

# Tourism Development Strategy in Bekasi Regency

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**Abstract.** This research is motivated by the idea that tourism potential in Bekasi has not been optimally developed as an ideal tourist destination. The purpose of this study is to study and describe the development strategy of tourism objects in Bekasi Regency. For the success of the government strategy implemented by the local government in developing tourism objects using the theory of Blakely, namely, Entrepreneurship, Coordinator, Facilitator, and Stimulators. The research method The results showed that in the indicator of entrepreneurs gained a percentage of 76.16%, the coordinator indicator obtained a percentage of 74.1%, the facilitator indicator obtained a percentage of 75.1%, and the stimulator indicator obtained a percentage of 80.25%. The conclusion of this research on tourism object development strategies in Bekasi Regency is a good category with a percentage of 75.4%. Obstacles in the development of tourism objects include the lack of facilities and infrastructure to support tourism, lack of community participation in the development of tourism objects in Bekasi Regency and inadequate access to tourism objects and inadequate tourism management. Efforts that have been made in the development of tourist objects include the involvement of the community and other stakeholders in the development of tourism objects and arranging potential tourist objects to be used as a leading tourist destination in Bekasi.

**Keywords:** Regional Government Strategy, Tourism Development, Tourist Destination

## 1 Introduction

The Indonesian government is determined to improve tourism development as one of the sectors that is relied on to increase foreign exchange. Tourism development involves all walks of life, both from the government, the private sector and the ordinary community [1].

Bekasi Regency has many natural tourism potentials, including MuaraGembong Beach, MuaraBeting Beach, MuaraBendera Beach, and MuaraGobah Beach, Cibeureum Lake, Kitri Coral Scout Campground, Panorama of Pangrango Mountain, Mount Gede, Situ Abidin, and Situ Bedeng. In addition there are also Indonesian Crocodile Park in SerangBaru, cultural tourism such as Virya Dharma Monastery in Cibarusah, Juang Building in Tambun, SaungRanggon in Cikedokan Village, Buni Site in Bunibakti Village Babelan, and Industrial Tourism. These tourism objects demand the Bekasi Regency government to carry out development and tourism development [2].

Tourism development based on Law Number 10 of 2009 concerning Tourism in Article 4 aims to: a) increase economic growth; b) improve people's welfare; c) eradicate poverty; d) overcome unemployment; e) conserving nature, environment and resources; f) promote culture; g) raise the image of the nation; h) foster a sense of love for the homeland; i) strengthen the identity and unity of the nation; and j) strengthen friendship between nations.

Based on the law, to reach the destination of tourism, the Bekasi Regency Government needs to develop the potential of tourism objects in Bekasi Regency. Through the development of tourism potential will encourage regional economic growth, empower the community's economy, expand employment, and opportunities to work. In addition, it is necessary to increase the introduction of marketing of tourism products through various promotions, to improve the welfare of the community. For this reason, the Regional Government of Bekasi Regency needs to develop a tourism sector development strategy that mutually supports the development of other sectors. Tourism development is directed to encourage the development of regional product introduction and marketing. The specific policy of tourism development is the management of all tourism activities can increase the utilization of all potential and service businesses [3]. Bekasi Regency Regional Regulation Number 7 of 2007 concerning Organizing Tourism, explains that tourism is an alternative to increase Regional Original Revenue. This is as stated in article 2 that the implementation of tourism aims to: a) introduce, utilize, preserve and improve the quality and quantity of tourist objects and attractions; b) foster a sense of love for the region and the homeland and increase friendship between nations; c) expand and equalize business opportunities and employment; d) increase regional income.

The development of tourism potential in Bekasi Regency requires the Bekasi Regency Government to develop tourism development strategies in order to increase the number of tourists visiting both domestic and foreign.

As a form of implementation of its duties and functions, the Tourism Office is responsible for developing and enhancing the implementation of tourism through the development of tourist objects and attractiveness, both existing tourism objects and creating new objects as objects and attractions for tourists. The condition of tourism objects in Bekasi Regency is currently underdeveloped. Related to this, the Bekasi Regency Government needs to have a way, program and strategy to develop tourism.

Some problems of tourism in Bekasi Regency, namely: 1) Not yet developed tourism potential or existing tourism objects; 2) promotion is not maximally implemented; 3) difficulty in cooperating with individual or private tourism owners. This condition requires the existence of a policy strategy in Bekasi district tourism development. Tourism development in Bekasi regency indicated the lack of entrepreneurship in the tourism business community, the lack of cooperation between the district government and the private sector. On the other hand, stimulation for the development of tourism is not yet optimal.

This article will explain the strategies carried out by the Bekasi district government in developing tourism objects. The strategy carried out is the focus in the analysis in this paper.

## **2 Method**

The method in this study is descriptive analysis with quantitative and qualitative approaches. The population in this study were 66 people and the sample used in distributing questionnaires was 40 respondents. The sample selection was determined based on purposive sampling. The required data in the form of primary data through observation, interviews with informants and questionnaires distributed to a number of selected respondents, and secondary

data in the form of written documents and policies related to tourism development in Bekasi Regency.

To measure the nature, opinions, and perceptions, respond to responses to questions asked using a Likert Scale. To be able to provide an interpretation of attitudes, opinions, perceptions of standards, a standard percentage category can be set, as follows: a) Very Good: 81-100% b) Good: 61-80%; c) Medium: 41-60% d) Not Good: 21-41%; e) Very Bad: 0-20%.

### **3 Result and Discussion**

Based on the results of the study obtained data based on the indicators of the variables of tourism object development strategy research, namely:

Entrepreneurial Indicators, namely the ability of the Regional Government of Bekasi Regency to develop tourism potential creatively and innovatively. The policy of utilizing tourism potential, tourism objects developed by the Bekasi Regency government has not optimally created employment opportunities for local residents. A total of 76.16% of the respondent's statements stated so.

Coordinator Indicator, namely the ability of the Regional Government of Bekasi Regency to carry out cooperation which acts as a driving force in achieving organizational goals. Coordination conducted by the Bekasi Regency Government is: cooperation with tourism managers and private entrepreneurs in the tourism sector. The Bekasi Regency Government is able to regulate every effort developed in tourism management. The average response of respondents related to Indicator Coordinator shows a value of 74.1%.

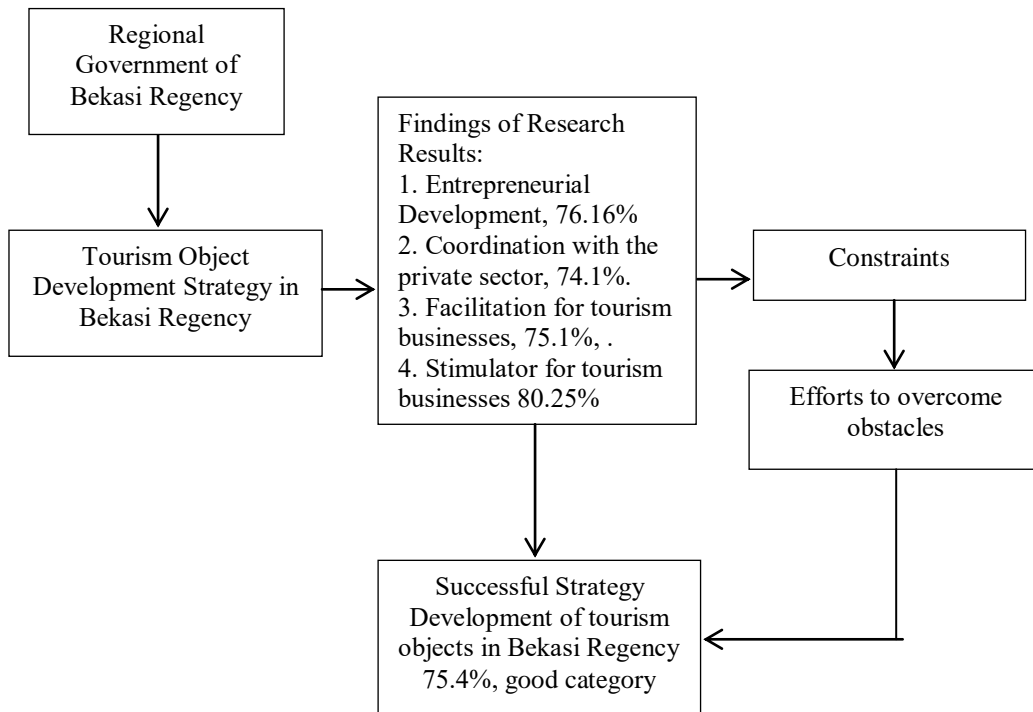
Indicator of Facilitator, namely the ability to accelerate regional development to create conducive conditions. As a measure the Bekasi Regency Government must be able to make regional regulations as a legal umbrella for the implementation of tourism development, provide various facilities to promote tourism businesses, understand the problems that arise, be able to design and simplify problems that have been understood through alternative problem solving and provide licensing facilities. The results of the study show that the average respondent's response related to the Indicator Facilitator shows a value of 75.1%.

Stimulator indicator, namely the ability to create and develop business through special actions that can affect the business world. In this study it appears that creating a tourism support sector, has special actions to keep companies in the field of tourism still exist, attracting the attention of corporate investors in the field of tourism and promotion of local government related to the development of tourist attractions so that attracting tourists shows that the average response of respondents with regard to the stimulator indicator shows the value of 80.25%, including the good category [4].

Overall, the analysis of tourism development strategies in Bekasi Regency is at 75.4%, good category. Based on the results of the percentage analysis of questionnaires, interviews and observations in the field showed that the strategy in developing tourism objects in Bekasi Regency was quite successful. This is seen from the percentage of respondents responding to tourism businesses.

The discussion and analysis of research results is simplified in the figure below:

#### Analysis of Tourism Object Development Strategies



The facts that appear on the field there are still some tourism potential that has not been developed. But there are also tourism potentials that have been successfully developed and managed by the Bekasi Regency Government through tourism services such as industrial tourism potential. This type of industrial tourism is included in the 5 largest industrial areas in Asia. Thus this potential can be a mainstay of Bekasi Regency to be developed [5].

The obstacles in developing tourism objects in Bekasi Regency are 1) Lack of community participation and stakeholders in developing tourism objects; 2) The lack of facilities and infrastructure to support tourism; 3) Lack of supporting infrastructure/ utility of infrastructure towards tourism objects; 4) The development of tourism management is not optimal.

#### 4 Conclusion

Based on the analysis, it can be concluded that the strategy of developing tourism objects is not optimal. The lack of optimal implementation of tourism development policies has an impact on the utilization of tourism potential that is not optimal. Some of the obstacles faced by the Regional Government of Bekasi Regency are: there are still people around the tourist attraction who do not care about tourism potential. Regional Government cooperation with tourism managers is still less than optimal. The same thing in the socialization of tourism development policy to tourism business actors in Bekasi Regency is still lacking. This hampers the development of tourism objects in Bekasi Regency.

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