

TOURISM DEVELOPMENT STRATEGY IN THE CITY OF PAGAR ALAM

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Abstract: The purpose of the study, titled "Tourism Development Strategy in Pagar Alam City" is to find out and get a picture of how the implementation strategy of tourism development in the City of Pagar Alam. Therefore, this study just to see how the implementation of the tourism development strategy focused on tourism marketing strategy and strategy development of tourist destinations in the city of Pagar Alam. Data analysis techniques used in this research is descriptive qualitative method, namely to provide an overview or a phenomenon of existing conditions and the data obtained from primary and secondary data. Data collected by the method of collecting data through documentation and observation which is then processed to obtain an overview of the implementation of the tourism development in the City of Pagar Alam. The figures obtained from the implementation of the Tourism Development Strategy in the City of Pagar Alam found that the promotion of tourism in the city of Pagar Alam has been done but only limited to attend the festival and exhibition at the national level and also the manufacture of booklets and leaflets tourism as tourism information about City of Pagar Alam.

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Abstrak: Tujuan dari penelitian yang berjudul "Strategi Pengembangan Pariwisata di Kota Pagar Alam" ini untuk mengetahui dan mendapatkan gambaran bagaimana implementasi strategi pengembangan pariwisata di Kota Pagar Alam. Oleh karena itu, penelitian ini hanya untuk melihat bagaimana implementasi strategi pengembangan pariwisata yang difokuskan pada strategi pemasaran pariwisata dan strategi pengembangan destinasi wisata di kota Pagar Alam. Teknik analisis data yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif, yaitu memberikan gambaran atau fenomena dari kondisi yang ada dan data diperoleh dari data primer dan data sekunder. Pengumpulan data dilakukan dengan metode pengumpulan data melalui dokumentasi dan observasi yang kemudian diolah untuk memperoleh gambaran pelaksanaan pengembangan pariwisata di Kota Pagar Alam. Angka-angka yang diperoleh dari implementasi Strategi Pengembangan Pariwisata di Kota Pagar Alam ditemukan bahwa promosi pariwisata di Kota Pagar Alam telah dilakukan namun hanya sebatas menghadiri festival dan pameran di tingkat nasional dan juga pembuatan booklet dan leaflet pariwisata sebagai informasi pariwisata tentang Kota Pagar Alam.

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INTRODUCTION

The tourism sector is one of the leading sectors for several countries in the world. This includes several cities/regencies in Indonesia, the tourism sector is one of the sectors that supports the regional income. In many developed

countries, the tourism industry is not a new issue anymore, in fact many people travel as a necessity of life for every human being solely to seek relaxation, curiosity, visit friends/family, experience and entertainment to release all fatigue and stress. boredom as a result of all daily

routine activities. Along with the development of the tourism sector globally as well as the increasing flow of international tourist arrivals, it has indirectly impacted the need for the provision of all components or tourism products. Pagar Alam City is an autonomous city at the Regency level which was formed through Law no. 8 of 2001 concerning the Establishment of the City of Pagar Alam.

Pagar Alam City has natural conditions that have potential both in the plantation and tourism sectors, with an average height of 700 m and located in the tropics, providing a comparative advantage for agricultural land and plantations. These conditions have implications for the fertility and abundance of reliable water. Such conditions also create various opportunities such as tourism, agribusiness, agritourism, and plantations that have high economic value. In the RPJMD of Pagar Alam City in 2008-2013 in determining policy directions and regional priorities, it cannot be separated from the concept of vision and mission that has been formulated by the Pagar Alam City government. The vision of Pagar Alam City in 2008-2013 is: "Pagar Alam as an agribusiness and tourism city with Islamic nuances". The vision contains the meaning:

1. The city of agribusiness and tourism, implies a condition in the future where it is hoped that the city of Pagar Alam will become a leading city in the agribusiness and tourism sector.
2. Has an Islamic nuance, meaning that social life and government are based on Islamic religious values.

Meanwhile, the mission of Pagar Alam City is to carry out all activities so that the realization of Pagar Alam City as an agribusiness and tourism city through empowerment, commitment and partnership of the entire Pagar Alam community which is carried out through

short, medium and long term stages so that the results of these activities can be wrong. a reliable source of PAD". While the mission in the tourism sector is to build and improve the development of the tourism sector with the ultimate goal of realizing tourism development, the development strategies laid out are:

- a. Creating a conducive climate for the growth and development of the tourism sector.
- b. Develop the tourism sector.
- c. Encourage the creation of labor-intensive investment in the tourism sector.
- d. Build / repair supporting infrastructure.
- e. Develop policies that are friendly to tourism development.
- f. Provide human resources / workforce that is reliable and as needed.

From this strategy, the general policy taken is to increase the advantages of tourist attractions through the development of unique, traditional tourism products that reflect the identity of the Pagar Alam community. To carry out this policy, it is supported by the main development programs, namely:

- a. Tourism marketing development program.
- b. Tourism destination development program.

To carry out the policy in the field of tourism, it is necessary to include it in the Regional Tourism Development Master Plan (RIPPDA) for Pagar Alam City as a guide for tourism development in Pagar Alam City. The RIPPDA of Pagar Alam City in 2004-2009 and the RIPPDA of Pagar Alam City in 2011 are basically the Master Plan or grand design of regional tourism that outlines the vision and mission of regional development in general and the development of the tourism sector in particular.

Based on the RIPPDA of Pagar Alam

City in 2004-2009, tourism development in Pagar Alam City is focused on six important things, namely:

1. Facilities and infrastructure of a tourist attraction.
2. Marketing
3. Human resources
4. Financing
5. Science and technology
6. Socio-cultural conditions

Pagar Alam City Tourism Development Master Plan 2004-2009, the development plan includes:

1. Development of cultural tourism
2. Science and technology tourism development
3. Regional tourism development.

With the revision of the tourism law into Law no. 10 of 2009, the substance of tourism has also changed. Strategic issues related to tourism have also changed where the emphasis tends to be on the development of tourism destinations, marketing development and tourism institutional development.

Therefore, in the RIPPDA of Pagar Alam City in 2011, the development includes:

1. The tourism condition of Pagar Alam City
2. Tourism development plans and their impacts
3. Tourism industry
4. Tourism marketing destinations
5. Marketing
6. Tourism institutions.

Based on the RIPPDA of Pagar Alam City in 2004-2009, it can be seen that tourism development in Pagar Alam city is focused on increasing the potential and quality of tourist areas by providing facilities and infrastructure at tourist objects. The policy is also focused on tourism marketing by promoting the tourism potential of Pagar Alam city and developing human resources in the tourism sector. Meanwhile, in the RIPPDA of Pagar

Alam City in 2011, apart from focusing on increasing the potential and quality of tourism objects, tourism development also focuses on the tourism industry and tourism institutions, namely the development of government, private and community organizations which will then be interrelated in tourism development in Pagar Alam City.

This Pagar Alam City Regional Tourism Development Master Plan is then regulated into a Regional Regulation which is currently still in the form of a Pagar Alam City Regional Regulation Draft. With the RIPPDA of Pagar Alam City, it then becomes a reference for the Pagar Alam City Culture and Tourism Office in making a Work Plan or Strategic Plan for the Pagar Alam City Culture and Tourism Office.

In realizing the tourism development vision of the city of Pagar Alam, namely "The realization of a community-based and environmentally friendly tourist destination for the city of Pagar Alam, which is in line with local prestige, dignity and culture", then in the Master Plan for Regional Tourism Development (RIPPDA) Pagar Alam City stated 4 (four) tourism development strategies, namely:

- a. Tourism destination development strategy.
- b. Tourism marketing development strategy.
- c. The strategy of developing the tourism industry in the city of natural fences.
- d. The strategy of developing tourism institutions in the city of Pagar Alam.

One of the sectors in the Pagar Alam city development plan is the tourism sector. The tourism sector is planned to be developed in five sub-districts in the city of Pagar Alam, namely the North Pagar Alam, South Pagar Alam, Central Dempo and South Dempo sub-districts, while the North Dempo sub-district will develop a natural

tourism area.

The following are tourism potentials

and assets that are the mainstay of the city of Pagar Alam, based on the type of tourism:

Tabel 1 Types of Tourism in Pagar Alam City

No	Types of Tourism	TourismObject
1	Natural tourism	Liku endikat
		Gunung dempo
		Air terjun (cughup)
		Danau (tebat)
2	History and Culture Tour	Megalith
		Rumah batu
		Makam puyang serunting
		Perkampungan tradisional Besemah
		Kawasan Wisata sejarah atung bungsu
3	Agro Tourism	Perkebunan kopi
		Perkebunan teh
		Perkebunan sayur
4	Special Interest Tour	Outbond
		Paralayang
		Panjat tebing
		Arung Jeram
		Sepeda gunung

Source: Pagar Alam City Culture and Tourism Office

Pagar Alam City is a potential tourist destination with exotic value and has a natural tourist attraction. Therefore, this tourism sector is one of the mainstay sectors of the city of Pagar Alam, this is due to the natural conditions in the city of Pagar Alam which are suitable as a tourist area and are supported by art and culture as well

as historical heritage in the city of Pagar Alam. With all the potential and charm that Pagar Alam has as a tourist destination, the tourism sector is a sector that will be developed in the city of Pagar Alam.

Tabel 2. Number of Visitors to Tourist Attractions Based on Visitor Origin In Pagar Alam City From 2009 - 2013

Years	WNI from outside the city of Pagar Alam	Foreign Citizens	Amount
2009	24.355	87	24.442
2010	35.742	144	35.886
2011	27.626	110	27.736
2012	200.450	104	200.554
2013	215.391	199	215.590

Source: Pagar Alam City Culture and Tourism Office

Pagar Alam tourism is actually not just Mount Dempo and megalithic statues. In this city which is surrounded by the cool air of the Bukit Barisan Mountains, there are also several other tourist sites, one of which is the Lematang Indah waterfall. Lematang Indah has indeed become one of the mainstays of local tourism, in addition to tea plantations on Mount Dempo. This tourist spot is of course a mainstay because of its very strategic location, this location is also often used as a tourist attraction for water sports, namely white water rafting. Besides Lematang Waterfall (Cughup), there are many more that can be visited, including Cughup Dew, Cughup Pancur, Seven Memories Waterfall, Cughup Mangkok, Cughup Merak. This waterfall is located in one area in the North Pagar Alam District, it can also be through the South Pagar Alam District. This tourist attraction can be reached easily from the center of Pagar Alam City with a distance of 8 km with asphalt road conditions.

Water tourism in Pagar Alam City is also known as tebat or lake. One of the most visited tebat/lakes is Tebat Gheban, because the water in this lake is green. In addition to natural tourism, Pagar Alam City also has the potential for cultural tourism such as Besemah traditional houses, statues, historic stones and monuments.

In line with that and in accordance with the vision and mission of the Pagar Alam City Government, the Pagar Alam City Government is trying to realize Pagar Alam City to become an area based on agribusiness and tourism with Islamic nuances. Therefore, it is appropriate and appropriate that Pagar Alam City is included as one of the National Tourism Strategic Areas in the National Tourism Development Master Plan 2010-2025 in Government Regulation Number 50 of 2011.

From the description above, it can be seen that Pagar Alam City has a lot of tourism potential, so Pagar Alam City

deserves to be a tourist destination. Based on the division of tourism types in Pagar Alam City, this research is not to form a model of tourism development strategy but only to see how the Pagar Alam City government strategy is in an effort to develop and increase tourism potential in Pagar Alam City. focuses on implementing the strategy of developing Pagar Alam City tourism destinations and also implementing the marketing development strategy of Pagar Alam City tourism. As an autonomous city at the district level, of course, it faces several problems in an effort to accelerate development because there are still many natural potentials that are still not optimally processed, which is one of the obstacles faced by the Pagar Alam City Government in an effort to accelerate development.

As with problems in the tourism sector in general, limited facilities and infrastructure in the form of adequate infrastructure, accommodation and transportation for domestic and foreign tourists in accessing tourist destinations that are easy, relatively cheap and comfortable for tourists are the main obstacles, as well as the City of Pagar Alam. The infrastructure of the tourist attractions is not yet equipped with adequate facilities for visitors and also the lack of professionalism of the perpetrators. There are no five-star hotels in the Pagar Alam City area. Not to mention if the holiday season arrives, Pagar Alam City will have difficulty accommodating visiting tourists. Transportation services are still very limited and have not reached all the intended recreation areas. Natural conditions also have implications for the existence of several areas prone to natural disasters or problems in regional development. Currently access to Pagar Alam City can be reached by road from Palembang City with a travel time of about 7 to 8 hours, and if via Bengkulu City it can be reached in about 4 hours. The long travel

time to the city of Pagar Alam by land and also the narrow road conditions and several locations which are landslide-prone areas are one of the obstacles for tourism in the city of Pagar Alam. Therefore, in dealing with these obstacles, the Pagar Alam City Government has built the Atung Bungsu Airport located in Mingkik Hamlet, Atung Bungsu Village, South Dempo District. Lapter Atung Bungsu has been operating and carrying out its official flight in mid-March 2014. However, Lapter Atung Bungsu currently only serves one flight, which is on Thursday with the airline currently serving flights, namely Susi Airlines with a route from Palembang to Pagar. Nature at a rate of Rp. 341,000 and also Bengkulu to Pagar Alam at a rate of Rp. 313,000. With the construction and operation of the Atung Bungsu Airport, it can shorten the travel time to Pagar Alam City which was originally taken 7 to 8 hours by land, so with the operation of the Atung Bungsu Lapter, the distance is only a matter of minutes or less than one hour.

In addition, the limited competence of tourism Human Resources (HR) in Pagar Alam City. Because with the existence of historical and archaeological sites in this city, adequate insight, knowledge and knowledge of the tourism object is needed so that it can explain to visitors or tourists.

LITERATURE REVIEW

Public Policy

There are several definitions of public policy expressed by experts to reveal the meaning of public policy itself. Friedrich in Wahab (2004: 3) provides a limitation that "policy is defined as an action that leads to the goals proposed by a person, group or government in a certain environment in connection with the existence of certain obstacles, while looking for opportunities to achieve goals to realize certain goals. desired target.

Dye (2005: 1) mentions policy as

the government's choice to do or not do something (whatever government chooses to do or not to do). According to Dye, the government as a policy maker has the choice to do something or not to do something in overcoming the problems that arise. The government plays an important role in determining policy but silence on a problem is also a government policy. So any action taken by the government is a policy.

Tourism Development

Tourism comes from Sanskrit which consists of two syllables, namely pari and tourists. Pari means whole, all and full. Travel means travel. Thus tourism can be interpreted as a full journey, namely from a place to and stop at a place and return to its original place. Tourism is actually an activity that has existed since ancient times. In its simple form, tourism is known as "outing", but in its development tourism has become a broader activity. According to Spillane in Hadiwijoyo (2012: 42) tourism is a journey from one place to another and is temporary, carried out individually or in groups as an effort to find balance, harmony in the socio-cultural and scientific dimensions.

Another definition expressed by Intosh and Goelder in Hadiwijoyo (2012: 41) defines tourism as a science or art and business that can attract and gather visitors, including various accommodations and catering needed and in demand by visitors. According to Law no. 10 of 2009 concerning Tourism Chapter I Article 1 states that:

1. Tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development or learning the uniqueness of tourist attractions visited for a temporary period.
2. Tourists are people who do tourism.
3. Tourism is a variety of tourism activities and is supported by

various facilities and services provided by the community, businessmen, government and local governments.

4. Tourist attraction is everything that has uniqueness, beauty and value in the form of natural, cultural and man-made diversity that is the target or purpose of tourist visits.
5. A tourist destination, hereinafter referred to as a tourism destination, is a geographical area located within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism.
6. Tourism business is a person or group of people who carry out tourism business activities.
7. Tourism entrepreneur is a person or group of people who carry out tourism business activities.
8. The tourism industry is a collection of interrelated tourism businesses in the context of producing goods/services for meeting tourist needs and organizing tourism
9. Tourism strategic area is an area that has the main function of tourism or has potential in tourism development that has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity, and defense and security.

Soemardjan (in Spillane, 2001) states that tourism development must be a comprehensively planned development, so that optimal benefits can be obtained for the community, both from an economic, social and cultural perspective. The plan should integrate tourism development into a country's economic, physical and social

development program. In addition, the plan should be able to provide a framework for government policy, to encourage and control tourism development.

Meanwhile, Gunn (in Yoeti, 2002) sets tourism development targets in a tourist destination as follows:

First, prepare accessibility, facilities and tourism attractions in such a way that when tourists visit the tourist destination they are satisfied, happy, and in accordance with their expectations, why do they travel.

Second, so that companies belonging to the tourism industry group obtain profits that are balanced or proportional to the volume of tourist visits to the area, especially for entrepreneurs who have invested their capital in the tourism sector whose returns are relatively long.

Third, the development carried out should at the same time provide protection against environmental damage, pollution of arts and culture, damage to the nation's morals and personality, destruction of religious life and avoid international narcotics trafficking. He emphasizes on the economy, but the final goal he wants is that he considers the third goal to be more important.

Tourism Development Strategy.

Strategy comes from the Greek "strategos", which means the art or science of becoming a general. At that time this concept was deemed appropriate to deal with a war situation in defending the territory. Therefore strategy can also be interpreted as a plan to lead an army to be able to win the war. So strategy can be interpreted as a plan used to overcome and carry out an activity.

According to Jones in Winardi (2003:108) strategy is a group of decisions, about what goals will be pursued, what actions need to be taken and how to utilize the ability of resources to achieve these

goals. Strategy is dynamic, and it emerges little by little, as the organization in question develops.

Tourism Marketing Strategy

According to Kotler (2004:81) marketing strategy is a marketing mindset that will be used to achieve its marketing goals. The marketing strategy contains specific strategies for the target market, positioning, marketing mix and the amount of marketing expenditure.

METHODOLOGY

The type of research used in this research is qualitative research where this research looks at the object as a whole, a reality that cannot be seen partially. Generalization is not carried out in qualitative research but emphasizes more on information so that it reaches the level of meaning and conclusions drawn in research are only to provide a general description of the research locus. However, qualitative research can be applied elsewhere if the conditions of the place are not much different from the previous research place. Qualitative research produces descriptive data in the form of written or spoken words from people and observable behavior (Sugiyono, 2007: 7).

While the method used in this research is descriptive with a qualitative approach with the intention of providing an overview or describing in a systematic, factual and accurate way about the object under study. Descriptive method is a type of research that is intended for careful measurement of certain phenomena.

This qualitative research is not intended to test hypotheses. Because the nature of the data or the type of information collected is qualitative in nature which aims to describe certain conditions, which are described in separate words or sentences to obtain conclusions.

Location and Object of Research.

This research was conducted in Pagar Alam City with consideration of the potential possessed by Pagar Alam City in the tourism sector which is relatively large to be able to become a source of income for the region and also Pagar Alam City is one of the tourist destinations, but the existing potential has not been utilized optimally for improve the local economy.

Research focus.

Based on the framework that has been described previously, this research aims to see how the implementation of the tourism development strategy in the city of Pagar Alam is related to the main program of tourism development in the city of Pagar Alam. So this research is focused on:

Tourism marketing strategy in Pagar Alam City

- a. Variables that cannot be controlled include:
 1. Competition conditions, namely tourism conditions in other areas such as areas that are close to the tourist destination.
 2. Technological developments, namely technological developments that have an impact on tourism development.
 3. Demographic Changes are the socio-cultural conditions of the people in tourist destinations, such as attitudes, lifestyles, culture and population.
 4. Political and Economic Policy. In this case, it concerns policies related to tourism development in tourist destinations and also economic developments that have an impact on tourism development.
 5. Natural Resources. In this case, it is the potential of natural resources that can support tourism development.

b. Variables that can be controlled, as follows:

1. Market Segmentation (market segmentation). That is grouping target market.
2. Market Budget, namely the amount of the budget budgeted for tourism development.
3. Timing, is the determination of the right time to market the goods.
4. Marketing mix strategy, is a strategy to mix marketing activities, including:

c. Products can be in the form of tourist attractions, souvenirs and facilities.

d. Price is a set rate.

Place is a distribution channel, which is an institution that is used as a forum to distribute information about products from producers to consumers. In relation to the field of tourism, namely institutions or containers that can provide information where tourist attractions can be enjoyed by tourists.

e. Promotion can be in the form of advertising, promotion or publication.

Strategy for developing tourist destinations in Pagar Alam City

a. Attractions/sightseeing
Sightseeing or attractions for sale.

b. Facility
What facilities are available at the DTW, how are the existing hotel accommodations, restaurants, public services such as banks/money changers, post offices, telephone/telex at the DTW which will be visited by tourists.

c. Infrastructure

Which includes important infrastructure in tourism are:

1. Irrigation/water system.
 2. Source of electricity and energy.
 3. Communication network.
 4. Health services.
 5. The streets/highways.
- d. Transportation.

In connection with transportation services to the intended tourist destination.

Data Types and Sources

This study uses two kinds of data based on the type and source.

a. Primary data

Primary data was obtained from collecting data sourced from documents, records, reports and archives at the Pagar Alam City Culture and Tourism Office.

b. Secondary Data.

Secondary data is obtained from supporting data sourced from direct observations about Pagar Alam City Tourism.

Data collection technique.

Data collection techniques used in this study are as follows:

a. Observation (observation)

Researchers make direct observations of the conditions of the research location as well as on other matters related to the research objectives to obtain the necessary and objective data.

b. Documentation Studies.

Documentation study is a technique of collecting data by studying documents related to research, in the form of notes, archives, a collection of laws and regulations, library materials and reports from sources related to research.

Unit of Analysis

The unit of analysis is defined as a particular unit which is the subject of research. The unit of analysis in this study is the organization, namely the Department of Culture and Tourism of Pagar Alam City.

Research Instruments.

The research instrument is a tool used by researchers in collecting data obtained in research. In this study, several instruments were used in the implementation of data collection, namely:

- a. A notebook used to record data and information obtained and also a camera.
- b. Researchers themselves as human instruments who directly witness, pay attention and observe things related to research.

Data analysis

Data analysis is an effort made to find answers to questions obtained from research results. Analysis of the data used in this study are:

- a. Data reduction.

The data obtained from observations and existing documents are stated in the description. The descriptions are sorted, summarized and then focused on matters related to the theme or research focus.

- b. Data presentation.

The results of data reduction are then compiled and organized on a theme or research focus that aims to make it easier to understand.

- c. Conclusion Withdrawal.

Conclusions in qualitative research are carried out continuously throughout the research process. A conclusion can be called a credible conclusion if it is supported by strong and consistent evidence.

Research Timeline

The research implementation "Tourism Development Strategy in Pagar Alam City" was conducted from January to June 2014.

RESULT AND DISCUSSION

The State of Tourism in Pagar Alam City

As a city with geographical conditions of the area in the form of mountains and fertile land and also added cultural and prehistoric relics found and widely scattered in the Pagar Alam city area, Pagar Alam has abundant tourism potential.

The tourism potential in the city of Pagar Alam is not limited to natural tourism, but there is also the potential for historical and cultural tourism in the form of relics of the megalithic era and also agro tourism such as tea plantations, vegetable plantations and coffee plantations. And also in Pagar Alam there are artificial tourism objects that can also be classified as special interest tours such as white water rafting, off road and outbound forest tourism.

Based on the Strategic Plan of the Office of Culture and Tourism of Pagar Alam City in 2013-2018, the potential for this extraordinary natural wealth has not been followed by an increase in investment / investment in Pagar Alam City. This makes the lack of development and promotion that is less than optimal. This low investment climate stems from the lack of development of tourist objects and activities so that new offers for tour packages do not appear optimally. This situation is also caused by the unavailability of a local travel agency that can facilitate tourist trips to the city of Pagar Alam.

Another cause is the lack of efforts to build potential and efforts to increase investment (investment promotion, ease of licensing, bureaucracy and local taxes). It is normal if the shareholders (investors) want to get conveniences in developing their business.

Tourism Marketing Strategy

In the Pagar Alam City Tourism Development Master Plan, the Pagar Alam City Tourism Marketing Development Directions include:

- a. Tourist Market Development.

The direction of the tourist market

development policy is manifested in the form of strengthening the mass tourist market segment and developing niche market segments to optimize the development of tourism destinations.

b. **Tourism Image Development.**

The direction of the tourism image development policy includes:

- Continuously improving and strengthening the image of Pagar Alam city tourism, both the image of Pagar Alam city tourism and the image of tourism destinations.
- Improving the image of Pagar Alam city tourism as a safe, comfortable and competitive tourism destination.

c. **Tourism Partnership Development.**

The policy direction for developing tourism marketing partnerships is realized in the form of integrated, synergistic, sustainable and sustainable marketing partnerships.

d. **Tourism Promotion Development.**

- Strengthening and expanding the existence of Pagar Alam city tourism promotion in the country.
- Strengthening and expanding the existence of tourism promotion in Pagar Alam city abroad.

Tourism marketing is a series of processes for creating, communicating, delivering tourism products and managing relationships with tourists to develop tourism.

Uncontrollable Variables

Competition

In the development of tourism, of course, must also pay attention to the conditions of tourism in other areas. With the natural conditions owned by Pagar Alam City, making it a tourist destination in South Sumatra Province which has a variety of types of tourism, namely nature tourism,

cultural and historical tourism, agro tourism and special request tourism. Therefore, to see competition with other regional tourist attractions, the following is a description of the description of tourist attractions in the area around Pagar Alam City, which is the closest province to South Sumatra Province.

Bengkulu Province

Bengkulu Province is one of the provinces in Sumatra which also has various tourist attractions. The tourism potential of Bengkulu Province can be seen from the components it has, namely: 1) the attraction component, Bengkulu Province has various tourist objects such as natural attractions such as beaches, waterfalls, lakes and tea plantations which are all spread out and can be enjoyed in all districts in Bengkulu Province. In addition, there are also cultural and historical relics that have become tourist objects, such as relics of the colonial era. In Bengkulu Province there is also a tropical rain forest which is also the habitat of the Rafflesia Arnoldi flower which is a distinct characteristic of Bengkulu Province. 2). The accessibility component, Bengkulu Province is also supported by the existence of an airport located in Bengkulu City and is one of the gateways to enter Bengkulu Province, besides that the land route is also an option for tourists who come from the area around Bengkulu Province.

Lampung Province

Lampung Province is one of the provinces in Sumatra which is the gateway to the island of Sumatra. Like other provinces in Sumatra, Lampung Province also has a variety of tourist attractions. However, the advantages possessed by Lampung Province are its strategic location which is on the main route on the island of Sumatra and also easy access to Lampung Province which can be reached by land, sea

and air.

The tourism potential of Lampung Province can be seen from the components it has, namely: 1) the attraction component, Lampung Province has various tourist objects such as natural attractions such as beaches, waterfalls and lakes. In addition, there are also cultural and historical relics that have become tourist attractions such as cultural tourism in several old villages located in Batu Brak, Sukau Liwa, Kembahang Kenali, Ranau and Krui in West Lampung. In addition, in Lampung Province also regularly held festivals such as the Sekura Festival which is held a week after Eid al-Fitr in West Lampung, the Krakatau Festival in Bandar Lampung, the Stabas Bay Festival in West Lampung and the Way Kamar Festival in East Lampung. Lampung Province also has megalithic relics found in Pekon Puraja, West Lampung and the archaeological site of Pugung Raharjo in East Lampung. Lampung Province also has a unique Rawa Pitu conservation area with the presence of birds migrating between continents, so this conservation area is a special attraction for Lampung Province. 2). The accessibility component, Lampung Province is also supported by its location on the main route on the island of Sumatra, making it easier for accessibility to Lampung Province which can be reached by land, sea and air.

Jambi Province

Jambi is a province located on the east coast in the central part of the island of Sumatra. Jambi is one of the areas where the Malays came from, namely from the Malay Kingdom which is located in Batang Hari Jambi. The Malay language in Jambi is the same as Palembang Malay and Bengkulu Malay. Transportation facilities and infrastructure from Jambi City have become a center for transportation and distribution activities from Jambi Province and are already quite well available. There are many

ways that can be taken to access various tourism objects in Jambi Province. The means of transportation commonly used to reach Jambi Province are by airplane, ferry and car. In addition, Jambi Province is also on the main route on the island of Sumatra.

Technology

Technology is one of the factors that influence the development of the tourism sector, namely information technology. The application of technology plays a very important role in marketing activities such as promotion. Tourism marketing can not only be done by participating in events that can promote tourism potential, but it can also be done through information technology such as the internet in the form of tourism websites.

Information technology such as the internet today can not only be enjoyed in urban areas, but has penetrated into the countryside and can be easily accessed by offices, schools and the general public. Internet technology is also very useful for distributing information on tourism potential to tourists, both local and foreign. Technology can also provide convenience for tourists and also provide benefits for business actors in the tourism sector, such as ticket sales services and hotel reservations.

Based on the results of research conducted, the use of internet technology is not something new for the City Government of Pagar Alam and also for the people of Pagar Alam City. In its development, currently the people of Pagar Alam are very familiar with the internet as a medium of information, this can be seen from the many internet cafes that can be easily found in Pagar Alam City. In relation to tourism activities, tourism promotion for Pagar Alam City is carried out through the website www.pagaralam.go.id which is the official website of the

Pagar Alam City Government.

In addition, to make it easier for the public and tourists to get information quickly, the Pagar Alam City Government will plan the construction of Hot Spots installed in various public facilities that are the center of the crowd and tourism centers in Pagar Alam City. Hot spot development was also carried out in several locations such as the Mayor's Office Complex, DPRD Office, Library Office and other places.

In addition to the development of information technology in the form of providing internet in Pagar Alam City, transportation technology has also developed in Pagar Alam City. Previously, access to Pagar Alam City could only be reached by road with a distance of 7 to 8 hours from the provincial capital, namely Palembang and if through Bengkulu City it could be taken about 4 hours. The long travel time to the city of Pagar Alam by land and also the narrow road conditions and several locations which are landslide-prone areas are one of the obstacles for tourism in the city of Pagar Alam. So to shorten the distance traveled and also overcome the existing problems, the Pagar Alam City Government has opened and officially operates the Atung Bungsu Airfield which is located in Mingkik Hamlet, Atung Bungsu Village, South Dempo District.

Demographic

Demographic factors are factors that affect the external environment related to the socio-cultural conditions of the community in the form of attitudes, lifestyles, culture and population. In addition to the field of tourism economy, it

also involves community social interaction. Therefore, tourism can be influenced by social changes that occur in society.

Pagar Alam City is a tourist destination that relies on its natural beauty and culture as a tourist asset. Therefore, socio-cultural conditions in the form of customs and patterns of community life can be a tourist attraction. The local culture of the Pagar Alam community is known as the Besemah culture, which is part of the Malay sub-culture with religious nuances. With the openness of existing traditional values, it has opened up color and diversity in social life which is marked by the many other ethnic groups that have emerged and joined as immigrant communities (Javanese, Sundanese, Chinese, Padang and Palembang ethnicities), so that a heterogeneous and heterogeneous socio-cultural life is established. conducive without reducing the value of harmony in society. One of the cultures that becomes a cultural tourist attraction is the pattern of life of the people in Pelang Kenidai Village. Pelang Kenidai Village is also a tourist area in Pagar Alam City with the pattern of people's daily life which generally still holds traditions and can still be found cultural heritage in the form of traditional houses, ceremonies and arts. In addition to traditional villages, other cultural products that can be a selling point for tourism in Pagar Alam City are the handicrafts of the people of Pagar Alam City. These local products can be in the form of a kuduk, namely a knife typical of the people of Pagar Alam City, a replica of the traditional house of Besemah, handicrafts from tea roots and rattan chicken.

Tabel 3. Luas Wilayah, Jumlah Penduduk dan Kepadatan Penduduk Menurut Kecamatan Di Kota Pagar Alam

No	Kecamatan	Luas Wilayah		Penduduk		Kepadatan Penduduk (Orang/km)
		Km ²	%	Jumlah	%	
1	Dempo Selatan	217,95	4,39	10.977	8,46	50
2	Dempo Tengah	173,09	27,32	12.945	9,98	75
3	Dempo Utara	123,98	19,57	20.604	15,88	166
4	Pagar Alam	63,17	9,97	46,397	35,77	734
5	Selatan Pagar Alam Utara	55,47	8,75	38,789	29,91	699
Total		633,66	100,00	129.719	100,00	205

Sumber : Badan Pusat Statistik Pagar Alam Tahun 2013

Tabel 4. Jumlah Keluarga Menurut Klasifikasi Keluarga Dan Kecamatan Di Kota Pagar Alam

No	Kecamatan	Pra Sejahtera	Keluarga Sejahtera				Total
			I	II	III	III+	
1	Dempo Selatan	39	39	147	3.519	0	3.744
2	Dempo Tengah	109	109	1.009	1.755	0	2.982
3	Dempo Utara	398	757	2.786	2.494	41	6.476
4	Pagar Alam	634	501	1.894	7.674	904	11.607
5	Selatan Pagar Alam Utara	1.344	2.418	4.051	5.554	141	13.508
		2.524	3.824	9887	20.996	1.086	38.317

Sumber : Badan Pusat Statistik Pagar Alam Tahun 2013

Tabel 5. Partnership Development Activities

No	Kegiatan	Target	Realisasi
1	Operational of tour guides/tourist retribution and Rimba Candi tourism object	12 Bulan	12 Bulan
2	Hotel dan Restaurant rating Tahun 2011 Tahun 2012	20 hotel dan restoran 9 hotel dan restoran	20 hotel dan restoran 9 hotel dan restoran
3	Dissemination of regional regulation and tourism program in educational envirointment	50 mahasiswa dan pelajar	50 mahasiswa dan pelajar
4	Development of tourism awareness	50 orang	50 orang
5	Human resources	40 orang	40 orang

development			
6	Socialization of Sapta Pesona	75 orang	75 orang

Sumber : Diolah dari Laporan Akuntabilitas Dinas Kebudayaan dan Pariwisata Kota Pagar Alam Tahun 2012 dan Tahun 2013

Politics and Economics

Politics

Political factors that influence tourism development are related to Pagar Alam City government policies in carrying out tourism development in Pagar Alam City. Based on the RPJMD of Pagar Alam City in 2008-2013 in determining policy directions and regional priorities, it cannot be separated from the concept of vision and mission that has been formulated by the Pagar Alam City government. The vision of Pagar Alam City in 2008-2013 is: "Pagar Alam as an agribusiness and tourism city with Islamic nuances". The vision contains the meaning:

1. The city of agribusiness and tourism, implies a condition in the future where it is hoped that the city of Pagar Alam will become a leading city in the agribusiness and tourism sector.
2. Islamic nuance, it is intended that social life and government are based on Islamic religious values.

While the mission in the tourism sector is to build and improve the development of the tourism sector with the ultimate goal of realizing tourism development, the development strategies laid out are:

- a. Creating a conducive climate for the growth and development of the tourism sector.
- b. Develop the tourism sector.
- c. Encourage the creation of labor-intensive investment in the tourism sector.
- d. Build / repair supporting infrastructure.
- e. Develop policies that are friendly to tourism development.

Provide human resources / workforce

that is reliable and as needed.

Regarding the tourism development of the Pagar Alam City Government in carrying out policies in the tourism sector, it is stated in the Pagar Alam City Regional Tourism Development Master Plan (RIPPDA) as a guide for tourism development in Pagar Alam City. The RIPPDA of Pagar Alam City is basically a regional tourism master plan or grand design that outlines the vision and mission of regional development in general and the development of the tourism sector in particular. This Pagar Alam City Regional Tourism Development Master Plan is then regulated into a Regional Regulation which is currently still in the form of a Pagar Alam City Regional Regulation Draft. With the RIPPDA of Pagar Alam City, it then becomes a reference for the Pagar Alam City Culture and Tourism Office in making a Work Plan or Strategic Plan for the Pagar Alam City Culture and Tourism Office.

Economy

Based on economic development priorities, the primary sectors in the economy are agriculture, mining and quarrying. Meanwhile, the secondary sector is the processing, electricity, gas, clean water and building industries. And for the tertiary sector are trade, transportation, finance and services.

The large contribution of the agricultural sector to the economy of Pagar Alam City is indeed supported by its natural condition, especially with the still producing tea plantations which have absorbed a lot of labor from the local population. This is in line with the government's economic program which focuses more on the agricultural sector which supports other potential sectors, namely the industrial

sector. We can prove this government program by the emergence of a new economic sector, namely the agro-industry whose aim is none other than to promote the agricultural sector through support and/or support for the industrial sector. Regional economic conditions can be described by the value added of goods and services in an area as indicated by the calculation of GRDP.

Natural Resources

Pagar Alam has natural conditions that strongly support activities in the tourism sector. With all the tourism potential it has so that the tourism sector becomes a mainstay sector in Pagar Alam City. In addition, natural conditions also save natural resources that can contribute to the income of Pagar Alam City.

The natural conditions in the city of Pagar Alam are very supportive of the agribusiness sector, namely for vegetable and fruit plantations. With fertile mountainous soil conditions so that the potential in the field of agribusiness is very developed in Pagar Alam City. The condition of the soil in Pagar Alam is generally class 1 soil which contains high soil fertility. This is proven by the fact that the Pagar Alam city area is a vegetable, fruit-producing area and is one of the Agribusiness Sub Terminals (STA) in South Sumatra Province.

Various kinds of vegetables thrive in Pagar Alam City and become a commodity for Pagar Alam City. Vegetable production is dominated by cabbage, which is 245,679 quintals, mustard greens 79,936 quintals and the overall harvested area of vegetables is 3,810 hectares with production reaching 524,680 quintals. In addition to vegetables, fruit production in Pagar Alam City is also high, with a total harvested area of fruit trees reaching 311.39 hectares with production reaching 18,033 tons.

Apart from vegetables and fruits, the main plantation product in Pagar Alam

City is coffee plantations. Most of the residents of Pagar Alam City make a living as coffee farmers, so if there is a fluctuation in coffee prices, it can affect the regional economy on a macro basis. Besides coffee, other plantation products are cloves, coconut, pepper, candlenut and cinnamon. However, the coffee plant is a plant that has the largest harvest area and production compared to other crops, reaching 11,829 tons with a harvested area of 8,323 hectares.

Controllable Variables

Market Segmentation

Market segmentation (market segmentation) is the grouping of markets that are the target market. In relation to tourism, the target market is tourists who will visit. This tourist is related to the origin of the tourist and the destination of the tourist. Based on the origin of the visiting tourists, tourists in Pagar Alam City consist of domestic tourists and foreign tourists. These domestic tourists come from cities around the Pagar Alam city area such as Palembang, Bengkulu, Lampung and Jambi. Some domestic tourists who visit the Pagar Alam tourist attraction only as a destination area with natural beauty whose nature and form of tourists are relatively mass/groups. Meanwhile, foreign tourists who visit Pagar Alam with certain goals such as the exotic nature and culture of Pagar Alam City.

Market Budget

The market budget is related to the amount of the budget provided for tourism development. The budget provided will later be used to increase tourism potential and also finance activities related to tourism development such as promotion and provision of facilities and infrastructure.

To support the activities, programs and policies of the Pagar Alam City Culture and Tourism Office, a budget is allocated by the Pagar Alam City Government originating

from the Regional Revenue and Expenditure Budget. This budget includes the employee salary budget and the development budget as well as the amendment budget.

Timing

Timing is the determination of the right time to market goods. In tourism marketing, timing relates to when tourism promotion is carried out. Tourism promotion is a tourism marketing activity carried out to introduce tourism potential and also attract tourists to visit.

Marketing Mix

Marketing Mix is a strategy of mixing marketing activities, in order to find the maximum combination so that it brings the most satisfying results. There are 4 components included in this marketing mix activity known as the 4 P's, namely:

Products

The product is an important element in a marketing program because the product can influence other marketing strategies. Purchasing a product is not only about having the product but also to fulfill the needs and desires of consumers.

In the field of tourism, tourism products are objects and tourist attractions. Therefore, tourism products developed in Pagar Alam City are types of natural tourism, cultural tourism and artificial tourism. This tourism product must be packaged by the city of Pagar Alam in order to attract tourists to visit the city of Pagar Alam. The following are tourist objects and attractions developed in Pagar Alam City.

Price

Price is an economic sacrifice issued by customers, in this case tourists, to obtain products or services. In tourism which is included in the price, namely the cost of admission to tourist objects, hotels and other costs incurred by tourists.

Place (Distribution Channel)

Distribution channel is an

institution that is used as a forum to distribute information about products from producers to consumers. In relation to the field of tourism, namely institutions or containers that can provide information on all tourism products or activities that can be enjoyed by tourists. The container can be in the form of booklets or information books and also a tourism information center.

According to the Final Report on Development of Tourism Destinations (Review of RIPPDA Pagar Alam City) Fiscal Year 2011, Pagar Alam City already has a Tourism Information Center (TIC) located at the Gate to the Pagar Alam City Government Office complex. In addition, the distribution of information regarding tourism in Pagar Alam City is also in the form of the Tourism Guide Book of Pagar Alam, booklets and leaflets provided by the Culture and Tourism Office of Pagar Alam City.

Promotion

Promotion is an activity to introduce or communicate information from sellers to consumers. Based on the Accountability Reports of the Pagar Alam City Culture and Tourism Office in 2012 and 2013 the promotions carried out by the Pagar Alam City Culture and Tourism Office to introduce Pagar Alam city tourism are:

- a. Promotion of domestic and foreign domestic tourism
 - Active participation in Sriwijaya festival activities
 - Participation in regional arts events.
 - Active participation in Besemah expo
 - Making tourism promotion tools in the form of booklets, leaflets, brochures and tourism stickers.
- b. Active participation in national level exhibitions (Gebyar Wisata Nusantara)
- c. Implementation of off-road events
- d. Manufacture and installation of

tourism billboards for the city of natural fence 2012

- e. Tour guide training and development.

Tourism Destination Development

Tourist Attractions and Attractions

Natural fences have abundant tourism potential. Tourism objects and attractions in Pagar Alam City consist of several types of tourism, namely nature tourism, historical and cultural tourism, agro tourism and special interest tourism. Objects and tourist attractions in Pagar Alam City are spread over 5 sub-districts in Pagar Alam City. The following table describes the distribution of tourist objects and attractions in the city of Pagar Alam

Natural tourist attraction

Natural tourism objects are the most common tourist attractions in Pagar Alam City, this is due to the natural conditions of Pagar Alam City. Therefore, natural attractions are scattered throughout the sub-districts in Pagar Alam City. Natural attractions are also a very popular tourist attraction in Pagar Alam City.

CONCLUSION

Based on the discussion above, the conclusion that can be drawn is that the Pagar Alam City Government through the Pagar Alam City Culture and Tourism Office has carried out tourism development in Pagar Alam City. The development is carried out in stages and based on the priority of building facilities needed in a tourist area. However, in practice the development of this area has not been carried out optimally.

So it can be concluded that the implementation of the Tourism Development Strategy in Pagar Alam City has not been carried out optimally in accordance with the established program. The implementation of the development of tourism destinations in the city of Pagar Alam has also not been implemented for all

existing tourism objects.

Likewise, the Tourism Marketing Strategy in Pagar Alam City has not been running effectively. This can be seen from the number of tourists who come to visit the city of Pagar Alam. Visits to the city of Pagar Alam are still dominated by domestic tourists. Meanwhile, foreign tourist visits are still relatively small compared to the number of domestic tourist visits.

The number of tourism objects whose potential has not been optimized is known from direct observations made of existing tourism objects and also from the RIPPDA Review of Pagar Alam City which is known to have 33 waterfall attractions in Pagar Alam City. However, of these many attractions, only 6 waterfall attractions have been developed and are often visited by tourists. The development of this waterfall tourist attraction has not been maximized because the tourist attraction is far and difficult to reach by tourists.

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