The Implementation of the Local Government Policy in the Tourism Sector in the Pujon Kidul Tourism Village, Malang

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I N D E X I N G	**A B S T R A C T**
Keywords: Keyword 1; Implementation Keyword 2; Government Keyword 3; Policy Keyword 4; Tourism Keyword 5; Pujon Kidul	Regional governments have the right to determine various public policies. The existence of policies intends to fight for the interests of society. Pujon Kidul Village is a tourist village which is a combination of unique, authentic, original, holistic and local elements. The original regional income obtained in this village is obtained from levies and tourism objects for Pujon Kidul Village and Malang Regency. This research aims to describe the implementation of local government policies in the tourism sector along with supporting and inhibiting factors, to improve community welfare in the Pujon Kidul Tourism Village, Malang. This research uses qualitative methods, with data analysis by Miles and Huberman. The results of this research show that policy implementation is determined by supporting factors, namely Malang Regency Regional Regulation Number 9 of 2022 concerning the Malang Regency Tourism Development Master Plan for 2022-2037. The inhibiting factors are the role of the Pujon Kidul village community which is not optimal in serving tourists, the Pujon Kidul village tourism management actors are also less professional in serving guests, the government's role is still not optimal in assisting tourism business actors, and there is no long-term planning for activities. tourist. Therefore, tourism assistance is needed.

INTRODUCTION

Regional governments have the right to determine various public policies. Policies are structured actions aimed at achieving certain goals. The existence of policies intends to fight for the interests of society (Kraft and Furlong, 2020). According to Suryaningsi (2020), regional governments have the right to determine various public policies, as mandated by Law Number 23 of 2014 concerning Regional Government. Regional autonomy gives regional governments the authority to focus on improving the welfare of the people in their region and listen to the aspirations of the people. Nonetheless, regional autonomy is a means for regional governments to release public policies that bring government services closer to the community so that services to the community are more easily controlled and supervised by the community (Vidau, 2014).

In the era of regional autonomy, regional governments can decide more deeply on all their activities. Regional governments must be able to play a role in opening up opportunities for regional tourism through reforming the existing bureaucracy, as well as identifying potential sources of income and being able to identify regional spending in an

economical, reasonable and effective manner (Ollivaud and Haxton, 2019). Balaguer-Coll and Tortosa-Ausina (2010) described that efficiency includes the ability of regional officials to improve their performance and be accountable to the central government and the community. After gaining the right to manage households in their region through regional autonomy, regional governments are now competing to develop various regional regulations aimed at achieving regional original income.

Determining public policy is an action taken by the government to resolve public problems that exist in society. Policies are structured actions aimed at achieving certain goals. This goal is in the interests of society because it is the essence of a policy. Awareness of the nature of a policy can be seen from the attitude of the community, whether they accept, support and are willing to implement the policy or vice versa, whether they reject or do not support it, as in research by Meijer *et al* (2015). Expressions of government policy can be in the form of legal regulations, statements by public officials or any activity (Ogus, 2004).

Pujon Kidul Village is a tourist village which is a combination of unique, authentic, original, holistic and local elements such as the attractiveness of structures and institutions of the natural environment, and rural nature. The local original income obtained in this village is obtained from levies and this tourism object will be given to the tourism office as local original income from Malang Regency. Regional tourism is also one of the contributors to regional revenue and the influence of tourism revenue on regional original income also has a significant and very important role in the economic progress of Malang Regency. This research aims to describe the implementation of local government policies in the tourism sector along with supporting and inhibiting factors, to improve community welfare in the Pujon Kidul Tourism Village, Malang.

LITERATURE REVIEW
Regional Government public policy
Public policy according to Wilson (2019:17) in his book "Public Policy" clearly states that the government's efforts are to serve the community through policies formulated by the central and regional governments which aim to improve community welfare. Public policy is also an expansion of government power in a legal state by using the principle of legality in its constitution. Dykstra (2018) stated that public policy focuses on what the government needs to do through various alternative policy steps to achieve development goals. Dunn (2001:35) suggests that public policy analysis is an applied social science that uses various research and reasoning methods to produce policy-relevant information that can be used to solve problems related to policy implementation. Public policy also greatly influences the structure and development of an institution or government to achieve the goals the government wants to achieve through implementing strategic policies that are in line with community expectations, as in the study by Kuo *et al* (2019).

Tourism
Tourism aims to provide travel services, providing objects and attractions for domestic and foreign tourists to visit, entertain and relax. The tourism industry is an industry that has the potential to be developed as a source of genuine income for a region (Camilleri and Camilleri, 2018). The development and utilization program of regional tourism resources and potential will contribute to economic development. The arrival of tourists in a tourist area has brought wealth and prosperity to the local community. Like other fields, tourism also affects the economy of a region or country (Sanjaya *et al*, 2019).

The government's role is very important in supporting the development of new tourist destinations, where several factors must be met to develop an area into a tourist destination, namely physical objects, infrastructure, infrastructure, transportation and hotels (Swarbrooke and Page, 2012).

Community Welfare from the Tourism Sector

One effort to improve community welfare is to increase regional income, especially for local governments, which can be sourced from taxes on tourism activities. Apart from that, this cannot be separated from the principles of social welfare, increasing economic growth, alleviating poverty, overcoming unemployment, preserving nature, the environment and resources, and advancing national culture (Sri and Suyana, 2019). Regional Original Income (*in Indonesian Language is Pendapatan Asli Daerah or PAD*) is income obtained by the region, collected based on regional regulations. According to statutory provisions, PAD is intended to empower regional governments to finance the implementation of regional autonomy in line with regional potential as an embodiment of decentralization. PAD includes regional taxes, local taxes, disaggregated regional wealth management results, and other legal document (Iswanti, 2021).

RESEARCH METHOD

This research was carried out in the Pujon Kidul Tourism Village, Pujon District, Malang Regency, East Java. The research time is September 2023 to December 2023. This research uses qualitative methods, with data analysis by Miles and Huberman. Data collection methods were carried out by observation, interviews and documentation. Miles and Huberman's data analysis includes data reduction, data presentation, and conclusion. Data reduction is focusing, simplifying, abstracting and transforming data that approaches the whole part. Data presentation is organizing data so that the data displayed is relevant to the research objectives. Meanwhile, data verification is part of drawing conclusions that answer the research objectives, as well as described by Houghton (2015), Kalpokaite and Radivojevic (2019), and Mezmir (2020).

RESULT AND DISCUSSION

The Profil of Pujon Kidul Village

Pujon Kidul Village is one of the villages in Malang Regency. Geographically, Pujon Kidul Village, located in the Pujon subdistrict, is a highland area which has regional characteristics in the form of hills and mountains. Administratively, Pujon Kidul village is bordered by several villages, namely to the north by Ngroto village, to the south by Perhutani forest, to the west by Sukomulyo village and the east by Pujon Lor village. The area of Pujon Kidul Village is around 330 hectares. This area is intended for various things such as public facilities, settlements, agriculture, plantations, economic activities, and so on. The Pujon Kidul village area is generally very suitable for agricultural land and plantations because of its geological characteristics in the form of black land which is classified as fertile land. The population of Pujon Kidul Village is 4,470, with details of the male population being 2,284 and the female population being 2,186.

The Supporting Factors in the Implementation of Local Government Policy in the Tourism Sector

Various factors support the implementation of local government policies in the tourism sector. The first supporting factor is the Malang Regency government's support for tourism with regulations. Nevertheless, the tourism implementation policy, this policy is Malang Regency Regional Regulation Number 9 of 2022 concerning the Malang Regency Tourism Development Master Plan for 2022-2037 which regulates the implementation of activities in the tourism sector to provide a progressive impact for Malang Regency, especially in the tourism sector. The second supporting factor is the commitment of government employees to helping promote regional tourism. The employees' commitment was realized because they had promised and sworn to be ready to carry out everything they were mandated to do. This is the main impetus in carrying out the tasks entrusted and carrying out the activities contained in the budget document of the tourism and culture department.

The next supporting factor is coordination between the Regent and of the tourism and culture department. It is hoped that the cooperation established between government organizations will be able to provide convenience in carrying out all matters relating to the implementation of tourism policies in Malang Regency so that what has been targeted can be achieved. There are two forms of coordination, namely internally where this is done through staff meetings to evaluate performance and obstacles found. Then externally, namely the tourism and culture department, build communication with related parties such as banking, the private sector, journalists and professional groups related to tourism.

The Inhibiting Factors in the Implementation of Local Government Policy in the Tourism Sector

Several inhibiting factors come from internal and external. First, the human resource factor or tourist attraction managers. Based on the author's observations during research, there are still many officers in the Pujon Kidul tourist village who are not yet professional. They are still not optimal in service and administrative management. When the researchers came there, the counter staff sometimes still did not provide optimal service, for example, they did not smile in a friendly manner. This will make it less comfortable for tourists who come from Surabaya, Jakarta and other regions in Indonesia. Some employees are also sometimes a little pushy when it comes to buying products in the tourist village. For example, many employees are scrambling to celebrate the rides in Pujon Kidul village.

The second factor comes from the attitudes of local people. People sometimes act apathetic. There are still roads to tourist locations that are not large enough for two cars to pass. On the other hand, parking is still not managed in a modern way, even though there are special signs prohibiting parking in any place. There are still people in the community who are unfriendly and indifferent to tourists who ask about the location of the Pujon Kidul tourist village. This makes tourists feel uncomfortable.

From the several factors that have been mentioned, it can be said that there are still challenges for the Malang Regency Government to maintain the successful management of the Pujon Kidul tourist village. Not only that, there needs to be collaboration between community members and the government, even though community attitudes still do not support the improvement of local tourism in the Pujon Village.

CONCLUSION

      Policy implementation is determined by supporting factors, namely Malang Regency Regional Regulation Number 9 of 2022 concerning the Malang Regency Tourism Development Master Plan for 2022-2037. The inhibiting factors are the role of the Pujon Kidul village community which is not optimal in serving tourists, the Pujon Kidul village tourism management actors are also less professional in serving guests, the government's role is still not optimal in assisting tourism business actors, and there is no long-term planning for activities. tourist. Therefore, tourism assistance is needed.

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