

The Implementation of Rural Tourism Development Policy at Kampung Adat Cireundeu

Emi Rachmawati, Rannie Dyah Khatamisari Rachaju, Dina Alamianti and Ero Suhara

Abstract--- *Adat village as nation's asset, can be develop as a tourism potential that nurtures from local wisdom. Its development is depending on dynamic dimension growth that attract domestic and international tourists. The development management on rural tourism, with a particular and intense local wisdom, must be maintained by qualified human resources, that capable in regulating local wisdom with information technology development. Therefore, this research aim to analyze and comprehend the rural tourism development's policy implementation at Kampung Adat Cireundeu. The impediment factor and subsidiary factors, as well as the chairman of culture, tourism, youth, and sports department, effort in rural tourism policy implementation. This research used qualitative method. Thus, data were obtained through participant observation, in-depth interviews and documentation. The Miles and Huberman model used as data analysis technique. This research concludes that policy implementation of rural tourism at Kampung Adat Cireundeu, have several impediment factors, such as the constraints of infrastructure development, undeveloped tourism attractions package and networking cooperation. The subsidiary factors are not well managed. But not to eliminate the efforts on overcoming the barriers in policy implementation that apprehend the development of rural tourism that being advance at the moment.*

Keywords--- *Policy Implementation, Rural Tourism Development, Local Wisdom.*

I. INTRODUCTION

Adat Village is one of the potential tourisms growing from the local wisdom of the nation's development assets. The existence of Adat village as a local wisdom that needs to be preserved to be a task for local people and regional government. The traditional village with its attraction can be a rural tourism when managed properly in order to attract tourists to travel to the area. The Management of Rural tourism development that has a specificity must be supported with the quality of human resources that have the capability to integrate local wisdom content with the development of information technology and progressive-moving communication.

Thus, the Government's role is very important in developing rural tourism. Development can achieve its potential due to the implementation of policies that correspond to region's local wisdom. Where Rural tourism development can improve its people's wellbeing and welfare.

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This is in compliance with Purwanggono's statement, "The existence of rural tourism with all its rural tourism products and their characteristics in addition originality that surrounds the village will have a huge market opportunity, although the money tourists spend might be trivial but local peoples can received it directly by sold a variety of products."¹

Administratively, Kampung Adat Cireundeu located at Kelurahan Leuwigajah, the district of South Cimahi, West Java province. Most of the peoples in Kampung Adat Cireundeu adhered to Sunda Wiwitan belief and supported by its impressive natural scenery as one of the ODTW (tourist attraction objects) for tourists who are interested to learn about the customs and ways of the people live. The unique culture of indigenous peoples of Cireundeu is based on "*Ngidung ka waktu, Mibapa ka Zaman*", the statement mean that indigenous peoples of Cireundeu have their distinctive characteristics and beliefs, but do not resist the development of the current era. They open themselves to vagaries, but still put their custom and beliefs first. Physically, Cireundeu is just a normal village, but because Karuhun tradition are strictly performed, so the village established as a traditional village, based on de facto of the village. Most of the peoples of Cireundeu still uphold the wisdoms of Sundanese religion that brought by Prince Madrais of Cigugur, Kuningan which was known as Sunda Wiwitan. Another Interesting thing that is owned by Kampung Adat Cireundeu is culinary tradition as one of their local wisdom, people don't just put the name Singkong Village, it is because of indigenous food Cireundeu is the constellation of rice made from cassava.

Kampung Adat Cireundeu was set to be a rural tourism (Top Three) since the year 2015. As for the products and tourist attractions that can attract tourists to Kampung Adat Cireundeu. As for the activity and tourist attractions in Kampung Adat Cireundeu, that potentially attract tourists are as follows:

Table 1.1: Rural tourism Destination Kampung Adat Cireundeu in year 2018

No	Activities	Tourist Attraction	Description
1	Natural Attractions	<i>Cadas Gantung or Gajah Langu</i>	This place can be reached in approximately one hour walk from Cireundeu village. There's natural scenery on the cassava plants landscape and with the beautiful panoramic surroundings.
		<i>Kampung Cireundeu Protected Forest</i>	This place is not allowed to be entered by the general public under any circumstances, only the indigenous people who can enter it.
		<i>Tutupan Forest</i>	If tourists or common peoples wants to enter the <i>Tutupan</i> forest, they must be accompanied by the peoples of Cireundeu Adat Village.
2	Crafts	Cassava Processed Products	<i>Rasi</i> or Cassava Rice (one of Cireundeu local wisdom is to eat <i>rasi</i>), Cassava's Skin Jerky, Cassava Cheese stick, Cassava Egg roll.
3	Cultural Arts	Traditional cultural arts tourism	Year End Ceremony, <i>seren taun</i> ritual, Pencak silat, Calung, Jaipong, Wayang Golek, Tarawangsa.

Sources; Rural Tourism of Kampung Adat Cireundeu Research data, 2019

The Role of local governments in the development of rural tourism through the related service and devices in the form of regulation and licensing are indispensable so that the administrative hierarchies of rural tourism can be constructed and be the responsibility of the Government. Based on the regulation of the main purpose of Rural tourism Development Program related to the existence of Kampung Adat Cireundeu as one of them rural tourism located in Cimahi, including is The Cimahi regulation no. 1 year 2015 are as follows:

¹ [1] Purwanggono, D. 2009. "Rural tourism Concept". Indonesian Jurnal of Travel. Page: 2

- a. *That the potential tourism in Cimahi, need to be developed to support the development of regional and tourism development in particular.*
- b. *That to carry out the development of tourism in Cimahi, it is necessary to establish the master plan for tourism in Cimahi as a foundation for all activities of optimal utilization of tourist potential, harmonious, aligned, balanced, orderly, sustainable, and ongoing.²*

In article 22 of Cimahi Regulation No. 1 year 2015 explained that the developments principle and approach are as follows:

- a. *The development of tourism area should be able to provide direct social and economic ecological benefits to the community in the tourism area.*
- b. *Tourism area management must be managed in a way that guarantees long-term life for the natural and cultural environment associated in the tourism area.*
- c. *To encourage the development of community economy in tourism area.*
- d. *Increased competitiveness of tourism area through the addition of creativity values.*
- e. *The development of regional creative tourism area must be able to have high foreign power compared to the creative tourism area outside the region.³*

Article 22 explains the development plan for creative tourism area, among others, directed at the creative tourism development based on ecology (ecotourism), development of creative tourism-based agriculture, creative tourist development Based on historical and cultural, creative tourism development based on culinary, and creative rural tourism development. Further on the article explained that the tourism area which has high competitiveness based on the increase in tourism value, among others: uniqueness and peculiarity, landscape and cultures, resource capacity and support, availability of public facilities, availability of tourism facilities, domestic and international access, information and investments, etc.

As well as a component of the regional government apparatus in charge of implementing regulations on tourism and its development is governed by the mayor regulation of Cimahi No. 33 year 2016 on position, organizational structure, duties and The function and governance of the local district of Cimahi, which explains that the Department of Culture, tourism, youth and Sports (Disbudparpora) is the implementing element of the government in Areas of culture, tourism, youth and sports are the regional authority;⁴ Disbudparpora is led by the head of Department who is working under and responsible to the mayor through the district secretary. Regional tourism vision is to be a top tourist destination based on the national and international level based on the potential resources of Cimahi and its surroundings. But in implementing the implementation of the policy on the generation of rural tourism in Kampung Adat Cireundeu based on the local regulations of the city of Cimahi as an effort to realize a superior tourism destination has not been Can be carried out optimally, Disbudparpora of Cimahi as government policy executor has not yet maximizes the development potential of village tourism Cireundeu.

² [16] Peraturan Daerah Kota Cimahi Nomor 1 Tahun 2015, Tentang Rencana Induk Pembangunan Kepariwisata Daerah Kota Cimahi.

³ [17] Peraturan Daerah Kota Cimahi Nomor 1 Tahun 2015, Tentang Rencana Induk Pembangunan Kepariwisata Daerah Kota Cimahi. Article 22

⁴ [20] Peraturan Wali Kota Cimahi Nomor 33 Tahun 2016 tentang Kedudukan, Susunan Organisasi, Tugas dan Fungsi Serta Tata Kerja Perangkat Daerah Kota Cimahi

Based on the observations of researchers, there are several factors that make the implementation of the policy of development of rural tourism Cireundeu not optimal, including: 1) supporting infrastructure for development of village rural tourisms Cireundeu's insufficient customs, such as unavailability of land for home stay for visitors and unorganized domestic access and lack of transportation network to reach far enough locations; 2) Limited budget for the implementation of Rural tourism development Policy, 3) Implementation of the development village of Cireundeu Farm is currently not in accordance with the parent plan of Cimahi City tourism development, such as Gajah Langu Hill usage for residential complex development; 4) The consistency of the implementing officers in the field in implementing the policy of development of rural village tourism Cireundeu not maximum; 5) There is no clarity on the division of tasks in the implementation of the policy of development of village tourism Cireundeu customs villages; 6) Implementation of the development of rural village tourism Cireundeu has not achieved the results Expected.

Referring to the background of the problem, researchers want to find out more about what and how the local government pays attention to developments that occur in the Cireundeu Indigenous village tour, the focus of the research is the policy implementation The construction of Rural tourism Kampung Desa Adat Cireundeu (Study in the Department of Culture, Tourism, youth and Sports City of Cimahi), with the following research objectives: 1) Knowing the implementation of development policy of Cireundeu Adat Village Tourism by Disbudparpora Kota Cimahi; 2) Knowing the barriers and supporters of the development policy implementation of Cireundeu Adat Village. 3) Knowing the efforts made by Disbudparpora in the implementation of rural tourism development policy at Cireundeu.

II. LITERATURE REVIEW

a) *Policy Concepts*

According to Werf (1997) which is meant by policy is the effort to achieve a certain goal with certain objectives and in a certain order.⁵ In accordance with the administration system of the Republic of Indonesia, the policy can be divided into managerial policy and also public policy or as known as internal and external policy. The definition of government policy is similar to the discretion of various forms such as if done by the central government in the form of government regulations, Minister of Law and other decisions. Whereas if the government policy is made by the local government will give birth to the decree, local regulation and others.

In the terminologically, there are many definitions on *policy that* expressed by experts. Anderson formulated the policy "as a step of action intentionally performed by an actor or in connection with certain problems or issues encountered"⁶. As quoted by Nawawi is a "fixed decision policy containing an element of action to achieve that goal would be achieved by a person, group or government. The policy certainly has barriers – obstacles but should look for opportunities – opportunities to realize the objectives and objectives desired⁷. This means that the policy should not contradict the values and social practices of the community. If the policy contains values that contradict the value of

⁵ [2] Werf, H. 1997. *Manajemen Ilmu Pemerintahan*. Jakarta.

⁶ [13] Winarno, Budi. (2002). *Teori dan Proses Kebijakan Publik*. Yogyakarta: Media Pressindo.

⁷ [10] Nawawi, Ismail. (2009). *Perilaku Administrasi Kajian Teori dan Pengantar Praktik*. Surabaya: ITS Press. Page 6

living in the community, then the policy will be constrained when implemented otherwise, a policy should be able to accommodate values and practices – A living and thriving practice in society. On *Policy Study* (policy) includes the statement: *What, why, who, where, a how*. While the question concerns about the problems faced by the institutions that make decisions concerning the prescribed content, manner or procedures, strategy, the timing of the decision is taken and executed.

b) Policy Implementation

One important step in the public policy cycle is the policies implementation. Its implementation is considered merely what has been decided by the legislative or the decision makers, as if – the stage is less influential, but in reality, the process of implementation is so important. Because a policy will not mean anything if it cannot be executed accurately and appropriately. In other words, implementation is a stage where a policy is implemented vastly and can attain the objectives of the policy itself.

Further on the implementation of the policy, Wahab said that:

"Broadly, it can be said that the function of the implementation is to form a relationship that allows the objectives-objectives or objectives of government policy is realized, as *the outcome* Government activities."⁸

Accordingly, according to Wahab, it can be said that policy implementation is a translation of government policy which in general is still a question–general questions containing objectives, objectives into operational programs (program Action). These operational programs are intended to address the objectives and objectives stated in the policy.

Policy implementation is a most important aspect of reviewing the process of policy. Implementation policy can be interpreted as a provider of means to implement something, causing certain impacts or consequences. Implementation can be done in the form of a program or through policy formulation. There are three elements that are important and absolute in the implementation process, namely: 1) the existence of programs or policies implemented; 2) The target groups are the community that is targeted and hopefully can benefit from the program; 3) Element Implementation (Implementer), either organization or individual, responsible for the management, implementation, and supervision of such implementation process.⁹

Based on several definitions conveyed by experts on the conclusion that implementation is an activity or business conducted by the policy executor in the hopes of obtaining a result that is suitable to the purpose or objectives of A policy itself. So, the implementation is an action undertaken by the Government to achieve the objectives that have been established in a decision. However, the Government in making the policy should also review in advance whether or not the policy can have a bad impact on the community. It aims to prevent the policy from contradicting the community to the detriment of society. From the definition above, it can be said that the implementation of policy concerns a minimum of three things: 1) The presence or objectives of the policy; 2) activity or achievement activities; 3) Results of activities.

⁸ [5] Wahab, Solichin Abdul (2004). *Analisis Kebijaksanaan dari Formulasi ke Implementasi Kebijakan Negara*. Jakarta: Bumi Aksara. Page 123

According to Jones for policy implementation, the three pillars of the organization (policy organization), interpretation (by policy implementor), and application (policy implementation) are required.¹⁰ The organizational dimension, where the policy implementation is organized and operated. A public organization acting as an implementation, its performance will be internally determined by the capacity of the organization it owns. The interpretation dimension, emphasizing the interpretation of the policy program to be a proper and acceptable plan. The next pillar is an application that is mirroring from routine organizers in a service, financing, or other and its tailored to the purpose of the program. Application refers to the implementation of the work which includes the provision of goods and services is closely related to other activities.

c) Kampung Adat Cireundeu as a Rural Tourism

A rural tourism is a community or community consisting of the inhabitants of a restricted area who are biased to interact directly under a management and have the care and awareness to participate in compliance the skills and abilities of each empower the potential condition for the growth and development of tourism, and the realization of SAPTA enchantment so that the increase of regional development through tourism and utilizing it For the welfare of the people in the region.

Rural tourism is a group of self-reliance and public people who in their social activities seeks to improve the understanding of tourism, to promote the role and participation of the community in the development of tourism in the region, increase the value of tourism and empowering for the welfare of society, participation in the success of tourism development.

Kampung adat Cireundeu has been designated as a rural tourism by the local government through some of the regional regulations even become the top three tourist attractions in the city of Cimahi. Kampung adat has an area of 64 Ha for agricultural land and 4 Ha for settlements. Located in Leuwigajah Village, South Cimahi. Most of the population is in the livelihood of cassava farming. Cireundeu derived from the name of Reundeu tree, the tree is a tree for herbal medicinal materials.

The majority of people in this village embraced and firmly held the Sunda Wiwitan belief, always consistence in carrying out of beliefs and preserving their culture and customs. This community has the concept of traditional village that is always remembered since ancient times, that is a region divided into three parts, namely Leuweung Larangan (Forbidden Forest), Leuweung Tutupan (Forest Reforestation), Leuweung Baladahan (Agricultural Forest). Indigenous people of Cireundeu has its own system of kinship and belief that become the peculiarities of the customary village and there are some kinds of ceremonies organized by the kampung adat Cireundeu every 1 Sura, is a ceremony for celebrated flow of trust from morning until the night at Bale Saresehan (a gathering place for indigenous peoples).

⁹ [4] Abdullah, Syukur. M. (1988). *Perkembangan Studi Implementasi* Jakarta: Lembaga Administrasi Negara RI. Page 11

¹⁰ [8] Jones, Charles O. (2001). *Introduction to the Study of Public Policy* 4th edition. Harcourt College Publication; California-US

III. METHODOLOGY

A. Qualitative Research Methods

This research uses qualitative methods because there is data to be taken explaining the knowledge and perception of the individual. According to Creswell, Qualitative research methods may be referred to as "an investigative process". And in qualitative consists of study cases, phenomenology, and history.¹¹

The research used a case study that explored a large number of detailed boundaries, had deep data retrieval and included a variety of information sources. The case study became a research investigation into the phenomenon in real-life contexts. The qualitative method is chosen considering that the study aims to uncover what is happening inside the empiric and the research is more a matter of observing and exploring the behavior of the researched objects. According to Moleong as a consideration to use qualitative research methods can be described as follows:

Firstly, adjusting the qualitative method is easier when dealing with double reality. Secondly, this method presents directly the fact of the relationship between researchers and respondents. Thirdly, this method is more sensitive and adapts to many of the same conforming influences and to the patterns of value encountered. Qualitative research devised a design that is continuously adjusted to the reality in the field, should not use a design that has been drafted strictly or stiff so that it cannot be changed anymore. Guided by the above statement can be concluded that in qualitative research the role of researchers as research instruments can further reveal the meaning of the objects studied behind the interaction of welfare between researchers and informant. Qualitative research was conducted to find a thorough and profound picture of the object being researched, by departing from an existing phenomenon, the study also did not depart from a theory to be tested for its correctness but the theory is used as an approach to research issues.

B. Data sources and Data Collection Techniques

The source of the selected data prioritizes emic perspective, meaning that they are concerned with the view of the informant, which is how they perceive and interpret the phenomenon of its founders. Unbiased researchers impose their will to obtain the desired data. Regarding research data can be classified as follows:

- a) Primary data, i.e. authentic data or Direct first-hand data on the issue expressed, is simply that this data is also called the original data.
- b) Secondary data, i.e. data quoting from other sources so that it is not authentic since obtained from second hand.

In detail, this research used several techniques to collect data's:

1) Participant observation

The technique of data collection through observation and systematic recording of the symptoms are meticulously. Through this technique, researchers collect data with moderate participatory observation (moderate participation), as stated by Sugiyono that: "moderate participation mean that researcher maintain a balance Between being insider and being outsider ". In this observation there is a balance between researchers into an outside person. Observations were conducted by researchers by conducting direct observations of the objects.

The steps that researchers do to support observation include:

- a. Writing memos, any data obtained written in memos and every thought that appears against the results of the object is recorded in the memo as an attempt to see the perspective of the research object.
- b. Coding is done by coding according to the type, source, shape, topic, and behavior of objects obtained through observation and interviews.
- c. Categorization, is done by grouping data that has been obtained through interviews and observations according to the nature and characteristics of the data. Categorization is done by comparison techniques where the data is grouped by the stubborn points – grains that may be inserted in a particular category.
- d. Detailed descriptions, description analysis is done in order to describe each category and in explains the framework through a process, attitude, and psychiatric atmosphere on the object.

2) In-depth interviews

The technique of data collection through in-depth interviews (depth interview) In this study is done with the verbal FAQs between two or more persons in person with the unstructured interview approach Interview).

Unstructured interviews are free interviews where researchers don't use the systematic and complete interview guidelines to collect data. The guidelines used are only lines-the outline of the problem to be asked.

Researchers use this approach with the assumption that it is easy for researchers to absorb various information that is wanted to be conveyed by the researcher, researchers can also ask follow-up questions without having to Limited by time and number of questions. With a thorough interview in qualitative research, it can describe the accurate relationship by minimizing the impact of the inter-personal process on the interview, so that the interviewer (researcher) can establish relationship while having an interview with the informant. The interview technique is the data collection technique by asking the person who relates to the research object or key informant openly through interviews at the Kampung Adat Cireundeu, including:

- a. Head of Department of Culture, Tourism, youth and sport of Cimahi.
- b. Head of culture and tourism in Cimahi
- c. Ice Pangampih Kampung Adat Cireundeu Cimahi.
- d. Panitren Kampung Adat Cireundeu Cimahi.

3) Documentation

Documentation is an event record that has passed. Refractive documentation of writings, drawings or monumental works of a person. To facilitate the collection of researcher's data using tools such as notes, flashdisks, recorders and digital cameras.

Data that is successfully collected next through activities:

- a) Processing units, data processing starts with the available from various sources, then creates a summary of the field notes.
- b) Categories, determining on the basis of thoughts, institutions, opinions or criteria on the data obtained and subsequently placing the data in the respective category (data presentation).

¹¹ (15) J. W. Creswell, Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, California, US: SAGE Publication, 2014. p.32

- c) Draw conclusions and verify, draw conclusions are part of a configuration of the whole activity. Conclusions – Conclusions are also verified during the ongoing research.

The three processes above, is a series of activities that interweave at the time before, during and after the collection of data in the form parallel as a cycle.

The process of analyzing data in qualitative research began since before researchers entered the field. Data analysis was resumed at the time the researcher was in the field until the researcher completed the field activities, before the researcher entered the course of analysis was conducted against preliminary study result data or secondary data.

Data analysis is directed to determine focus research, but the focus of research prescribed before researchers enter the field is still temporary. The Focus of the research is likely to change or develop after researchers are on the field.

The technique used in analyze this research data was the Miles and Huberman model¹² i.e. the data will be analyzed at the time when data were being collected and after the process completed in certain period. Thus, activity were data reduction, data display, and conclusion drawing/verification.

For data reduction, data display, and conclusion drawing/verification. The activities according to Miles and Huberman include:

- 1) Data reduction, because there are a lot of data were obtained in the field, then the data should be recorded carefully and in detail. For that, data analysis is done immediately through data reduction. Data reduction can also be done by summarizing, selecting the primary, focusing on important things to look for, both themes and patterns, or also can be done with the process of selection, simplification, and data abstracting, with the intent to set aside irrelevant data or information. Thus, the data that has been reduced will provide a clearer picture and facilitate researchers to do the next data collection.
- 2) Data presentation, in this second step, research data can be presented in brief description, chart, or relationship between categories. Thus, the description of information that has been arranged provides the possibility of withdrawing conclusions and action-taking related to this research.
- 3) Withdrawal of assumption and verification (Conclusion/Verification) The third step in qualitative analysis is the withdrawal of conclusions or verification. The preliminary conclusions are still temporary and will change when not presented with strong indication and provision at the next stage of data collection. However, if the preliminary conclusions have been supported by valid and consistent evidence, then the conclusion is a credible conclusion. The withdrawal of this conclusion is the final step in data analysis. "

Qualitative research should reveal objectively the truth. Therefore, the validity of data in a qualitative study is indispensable. The validity of data is considered the degree of speed between data occurring on the research object with data reported by researchers. Through the validity of the data, qualitative research can be credibility.

To establish the validity (Trustworthiness) of data, qualitative research required the data inspection technique. According to Meoleong There are four criteria in data inspection technology, namely:

- 1) Degree of Data Trust (certifiability test).
- 2) Transferability.

¹² (3) Sugiyono, Metode penelitian kuantitatif, kualitatif dan kombinasi (mixed methods) / Sugiyono, Bandung : Alfa-beta, 2013. p.95

3) Usability.

4) Certainty (Confirmability)

The techniques undertaken to obtain the validity of the data in this study include:

1) Opt-in extension

Researchers live in research fields until the level of data collection saturation is reached to increase the degree of trust collected so that it will limit the interference of the researcher's impact on the context, limit confusion and Influence the effects of unusual events or instantaneous influences.

2) Persistence of Observations

Researchers are looking at consistently interpretations in various ways in relation to a constant and tentative analysis process. Persistence of Observation is intended to find the characteristics and elements in a situation that is very relevant to the issues or issues related to the implementation of content of policy and context of implementation billboards.

3) Triangulation

This technique of data validity inspection through triangulation is taken by re-examination of the degree of trust of information obtained from data source through different time and tools with the following roads:

- a) Comparing data of observations with interviews results data.
- b) Compare what people publicly say with what it says personally.
- c) Compare what people are saying about the research situation with what it says all the time.
- d) Comparing the circumstances and the perspective of a person with various opinions and views of people like ordinary people, middle or high educated people and government people.
- e) Comparing the results of interviews with the contents of a related document.

IV. RESULT AND FINDING

This Chapter will discuss the implementation of rural village tourism careened, supporting factors and inhibitions of its construction, as well as efforts made to address the obstacles exist.

a) Implementation Policy of Tourism Village of Kampung Adat Cireundeu by Disbudparpora in Cimahi

Implementation policy of tourism village of traditional village Cireundeu by Disbudparpora of Cimahi is through three pillars consisting of organization, interpretation, and application. Organization is with the establishment and reordering of resources and methods for the program to be implemented. In the context of the public organization as a policy implementation, organizational and administrative capacity that is reflected in the function of structures, personnel and financial feasibility is a must-have requirement to support Program of a policy. To realize the success of policy implementation effectively required human resources (employees) who are competent, have the skills and ability to perform tasks according to their respective fields. Officers as the most important element in the organization determine the success of achieving the objectives so that the Organization must be able to build and maintain a working fleet consisting of skilled and skilful officers. This condition implies that in addition to conducting recruitment, acceptance and placement of individuals successfully in the system, the Organization must be able to

maintain its employees by providing appropriate rewards as a reward for the achievements Acquired. The implementation of the Village development policy of Indigenous village Cireundeu can run according to the planned plan and achieve optimal results, when considering the organizational aspects. This organization is intended to be synergized and the relation of the supporting elements are built, among others:

- a. *The availability of supporting infrastructure provided by Disbudparpora Kota Cimahi for the implementation of the development policy of Kampung Adat Cireundeu Tourism Village.*

Construction of facilities and infrastructure has not been conducted by Disbudparpora, implementing the development of new Tourism village doing construction of human resources and on other devices. Construction was conducted to the tourism driver Group and the construction of Home Stay management managerial. Disbudparpora understands that the land belongs to the indigenous community and the private property of society. The plan of Disbudparpora will do the improvement on the road access to the location of Kampung Adat Cireundeuin the year 2020.

- b. *Availability of budget for the implementation of development policy Village Adat Cireundeu.*

Disbudparpora provides a budget for the implementation of programs such as the appearance of artistic attractions, management of home stay, and the activities of art tourism ambassadors and there is no budget availability for physical development. Indigenous Cireundeu in terms of the availability of Village development funds prefer to be done independently and done by the citizens.

- c. *The method used by Disbudparpora in Cimahi to support the development policy of village tourism Adat Cireundeu*

The method of communication used is by into approach, by looking at the characters of sensitive and exclusive indigenous peoples. This method is done to identify the wishes and needs of indigenous peoples in order to cooperate with the Government and become more concerned and able to empower the potential of the village owned. Another method adopted by Disbudparpora is through the concept of the concepts, which contain the principle of, by, and for society. It is very beneficial to maintain the identity of every unit of community life so that the changes that occur do not make a disintegrating or making the condition and order that formed become foreign to the community itself. The Government of Cimahi plans to use the Dewi Tapa program or food security Tourism Village but the program stops without clarity so that tourism in Cireundeu village has no significant progress.

The other pillar of the implementation policy of rural Tourism Village Cireundeu is interpretation that is interpreted so that the program to be a proper plan and direction and can be accepted and implemented. The dimensions of this interpretation through three parameters, among others: 1) Policy planning, Disbudparpora collaborate and innovation so that the traditional village become a tourist destination and not only seen from the processing of the plant, but there are attractions and cultural Arts in Kampung Adat Cireundeu; 2) The implementation of the policy, Disbudparpora has the measures in implementing the policy by conducting formal coaching through meetings and discussions, conducting activities persuasive, and optimizing approaches with Indigenous peoples; 3) The consistency of the implementing apparatus is a consistent Disbudparpora in implementing the policy of building

tourism village Adat Cireundeu with construction and making Cireundeu Adat village become the Top Three tourism in Cimahi.

The next pillar is application, namely with applications related to activities of the tourism Village development Policy, Disbudparpora socialize the regional regulation of Cimahi No. 1 year 2015 about the master Plan of Tourism development the area of Cimahi to the other Department and made the Kampung Adat Cireundeu as part of the flagship city of Cimahi. In addition to socialization, there is a division of the task of structural government as well as a group of indigenous NGOs for the development of tourism and the management of traditional village tour package Cireundeu. In the success of Tourism Village development policy, regulation is made to make Cireundeu become the tourist tourism and strategic area of tourism both at Regional and national level for legality and promoting the traditional village as Tourism is backed by nature not only the uniqueness of his village.

b) Supporting Factors and Barriers to Implementation of Rural Tourism Village Development Policy Cireundeu

Supporting factors on the implementation of tourism development policy at kampung Adat Cireundeu, are as follows:

- 1. Have a natural potential, beautiful and pollution-free*
- 2. The cassava and its derivative product, fruits, and other crops, is an attraction that has a high selling value of tourism*
- 3. Have a chance to develop unique tour packages, and attractive with high selling value,*
- 4. Society still retains the traditional art of cultural value.*
- 5. The location is adjacent to the city of Bandung, which has been known to foreign countries.*
- 6. Can be used as the core development for the surrounding area (concept of tourism plasma system).*

Barriers to the implementation of the development policy of Tourism Village indigenous village Cireundeu include:

- 1. The absence of government programs, which seriously and sustainable develop tourism-based community development.*
- 2. Common characteristics of indigenous peoples so there is no openness or is termed exclusive,*
- 3. The location of Kampung Adat Cireundeu was adjacent to the location of landfills that were avalanche in a few years ago, thereby hindering access*
- 4. No serious handling, especially activities of tourism village (non-governmental organizations as driving motors)*
- 5. Human resources that still need to be optimized*
- 6. Coordination with tour operator (especially the hotels around Bandung and Cimahi) has not been established*
- 7. Networking activities/Network development has not been established optimally.*

The development of tourist villages in the middle of resident settlements, there may be changes in the behavior of negative direction in the community.

c) Efforts carried out by the city of Cimahi Disbudparpora to overcome the obstacles implementation of development policy Tourism Village Adat Cireundeu

Disbudparpora in Cimahi in the development of Tourism village made several efforts in overcoming the barriers to the implementation of the policy including:

1. *Coaching and educating the people in Cireundeu Adat village and others outside the indigenous village.*
2. *Prioritizing community engagement of Kampung Adat Cireundeu for non-exclusive.*
3. *Planning about the development of both physical and human resources on the Community Cireundeu. Disbudparpora have planned some programs to build infrastructure in Kampung Adat Cireundeu.*
4. *Coordination with the relevant offices to participate in promoting tourism village Kampung Adat Cireundeu.*

V. CONCLUSION

The conclusion of the implementation of the policy of rural tourism Village Cireundeu by Disbudparpora is as follows:

1) The policy implementation of Tourism Village development conducted by Disbudparpora through three pillars, namely organization, interpretation and application. Organizational dimension by implementing Tourism Village development Policy in Kampung Adat Cireundeu Cimahi but is constrained by the availability of infrastructure, unavailability of the budget for the physical development of the village, the method used to Development of tourism village through a persuasive communication approach and the concept of the building in tourism Village development. The government has created the Dewi Tapa (food Security Tourism Village) program which was planned in 2014 but without clarity there was no significant progress. Interpretation dimension in Tourism Village development implementation policy through three parameters, namely policy planning, implementation policy, and the consistency of the implementation of the policy implementing the village tourism Cireundeu Indigenous village. Disbudparpora collaborate and innovate in terms of making tour packages and doing construction for indigenous people of Cireundeu and consistently make the Cireundeu Adat village as the Top Three tourism in Cimahi.

2) The supporting factors of the implementation of the policy of building tourism Village Adat Cireundeu is the potential and natural results of the Cireundeu Adat Village, the community held firmly indigenous, the opportunity in the development of tourism because the area near With the city of Bandung, and the concept of tourism plasma system. In addition, there are inhibitory factors, among others, not optimal support from the local government, exclusive indigenous characters, the potential negative impact of the indigenous village, human resources are not optimal, the location of the customary village is near Also with landfill areas, limited road access and transportation to the location of the customary village.

3) Efforts undertaken by Disbudparpora in implementing the implementation of the policy of rural Tourism village Cireundeu, among others, actively conduct coaching and involvement to the indigenous people for the development of sustainable tourism, planning the development of the tourism village both physically and human resources in the Cireundeu customary village, and actively collaborate with other government services to promote the village's indigenous villages.

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