



Synchronization In The Implementation Of Tourism Village Management Policy In Bondowoso District In The New Normal Era

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Abstract

The impact of Covid-19 has tarnished almost all sectors, one of the sectors experiencing increased sensitivity from the pandemic is the tourism sector. Tourism is one of the leading sectors of the national and regional economy, so the local government establishes a policy in the form of setting health protocols that must be obeyed. One of the regions that issued regulations regarding health protocols was Bondowoso Regency through Regent Regulation No. 107 of 2020 regarding health protocol rules. However, based on the observations of researchers, there are findings regarding violations of

health protocols carried out in several tourist village objects in Bondowoso Regency by visitors, traders, and tourist village managers even though there are policies that regulate health protocols. Because of these dynamics, this research was conducted to determine the analysis and level of compliance of the policies that have been issued in the tourism village sector. The approach taken is descriptive quantitative through distributing questionnaires that are adjusted to Likert's rules, then processed using SPSS to obtain data results in the form of tables and diagrams. The results of the data processing were analyzed using the compliance perspective theory from Ripley and Franklin which set 3 indicators in measuring the level of success of policy implementation, namely the level of compliance, the smooth routine of organizational functions, and the performance and impact of policies. As a result, of this research, a hypothesis can be established regarding the results of the analysis of compliance with policy implementation in tourist villages.

Keywords : Compliance, Implementation, Policy, Tourism Village, Covid-19

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INTRODUCTION

The background of this research is based on the existence of the Covid-19 pandemic that started in the city of Wuhan, China and spread to all parts of the world including Indonesia. Based on data from JHU CSSE Covid-19, updated data every 2 weeks in the period from 1 to 14 September 2021, namely 85,415 people who were confirmed positive for Covid-19 and from this data, the results of the graph were sloping than before, which was at a peak or critical point in Indonesia. the number of 56,757 people as of July 15, 2021, then it was also known that in the previous 2 months, namely May and June, the total number of deaths due to Covid-19 was 5,067 people and increased in June to 7,865 people. Reflecting on these dynamics, all policies and efforts have been issued by the government to suppress the spread of the pandemic, including the PPKM policy (Enforcement of Community Activity Restrictions) level 1 to 4 which functions to map restrictions on community activities based on the spread of Covid-19 in their respective areas.

Quoted from the official merdeka.com page, there are 6 sectors affected by the Covid-19 pandemic, including the tourism sector which is in the first position, then continued in the manufacturing, economic, transportation, social and food sectors. Based on the data presented, it can be seen that the tourism sector is one of the sectors most affected by the pandemic, this is only natural because Indonesia is a country that is rich in natural and cultural conditions, even local wisdom is well known to foreign countries, so that it becomes Indonesia's attraction to also won the coffers of the country's foreign exchange. This condition is in line with what has been conveyed by the Vice President of Indonesia, Ma'ruf Amin in repubika.co.id that the tourism sector is the sector most affected by Covid-19 as evidenced by the drastic decline in the number of tourist visits.

Bondowoso Regency, East Java, which is the focus of research areas related to synchronization research in the implementation of tourism village management policies due to Covid-19 per day, is reportedly sloping and is at PPKM Level 2, but even so, the presence of a pandemic that attacks automatically also has a significant influence on the regional economy. . The city which is destined to have geographical conditions with unique and unique natural resource wealth makes the tourism sector also supported by this, this phenomenon is also proven by the appointment of Bondowoso Regency to become Ijen Geopark which is being proposed as a geological heritage to UNESCO by the Bondowoso Regency Government. However, in line with what has been conveyed by Ma'ruf Amin, the condition of tourism in Bondowoso Regency is also the sector most affected by the birth and outbreak of the pandemic, resulting in the industry that is most in demand by tourists trying to survive and adapt to the dynamics that are changing. happen. The economic condition of Bondowoso Regency, which is mostly supported by tourism, has resulted in a critical socio-economic condition of the local area, which in turn becomes a homework for the government and residents of Bondowoso.

One of the lines of the tourism sector in Bondowoso Regency is the existence of 6 tourist villages consisting of Tirta Agung, Saunaga, P28, Rengganis, Alas Sumur and Lombok Kulon.



Based on data obtained from the Bondowoso Regency Tourism Office, there were a total of 853 tourists in 6 tourist villages that have been described in May 2021. In addition, from the results of observations made on 2 tourist villages with the highest number of tourist visits, namely Tirta Agung and Alas Sumur, it was found a number of visitors and traders who violate health protocols for example, such as not wearing masks, no special area for sellers, crowding and not keeping a distance.

On the other hand, Bondowoso Regency issued Regent Regulation Number 107 of 2020 concerning the Implementation of Discipline and Law Enforcement of Health Protocols as Efforts to Prevent and Control Corona Virus Disease 2019 in Article 24 concerning Tourist Attractions and Tourism Businesses, Article 25 concerning Tourism Street Vendors and Article 26 which regulates Visitors or Tourists. Then, based on an interview with the Head of the Tourism Division in Bondowoso Regency, Mr. Junaidi, information was obtained that visitors, traders and officers had adhered to the rules of health protocols which the local Tourism Office also applied the 5M rules and helped provide medical equipment to support the success of this, such as the provision of a thermogun, hand washing equipment, and a set of PPE packages at each destination recorded by the local Tourism Office. Due to the findings, information and observations that have been traced, we are compelled to conduct research or research related to synchronization in the implementation of tourism village management policies in Bondowoso Regency in the new normal era.

In this research or research, the sector that is most prioritized is the tourism sector so that it has the potential to be used as an academic reference related to tourism studies and policies at the regional level. The existence of this research can serve as an evaluation material related to regional performance management, especially in the tourism sector. In addition, the potential is no less crucial, namely the potential to be a lesson for the community related to the application of health protocols, especially by local residents to tourist village tourists or within the scope of tourism.

Research methods

This study uses a descriptive quantitative approach with the aim of researchers being able to describe facts accurately, systematically and actually or the observed phenomena can be described in detail (Yusuf, 2014). According to Sugiyono (2015) a quantitative approach is used to examine a particular population or sample and the sample is taken randomly through data collection with statistical data analysis instruments. The data collection process is carried out through several stages. The first stage is observation. Observation according to Yusuf (2014) is one technique to investigate nonverbal behavior. This is in line with the research objectives related to knowing the compliance actions of the research object. Observations were made in 2 Tourism Village objects based on secondary data related to the highest visits, namely Tirta Agung Tourism Village and Alas Sumur. The next stage is an interview with the Bondowoso Regency Tourism Office to obtain data related to the management of Tourism Villages during



the pandemic, regulations related to Tourism Villages, and the mechanism for implementing health protocols in Tourism Villages. Then after obtaining the data then processed based on Regent Regulation no. 107 of 2020 related to the application of applicable health protocols to become an instrument to be disseminated through surveys.

1. Determination of Population and Sample

According to Sugiyono (2008) part of the whole as well as the characteristics possessed by a population, it can be called a sample. To determine the minimum number of samples, the Slovin formula is used. The sampling calculation using the Slovin formula by the researcher is as follows:

$$n = \frac{N}{(1 + Nxe^2)}$$

$$n = \frac{853}{(1 + 853x(0,05)^2)}$$

$$n = \frac{853}{3,1325}$$

$$n = 272,30 \approx 273 \text{ sampel}$$

The sample criteria by the researchers included the age of 17-50 years, Domiciled in the Bondowoso Regency and surrounding areas or horseshoe (Jember, Bondowoso, Banyuwangi, Situbondo, Probolinggo, and Lumajang), then visited or knew about Tourism Villages in Bondowoso Regency during the covid pandemic -19, as well as all tourists or visitors registered by the officer for purchasing tickets and incidentally filling out an e-questionnaire distributed by researchers in google form format between 8 July - 5 August 2021.

2. Instrument Formulation

Based on Bondowoso Regent Regulation number 107 of 2020 concerning the application of discipline and law enforcement of health protocols as an effort to prevent and control Corona Virus Disease 2019 in Bondowoso Regency, in article 24, article 25 and article 26, 3 dimensions were compiled in the research questionnaire instrument. The three dimensions are the visitor compliance dimension which consists of 12 question items, then the tourism manager dimension which also consists of 12 question items, and the last is the tourist merchant dimension which contains 11 question items. The arrangement of the instrument into 3 parts of the dimension is oriented towards measuring the level of public perception of the policy for implementing the Covid-19 health protocol. Measurements in the instrument use a Likert scale with a scale of 1-4.



3. Validity and Reliability Test

A data can be said to be valid according to Sugiyono (2004), if the measuring instrument used can measure what should be measured, then validity can be interpreted as the level of reliability of the measuring instrument used. Thus, the purpose of the validity test is to ensure that the instrument can actually measure the things in the research to be measured and are suitable for use in research.

In this study using the Pearson validity test, namely testing the instrument with $N = 30$, and using the SPSS 26 tool. The results of the validity test indicate that the questionnaire item is valid as evidenced by the statistical significance level $<$ the significance level set by the researcher (0.05 or 5%) and calculated R value $>$ R table $N=30$ (0.361)

After the instrument is declared valid, then to ensure that the research instrument can produce consistent data and can show correlations between items by respondents' answers to the survey questionnaire, a reliability test is carried out. According to Harrison in Zulganef (2006) reliability is the reliability of a measuring instrument that can be demonstrated through the consistency of measurement results from time to time if the phenomenon being measured does not change. In this study using the Cornbach Alpha formula as a calculation of the reliability test

Reliability Statistics

Cronbach's Alpha	N of Items
.899	46



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The results obtained that the cronbach alpha value of the calculated research instrument is 0.899, indicating a value above the cronbach alpha set by Wiratna (2014) which is 0.60, so the research can be declared reliable.

4. Data Spread

The condition of restricting social activities to prevent the spread of the Covid-19 virus means that most of our activities are carried out online. Thus the process of distributing data, namely the distribution of questionnaires containing the instruments that we have set, is carried out through distributing questionnaires using google forms and filled in online by respondents. In order to optimize the distribution of data to meet the needs of respondents, this research empowers local human resources through a volunteer system. Volunteers were assigned to find respondents by distributing questionnaire link information on their social media within the time period determined by the researcher, which was approximately 1 month.

5. Data Processing

For approximately 1 month there are 964 data that have been collected. Then the raw data was tabulated using SPSS, and based on the predetermined sample criteria, 278 valid data were obtained. The valid data will be analyzed



6. Data Analysis

Data analysis was carried out using a frequency distribution technique with the aim that the data collected from the results of the study could be presented in a simple and good form, such as tables, bar charts or circles (popular statistics) so that research results can be described more easily. (Djarwanto, 1982).

Frequency distribution was carried out using SPSS 26 to determine the level of quantity per item and to produce data visualization in the form of bar charts and pie charts of each dimension. Then each dimension is calculated by categorizing the data through the calculation of the minimum, maximum, average, Standard Deviation (SD) total and the total range using the record into difference technique. . Low can be for example $X < M - 1SD$, for medium values with the formula $M - 1SD < X < M + 1SD$, while for high value categorization is $M + 1SD < X$.

RESULTS AND DISCUSSION

Ripley and Franklin Compliance Theory

In implementing a policy, it is necessary to implement it so that the policies that have been formulated can actually go according to what was formulated and planned. According to Asna (2010), it is stated that the policy implementation process is a process in determining the implementation of policy programs that touch and successfully accommodate the public interest. In addition, the policy implementation process can be interpreted as a parameter that determines the success of the program created.

In the concept presented by Ripley and Franklin regarding policy implementation, they have a different perspective. In their book "Policy Implementation and Bureaucracy", Ripley and Franklin (1986) state that there are several indicators of successful policy implementation that must be met by policy makers or implementers, including:

a. Degree of Compliance (Level of compliance with policy implementation)

In determining the level of compliance, it is nothing but discussing problems or problems related to the behavior of each bureaucracy. The measure of success and success of a policy implementation process is certainly seen in the perspective of its compliance with the rules or guidelines for implementing the policy. If the bureaucracy that is the executor seriously carries out the policies that have been previously regulated, then automatically the target object that is the goal of the policy can enjoy the benefits of the policy. This also applies to policy targets.

Where the object of the policy must be obedient and obedient to the policies made when the approach or policy model used is a top-down implementation model. (Haedar, 2010).

b. Smoothly Functioning Routine and the Absence of Problem



The success of the policy implementation process has characteristics that are characterized as matters relating to the smoothness of routine functions and the absence of problems, also includes the notion of the absence of disturbances in the routine activities of functions. This means that the implementation of the policies applied is at the policy level, which is included in the category of distributive policies (Syahmeiza, et al: 2011).

Therefore, for the smooth implementation of routine organizational functions carried out by the apparatus or policy implementers, it must be seen as a whole related to the smooth implementation, the attitude of the implementers in implementing policies, and the communication relationship that is built between each stakeholder. If in this process the implementation is carried out smoothly without any significant problems and does not interfere with the overall schedule of policy program implementation activities, the policy implementation process can be said to be successful.

c. Performance and impact of the policy

The process of implementing the policy cannot be separated from the performance of the apparatus. The implementation refers to and leads to what has been planned and regulated in the regulations. In this perspective, the main element depends on the technical mechanism for implementing the apparatus in the bureaucracy (Austin: 2020). If the bureaucratic apparatus that implements the policy works optimally, then the results achieved must have a significant impact on the community so that the creation of an independent and orderly society in harmony with running regulations.

From what has been explained in the description above, it can be seen that the concept of the compliance model initiated by Ripley and Franklin set several indicators and parameters for review and analysis, including:

Village Management Parameter

Dimensi	obedience of	Indicator	Parameter
compliance with Tourism			
1. Visitors		Compliance level	3-dimensional categorization
2. Manager			accumulation test results
3. Merchants		The routine of organizational functions and the absence of problems	1. Smoothness and attitude of implementation
		Policy performance and impact	1. Communication relationship

Table 2. indicators and variable parameters



Analysis of the results of the compliance level of tourism village management

The process of implementing policies related to Regent Regulation no. 107 of 2020 concerning Guidelines for the Implementation of the Covid-19 Health Protocol in Bondowoso Regency. When viewed from the perspective of testing the level of compliance in the regent's regulation, especially in Article 24 concerning provisions for the fulfillment of tourist villages for tourism managers, Article 25 concerning provisions for compliance with the implementation of health protocols for street vendors in tourist areas, and Article 26 concerning provisions for visitors/tourists. regarding the implementation of health protocols. The compliance test was processed by the researcher using SPSS 26 software. The analytical test used by the researcher was the analysis of the frequency distribution which was then carried out by the categorization test.



Figure 2. The results of the tourism village management compliance test

Figure 1. The results of the 3-dimensional tourist village compliance categorization test.

From these results it can be seen that the three dimensions contained in the tourist village are classified as medium level, namely 64.5%, while for other categories it is at a low level of 10.1% and a high level of 25.1%. That means there are several notes that need to be addressed regarding compliance and adherence to the rules/SOPs for implementing health protocols in tourist villages.

The note is in the form of the results of research by researchers in several dimensions of tourism village management items that are at the level of negative results, such as the absence of health workers on duty in the tourist village area. This is very unfortunate because based on the Perbup in article 24 letter f, it mandates this. However, based on the results of interviews with researchers with the Head of Tourism, Tourism, Youth and Sports Office of Bondowoso Regency, the Covid-19 Task Force, which is a joint task force between several elements of institutions such as the TNI, Polri, Health Service, District Court, Attorney General's Office, and



Tourism Office carried out visits or patrols to several tourist areas every weekend or holiday. Because at that time the number of visits increased so there was a need for strict tracing regarding the implementation of health protocols.

In addition, compliance with the Perbup is comprehensive and disciplined in almost all dimensions of visitors and traders in the tourist village area. This means that socialization to the public to visit tourist villages and the rules for trading in tourist areas are well known to the target. This is also due to the top-down health protocol rules from the central government to regions that tend to be centralized. It also affects the level of compliance because a centralized policy must mobilize all available resources including the security forces to implement the policy.

Analysis of routine functions of tourism village management organizations

In the implementation of the Regent's Regulation No. 107 of 2020 tends not to experience significant problems related to the implementation and attitudes of the apparatus related to the implementation of these policies. In addition, relations that are still quite well maintained and intense are carried out between related agencies/agencies.

There are 6 tourist villages in Bondowoso Regency, according to data from the Tourism, Youth, and Sports Office of Bondowoso Regency. From all of this, the joint operation of the Covid-19 Task Force to monitor and supervise if there are violations of health protocols is not carried out every day, but is carried out at any time, namely weekends and holidays. Because at that time the number of visits recorded the highest accumulated number so that it was prone to health protocol violations.

Indicator parameters	Information
Smoothness and attitude of implementation	The three dimensions as a whole have implemented the SOP and are quite cooperative with the existing rules even though they are not fully implemented, such as: • Hand sanitizer is rarely available, as well as the behavior of visitors who rarely keep their distance, dispose of trash in an orderly manner, and spit carelessly • Rarely are there officers who discipline violators of health procedures in tourist areas and wear clothes according to health procedures and there are almost no health workers on duty in tourist village areas • Traders in the tourist village area are mostly still not centralized and rarely provide facilities related to process rules Therefore, the attitude of policy implementers still tends to not fully implement the existing SOPs. There is a need for stricter supervision



	regarding the smooth process and attitude of implementation.
Communication relationship	Intense communication between the Tourism Office, the Covid-19 Task Force, and the tourism village manager. It is proven by the existence of patrols or monitoring in the tourist village area at certain times. In addition, visitors and traders know quite a lot about the rules for implementing health protocols in tourist village areas.

Table 3. Analysis of organizational function routines

Based on the table, it can be stated that the management of tourist villages still tends to be good but there are many notes related to coordination that must be built. The existence of a unified SOP and clarity of main tasks and functions make the implementation process run smoothly without any problems. The reason for this is that communication between parties is still not completely smooth, even though in practice the apparatus at the Tourism Office always monitors and updates what is happening in the field and responds quickly.

Therefore, in carrying out its functions and duties in accordance with the events in table 2, it can be said that tourist villages still tend to carry out routines and their attitudes tend to seek safety so that things that are complete if not fulfilled still tend not to communicate it, although in some cases an opportunity from the Tourism Office which provides a number of top-down tools but on a bottom-up basis the need for what is needed is still not fully available.

Analysis of the performance and impact of tourism village management policies

In this perspective, it is the perspective that is assessed as the process and output of the policies that have been implemented. So that from the assessment it can be known in depth about the impact received by the community or other parties who take part and play a role in the process of implementing the Regent's Regulation no. 107 year 2020.

The impact and performance of the policy on implementing health protocols in Bondowoso Regency based on Regent Regulation no. 107 of 2020 as follows:

Indicator parameters	Information
Performance of government/relevant agencies	In carrying out the policy of Perbup 107/2020, overall the government apparatus concerned in tourism has carried out their duties well. It is proven by the schedule of supervision and actions taken so that there are no positive clusters of Covid-19 in the tourist area. But other than that, there is no unified SOP among all tourist village units so that between tourist villages have their own understanding. Also updating regulations which still tend to be less proactive and responsive in responding to the dynamics of changing rules from the central government so that the rules made tend to be less adaptive



Impact on visitors	During the Covid-19 pandemic, there have been no or no positive cases from the tourism cluster in Bondowoso, especially tourist villages
Impact on tourism village managers	supporting facilities for health protocols have begun to be adequate, have begun to adapt to new living habits, and income tends to decrease due to restrictions on mobility for visiting/vacation
Impact on tourist village traders	Income tends to decline, has begun to adapt to new living habits related to selling, the food sold is cleaner and more hygienic, and there has been a centralized selling area.

Table 4. Analysis of policy performance and impact

CONCLUSION

It was concluded that the results of H2 received were that the compliance of policy implementation in the tourist village was carried out quite well (medium). This fairly good (moderate) indication means that the implementation of the management policy in the tourist village is carried out well, but there are still some violations or non-compliance in its implementation, because of this, research or research conducted related to policy implementation in 6 tourist villages of Bondowoso Regency gets results quite good (medium).

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