

## REGIONAL GOVERNMENT EFFORTS OF LAMPUNG PROVINCES TO INCREASE THE ATTRACTION OF FOREIGN TOURISTS TO VISIT THE KILUAN BAY TOURISM AREA, LAMPUNG

Zainab Ompu Jainah  
Lintje Anna Marpaung  
I Gusti Ayu Ketut Rachmi Handayani

### ABSTRACT

*Tourism in Indonesia is an important economic sector in Indonesia. Natural and cultural riches are an important component of tourism in Indonesia. Lampung Province which is located at the tip of the island of Sumatra has several islands around it that make Lampung province become one of the few provinces in Indonesia that have the beauty of the sea. Kiluan Bay is a tourist attraction in Lampung Province which is quite famous for its natural potential that is not owned by other marine tourism in Lampung Province like a dolphin. Kiluan Bay has several islands with beautiful beaches around it, the beauty of corals that make up a pond (Wisata Laguna), the beauty of the marine biota that can be used as a snorkeling. It should be an attraction for local tourists and foreign tourists. In order to optimize development in Kiluan Bay is expected all actors who participate in development can work together in the management of the potential owned by Kiluan Bay. So that can support the development planning for sustainable. The problem in this research is "How the Effort of Lampung Province Regional Government to increase the attraction of foreign tourists to visit Kiluan Bay Tourism Area Lampung? The problem approach is done by juridical normative and empirical by using primary data and secondary data as well as qualitative data analysis. Based on the above, it can be concluded that Kiluan Bay as the Superior Tourism Area of Lampung Province has considerable potential to be developed. However, the development of tourism for the future needs to be the attention of the Regional Government as a regional superior sector in addition to maintaining the potential and prosperity of the community but also that is an increase in local revenue in increasing the amount of Locally-generated revenue. The efforts of the provincial government of Lampung in increasing foreign tourists to Lampung Bay are among others: 1) to cooperate through international organizations such as ASEAN and UNWTO, the implementation of plan for Acceleration and Expansion of Indonesia's Economic Development. 2) implementing regional policies in the tourism sector. 3) promotion and cooperation by private parties.*

Keywords: Tourist, Tourism Area, Kiluan Bay

### I. INTRODUCTION

Indonesia consists of different tribes, languages and religions. However, Indonesia has a motto to be able to unite the difference, the slogan is "Bhinneka Tunggal Ika" (although different, but still one), this is what makes the diversity and unity for the nation of Indonesia. In addition to having a large population and densely populated areas, Indonesia also has a natural area that supports the world's second largest biodiversity.<sup>1</sup>

Tourism in Indonesia is an important economic sector in Indonesia. Natural and cultural riches are an important component of tourism in Indonesia. Indonesian nature has a combination of tropical climates, 17,508 islands of which 6,000 are uninhabited, as well as the third longest coastline in the world after Canada and the EU.

The high level of biodiversity makes Indonesia has many exotic places that deserve to be a tourist attraction. Here I will mention the Kiluan Bay as one of the main destinations of tourism in Indonesia. Kiluan Bay is one of the islands located in Indonesia, located in the southern Lampung region, the Kiluan Bay has a lot of uniqueness in terms of natural and in terms of the sea, lately the Kiluan Bay get the spotlight of the world of natural beauty and marine tourism. Starting from dolphin tours, surfing, snorkeling and diving, and still many beach tours around the Kiluan Bay.

Lampung Province located at the tip of the island of Sumatra has several islands around it that make Lampung province become one of the few provinces in Indonesia that have the beauty of the sea. It is also the cause of Lampung Province high potential in the field of marine either fisheries or tourism. Kiluan Bay is a tourist attraction in Lampung Province which is quite famous for its natural potential that is not owned by other marine tourism in Lampung Province like dolphins.

According to Perda No. 6 of 2011 on tourism, development of the tourism sector plays an important role in the development of the region. Development in this sector requires good cooperation between government, private and community. Internally, the

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<sup>1</sup> keanekaragaman hayati di indonesia, di akses melalui <http://www.businessnews.co.id/-keanekaragaman-hayati-indonesia.php> tanggal 25 maret 2016

development of tourism sector is expected to provide welfare for the community, and externally expected to become the main sector that gives impacts spread on the surrounding area in order to create regional equity.

Teluk Kiluan which has unique natural beauty of beaches and mountains, sea mammal stop areas such as dolphins, pilot whales, and also various black marlin fish and other marine habitats should be able to captivate the local and foreign tourists. In the natural state of Kiluan Bay already has its own charm. Kiluan Bay has several islands with beautiful beaches around it, the beauty of the corals that make up a pond (Wisata Laguna), the beauty of the marine biota that can be used as a snorkeling. It should be an attraction for local and foreign tourists. In order to optimize development in Kiluan Bay is expected all actors who participate in development can work together in the management of the potential owned by Kiluan Bay. So it can support the development planning in order to be sustainable. Accessibility is one of the important factors that must be considered in the development of tourism, which is related to the condition of the road network and the ease of other access that affect the affordability of the tour itself.

Lampung has a natural physical condition is bumpy because of the hills, so the road conditions in this region is still not good, mostly narrow roads and many are damaged. Similarly, the road networks to coastal tourism sites are mostly still not good, such as the road to Kiluan Bay. Access to Kiluan Bay is quite stressful, but the scenery that stretches into the bay is quite refreshing eyes. Access to the Kiluan Bay is not good, through the village that has a characteristic form of house stage which became its own attraction on the way to the Kiluan Bay.

Marine tourism object that is snorkeling, dolphins along with other beach objects around there are many in the Kiluan Bay. These tourist objects that make the local tourists and foreign tourists visiting the Kiluan Bay, this is facilitated by the presence of some people or companies that provide tours and travel to the Kiluan Bay, Lampung. In this way it is expected to increase the number of foreign tourists visiting the Kiluan Bay, Lampung.<sup>2</sup>

It cannot be denied that the tourism sector is an important asset for international relations for each country. Indonesia since joining the Association of South East Asian Nations (ASEAN), began to think of several ways that the tourism sector in Indonesia can progress and can compete internationally, this can be seen with the agreement of ASEAN countries including Indonesia to agree on the results of conference level high ASEAN 8th to discuss ASEAN Tourism Agreement.

Through this tourism sector each country can establish good relations among other countries; one example is cultural exchange program among ASEAN countries. And also organizing international scale events in tourist destinations.

## II. ISSUES

Based on the description of the above background, then the issues to be discussed in writing this journal is "How Lampung Province Government Efforts to increase the attraction of foreign tourists to visit the Kiluan Bay Tourism Area, Lampung?"

## III. METHOD

In this study, the author uses the normative and empirical juridical approach

### a. Normative Juridical Approach

Normative approach is approach by reviewing the rules, theories, concepts and legislation related to the issues to be discussed is the effort of Lampung province in making the attraction of foreign tourists to visit the Kiluan Bay Tourism Area, Lampung

### b. Empirical Approach

The empirical juridical approach is research by plunging directly into the field against the object of research in order to collect primary data obtained directly from the object of research through observation and interviews with respondents or sources related to Kiluan Bay Tourism Area.

## III. DISCUSSION

Kiluan Bay is name of an island in Indonesia located on the west coast of Sumatra, the Kiluan Bay of Lampung has a huge tourism potential, this is because the Kiluan Bay has a wide range of tours, especially in the underwater tourism sector that not all islands in Indonesia have it. If Kiluan Bay, Lampung properly managed will make the Kiluan Bay, Lampung as an alternative or even can compete with other tourism such as tourism on the island of Bali. Kiluan Bay, Lampung is not famous for its natural beauty under the sea that makes bay Kiluan Bay as a tourist destination in the world, the beauty of culture and art is also a special attraction for local tourists and foreign tourists who visit the island.

### The attractiveness of Kiluan bay of various world travel destinations

#### a. Kiluan Bay Dolphin Tour

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<sup>2</sup> ASEAN Tourism Agreement, diakses melalui <http://asean.org/news/item/asean-tourism-agreement> tanggal 25 juli 2012

In this location we can see the largest dolphin population on the South East Asian Landmarks. To reach the Kiluan Bay we have to use the vehicle with a long journey about 3 hours from the city of Bandar Lampung. The Kiluan Bay is located in the village of Bandung Jaya Tanggamus Regency. The ambience in this area is still beautiful and natural. The green hills and calm water of the Kiluan Bay will lull us over at this location. The journey from the Kiluan Bay to the point where the dolphin population takes about 30 minutes using a fishing boat or jukung boat. Jukung boat is a traditional boat of local fishermen who have motorized and elongated form elongated. In this Jukung boat can only carry four people, and even then it includes the driver. Jukung boat rental rates around 300 thousand rupiah.

Here a flock of dolphins will immediately welcome you at the location you are headed. As if to say welcome, this dolphin swims, jumping in tandem. The sun's radiance will complement the glow of the dolphins in the ocean. Without fear, these dolphins will approach the ship and interact with visitors. This is what makes the most beautiful impression for you after coming to the Kiluan Bay. Kiluan Bay waters is a strong inner sea. This region is a very strong encounter of Indian Ocean currents with the calm of the Sunda Strait. And these waters are well liked dolphins to find food.

It's good if you want to visit this region it's good if you come in the summer, because the rain will interfere with your interaction and dolphins. To find out the presence of dolphins in these waters, usually jukung boat driver will see a flock of birds that are hunting tuna fish. The existence of tuna is what will show the existence of dolphins.

Dolphins in this area are a type of bottlenose dolphins. Bottlenose dolphins are the most common and well known species of dolphins. Their habitats are in warm waters around the world and can be found in almost all waters except in the Arctic and southern oceans. The gray nose dolphins are varied from dark gray at the top near the dorsal fin to the light gray whites at the bottom. This style makes them difficult to see from the top and bottom. Adult bottlenose nose dolphins have a length of 3-4 meters with a weight of 150-650 kilograms. Dolphins embraced this Kiluan Bay is a special attraction for tourists.

#### **b. Panorama of Kiluan Bay**

A very good time to see this herd is the time of the morning. Besides storing the riches of the habitat of dolphins, the Kiluan Bay also has a panorama under the sea that is not less beautiful.<sup>3</sup>



Lampung Provincial Government Efforts in Increasing Tourist Abroad to Kiluan Bay Tourism Area.

Each country considers that cooperation is a very important factor in an international system so that a system is needed to cultivate it, that is, an international organization.<sup>4</sup> International organizations are established in order to strengthen the bilateral and multilateral relations of the countries incorporated therein besides, international organizations are also established to strengthen the economic, social and political stability of their member countries.

The International Organization has three roles: first, the role of independent actor, all members of the organization are involved in decision making. Second, the role of an instrument, wherein a decision-making, the party that contributes to only one country, the international organization called the instrument because it is used as a tool of one country in achieving the interests of the country. The third role is the role of arena that is, international organizations play a role in the provision of venues for forums and discussions on the international issues that need to be discussed.<sup>5</sup>

<sup>3</sup> <http://panjiandalas.blogspot.co.id/2016/06/lumba-lumba-hidung-botol-daya-tarik-istimewa-teluk-kiluan-lampung.html>

<sup>4</sup> Clive Archer, *International Organizations* (London: Routledge, 2001), pg 119-122

<sup>5</sup> *Ibid*, pg. 68-74

In addition to roles, international organizations also have several objectives, such as: establishing regulations governing regulations in making peace and resolving inter-state conflicts, minimizing international conflict, promoting collective cooperation between countries facing external threats.<sup>6</sup>

Two categories of international organizations are divided into Inter-Governmental Organization (IGO) and the second is Non-Governmental Organization (NGO). In this research, the category to be taken from the aspect of international organization is inter-government organization (IGO). IGO is a created organization based on official inter-state agreement, so that the actors involved in it are the state.

In this study, the authors use the theory of international organizations to be framed in the discussion of ASEAN and also the United Nations World Tourism Organization (UNWTO) which acts as an inter-government Organization as an international organization established to discuss some international issues with the state as members to run an international relationship.

In addition to the above, there is one government program, the Master plan for Acceleration and Expansion of Indonesia's Economic Development is an ambitious parent plan of the Indonesian government to accelerate the realization of the expansion of development economy and equity of prosperity to be enjoyed equally among the community.

The acceleration and expansion of economic development will be supported based on the demographic potential and natural resource wealth, and with the geographical advantage of each region

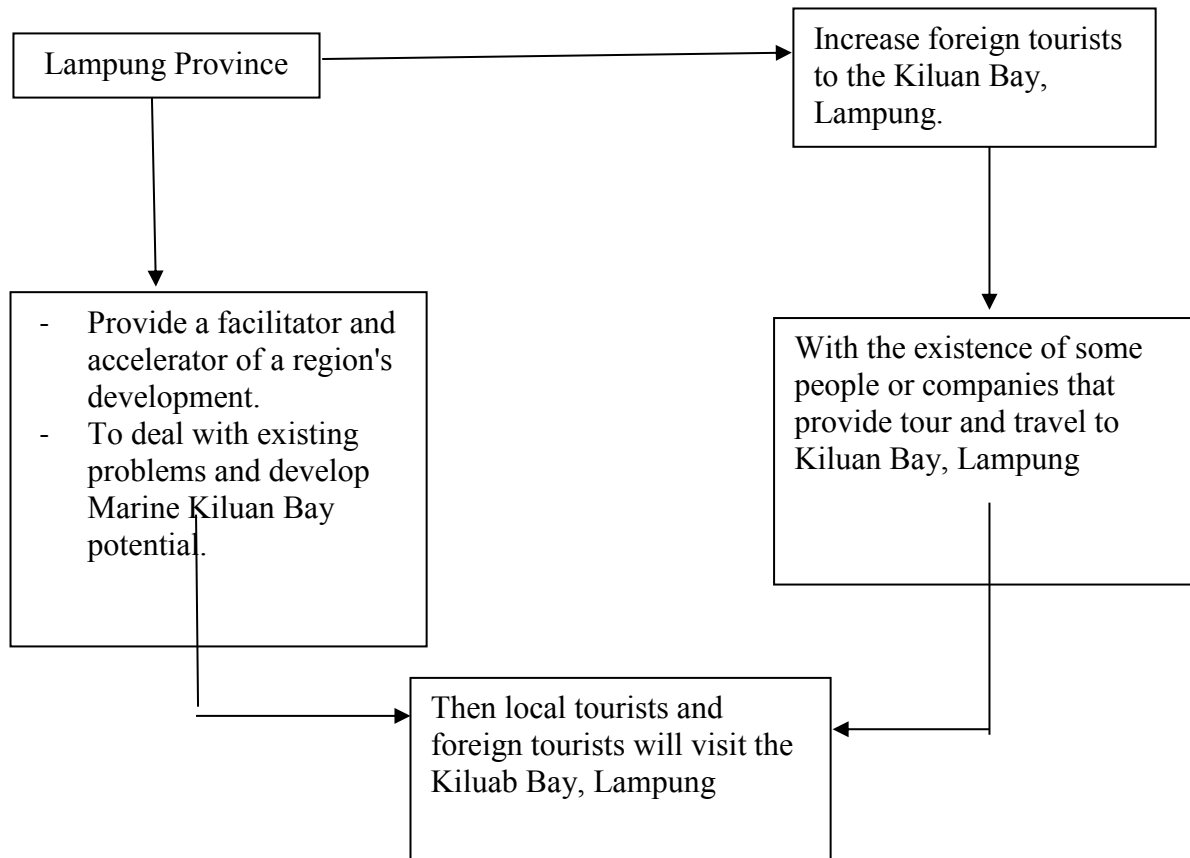
The Government of Lampung Province in 2009 proclaimed the year of tourist visit. The type of tourist that can be visited in Lampung is cultural tourism in some old villages in Sukau, Liwa, Kembahang, Batu Brak, Kenali, Ranau and Krui in West Lampung and Sekura Festival which is held within a week after Idul Fitri in West Lampung, Krakatau Festival in Bandar Lampung, Stabas Gulf Festival in West Lampung, Way Kambas Festival in East Lampung. Sightseeing in Lampung Province: Siger Monument Located in South Lampung District, Teluk Kilari Marine Tourism in Tanggamus Regency, Bumi Kedaton Tourism Park, located in Batu Putu Sub-District of Teluk Betung Utara Subdistrict, Nature Tourism of Bukit Barisan Selatan National Park is located in West Lampung District, Way Kambas National Park is located in East Lampung District, and Mount Krakatau. One of them is Tanggamus Regency, geographically Tanggamus Regency is located at 104 ° 18'-105 ° 12 'East Longitude and between 5 ° 05'- 5 ° 56' South Latitude. The western Tanggamus district is increasingly northward following the Bukit Barisan slope. The southern part is tapered and has a large bay that is the Gulf of Semangka. In Semangka Bay there is a port which is an inter-island harbor and there is a fish auction place.

Kiluan Bay as the Superior Tourism Area of Lampung Province has considerable potential to be developed. However, the development of tourism for the future needs to be the attention of the Regional Government as a regional superior sector in addition to maintaining the potential and prosperity of the community but also that is an increase in local revenue in increasing the amount of Locally-generated revenue. Given the potential, the Local Government to make policy for the development of tourism in the future. The policy is contained in the Provincial Regulation No. 6 of 2011 on Tourism which one of the aspects studied in it including tourism potential. As a guideline was made Master Plan of Regional Tourism Development, Lampung Province. Therefore, it is hoped that tourism development for the future will be better to attract domestic and foreign tourists and overcome various threats of damage such as socialization, access, facilities and cooperation among stakeholders.

Lampung province's effort scheme in increasing foreign tourists to Kiluan Bay, Lampung, (case study) to improve marine tourism

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<sup>6</sup> Theodore A. Colombis dan James H. Wolfe, *introduction to international relation: power and justice*, 3<sup>rd</sup> ed. pg 56-57



#### IV. CONCLUSION

Based on the above, it can be concluded that Kiluan Bay as the Superior Tourism Area of Lampung Province has considerable potential to be developed. However, the development of tourism for the future needs to be the attention of the Regional Government as a regional superior sector in addition to maintaining the potential and prosperity of the community but also that is an increase in local revenue in increasing the amount of Locally-generated revenue. The efforts of the provincial government of Lampung in increasing foreign tourists to Lampung Bay are among others: 1) to cooperate through international organizations such as ASEAN and UNWTO, the implementation of plan for Acceleration and Expansion of Indonesia's Economic Development. 2) implementing regional policies in the tourism sector. 3) promotion and cooperation by private parties.

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Zainab Ompu Jainah

[zainab@ubl.ac.id](mailto:zainab@ubl.ac.id)

*Law Faculty, Bandar Lampung University*

Lintje Anna Marpaung

[lintje@ubl.ac.id](mailto:lintje@ubl.ac.id)

*Law Faculty, Bandar Lampung University*

I Gusti Ayu Ketut Rachmi Handayani

[ayu\\_igk@uns.ac.id](mailto:ayu_igk@uns.ac.id)

*Universitas Sebelas Maret*