through green government.

Keywords: tourism, income, government, policy

INTRODUCTION

The economy is one aspect that is always present and cannot be separated from human life. Tourism is one of the prima donna for countries in increasing their source of income outside of taxes. Currently, Indonesia as a developing country is starting to promote its country in order to attract the eyes of the other world so that Indonesia will be increasingly famous for citizens of other countries to visit Indonesia. Promotions carried out are introducing the diversity of tourism and Indonesian culture, this has been responded positively by the large number of tourists from abroad visiting Indonesia (Deddy: 2014, 412-421).

In Indonesia, an area that has potential in tourism is Bali. One of them is Badung Regency which is often visited by both domestic and foreign tourists. The tourism industry is recognized as one of the largest industries and has become a mainstay sector in the economic development of various countries, because apart from generating income and at the same time producing foreign exchange, the tourism sector is closely related to foreign investment. The tourists who come to Indonesia include those who do business with Indonesia. The number of tourists to Bali is of course balanced with the number of hotels and facilities and infrastructure in various regencies or cities in Bali such as Badung Regency, which is known as the tourism gateway for the island of Bali. The main idea of this concept is how to manage the tourism sector so that it can run its economy more competitively, effectively and efficiently.

The green government concept of the Badung Regency government, especially the Tourism and Culture Office, must make significant innovations in tourism development. According to Yoeti (1987, p. 286). The Tourism Office is a tourism agency formed by the government as an agency that is given the responsibility for the development and fostering of tourism in

general, both at the national and regional levels (Sefira et al: 2013)

Green government is a government that can build an independent city, which can use energy sources that are environmentally friendly, very low pollution, buildings with environmentally friendly materials and contribute to minimizing climate change (Richard Register (1987) in his book *Ecocity Berkeley*).

The focus of the problems that will be examined in this research are: 1) income inequality 2) increasing competitiveness 3) increasing added value 4) sustainable development 5) governance.

LITERATUR REVIEW

According to a broad definition, tourism is a trip from one place to another, temporary in nature, carried out individually or in groups, as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural and Kodhyat dimensions in Spillane (1994, p. 21).

Richard Register (1987) in his book *Ecocity Berkeley: building cities for a healthy future*, green government means a government that can build an independent city, which can use energy sources that are environmentally friendly, very low pollution, buildings with environmentally friendly materials, and contribute to minimizing the occurrence of climate change (climate change.).

Economy is the means by which humans and their groups utilize limited resources to obtain various commodities and distribute them for public consumption.

Bali is the prima donna of one of the tourist destinations in Indonesia that attracts tourists. The island of Bali is well known abroad and in the archipelago, so it is visited by many tourists, both foreign and domestic tourists. This is because the attractiveness of Bali which amazes tourists both because of its diverse culture, customs, diverse arts, and fascinating diversity, so that Bali is nicknamed The Last Paradise (Refni: 2013)

The island of Bali is a destination in Indonesia that should be proud of and should be preserved as a destination in Indonesia that is very well-sold as a tourist attraction for the national tourism market as well as for the international market (Sujali: 2008).

RESEARCH METHOD

The design used in this study is an activity report design, because this research comes from a trip we have taken. The focus of this research is who is involved in developing the tourism potential of Badung Regency, Bali Province. The unit of analysis used in this research is the institution. Regional Government Bodies of Bali Province (Ismuhadi et al: 2013)

The data of this research are in the form of a trip that we have carried out. Thus, the data source for this research is the public lecture we got from the Badung Regency Government. Data collection techniques in this study were through document recording and data analysis.

Data analysis was carried out in real time as we got. This is to find out how the distribution of income and economic growth originating from the tourism sector in Badung Regency is 65%. The data are identified, classified, and then analyzed and interpreted according to the objectives of the study, so that it can be concluded how the distribution of income and economic growth originating from the tourism sector in Badung Regency.

RESULTS AND DISCUSSION

Badung Regency is an area which has an area of 5,636.66 km². With a population of 4,225 million. Badung Regency is geographically divided into 2, namely south and north. Administratively, it is divided into 8 districts, 1 city, 57 districts and 716 villages. Traditionally divided into 1) rich with potential or cultural resources 2) not having enough natural resources 3) there are more than 6000 groups of traditional arts. Geographical conditions in Bali do not meet the requirements for greening so that in northern Bali economic activity in the

agricultural sector is only 15%, while economic activity in southern Bali is mostly in the tourism sector, which is 65% and the rest is in the small industry or MSME sector, which is 20% (400,000 units). The Provincial Government of Bali seeks to reduce the poverty rate by 80% by launching the Bali Mandara flagship program, namely 1) Bali Mandara Health Insurance (JKBM) which aims to improve access and quality of health services for the Balinese people. Through JKMB, it is hoped that the coverage of Balinese people who get health services will increase as well as increase in health services. JKBM is intended for all Balinese people who do not have health insurance. Services are carried out in all public health centers, public health centers and hospitals throughout Bali. 2) Gerbang Sadu Mandara (Bali Mandara Integrated Village Development Movement), this program aims to foster community creativity in the use of natural resources and gradually be able to build themselves independently, provide facilities and infrastructure to increase economic business, improve and develop micro-economic businesses to reduce unemployment. and increase community capacity and participation in the process of community economic development. This program targets villages with a poverty rate of 25%, drives economic development by 80%, and for infrastructure by 20%. For the poor, they are given an interest of 0.2%. 3) SIMANTRI (integrated agricultural system), this program aims to revive the agricultural sector, this program is also closely related to efforts to realize Bali as an organic island. This program is also expected to be able to increase farmers' income at least 2 times over the next 4 to 5 years by providing assistance of IDR 200,000,000 for the development of cows. 4) House renovation, this program is one of the efforts to accelerate poverty reduction in the Province of Bali which aims to make poor families have houses that are suitable for habitation and meet their basic needs at a minimum. In 2017 the Bali Provincial Government through the Social Service allocated a budget to complete 1,100 house

renovation units. 1000 units are allocated to RTS based on the BPS integrated database which has been verified by the Bali Social Service. While 100 units are intended for people with mental disorders who are in shackles. 5) Poor Scholarship, this program is realized through the Bali Mandara School. 6) Pakraman & Subak Village Assistance, in 2017 the total realization of funds reached IDR 404,800,000,000. The funds were realized for 1,385 Pakraman Villages, 1,438 Subak and 1,118 Subak Abian in 607 villages throughout Bali, each Pakraman Village received IDR 200,000,000 assistance, while Subak and Subak Abian IDR 50,000,000. In 2018 each Pakraman Village was increased to IDR 225,000,000. The economic condition in Bali in 2013 was 6.69%, 2014 was 6.73%, 2015 was 6.03%, 2016 was 6.24%, 2017 was 5.59%. In 2016 to 2017, it decreased because it occurred when the Mount Agung event erupted, causing inflation of 3.3%. In 2018 Bali has planned the Bali Economy, namely 1) IMF World Bank annual session, 2) post-conflict local elections in 2018, 3) infrastructure development, 4) business optimism.

Local Own Revenue (PAD)

In 2017, the local revenue of Bali Province reached Rp. 3.39 trillion. A larger income was generated from motor vehicle tax of Rp. 1.185 trillion with the realization reaching Rp. 1.287 trillion. Meanwhile, in 2018 the main income target reaches Rp. 3.3 trillion, while the overall budget target in 2018 will only be discussed in June.

The impact of tourism on the environment

Bali faces very heavy and complicated environmental problems as a result of the rapid development of tourism, as well as the lack of awareness and concern of the local community for environmental conservation. The negative impact of tourism development on the physical environment is very easy to see, whether it occurs on land or land, waters, or air conditions.

Destruction and pollution occur in water, including groundwater and surface

water, as well as soil and air, as well as changes in land use, especially in the conversion of agricultural land functions that are difficult to control. Likewise, several forest areas have been cleared into tourism facilities, facilities or infrastructure, so that they greatly affect environmental sustainability, such as being marked by floods and landslides during the rainy season.

This condition also disturbs the balance of the ecosystem, and also results in a change in views of land use, both in urban and rural areas, as a result of very rapid physical development.

One example of environmental pollution such as garbage in the Bali area, according to the Coordinating Minister for Maritime Affairs Luhut Binsar Panjaitan, said the government is preparing a plan for waste processing in Bali. The plan is that the government will appoint a private party to build landfill sanitation and lead to the use of waste to become fuel. power plants.

CONCLUSION

Badung Regency is one of the regencies in Bali Province which has integrated tourism potential. The large number of tourism in Badung Regency causes the surrounding population to have a job (UKM center), thereby reducing the number of unemployed, from this form of interaction resulting in an increase in Regional Original Income (PAD) in the Badung area. So that this area can distribute the APBD surplus to other regions. A transparent bureaucracy makes management easy and with few obstacles. People in this area are invited to mutually manage tourism with the government. With honest and transparent management, the results of tourism and tax revenue will achieve maximum results which are not only sufficient to meet the needs of the community and development in this area, but also the results can be donated in other districts. From this we can see that the Badung Regency PAD is very large. With a bureaucracy like this, the distribution of income and economic growth

has the potential to increase. All levels of society will be able to feel the benefits, as has happened in Badung Regency. If we can see opportunities and manage them, it is not impossible that the regions that follow the bureaucracy in Badung Regency will also advance.

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