The Efforts of Regional Government in Increasing Locally Generated Revenue  
(Case Study of Lake Weekuri Management, Southwest Sumba Regency)

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Abstract
The aims of this research was to find out the efforts of Southwest Sumba Regional Government in Managing Object Lake Weekuri to Increase Locally Generated Revenue (PAD). This research used descriptive qualitative approach in which the researcher as the key instrument in collecting the data by doing interview to some informants. The results show that the efforts conducted by Tourism Office and Bappeda Institute the Southwest Sumba Barat regency as organiser includes: developing guard houses (gates), developing lopo to intermediate stepping stones and tourists, for the destruction of their forests mangrove, the rehabilitation and planting of new trees in locations that do not exist step by step, providing counseling to the perpetrators and the community is an effort to provide tourism services so that they have a sense of ownership and concern for Lake Weekuri tourism objects and to increase the human resources workforce. Bappeda Institute gave tourism officials, attended seminars, and conducted comparative studies. Factors that encourage the development of Lake Weekuri attractions include: the attractiveness of Lake Weekuri, the means of good relations, management side by side with the Tourism Office and the Bappeda Institute, conditions around the lake that are still experiencing. While the inhibiting factors consist of, lack of concern of the actors and the community towards the efforts of tourism services and professional labor. The contribution of the Lake Weekuri destination object for local revenue is still small even though per year it almost always increases.

Keyword: Lake Weekuri, Locally-Generated Revenue, Tourist Attraction

I. INTRODUCTION

This development is expected to be able to contribute to the economy, especially in increasing PAD (Locally Generated Revenue). PAD constitutes an illustration of the potential of regional finances, in general, relies on elements of local taxes and regional retribution. In connection with the Locally Generated Revenue from the levy sector, the region can explore the potential of natural resources in the form of tourism attraction. The government realises that the tourism sector is not the largest contributor to regional income, but has the potential to increase PAD. Fortunately, in Indonesia it still has considerable natural and cultural potential that can be utilized by the region to increase locally generated revenue. One such policy is to explore, inventory and develop the existing tourist attractions as the main attractiveness for tourists.

One of the regions of Indonesia that has natural beauty that has a high historical value and potential for tourism development is Southwest Sumba Regency. This area has the potential of natural beauty that can be developed as a regional tourism heritage. One of the regional tourism potentials that can be developed is Lake Weekuri. Lake Weekuri has a very beautiful natural topography. This lake has been reconstructed (rearranged) since 2016 is recognized by the Regional Government as a tourist attraction. Since then, Lake Weekuri starting to improve. The development that becomes a guideline for the utilization of tourist areas such as tourist attractions, is expected to improve the economy and create vacancies, develop local tourism.

According to Law Number 23 of 2014 concerning Regional Government, particularly article 1 paragraph 2 explains that the Regional Government is "the organizer of government affairs by the regional government and the Regional People's Representative Council according to the principle of autonomy and co-administration with the principle of broadest autonomy in the system and principle
The unitary state of the republic of Indonesia as referred to in the 1945 Constitution of the Republic of Indonesia. A tourist attraction is anything that attracts people to visit a certain area. In Tourism Science, Tourism Objects or commonly known as attractions are all things that are interesting and valuable to be visited and seen in tourist destinations which are an attraction for people want to come to visit those places. According to Law Number 10 of 2009 concerning Tourism article 1 paragraph 5, Tourism Objects or Tourism Attractions referred to are things that have uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made diversity that is the target or destination tourist visit.

Tourist attraction is a potential that is driving the presence of tourists to a tourist destination. In this very decisive position, tourist attractions must be designed and built and managed professionally so that they can attract tourists to come to attractions (Suwantoro, 1997). In addition, (Wardiyanta, 2006) provides an explanation of what is meant by attractions is something that is the center of tourist attraction and can provide satisfaction to tourists. This is meant in the form:

1. Derived from nature, such as beach, natural scenery, mountains, forests, and others.
2. The result of culture, for example museums, temples, and galleries,
3. Daily activities community, such as dances, carnivals, and others.

Locally Generated Revenue (PAD) is all revenue that is obtained by the region from sources within its own region that are collected based on regional regulations in accordance with applicable rules and regulations (Halim, 2004). The regional income sector plays a very important role, considering that through this sector we can see the extent to which an area can finance various government activities and regional development.

According to Law Number 33 of 2004 concerning Fiscal Balance between the Central Government and Regional Government, article 1 number 13 states as follows: "locally generated revenue is revenue collected based on regional regulations in accordance with statutory regulations". Furthermore, article 3 of the law emphasizes, PAD aims to give authority to regional government to fund the implementation of regional autonomy in accordance with regional potential as a manifestation of decentralization. Locally Generated Revenue (PAD) is regional income sourced from the regional tax revenue, the results of regional retribution, the results of the management of regional asset that separated and others legitimate regional income, which aims to provide flexibility to the regions in exploring funding in implementing regional autonomy as an embodiment of the decentralization principle.

In previous research, (Hakim, Sarma, & Harianto, 2018) state that the main priority strategy adopted in the Anambas Islands Regency to increase Regional Original Revenue was an increase in regional revenue management by optimizing the potential of Regional Original Revenue. Another research from (Andika, Yudartha, & Purnamaningsih, 2018) that conducted in the Department of Tourism and Culture of Bangli Regency founded the implementation of strategies implemented has several obstacles in the process of organizational strategic planning.

From the two research results above, there are still inconsistent results in each region from various income sectors, so this kind of research is interesting to do again. Therefore, this research is limited to the efforts of Southwest Sumba Regional Government in Managing Object Lake Weekuri to Increase Locally Generated Revenue (PAD).

II. METHOD

This research was conducted in Southwest Sumba Regency. The place of this research was carried out in the office of the Tourism and Bappeda Office of Southwest Sumba Regency which was based on the main duty and function it had carried out in managing tourist attractions, including Lake Weekuri. As for the population in this study were employees of the Department of Tourism and Bappeda, Southwest Sumba Regency, which amounted to 45 people. The sampling technique used in this study is purposive sampling. Purposive sampling is a technique for determining samples with certain calculations, so the researcher can determine 2 respondents. This purposive sampling was chosen because the population to be taken is not homogeneous. Thus the sample taken from the Office or Institution that plays an important role in managing Lake Weekuri in order to increase Local Generated Revenue. They are Head of Tourism Agency and Head of Bappeda Southwest
III. RESULT AND DISCUSSION

Efforts of Southwest Sumba Regional Government in Developing Lake Weekuri Tourism Object

Lake Weekuri tourism object is one of the attractions managed by the Southwest Sumba government since 2016. So that the further development of the tourist attraction is the responsibility of the Regency government which in this case is assigned to the Department of Tourism and the Bappeda Agency Southwest Sumba. Some of efforts that have been and are being carried out by regional government of Southwest Sumba in Managing Lake Weekuri attractions can be described in the following four (4) aspects:

Promotion

A number of efforts that have been and are being carried out by the district government in increasing the tourism potential and attractiveness of Lake Weekuri in terms of promotion are as follows:
1. Carry out intense promotions both through brochures, leaflets, banners, mass media and electronic media (internet).
2. Promotion was also conducted through http://kalukunet.com August 2006/ Lake Weekuri lagoon a hidden paradise.
3. In addition, the promotion is also done by placing billboards at Ngurah Rai Airport in Denpasar since June 16, 2017
4. Promotion is carried out by the regency government of Southwest Sumba through Regency Tourism Office of Southwest Sumba by cooperating with a travel agent who has a local and foreign tourist connection.
5. Information brochures on Lake Weekuri tours are distributed at public facilities and hotels.
6. Leaflets are distributed not only around Southwest Sumba Regency but also in neighboring Regencies to remote areas such as Jakarta, Bali and Lombok as a destination center or entrance gate.

Facilities and Infrastructures

The efforts to improve and develop a number of supporting infrastructure facilities that have been carried out by district governments such as:
1. Improving and developing facilities/facilities in each tourist attraction, especially the road that leads to Lake Weekuri now looks half of the road to the lake is paved. Although some are still in the form of gravel roads, which on both sides of the road there are still bushes that can make the car body blister, but in the near future the local government has prepared a program and will try to pave all the paths that lead to the Lake Weekuri tourist attraction.
2. Improving the arrangement and management of tourist environment, such as pedestrian paths made of concrete rebates, providing wooden bridges, and building diving boards for tourists who want to bathe in the lake.
3. Increasing community participation and tourism service entrepreneurs in developing the lake tourism objects.
4. Increasing investment interest both from the government and private parties engaged in tourism.
5. Improving coordination with related agencies in organizing development in tourist objects.
6. Make information boards about the location of Lake Weekuri.
7. Provides public transportation for tourists who come to visit Lake Weekuri.
8. Providing accommodation facilities, the Regional Government of Southwest Sumba Regency has provided lodgings and hotels to be able to provide the convenience of tourists/visitors in their tour.
9. Public utilities, which is one of the important roles in the success of development with the support of a reasonably good communication network, electricity and clean water are available.
Arrangement of Tourism Objects

In terms of the arrangement of tourist attractions the things that have been attempted are:
1. Construction of various tourist facilities such as tourist entrance gates, ticket stands, parking lots, restaurants, tourist huts, toilets / bathrooms, and a number of souvenir stalls.
2. Development of facilities and environmental management in tourism objects which include: construction of lake security posts, construction of parks along the road/lake side, and planting of coconut trees along the lake shores.
3. Making a gazebo (Lopo) on the edge of the lake.
5. Providing swimming equipment for visitors who are subject to tariffs.
6. Develop mangrove forests around Lake Weekuri to add tourist attractiveness.
7. Make a notice / ban board for the area around the vulnerable lake

Creative Economy

In increasing the tourism potential and attractiveness of Lake Weekuri in terms of the creative economy has made such efforts:
1. Localize souvenir stalls along the area leading to the lake.
2. Provide a place for souvenir sellers
3. Providing nightclubs, banking facilities and some special policies that are held to support the comfort of tourists in their visit to the destination.
4. Providing access for local traders around the Lake to sell agricultural products such as sweet potatoes, corn and coconuts.

Factors That Encourage and Hamper the Development of Lake Weekuri Tourist Attraction

Factors That Encourage the Development of Lake Weekuri Tourist Attraction

Based on research results obtained from direct observations, interviews, and documents on Lake Weekuri tourist attraction, the researchers identified the results of the assessment of the potential of the tourist attraction.
1. Attractiveness
   a. The main attractiveness in the Lake Weekuri object is:
      b. The lake is unique, it allows swimming, boating, etc.
      c. Beautiful view
       Blue lake adjacent to the shoreline. On certain days at the area of Lake Weekuri attractions can be found various kinds of tourist attractions such as: performances of traditional arts.
2. Means of Transportation
   The road leading to the location of Lake Weekuri attractions is quite good because some of them have been paved with public transport vehicles which pass through the tourist sites are quite a lot because there are routes to Lake Weekuri tourism object. The tourist who visiting the Lake Weekuri tourism object uses its own vehicle both cars and motorbikes.
3. Management, Maintenance and service
   In the management, maintenance and service of this tourist attraction is managed by the Department of Tourism and the National Development Planning Agency which is operationally managed by the Technical Implementation Unit of the Service (UPTD). Good service and hospitality from the management is one of the important factors in tourism, because with the good service those tourists who visit will feel comfortable. Services in the location are quite good because there are officers appointed to guide tourists who needs an explanation or assistance.
4. Accommodation
   Accommodation available at the Lake Weekuri tourism object is a place for tourists to rest. The inn around the location already exists so that tourists who wants to take a rest can stay in the inn that available in the location tourist attraction.
5. Facilities and Infrastructures
   The availability facilities and infrastructure in the tourist attraction in the form of toll gates and
ticket stands, parking lots, souvenir and beverage kiosks, bathrooms. The facilities which available at
the tourist attraction are not optimal because require quite expensive costs to repair and to provide
them. Clean water in the Lake Weekuri tourist attraction comes from wells. The usage of clean water
is mainly for the needs of toilets for tourists. In addition, the availability of clean water in the area of
tourist attractions is also to meet the needs of clean water for those who live around or near tourist
attractions.

Factors that hamper the development of Lake Weekuri Tourist Attraction

1. Internal factors, namely:
   a. Inadequate facilities and infrastructure, especially in attractions (life guard).
   b. The quality and quantity of human resources in the field of tourism and culture is still lacking.
   c. Awareness of some tourism service business entrepreneurs and the public is still low.
   d. There is still potential land that has not been used for the development of tourism and culture.
   e. Less beautiful tourist attraction because of disorderly street vendors.
   f. Infrastructure funds in the tourist area are still limited.
   g. The community has not been actively involved in helping to maintain security and order
      around Lake Weekuri.
   h. Management that is not optimal, is still limited to making normative efforts.

2. External Factors, namely:
   a. There are some competitors from other regions outside Southwest Sumba
   b. Incessant promotion of tourism in other regions.
   c. Increased external influences, causing local culture to weaken.
   d. There is an infiltration of visitors through an alternative way, it is occurred due to lack of
      awareness of visitors to pay cost.
   e. Private Agencies are still lacking in awareness of tourism facilities and infrastructure.

From the results of the present study it can be recognized that the development of Lake
Weekuri tourist attraction contributes to the locally generated Revenue of Southwest Sumba
Regency, although it is not too large. It is proven from enhancement of amount of Lake Weekuri
visitor attraction fees since it was opened to the public. Retribution from Lake Weekuri tourist
attraction is very influenced by the number of visitors. The more visitors come to a tourist attraction,
better retribution revenue from the object will go up. In this case, the manager of the tourist attraction
is able to create the tourist attraction in such a way as to be fit for sale. The driving factor in the
development of Lake Weekuri tourist attraction because of its uniqueness of lake makes it possible to
do swimming, boating, with white sand, there is a marine park and the flow and seepage of sea water
makes Lake Weekuri so wonderful when the tide, which is used to attract tourists. This is supported
by facilities and infrastructure that lead to attractions, parking lots, toilets/bathrooms, souvenir stalls,
and the availability of clean water.

Without the supporting facilities and infrastructure, tourists are reluctant to come because they
feel uncomfortable. In addition, the culture of the local community must be preserved to increase the
attractiveness of tourists. If reviewed from (Wahab, 2003) that states the development of Lake
Weekuri tourist attraction is in accordance with the theory, there is also something that is not
appropriate. but something that has been appropriate as supportive climate such as air temperatures
about 20-32 C, sufficient sunlight, and clean air free from pollution. An enchanting natural
phenomenon is a blue lake with clear water, white sand with a marine park with fascinating fish.

In addition, the management should also pay attention to the factors inhibiting the
development of Lake Weekuri tourist attractions such as internal factors, namely inadequate facilities
and infrastructure, especially in tourism objects. The quality and quantity of human resources as well
as some tourism service business entrepreneurs and the community are still low, so they have not
been able to actively participate in empowering Lake Weekuri attractions. They need to be given
guidance on tourism and training. During this time, training to tourism service business entrepreneurs
and the community around attractions is less routine so the results are less than optimal.
Unfortunately, there is still potential unused land that has not been utilized and damage to the lake's
coast due to abrasion caused by the destruction of mangrove forests.

Besides that, the manager also should pay attention to external factors, namely: The existence
of competitors from other regions outside the Southwest Sumba district. In this case makes competitiveness even more stringent, if there is no socialization from the management it will be effect the number of visitors to tourist attractions. Moreover, there are outside influences that causes the weakening of regional culture, even though the existence of the local culture of the area supports to attract tourists.

As far as this research is concerned, the efforts made by the Department of Tourism and Bappeda as the manager of the Lake Weekuri tourist attraction have been going well, although they still need to be improved, particularly in improving the quality of human resources, managers of attractions should be more professional in providing services to tourists. In addition, promotion must also be increased.

IV. CONCLUSION

The efforts that carried out by the Department of Tourism and the Bappeda Institute for Southwest Sumba district government in developing Lake Weekuri tourist attraction which includes fields or aspects as follows: In carrying out the promotion of Lake Weekuri tourist attraction that conducted by the Southwest Sumba Regional Government it has been quite effective, both through the mass media, the internet, and the placement of billboards at Ngurah Rai Airport Denpasar. In improving and developing facilities and infrastructure in each Lake Weekuri tourist attraction has not been effective, such as the road leading to Lake Weekuri only partially paved, while some of it is still gravel road where the left and right sides of the road still grow shrubs that can make the car body scratched blister. In structuring the Lake Weekuri tourist attraction places are still minimal effective yet, the arrangement of tourist attraction that have been done such as the entrance gate of tourist attractions, ticket sales, parking, gazebo (Lopo), construction of security posts, pedestrian paths made of cement concrete rebates, wooden bridges, building step boards and bathrooms. The creative economic business that has been carried out by the local government and the community in the environment of Lake Weekuri, it has been effective, such as localizing souvenir stalls along the area to Lake Weekuri, providing a place for selling souvenirs, providing nightclubs, banking facilities and several special policies held to support the convenience of tourists in their visit to the destination, provide access for local traders around the Lake to sell agricultural products such as sweet potatoes, corn and coconut.

REFERENCES


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