

## Tourism Object Development Policy in the Old City of Semarang



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**ABSTRACT:** The tourism potential of the Old Semarang City Area, a historic area, has a diversity of cultural heritage from the Dutch colonial community and buildings that are still standing firmly today, including the GPIB Immanuel Church ( Blenduk Church), Tawang Station, Berok Bridge, Marabunta Building, factory building. This area used to be the place where the Dutch, Chinese and other Europeans lived, whose main activities were traders. The tourism sector is one of the strategic and mainstay sectors of the City of Semarang as a driving force for the improvement of the people's economy which contributes to regional original income. The purpose of this research is to describe and analyze the development policy of tourism objects in the Old Semarang City? (2) Factors that support and inhibit the policy of developing tourism objects in the Old Semarang City area? This study uses a qualitative method. The data analysis technique used is data reduction, data presentation and conclusion. The results of this study are: (1) The implementation of developing tourism in the city of Semarang has been going well but not optimal, this is manifested in increasing the appreciation of traditional arts and culture to improve people's welfare. (2) Supporting factors in the development of the Semarang Old Town area are the existence of a clear legal umbrella, namely Regional Regulation No. 8 of 2003 concerning RTBL of the Old City of Semarang, relationships between organizations that work well with each other and budgetary sources that support implementing the Semarang Old Town revitalization policy. Factors that become obstacles include social problems from the community around the Old Town of Semarang who refuse the revitalization process, as well as private building ownership, where the owner is still reluctant to cooperate with BPK2L to maintain the building. And the Inhibiting Factors in the management of the old City Area, the participation of the community accommodated in the BPK2L (Old City Area Management Agency) cannot be carried out properly because they do not receive government support in carrying out their duties.

**KEYWORDS:** Policy Strategy; Development; Tours

### INTRODUCTION

Indonesia is an archipelagic country that has various tribes and different races. Along with the rolling of regional autonomy and its implementation (Law No. 23 of 2014 on Regional Government) In a decentralized government basically is the transfer of government power by Government to autonomous regions to be able to regulate and manage themselves government affairs in the system of the Unitary State of the Republic of Indonesia <sup>1</sup>and the legal system of the Republic of Indonesia <sup>2</sup>, as well as the ideological basis of Pancasila <sup>3</sup>. Regency/city governments are obliged to increase<sup>4</sup> community welfare <sup>5</sup>in according to conditions, <sup>6</sup>regional uniqueness and superior potential <sup>7</sup>;

Public policy is a program that includes facilities and infrastructure made by an organization or public institution that requires implementation and objectives to the general public by considering various things that hinder and support it. Policies are also interpreted as statements regarding guarantee contracts or written statements <sup>8</sup>. James E. Anderson provides the notion of policy

<sup>1</sup> Riskasari , R. Accountability for Village Fund Allocation Management in Bongki Village Lengkesa , East Sinjai District , Sinjai Regency . *Journal of Office*, 2(2), 2016. 125–132.

<sup>2</sup> Simatupang , P., & Akib , H. Implementation Effectiveness and Impact of Policy in the Context of Government Decentralization. *Journal Public Administration Science: Journal of Public Administration Thought and Research* , 2(1), 2011, 1–9.

<sup>3</sup>Sirajuddin, IA Implementation of Local Government Policy in Basic Public Services in the Social Sector in Makassar City. *Scientific Journal of Public Administration*, 4(1), (2016), 1–14

<sup>4</sup>Nur Wijayanti, S. Relations Between Center and Regions in the Unitary State of the Republic of Indonesia Based on Law Number 23 of 2014. *Journal of Media Hukum*. <https://doi.org/10.18196/jmh.2016.0079>. 2017. 186-199

<sup>5</sup> Duadji, N. Good Governance in Local Government. *MIMBAR, Journal of Social and Development*. 2012. <https://doi.org/10.29313/mimbar.v28i2.356>

<sup>6</sup> Widayat , W., & Probohudono , Agung, N. *Determinants of Readiness to Apply Accrual-Based Accounting Systems in Local Governments in Indonesia* . XIX National Symposium on Accounting, Lampung 2016

<sup>7</sup> Akib , H., & Niswaty , R. *The Impact of Regional Expansion Policy on the Development of Local Competence as the Basis for Inter-Regional Cooperation in West Sulawesi Province*. (2015).

<sup>8</sup>AS Hornby, *Oxford Advanced Learner's Dictionary of Current English*, (Oxford: Oxford University Press, 1995), print. 5th,

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as a series of actions that have a specific purpose which is followed and carried out by an actor or group of actors to solve a particular problem.<sup>9</sup>

This policy stipulation can be clearly manifested in laws and regulations or in speeches by top government officials as well as programs and actions taken by the government. <sup>10</sup>A similar understanding was also put forward by Thomas R. Dye. He stated that policy is whatever the government chooses to do or not to do <sup>11</sup>.

From the various opinions of these experts, researchers conclude that public policy is a choice of government action, usually of a regulatory nature, either carried out by the government itself or involving the community, which is carried out in response to the problems faced by the community to achieve certain goals . Tourism Development. According to Stoner and Freeman, <sup>12</sup>define strategy based on two different perspectives, namely: From the perspective of what an organization wants to do. Strategy is defined as a program to determine and achieve organizational goals and implement its mission. From the perspective of what the company ends up doing. Strategy in this view is defined as a pattern of responses of organizations to their environment. Tourism Development According to Jackson <sup>13</sup>, an area that develops into a tourist destination is influenced by several important things, such as: Attractive to clients, Facilities and attractions, Geographical location, Transportation routes, Political stability, Healthy environment, No government restrictions/restrictions .

According to Suwanto <sup>14</sup>, the policy pattern for developing tourism objects includes: Prioritizing object development, developing centers for disseminating tourism activities , and enabling activities to support the development of tourism objects. Spillane <sup>15</sup>explained the positive impacts of tourism development include; Job creation, where in general tourism is a labor-intensive industry where labor cannot be replaced with capital or equipment, Sources of foreign exchange, Tourism and distribution of spiritual development. According to Joyosuharto <sup>16</sup>, tourism development has three functions, namely: promoting the economy, maintaining national identity & preserving the function and quality of the environment, fostering a sense of love for the motherland and the nation. According to Yoeti <sup>17</sup>development is an attempt or a way to advance and develop something that already exists. Tourism development in a tourist destination will always be calculated with the advantages and benefits for the people around it.

Tourism development needs to include several factors, such as; Tourism Awareness Tourism awareness means training local communities to get used to clean living through tourism awareness. Conducting Promotion Conducting promotion is a development to provide information to the whole community about the tourism. Facilities Facilities are a means to develop something so that people are interested in visiting it. Environmental Cleanliness Environmental cleanliness is carried out to make visitors feel comfortable with a clean environment. Lodging Lodging is built so that visitors around have no trouble finding a place to stay while at tourist sites.

In developing tourism, the regional government is the spearhead of regional administration autonomy can make changes in the form of policies. Local governments also have great opportunities to explore their potential and look for various sources of income that can finance local government spending in the framework of governance and development in various sectors (Abidin, 2015 <sup>18</sup>; Aziz, 2016 <sup>19</sup>; Putra, 2013). At the same time it is also a challenge for the local the government becomes independent and independent from dependence on the government as executor of development, for example in the field of tourism, namely a policy to develop regional tourism and able to create a conducive climate for tourism actors to develop efficient and effective. Regional tourism development is also supported by the publication (Law No. 10 of 2009 concerning Tourism) <sup>20</sup>states that regional authority the government builds, coordinates, and organizes provincial tourism.

The sector currently being developed by the Government of Indonesia is the tourism sector. Development is a long-term educational process that utilizes a systematic <sup>21</sup>and organized procedure in which managers learn conceptual and theoretical

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<sup>9</sup> Anderson, James E.. *Public Policy Making* . Boston: Houghton Mifflin. 1979

<sup>10</sup>George C. Edwards III and Ira Sharkansky, *The Policy Predicament: Making and Implementing Public Policy*, (San Francisco: WH Freeman and Company, 1978)

<sup>11</sup>Thomas R. Dye, *Understanding Public Policy*, (New Jersey: Pearson Education Inc., 2005),

<sup>12</sup>Stoner JAF & Freeman, RE, *Management; Structure and Process* (eighth edition), translation: Nunuk Ardiani , Jakarta: PT. Prenhallindo, 1992

<sup>13</sup> Pitana , I G., Gayatri, PG. *Tourism Sociology* . Andi: Yogyakarta, 2005.

<sup>14</sup> Suwanto . (1997). *Tourism Fundamentals*. Yogyakarta: Publisher Andi.

<sup>15</sup>Spillane, James.. *Indonesian Tourism, Economic Strategy and Cultural Engineering* . Canisius . 1994

<sup>16</sup> Joyosuharto , S., *Aspects of Availability and Demands in Tourism, in Fundamentals of Natural Tourism Management* , (Editor: Ch. Fandeli ) Yogyakarta: Liberty 2000.

<sup>17</sup>A, Yoeti , Oka . *Introduction to Tourism Science* Revised Edition. Bandung: Space, 2008

<sup>18</sup>Abidin, MZ *Review of the Implementation of Village Finance in Supporting the Village Fund Policy*. *Journal of Economics & Public Policy* . (2015). <https://doi.org/http://dx.doi.org/10.22212/jekp.v6i1.156>

<sup>19</sup>Aziz, NL L. Village Autonomy and Village Fund Effectiveness. *Journal of Political Research* . . (2016). <https://doi.org/10.14203/JPP.V13I2.575>

<sup>20</sup> Law Number 10 of 2009 concerning Tourism

<sup>21</sup> Sikula , AE *Human Resource Management*, Erlangga . Bandung. Gmjacs . (2011).

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knowledge for general purposes<sup>22</sup>. Tourism does not only aim to provide pleasure or entertainment<sup>23</sup>, but tourism is also expected to be able to provide<sup>24</sup> broad influences and changes to society,<sup>25</sup> both in terms of social, economic, cultural and environmental<sup>26</sup>.

Supported by Law Number 10 of 2009 concerning Tourism with the aim of increasing the country's foreign exchange,<sup>27</sup> increasing development and introducing Indonesia's tourist attraction.<sup>28</sup> The tourist objects and attractions of each region have extraordinary advantages<sup>29</sup> and their potential is very beneficial for the community<sup>30</sup>.

The city of Semarang is very strategically located, providing very important opportunities for the development of tourism activities. Patterns of tourism development are also in line with the City Tourism Development Master Plan (RIPARKOT), which in its internal strategy is optimizing tourism potential for regional investment. Optimizing the role of the main service cities, has become the focus of development in accordance with RIPARKOT Semarang City.

The Old Semarang City area has a unique and beautiful atmosphere of tall buildings with European architecture which is rarely found in other cities. It has fifty ancient and historic buildings located in the Old Semarang City area, so buildings that need to be conserved are indirectly assessed as having potential tourist attractions. The government itself already has several programs to revitalize the Old Semarang City Area (KKLS), namely plans to develop occupancy rates as outlined in the building re-functioning program, namely: ancient buildings that were once or have the potential to be settlements, and the construction of housing facilities from demolished buildings by design. new in old context .

### RESEARCH METHODS

The research method used is descriptive research method qualitative. The scope of research is the policy of developing tourism objects in the Old Semarang City area, the informants are : Head of the Semarang City Tourism Office , Head of Secretariat of Tourism Service, Head of Tourism Destinations, Head of Service Tourism Object and Attraction Development Section, Head of Tourism and Partnership Division Institutional Section, Head of the Tourism Business Cooperation Section, Head of the Tourism Office Facility and Business Management, Head of Marketing Section, Head of Promotion Section, Head of Section Exhibitions, Events and Tourism Cooperation, 6 tour managers, and 12 tourists. Data collection techniques for interviews, documentation, and observation. Data validity The technique used is concept triangulation, according to data sources and time triangulation. When Data analysis techniques are data reduction, data presentation and drawing conclusions .

### RESULTS AND DISCUSSION

#### 1. Tourism Object Development Policy in the Old City of Semarang

Based on Law Number 10 of 2009 concerning Tourism it is stated that development tourism can be seen from the explanation that tourism development includes: industry, destinations, marketing (promotion), institutions, and facilities and infrastructure . Policy for the Development of Tourism Objects in the Old City of Semarang; Synergize Government, private and community partnerships for the development of creative activities that are in line with conservation efforts. Synchronizing and accelerating technical programs for the preservation and development of the Semarang Old City Area with its supporting and development areas. Integrating the existence of heritage assets with creative economic activities and tourism (special interest). Utilizing positive community trends in conservation efforts to minimize short-term economic considerations. Increase community knowledge and understanding regarding understanding of important and authentic heritage assets. Community involvement in efforts to preserve, protect and utilize cultural heritage objects. Optimizing the use of digital and non-digital technology as information media and promotion and education about the Old Semarang City Area (KKLS). Enriching arts and cultural events as a media for sustainable promotion . Strengthen the role of universities and cultural heritage expert teams to educate the public and economic actors.

Semarang City as the Capital City of Central Java has a role in the economy in Central Java. Since the colonial era until now it has strategic value as a regional transit, supported by complete physical infrastructure such as: ports, road networks and land, sea and air transportation systems. So that it can act as a liaison with other regions outside Java Island, through a system of trade and services either through land, air or sea routes.

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<sup>22</sup>Snell, SA, Shadur , MA, & Wright, PM *Human Resources Strategy. In The Blackwell Handbook of Strategic Management* . (2017). <https://doi.org/10.1111/b.9780631218616.2006.00024.x>

<sup>23</sup>Buckley, R. *Sustainable tourism: Research and reality. Annals of Tourism Research* . (2012). <https://doi.org/10.1016/j.annals.2012.02.003>

<sup>24</sup> Kadji , J. Optimizing Governance of the Tourism Sector in Gorontalo Regency. *Administrare Journal : Journal of Scientific Thought and Office Administration Education* , 2(1), (2015). 1–15.

<sup>25</sup> Prasodjo , T. Development of Cultural Tourism in the Perspective of Public Services. *Journal Office* , 3(1), (2017). 7–12.

<sup>26</sup>Prosser, R. (2012). Tourism. In *Encyclopedia of Applied Ethics*. <https://doi.org/10.1016/B978-0-12-373932-2.00072-7>

<sup>27</sup>Gamal, S. *Fundamentals of Tourism*. Yogyakarta: Andi, 2004. <https://doi.org/10.15294/jejak.v7i1.3596>

<sup>28</sup> Jupir , MM *Implementation of Tourism Policy Based on Local Wisdom. of Indonesian Tourism and Development Studies* dies. (2013).

<sup>29</sup> Sudana , *Tourism Analysis IP . Strategies for Developing Ecological Tourism Villages in Belimbing Village, Pupuan District, Tabanan Regency*, (2013).

<sup>30</sup> Wiradiputra , FA, & Brahmanto , E. *Analysis of Tourist Perceptions Regarding Declining Quality of Tourist Attraction Against Visiting Interests. Tourism* . (2016).

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The Old Semarang City area is a heritage (historic) area because it has a diversity of cultural heritage from the Dutch colonial community and buildings that are still standing firmly today, including the GPIB Immanuel Church ( Blenduk Church ), Tawang Station, Berok Bridge, Marabunta Building, factory building. This area used to be a place of residence for the Dutch, Chinese and other European nations who had their main activities as traders.

The strategic condition of Semarang City has provided a very important opportunity for the development of tourism activities. Patterns of tourism development are also in line with the RIPP (Master Plan for Tourism Development), which in its internal strategy is optimizing tourism potential for regional investment. Optimizing the role of the main service cities, has become the focus of development in accordance with the Semarang City RIPP. Old Semarang City has the potential to be developed as a Tourist Destination Area (DTW) which will increase Semarang City's income. The prospect of the Old Semarang City is to make the area a cultural tourism area, but to make it happen several efforts are needed including restoring the good name of the Old Semarang City. To restore the Old Semarang City, several obstacles were found, namely the strong negative image of the Old Semarang City and lack of public awareness, therefore the Old Semarang City government pays more attention to the area so that it can be developed according to the prospects that the city has .

The district/city government has the authority as an obligation to be implemented in Article 30 of the Law Number 10 of 2009 concerning Tourism namely : compiling and establishing tourism development master plans, determining tourism destinations, determining tourist attractions, carrying out registration, recording and data collection on tourism business registration, regulating the implementation and management of tourism, facilitating and promoting tourism destinations and products tourism, facilitating the development of new tourist attractions, conducting tourism training and research, maintaining and preserving existing tourist attractions, organizing tourism-aware community guidance, and allocating tourism budgets. Programs that have carried out by the Semarang City Tourism Office as an activity at Tourist Attractions The destinations are: natural tourism, and cultural and historical tourism, batik tourism, agro-tourism, and culinary tourism .

### 2. Supporting and Inhibiting Factors Development of the Old Town Area of Semarang

The supporting factor in the development of the Kota Lama area of Semarang is the existence of a clear legal umbrella, namely Perda No. 2 of 20 20 concerning the RTBL of the Semarang Old Town Site , relationships between organizations that work well with each other and supportive budgetary sources in implementing the Semarang Old Town revitalization policy. In the development (revitalization) of the old City Area, the Municipal Government of Semarang has received support from the Central Government through the Ministry of PUPR . As for the subsequent management, a synergy was carried out between the Semarang City Government through the OPD related to BPK2L. A budget has even been prepared through the Semarang City APBD to manage the area

Factors that become obstacles include social problems from the community around the Old City of Semarang who refuse the revitalization process, as well as private building ownership, where the owner is still hesitant to cooperate with the Semarang City Government and BPK2L to maintain the building. There are still many building owners who do not understand how to manage cultural heritage buildings. Whether it's from traffic management, vibration, sound, or in carrying out development / revitalization, of course, it is necessary to pay attention to regulations related to the management of cultural heritage. Communities as tourists also do not understand and appreciate the old city area as a tourist object with cultural heritage status. The culture of clean living, not littering is still commonly found, especially when it is crowded with visitors. The arbitrary treatment of buildings, for example being taken on for selfies is one form in which many people do not appreciate or do not understand how to maintain and care for cultural heritage buildings.

### CONCLUSION

Efforts to develop tourism in the city of Semarang can be concluded that it has been going well but has not been optimal in several strategies. Strategies that have been successful include increasing the appreciation of traditional arts and culture to improve people's welfare and in increasing the professionalism of the City of Semarang . Implementation of the strategy for developing tourist objects in the Old Semarang City area in accordance with the regulations given by the Government.

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- 3) Law Number 25 of 2004 concerning the National Development Planning System
- 4) Regional Regulation Number 8 of 2003 concerning RTBL of the Old City of Semarang



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