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## Collaborative Governance: Lampung Province Promotional Tourism Promotion based on Digital Media

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### Abstract

The tourism sector is able to provide large revenues to the regional and state treasury. Tourism in Indonesia has an important role in increasing the country's foreign exchange as an attraction for foreign tourists coming to the country and stakeholders pay attention to the progress of tourism in Indonesia. After the implementation of decentralization in every region of Indonesia, it gives flexibility to manage their own households. Pesawaran Regency, Lampung Province is one of the areas that is currently experiencing a change from the tourism sector which is very promising to increase Regional Original Revenue and public welfare with various promotional efforts through the development of the digital era which is very rapid. From the results of the study show: the role of local government collaborative governance of tourism promotion through digital society Pesawaran, Lampung provides a very large contribution to the development in the area of regional tourism, this condition is seen from the number of visits to local tourism and hotel guests available in Bandar Lampung. Almost all Hotels in Bandar Lampung collaborate with local tourism objects to provide services to tourists to the tourist attractions in Pesawaran, Lampung. Tourism promotion is inseparable with the important role of the digital era, widely available in Electronic Commerce. One of the authorities of local governments in the provisions of Law No. 10 of 2009 concerning Tourism. The position of the Regional Tourism Promotion Board is as a regional government partner in developing and determining tourism promotion policy strategies between the central and regional governments and coordinating in the tourism sector.

**Keywords:** collaborative governance; tourism; digital era; Pesawaran

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## 1. INTRODUCTION

Tourism is one of the country's sources of foreign exchange and has a big role in developing the economy. A well-developed tourism sector strategy will be able to attract domestic and foreign tourists to come and spend their money on tourism activities. Based on the transaction, the people of the tourist areas will be raised their standard of living and the country will receive foreign exchange from foreign tourists who exchange their country's currency for rupiah. The tourism sector is one of the activities that has a very strategic role in supporting the development of the national economy so as to optimize economic development, it is necessary to prepare a strategic plan that is good and targeted so that it can support tourism development programs. In addition to being one of the sources of foreign exchange earning, this sector is also considered a sector that is able to absorb labor and encourage investment development. One of the policies of the government in collaborative governance for tourism is to explore, inventory and develop existing tourism objects as the main attraction for tourists. This is in line with what is stated in Law Number 10 of 2009 concerning Tourism which states that the implementation of tourism is intended to increase national income in order to improve the welfare and prosperity of the people, expand and equalize business opportunities and local employment, encourage regional development , introducing and utilizing tourist objects and attractions in Indonesia by fostering a sense of love for the motherland and strengthening friendships between nations.

Lampung, one of the provinces in Indonesia, is located at the southern tip of Sumatra Island. The geographic location of Lampung Province is at 6°45' - 3°45' south latitude and 103° 48' - 105° 45' east longitude. This area in the west is bordered by the Sunda Strait and in the east by the Java Sea. Various kinds of tourism found in Lampung Province include historical sites consisting of existing sites, towns and traditional villages, cultural sites in the form of various traditions that are still ongoing such as the Tuping Carnival and Elephant Procession, traditional architecture, performing arts both dance 4 dances, theater music and literature, folk crafts to pilgrimage tours. This tourism potential is proven to be able to bring many tourists to Lampung Province every year. Pesawaran Regency local government has a very important role in collaborative governance to the community to continue to advance the interest of tourists to come to the places of tourism in Pesawaran district because without good cooperation between the local government and the community it will be difficult to realize. One of a very effective step to promote tourists from various foreign countries. Local

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governments work together with the community or tourism administrators to increase promotion using digital internet as a tourism promotion.

The digital age is a new type of media used in information technology that has network characteristics. This change makes people enter a new lifestyle and can not be separated from electronic devices that become basic needs for humans. Electronic or digital media can provide benefits to the economic sector of the Indonesian people as a means of promoting development in Indonesia.

Pesawaran Regency Lampung is one of the tourist destinations of local and outside local communities, pesawaran district has a marine tourism destination which in recent years has become the center of attention of tourists who are in great demand, some of the existing tourist attractions are Pahawang Island, Sari Ruding Beach, Tanjung Putus Beach, Kiluan Beach, Mutun Beach and many more. Pesawaran Regency has an area that is adjacent to the coast, with this existing beach is the attention of the local government by continuing to collaborative governance with the community through the digital era, this tour provides benefits as income from the regional budget and contributing to the country's foreign exchange, this gives growth and good development for the local economy.

## **Collaborative Governance**

Collaborative Governance emphasizes the importance of collaboration between various actors and parties in the development process and governance. According to Ansell & Gash (2007) in Collaborative Governance there are a number of prerequisites, processes and important points in the Collaborative Governance model namely starting conditions; collaborative process; institutional design; facilitative leadership and expected outcome. Starting conditions is a process for analyzing whether there are asymmetric power-resources-knowledge or very high gaps in power and strength, resources or knowledge between various parties that will collaborate. Including whether there is a history of the past, either in a context that supports or inhibits collaboration. This is because if there is a gap that is too wide then the initial conditions (starting conditions) for the collaboration process will not run optimally. The next step is the collaborative process itself is important to conduct face-to-face dialogue so that trust and understanding are built with all stakeholders. Institutional design that supports

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collaborative processes is also important that is needed to encourage participation and transparency in the collaboration process. In addition, facilitative and democratic leadership is also needed in the collaboration process, so that in the end the expected results are also able to be achieved.

As a service trade industry, tourism activities are inseparable from the participation of the government both the central and regional governments. The government is responsible for four main things namely; regional planning or tourism area, development of main and supporting tourism facilities, tourism policy expenditure, and regulation and enforcement of regulations.

## **a. Tourism Planning**

Tourism is an industry that has special criteria, resulting in positive and negative impacts. To meet these specific criteria, maximizing positive impacts and minimizing negative impacts caused in relation to tourism development requires careful tourism planning. Errors in planning will result in various problems and conflicts of interest among stakeholders. Each tourist destination has different problems and requires different solutions.

Tourism planning, aims to achieve the goals or objectives of tourism development. Broadly speaking, tourism planning includes several important things that must be considered by the relevant local government, namely:

- (1) economic development planning aimed at spurring the growth of various types of industries related to tourism;
- (2) land use planning;
- (3) infrastructure related to roads, airports, and other needs such as; electricity, water, garbage disposal and others;
- (4) planning of social services related to the provision of jobs, health services, education and social welfare, and
- (5) security planning which includes internal security for tourist destinations and tourists.

## **b. Tourism Development**

Tourism development must be carried out by the private sector, especially the construction of tourism facilities and services. However, the provision of public infrastructure such as roads, electricity and water associated with tourism development, especially for large-scale projects that require very large funds such

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as the construction of airports, roads for land transportation are the responsibility of the Pesawaran regional government. In addition, the government also plays a role as guarantor and supervisor of investors who invest their capital in the field of tourism development.

Developing various regional potentials that have tourism potential needs to be supported by supporting sectors, namely facilities and infrastructure. At present the Pesawaran regional government is developing and improving regional facilities and infrastructure to meet the needs of the community such as transportation and irrigation services, however the Pesawaran District Government is trying to fulfill strategic public facilities which include: Transportation Facilities and Infrastructure Road Development Programs and Bridges, Road and Bridge Improvement and Road and Bridge Rehabilitation and Maintenance is carried out to build new roads and bridges to support isolated areas, production centers and strategic roads, upgrade roads and bridges to improve existing road conditions from the condition of the dirt road be sirtu, telephone, lapen and hotmix while maintenance of roads and bridges is intended to maintain road conditions in order to remain stable and maintained. The Road and Bridge Handling Program is implemented referring to the Pesawaran regional Government Strategic Plan and subsequently spelled out in the annual regional development program, so that the fundamental targets in resolving the problems of road and bridge infrastructure are: Paying attention to access to isolated areas; Paying attention to access to strategic areas.

To carry out this task, the Tourism Office has the following functions:

- a. Formulation of technical policies in the field of tourism;
- b. Implementing government affairs and public services in the field of tourism;
- c. Guidance and implementation of tasks in the field of tourism;
- d. Implementation of tourism development, fostering the character and character of the nation;
- e. Monitoring and evaluation implementation tourism;
- f. Implementation of tourism promotion and standardization policies;
- g. Implementation of the master plan and detailed plan for developing tourism and human resources; and
- h. Administrative services.

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The organizational structure of the Tourism Office consists of: a. Head of Department; b. Secretariat; c. Tourism Destination Development Sector; d. Areas of Tourism Marketing Development; e. Tourism Institutional Development Sector f. Creative Economy Sector; g. Technical Implementation Unit (UPTD); and h. Functional Position Group.

Tourism Office, Pesawaran Regency. The development of the Pesawaran Regency tourism in the future basically refers to several concepts, such as: Concept of Sustainable Development; Integrated Regional Development Concepts; Product Development Concepts; The Concept of Marketing and Investment Development; Concept of Institutional Development; Concept of Environmental Development.

A long bureaucracy will lead to high costs called the high cost economy; limited financial resources, it is often difficult for banks to launch funds for tourism businesses which are usually carried out by small economic actors deemed to have high credit risk. Some parts of the tourist area are areas located on topography that are difficult to reach. Some potential objects such as waterfall tourism objects and eco-tourism objects which are generally located in steep areas. In addition these objects are partly located in protected areas that require special procedures for their use. Several other objects are located in disaster prone areas, such as ecotourism, cultural tourism, agro-tourism and geotourism.

The formation of tourism institutions, especially in the regions is important for reasons that can be briefly presented as follows: the necessity of integrating all elements of tourism into units is holistic. The tourism system will work better if it is driven by an institutional mechanism that covers all the factors of tourism failure. Partnerships arise as a result of several groups agreeing to work together in an institutional setting to achieve common goals; if the community builds a tourist attraction for local residents, then with an institutional container can be built a regional tourism identity. It is hoped that the Regency of Pesawaran is characterized by having very strong cultural characteristics and local wisdom, so that this potential can be raised as the main identity in the main in the formation and operation of institutions; help cooperation; public and private institutions (tourism stakeholders) can work together to achieve common goals if they are all involved in an organization. Therefore institutional planning must start from the exploration of strategic issues that are able to explain what real problems are developing in each element or elements of the Regency tourism system. On this

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basis, activities are carried out to identify the potential and existence of each element and continue with the description of the strategic functions that need to be carried out.

## **c. Tourism Policy**

The policy is a long-term planning that includes the objectives of tourism development and the means or procedures for achieving these objectives made in formal statements such as law and other official documents. Policies made by the government must be fully used as a guide and obeyed by stakeholders. The policies that must be made in tourism are policies related to economic growth, increased employment opportunities, and political relations, especially foreign policy for tourist destinations that rely on foreign tourists.

Tourism policies are generally included in the overall economic policy which includes long-term economic structure and growth. Economic policies that must be made in relation to tourism development are policies on employment, investment and finance, important industries to support tourism activities, and trade in goods and services. Government regulations have a very important role especially in protecting tourists and enriching or enhancing their travel experience. Important regulations that must be made by the government for these purposes are:

- (1) Tourist protection regulations especially for travel agents that require tourists to pay a deposit (deposit payment) as collateral for booking services such as accommodation, tours and others;
- (2) Fire safety regulations which cover the regulation of the minimum number of lights in each hotel floor and other safety support devices;
- (3) Food and health safety regulations governing food health standards offered to tourists;
- (4) Competency standard regulations for workers who need special knowledge and expertise such as pilots, drivers, and captain.

In addition, the government is also responsible for managing natural resources such as; rare flora and fauna, water, soil and air to avoid pollution that can disturb and even damage an ecosystem. Therefore, the application of all government regulations and applicable laws is absolutely implemented by the government.

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It describes the previously related studies as the primary sources. The use of secondary sources of references should not dominate the total references. Quotation should be maximally one paragraph and/ or the gist of the quoted sources. It describes the previously related studies as the primary sources. The use of secondary sources of references should not dominate the total references. Quotation should be maximally one paragraph and/ or the gist of the quoted sources. It describes the previously related studies as the primary sources. The use of secondary sources of references should not dominate the total references. Quotation should be maximally one paragraph and/ or the gist of the quoted sources (Australian Government Publishing Service 1987).

## **2. RESEARCH METHOD**

The research method used is normative juridical with an empirical approach. The data used secondary data and is done by observation and interview (interview), the data obtained are analyzed in a qualitative juridical manner and deductively drawn conclusions.

## **3. FINDINGS AND DISCUSSION**

The concept of developing the main tourism products of Pesawaran Regency is oriented to the process of potential and attractiveness of beauty, uniqueness and natural charm of the mountains and marine waters. Orientation on the atmosphere of the beauty of natural charm can be developed into a central theme of tourism products, enabling various walks of life as tourism stakeholders can be involved in tourism development. Likewise, on the other hand, tourism is expected to be able to encourage the development of culture and people's welfare. The cultural dynamics need to be linked to the diversity and beauty of natural charm, so that in the development of tourism it is necessary to pay attention to the carrying capacity and environmental tamping. Culture and nature are interrelated and influential, so that the development of tourism products as far as possible pay attention to the characteristics of each and the interaction of both. Tourism products are developed with themes that are in line with the aspirations of the local community and trends in the development of tourist interests, especially special interest themes that can attract foreign tourists. Tour packages in natural forest areas have their own markets, especially for adventure lovers. Tourism themes such as attracting foreign tourists not only enjoy the beauty of nature but are also invited to participate in helping environmental conservation. Mass tourism themes are also potential to be developed, because they are easily enjoyed by the people of Pesawaran Regency and the community in the



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surrounding regency / city areas. The development of tourism products needs to be supported by small and medium industries based on the empowerment of the people's economy. This is important because tourism activities are also expected to spur improvement and empowerment of the people's economy, employment and strengthen community empowerment. Therefore tourism product development programs should involve the participation of small businesses (MSMEs) and cooperatives and develop partnerships with medium-sized businesses and large tourism investors. Tourism product development needs to pay attention to quality standards of products and basic services such as hygiene, sanitation and hygienic, beauty and safety. Service standards with clear tariffs also need to be understood by each service provider and tourists. Floating tourism products can be done in stages in accordance with the consideration of community capacity, the ability of local governments, as well as the tenacity of businesses in seeing and managing tourism potential into useful products. This means that the development of tourism products is done not in a mass manner and with drastic changes but with a thorough and gradual. Development priorities are carried out with the support of concrete planned programs and activities. Thus all parties will learn from the process of success or failure of developing a tourism product.

One of the principles of developing tourist products is the process of learning from shared experiences. Tourism development business activities are expected to become a locomotive in dominating the regional economy. The concept of developing Pesawaran Regency tourism is directed to cultural tourism and the natural beauty of the highlands and the sea where tourists can not only enjoy inner peace, cultural uniqueness and natural beauty are also expected to participate directly in cultural and environmental conservation activities while gaining a deeper understanding of the ins and outs of cultural ecosystems, nature of the mountains and the sea tourist interaction with the community is expected to be able to build awareness of mutual respect for values and cultural procedures of each and both of them strive for each other to stay sustainable. The image of tourism is important in promotion and marketing. Therefore it is necessary to build identity and image which are the main themes of tourism marketing and promotion of Pesawaran Regency. This image is like an invisible magnet but has a very strong attraction, without an image the tourist destination is less able to absorb the potential of the tourist market. Therefore the tourism image of Pesawaran Regency must be found, processed and built continuously. The combination of the strengths owned, imaged in a brand image, slogan and symbol

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that can give strength in and out, in the sense of giving power out, that is the wider community to and wants to approach, know, learn and visit. The development of tourism marketing needs to pay attention to market segments and tourist characteristics.

Pesawaran District tourism marketing needs to be planned systematically and thematically. In addition to the need to carry out integrated marketing and marketing and promotional efforts not by themselves must be done so as to reach a wider and more appropriate market. Investment plays a very important role in a developing society. Investment is like a motor that drives national economic life. Because capital formation enlarges production capacity, raises PAD from levies and local taxes, creates jobs and increases people's income. There are several obstacles that cause foreign and domestic investors are still reluctant to immediately invest in Pesawaran Regency: Infrastructure limitations will affect the smooth investment in because it will increase investment costs higher.

Paying attention to the road to production centers; Provision of facilities and infrastructure to support inter-regional transportation; Provision of facilities and infrastructure to support transportation to the potential of tourism objects for the achievement of the targets of road and bridge infrastructure, a number of activities to develop, improve and maintain roads and bridges in several parts of the region. From the data above, it can be illustrated that the results of the achievements that have been carried out by the local government of pesawaran are in the form of road improvements, providing public transportation and repairing bridges. The local government of pesawaran will also continue to strive stakeholders to be interested in opening a new hotel business near tourist attractions in Pesawaran.

The Regional Government of Pesawaran, stipulates that the Department of Tourism, has the following main tasks: to carry out part of the regional authority covering technical policies, planning, implementation, evaluation and control in the field of arts and cultural tourism. Based on Lampung Province Regional Regulation No. 8 of 2016 concerning the third amendment to the Lampung Provision Regional Regulation No. 13 of 2009 concerning Organization and Work Procedure of the Lampung Provincial Office The task of the Tourism Office is to carry out part of the provincial government affairs in the field of tourism based on the principle of autonomy which becomes the authority, deconcentration task and assistance and other duties in accordance with the

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policies stipulated by the Governor based on applicable laws and regulations.

## **4. CONCLUSION**

It is the closing of the article which reflects the essence and reasoning of the research by the writer. It is also logically based on the evidence taken from, and presented by the writer in paragraphs. Implication, limitations, and suggestions are also presented in paragraphs without numbering. It is the closing of the article which reflects the essence and reasoning of the research by the writer. It is also logically based on the evidence taken from, and presented by the writer in paragraphs. Implication, limitations, and suggestions are also presented in paragraphs without numbering.

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