

THE IMPLEMENTATION OF EDUCATIONAL TOURISM DEVELOPMENT BY DINAS KEPEMUDAAN OLAHRAGA PARIWISATA DAN KEBUDAYAAN KABUPATEN PURWAKARTA (A Case Study of Purwakarta Museums)

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Abstract

Purwakarta Regency tries to build tourism through educational tours that can be obtained from several museums. The development of educational tourism in Purwakarta, it's inseparable from the participation and involvement of the government as well as program plans in it. In looking at the things that have been done for the development of educational tourism, the implementation of existing programs and policies is needed. George C Edwards suggested that implementation can be seen from four things that are communication, resources, disposition, and bureaucratic structure. This study focuses on these four things which aim to determine the implementation of the development of educational tourism in Purwakarta in terms of program alignment with the activities that have been made to its implementation. This research uses descriptive qualitative methods with data collection techniques in the form of documentation, observation, and interviews. Data analysis with data reduction, data presentation, and conclusion. The participants are employees in Dinas Kepemudaan Olahraga Pariwisata dan Kebudayaan Kabupaten Purwakarta as well as managers in each of its museums. The location of this study was at the Dinas Kepemudaan Olahraga Pariwisata dan Kebudayaan Kabupaten Purwakarta, taking additional data obtained from museums in Purwakarta, Diorama Nusantara, Diorama Purwakarta, Bale Indung Rahayu, and Galeri Wayang. From the results of the research, it was found that communication was not optimal and there was no official cooperation between stakeholders, human resources were not facilitated with additional knowledge or training, the disposition had gone well enough, seeing in terms of bureaucratic structure there were no special policies governing educational tourism and the absence of SOPs or standard operational procedures which ultimately made it not run optimally development of educational tourism in Purwakarta. So it can be said that the development of educational tourism in Purwakarta has not gone according to what was expected.

Keywords: Implementation, Communication, Resources, Disposition, Bureaucratic Structure

A. INTRODUCTION

According to the Ministry of Tourism and Creative Economy in the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, "tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments". According to (Ratih, 2013), there are many types of tourism, one of which is educational tourism which is a program for tourists to visit various tourist attractions by focusing on getting hands-on learning experiences. An example of educational tourism is a museum. Government Regulation number 66 of 2015 concerning museums explains that museums are institutions that function as a place to protect, develop, utilize collections and communicate them to the public. The biggest visitors to educational attractions are students and students who use vacation opportunities to have fun and gain new things.

The presence of the policy is expected to be able to assist in directing the development of better educational tourism. What's more, educational tourism requires specific attention regarding the information that will be conveyed and shown to tourists. According to (Pitana, 2009), the policy is a direction or guideline in the implementation of government activities and is stated in general

terms about the achievement of goals and guidelines for action by all practitioners inside and outside the government to meet the expectations that have been designed. Meanwhile, (Pitana, 2009) reveals that tourism policy is defined as the identification of a series of goals and objectives to assist government agencies in the tourism industry planning process.

(Afrizal, 2018) has researched the leading tourism objects of Hapanasan, Rokan Hulu, and Riau related to the implementation of the policies of the Tourism and Culture Office of Rokan Hulu, the results of the implementation say that tourism development has not been optimally seen from the lack of coordination between the government and the community, infrastructure that has not optimal, as well as the lack of professional human resources. Another study conducted (Irawan, 2015) related to the implementation of tourism policies in Banyuwangi Regency. The results of this study, there are inhibiting factors in the implementation of tourism policies, including communication, community participation, and competence of policy implementers.

The findings above highlight the importance of the role of policy implementation in knowing various issues regarding the implementation of tourism policies made or implemented by the government. This is by the purpose of implementation according to (Tachjan, 2006) which is to establish possible relationships due to the realization of public policy objectives or the objectives of activities carried out by the government. One of the areas that are being developed and rebuilt for tourism is Purwakarta Regency, which is located in West Java. As the second smallest district in West Java, Purwakarta tries to build tourism through educational tours that can be obtained from several existing museums. Based on the Purwakarta Regent's Decree regarding the Determination of Tourism Objects in the Purwakarta Regency Government in 2019, 4 educational tourism objects were established, namely the Purwakarta Diorama, Bale Indung Rahayu Diorama, Wayang Gallery, and Nusantara Diorama. This was also explained by the Dinas Kepemudaan, Olahraga, Pariwisata dan Kebudayaan of Purwakarta Regency, hereinafter referred to as Disporaparbud in the Draft Regional Regulation on the Master Plan for Tourism Development of Purwakarta Regency 2020-2029 regarding the concept of tourism destination development in article 10:1, namely the concept of tourism development carried out by Purwakarta Regency is a combination of the concept of urban tourism and educational tourism with community empowerment in tourism. This was also explained by the Dinas Kepemudaan Olahraga, Pariwisata dan Kebudayaan of Purwakarta Regency, hereinafter referred to as Disporaparbud in the Draft Regional Regulation on the Master Plan for Tourism Development of Purwakarta Regency 2020-2029 regarding the concept of tourism destination development in article 10:1, namely the concept of tourism development carried out by Purwakarta Regency is a combination of the concept of urban tourism and educational tourism with community empowerment in tourism. This was also explained by the Dinas Kepemudaan, Olahraga, Pariwisata dan Kebudayaan of Purwakarta Regency, hereinafter referred to as Disporaparbud in the Draft Regional Regulation on the Master Plan for Tourism Development of Purwakarta Regency 2020-2029 regarding the concept of tourism destination development in article 10:1, namely the concept of tourism development carried out by Purwakarta Regency is a combination of the concept of urban tourism and educational tourism with community empowerment in tourism.

In general, educational tours in Purwakarta are made with the target market of school children and students studying in Purwakarta. The development of educational tourism in Purwakarta cannot be separated from the role and involvement of the government. Based on the results of interviews with the Disporaparbud Purwakarta on the development of educational tourism, there are still several things that must be improved, this can be seen from the lack of communication in management that is held by more than one party, causing there is a miscommunication in the process of implementing the activities and development of the museum, currently, the museum in Purwakarta is under the auspices of the Archives and Library Service and in the promotion process Disporaparbud plays an active role, in addition to the limited human resources in its management and implementation, currently there are only 2 museums in each museum. 3 people, until the

process of implementing policies that are still not focused on educational tourism, especially museums in Purwakarta.

At the same time, following the issues contained in the 2018-2023 RPJMD Purwakarta related to tourism potential and development, the authors are interested in conducting a study to find out the implementation of educational tourism development that has been carried out by the Disporaparbud Purwakarta Regency. Therefore, this research is entitled: "Implementation of Educational Tourism Development by the Youth Service, Sports, Tourism and Culture of Purwakarta" with the aim of research to determining the implementation of the alignment of programs and activities that have been made by Disporabud Purwakarta towards the implementation of educational tourism development, especially in existing museums in Purwakarta seen from four variables according to (Tachjan, 2006) namely communication, resources, Standard Operating Procedure/SOP.

B. RESEARCH METHOD

This study uses a qualitative approach with a descriptive method. (Saleh, 2017) reveals that qualitative research methods are methods for interpreting or interpreting phenomena or symptoms for both actors and the consequences of their actions. Bogdan and Taylor (1993) in (Saleh, 2017) explain that qualitative research is a research method that produces descriptive data in the form of written or spoken language from people and observable behavior.

The technique of determining participants in this study was carried out using a non-probability technique with purposive sampling. The participants in this study were Mr. Acep Yuli Mulya, S.Sos, as the head of the tourism sector, Mr. Edwi Rubiyanto as a member of the cultural sector and Mr. Yoga and Mr. Prahaja as the coordinator of the Museum of the Wayang Gallery and Bale Indung Rahayu at the Disporaparbud Purwakarta Regency, as well as the museum manager. -museum in Purwakarta, Mr. Edot as managing coordinator for the Diorama Purwakarta and Diorama Nusantara, Mr. Sahdan and Mrs. Yulia as coordinators and guides at the Bale Indung Rahayu, and Mr. Gerry as coordinator and guide at the Wayang Gallery.

The location of this research is at the Department of Youth, Sports, Tourism, and Culture of Purwakarta Regency (Disporaparbud), and additional data were collected from museums in Purwakarta, namely Diorama Purwakarta, Diorama Nusantara, Diorama Bale Indung Rahayu and Wayang Gallery.

C. RESULTS AND ANALYSIS

Purwakarta is one of the districts in West Java. Located in 3 main route points, namely Purwakarta-Jakarta, Purwakarta-Bandung and Purwakarta-Cirebon make this district a strategic area to visit if you want to travel. In the management of tourism in Purwakarta, it is managed by the Department of Youth, Sports, Culture and Tourism of Purwakarta Regency or better known as Disporaparbud, established in 2016 following Regent Regulation No. 148 regarding the position, structure, organization, duties, and functions as well as the Work Procedure of Purwakarta Regency as one of the Organizations. Regional Devices. Disporaparbud is a description of the Department of Education, Youth and Sports and the Department of Transportation, Tourism and Culture, Post and Telecommunication which later transformed into a new service in Purwakarta Regency which is located on Jl. West Punawarman No. 2 Purwakarta 41112, West Java. There are various types of tourism in Purwakarta, ranging from natural to man-made. One example of man-made tourism is educational tourism. Based on educational tours in Purwakarta, it is divided into three dimensions, namely sports educational tours such as Skywalker Via Ferrata Gunung Parang,

River Tubing/Ngaprak River, Sage River Tubing, then cultural educational tours such as Kahuripan Village and Tajur Traditional Village. In addition, another example of educational tourism is the museum which is a combination of science education tourism and cultural education, which is also used as a learning medium. There are 4 museums in Purwakarta which were established through the Regent's Decree in 2018 with the number 435/Kep.829-Disporapabud/2018 concerning the Determination of Tourism Objects in the Purwakarta Regency Government, namely:

1. Bale Panyanwangan Diorama Purwakarta

Figure 1. Bale Panyawangan Diorama Purwakarta



Source: Kompasiana.com, 2016

This diorama is an expression of the history and development of Purwakarta from time to time which is displayed through a combination of archives, art, and technology. The contents in it include a picture of Purwakarta during the Dutch East Indies to a picture of Purwakarta today. 9 rooms are used to tell the story of these times, and the naming of the room is taken from the names of the kings when the Sundanese occupation took place.

2. Bale Panyawangan Diorama Nusantara

Figure 2. Bale Panyawangan Diorama Nusantara



Source: Personal Documentation, 2022

Diorama Nusantara tells about the initial expression of human civilization in Indonesia and its development from time to time to the present moment which is viewed from various aspects such as regional, religious, artistic, social, cultural, political, economic, government systems, and infrastructure aspects that are displayed through a combination of archives, art and technology. The contents in it include pre-historic times, the Hindu-Buddhist kingdoms, shipping masses to the establishment of the VOC, cultural acculturation, maritime archipelago, regional images, and the special Digjaya Purwakarta. In the delivery, each period is divided into 11 halls or rooms where the name of each room is taken from the name of the region in Indonesia.

3. Bale Indung Rahayu

Figure 3. Bale Indung Rahayu



Source: Google.com

This museum tells about the journey of human life starting from the womb to the end of life and the role of mothers in caring for children which are associated with Sundanese culture. In this museum, there are 8 rooms, and each room tells a different story ranging from the story of human birth, life as a child to life when having a family, and life when leaving the world.

4. Wayang Gallery

Figure 4. Wayang Gallery



Source: Personal Documentation, 2022

The Wayang Gallery was formed as a place for preserving wayang culture when viewed from a religious perspective, the purpose of its establishment is for future generations to know that in the past the spread of religion occurred through wayang, from a moral point of view, wayang is an expression of the good and bad character of humans. There are 2 rooms in this museum, the room on the right of the gallery tells about the stories of Ramayana and Shinta and Mahabrata, the room on the left of the gallery contains various kinds of puppet collections ranging from wayang kulit, wayang kulit tripe, wayang golek, wayang cepak Cirebon, wayang suket, wayang bambo, wayang Betawi, wayang klitik and wayang wali.

In looking at the implementation of the development of educational tourism in Purwakarta by the Department of Youth, Sports, Tourism, and Culture of Purwakarta Regency (Disporaparbud) which is seen from 4 aspects according to George C. Edwards, there are:

a. Communication

The understanding of communication in this study refers to the way Disporaparbud accepts policies and programs provided by the Regional Government as well as delivering programs and policies to museum managers and conducting discussions and meetings about the direction of developing educational tourism in Purwakarta. In the delivery of policies and programs to the Disporaparbud, it is carried out internally, for example, if it is related to the field of culture or tourism, the Regional Government and official officials will directly contact

these fields and hold internal meetings. In the delivery of policies and programs, the service and museum managers have never held a special meeting to discuss educational tourism in Purwakarta. Effective communication is certainly needed to achieve harmonious goals, of course, there are various parties involved in the development of educational tourism in Purwakarta. Disporaparbud currently has not played an active role in the policy-making process. The communication steps taken under the Regional Government Decree are through social media such as Instagram, Facebook, and youtube, and the manufacturing guidebook is used as a promotional communication medium.

b. Resource

The resources in question are human resources and man-made resources both in the form of objects and technology as well as attractions offered in each museum, namely the Purwakarta Diorama, Nusantara Diorama, Bale Indung Rahayu, and Wayang Gallery. Human resources, especially the guides at the museum, were selected based on special criteria from the local government or regional government, namely based on criteria set by the Purwakarta Regency Personnel & Human Resources Development Agency (BKSDM). The guides will then undergo pre-work training. Disporaparbud did not do much movement and programs for these resources. From interviews conducted with museum managers in Purwakarta starting from Mr. Edot as the coordinator of the management at Diorama, Mr. Sahdan as the coordinator at Bale Indung Rahayu, and Mr. Gerry as the coordinator at the Wayang Gallery, all of them said the same thing regarding programs for human resources. carried out or given by the Disporaparbud. They said that to study the content in the museum, they only provided general knowledge, they also had to find information related to the museum's content that was learned from books, journals, and internet sources. Even though the content displayed is educational content that requires human resources, especially the guides on duty, to be responsible and competent to provide information in it. So, orientation programs, training, and education should be held as mentioned by (Hertati, 2020), with the expected objectives later: increasing productivity between individuals and groups, improving product quality, increasing individual motivation and accountability, improving mental and physical health, and increasing the spirit of individual competence (Hertati, 2020).

Meanwhile, material and technological resources are obtained from the handiwork of an artist who is indeed very competent in his field and contributions from several people who want their work to be displayed in the museum. Working on one object can be made by seven artists, it can be seen from the context of the story and the difficulties in the manufacturing process such as in the making of the reliefs of the Mahabharata and Ramayana and Sinta stories on Bale Indung Rahayu which includes the appearance of reliefs in two dimensions, three dimensions, and four dimensions. Likewise, Diorama Purwakarta and Diorama Nusantara, collaborate with digital technology as a medium of delivery, where audio and visuals are displayed through a screen as well as a stimulator game in it that connects on the bicycles and golden trains with digital technology. The entire budget for content filling is obtained purely from the Government budget without the intervention of other parties.

c. Disposition

In this case, look at the attitude and tendency of the government to support educational tourism programs in Purwakarta. From the results of interviews in the field of culture and tourism, Disporaparbud supports, is committed, and is honest in every existing program, especially in terms of promotion. The agency also shows its commitment to conducting

regular monitoring one to four times a month. However, in management related to human resources, the government's commitment to increasing competence and potential has not been seen, from the results of interviews with guides in museums in Purwakarta and the cultural and tourism fields of Disporaparbud found that there has never been a program to increase competence and guide certification for the last 6 years. If you look at this, the implementor can be stated to be quite good but there are still shortcomings in carrying out the policies obtained from the policy giver, thus causing the implementation of the policies in it not to be carried out optimally and effectively.

d. Bureaucratic Structure

The ease of implementing policy implementation is influenced by a clear bureaucratic structure factor. Bureaucratic structure or in this study refers to standard work procedures. Standard Operating Procedure (SOP) is a term of work procedure used at this time that shows the clarity of the program and the work to be done. The organizational structure also plays a role in the program implementation process, if the organizational structure is clear, it will certainly facilitate the movement of performance and be more effective in managing and developing programs officially issued official SOPs that apply to managers and tourists while at the museum but related to SOPs, both Diorama Purwakarta, and Diorama Nusantara have special SOPs, this is because the management is in the Archives and Library Office of Purwakarta Regency, starting from visitor SOPs to the employee SOP. Each museum has a management structure consisting of a managing coordinator, guide, receptionist, IT, administration, cleanliness, and security.

In the process of managing between fields, Disporaparbud cooperates to promote tourism in Purwakarta, even the field of culture provides a special coordinator for each museum under the auspices of Disporaparbud. However, in the development of educational tourism carried out by the Disporaparbud there are no specific standard operating procedures that regulate educational tourism in Purwakarta, the Disporaparbud, especially in the field of culture and tourism, are only guided by the Purwakarta Strategic Plan 2018-2023 as well as to the main tasks and functions given by Local government. This causes the educational tourism development program in Purwakarta not to run optimally. In general, the implementation of the program does refer to the 2018-2023 RPJMD, but specifically, the development of educational tourism in Purwakarta does not yet have standard work procedures that regulate the direction of its development, and the implementation of its management is based on the main tasks and functions of the Disporaparbud Kabupaten Purwakarta

D. CONCLUSION AND SUGGESTIONS

Conclusion

Based on the findings of this study, the conclusion that can be drawn is that the Disporaparbud, especially in the fields of culture and tourism, has not been optimal, this is based on the concept of George C Edward's Theory in (Irawan, 2015) which is seen from four aspects, namely:

1. Communication in the implementation of educational tourism development in Purwakarta has not been optimal, due to the limitations of the Youth, Sports, Tourism and Culture Office of Purwakarta Regency in assisting the management of educational tourism at Diorama Purwakarta and Diorama Nusantara.

2. Human resources in the Department of Youth, Sports, Tourism, and Culture of Purwakarta Regency, especially in the field of culture and tourism, can be concluded that it is not optimal, moreover, there are still many employees who lack knowledge in the field of tourism, besides that human resources in museum guides have not carried out guide certification.
3. The attitude of the executor or Disposition of the Youth, Sports, Tourism and Culture Office of Purwakarta Regency is quite good, this can be seen from the attitude and implementation of the service staff who carry out their duties by the main tasks assigned to them.
4. The Bureaucratic Structure at the Youth, Sports, Tourism, and Culture Office can be concluded as not optimal because no SOP regulates educational tourism in Purwakarta.

Suggestions

Based on the results of the study, the researcher suggested several suggestions related to the development of educational tourism in Purwakarta to the Department of Youth, Sports, Tourism, and Culture of Purwakarta Regency. communication, resources disposition, and bureaucratic structure as follows:

1. Communication

The Department of Youth, Sports, Tourism, and Culture collaborated with the Office of Archives and Libraries of Purwakarta Regency regarding management in making a program or policy regarding educational tourism in Purwakarta. This is because there is no clear direction in the development of educational tourism in Purwakarta. Thus, it is necessary to hold more discussions regarding the direction and policies of educational tourism in Purwakarta, besides that the coordinator of the museum management should be invited to participate in making programs and policies for educational tourism because the coordinator better understands the conditions of educational tourism sites in Purwakarta.

2. Resources

Conducting training and certification related to tour guides so that tour guides can be more competent and can increase their credibility and professional attitude in their fields. In addition, the government is expected to hold a special seminar for staff in the field of culture and tourism of the Youth Service, Sports, Tourism, and Culture of Purwakarta Regency about tourism management to gain more knowledge about tourism and can better understand tourism, especially in Purwakarta Regency.

3. Disposition

Appreciation is given to staff in the form of certificates and cash prizes for those who carry out all their duties and functions, which can be seen from the commitment and honest attitude of the staff as an expression of their success in carrying out their duties. This is done to build motivation within the staff and increase the sense of professionalism within the staff.

4. Bureaucratic Structure

Make standard work procedures regarding the management and direction of the development of educational tourism in Purwakarta. This is intended so that the direction

of development and management in educational tourism can be directed systematically and has a clear development program.

In addition, further research is expected to use indicators and other methods to see the development of educational tourism in Purwakarta Regency.

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