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Research Article

# Policy Implementation of Mangrove Forest Tourism Area on Cengkrong Beach Trenggalek District

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Abstract - This study aims to describe and analyse the Implementation of Mangrove Forest Tourism Area Policy on the Coast of Cengkrong Beach, Trenggalek Regency, East Java Province. This research method uses qualitative, using the policy implementation model from G. Edward III, which includes aspects of Communication, Resources, Disposition, and Bureaucratic Structure. Data collection techniques using observation, interviews and documentation. The data analysis technique used by researchers is the interactive analysis technique of Miles, Huberman, and Saldana (2014), this analysis basically consists of four components, namely data collection, data reduction, data presentation, and drawing and testing conclusions. The results of this study indicate that in the Communication aspect, the implementation of the Cengkrong Beach Mangrove Forest tourism area policy has been supported by quite good communication between the local government, tourism managers, and the local community, but there are still obstacles, namely the absence of a KSO between the Local Government and Perum Perhutani regarding the utilisation of the Cengkrong Mangrove Forest. The resource aspect in implementing this policy includes human resources, finance, and infrastructure facilities. The implementation of the Cengkrong Coastal Mangrove Forest tourism area policy has gone well, but still requires improvements in the aspects of communication, resources, and bureaucracy in order to achieve more optimal goals. Increasing coordination, strengthening human resource capacity, and simplifying bureaucracy can be strategic steps to support the sustainability and development of this tourist area in the future.

Keywords - Policy Implementation, Mangrove Forest Tourism, Coastal Ecotourism, Cengkrong Beach.

## I. INTRODUCTION

The tourism sector as an economic activity has become a mainstay and development priority for a country. Therefore, the Indonesian government issued a policy in the form of Law Number 10 of 2009 concerning Tourism. The law that regulates the management of tourist attractions is Law Number 10 of 2009 concerning Tourism, in Article 18 which reads "The Government and/or Regional Governments regulate and manage tourism affairs in accordance with the provisions of laws and regulations". The Trenggalek Regency Government, as part of the East Java Provincial Government, develops coastal areas for tourism activities that provide benefits to the community. As the policy of the Trenggalek Regency Government which has issued Trenggalek Regency Regional Regulation Number 26 of 2016 concerning Regional Tourism Development Master Plan 2017- 2031, which regulates tourism development plans in Trenggalek Regency, including the potential of marine tourism. Trenggalek Regency has 3 bays that provide good marine tourism charm, namely Prigi Bay in Watulimo District, Munjungan Bay in Munjungan District and Panggul Bay in Panggul District.

In Prigi Bay there are tourist destinations that are often visited by tourists, namely Prigi Beach, Damas Beach, Cengkrong Beach, Cengkrong Mangrove Forest, Karanggongso White Sand Beach and Mutitara Beach. The main problem of marine tourism management is the ownership of coastal land owned by Perhutani (BUMN), in the Regional Regulation of Trenggalek Regency Number 10 of 2011 concerning Retribution for Recreation and Sports Places, Cengkrong Beach tourism is included in the list of tourist attractions subject to retribution by the

Trenggalek Regency Government. However, in reality, it is Perhutani that collects the retribution in cooperation with the Argo Lestari LMDH and CV Pandu Alam. The real problem is not the lack of law enforcement by the Trenggalek District Government, but the location of Cengkrong Beach which borders and or becomes one with the forest area managed by Perhutani. Basically, Cengkrong Beach, which includes Hutang Mangrove Cengkrong, has no KSO (joint operation) with the Regional Government of Trenggalek Regency, which already has a KSO with Perhutani and the Regional Government of Trenggalek Regency, namely, Pelang Beach, Guo Lowo, Karanggongso Beach. For Cengkrong Beach itself, tourism facilities were built by the local government. The Trenggalek Regional Government itself has actually communicated with Perhutani in this case KPH Kediri regarding Cengkrong Beach to be held KSO. However, until now there has been no follow-up from Perhutani in this case KPH Kediri as an extension of KPH Kediri. In the end, it is now managed by LMDH Agro Lestari and CV. Pandu Alam where they actually do not have a strong legal basis and contribute to Cengkrong Beach itself such as building supporting facilities for the tourist attractions. Policy implementation is a dynamic process that involves the interaction of many factors. Sub categories of underlying factors are displayed so that their influence on implementation can be known. According to researchers, this theory is more relevant than other theories because it is in accordance with the title that the researcher raises, which means turning decisions into actions where researchers want to know what the implementation of public policies is like.

The approach used by the author in analysing the implementation of the coastal protection space policy is the theory proposed by George C. Edwards III. Edwards III. Where implementation can start from abstract conditions and a question about what are the conditions for successful policy implementation, according to George C. Edwards III there are four variables in public policy, namely Communication (Communications), Resources (resources), attitudes (dispositions or attitudes) and bureaucratic structure (bureucratic structure). The four factors above must be implemented simultaneously because one to the other has a close relationship. The goal is to improve understanding of policy implementation. Simplifying understanding by breaking down through the explanation of implementation into principle components. This study aims to describe and analyse the implementation of the Cengkrong Beach Mangrove Forest Tourism Area policy in Trenggalek Regency, East Java Province, by paying attention to several policy actors involved, namely the Trenggalek Regency Government, Perhutani and the Cengkrong Beach coastal community. In addition, practically, this study is expected to contribute to the development of marine tourism in the coastal areas of Trenggalek Regency.

## **II. METHODS**

The type of research used is qualitative research. Qualitative research methods are research processes/procedures that aim to collect, describe and analyse descriptive data in the form of writing, expression and observed human behaviour (Islamy, 2005). The focus of this research is the implementation of the Cengkrong Coastal Mangrove Forest Tourism Area Policy in Trenggalek Regency, East Java Province. To find out the factors that influence the implementation of the implementation of these rules, the policy implementation model according to George Edward III is used, which consists of several aspects including: Communication; Resources; Disposition: Organisational Structure: In this study, researchers used the methods of interview, observation, and documentation, in order to facilitate data collection, the research used instruments in addition to the researchers themselves also used tools in the form of field notes, outline of interview guidelines, tape recorders. In addition, direct observation and document analysis were also conducted as secondary data sources. Data analysis followed the interactive model of Miles and Huberman (2014), which includes data collection, data condensation, data display, and conclusion drawing. Data validation was conducted through source triangulation, peer review, informant clarification, feedback on analysis results, and thick description to ensure the accuracy of the findings.

## III. RESULTS AND DISCUSSION

## A. Overview of Research Sites

This Mangrove Forest tourism area began to open as ecotourism in 2012 with facilities to enjoy the mangrove forest in the form of wooden bridges, gazebos and boats for strolling the estuary. The management of ecotourism is community-based which is carried out by POKMASWAS (Supervisory Community Group) Kejung Samudra. The location of the ecotourism is very easy to reach because it is traversed by the Southern Cross Line (JLS) with a

retribution rate of only IDR 5,000.00. The existence of this ecotourism increases development in coastal areas, especially the establishment of stalls that can improve the economy of the surrounding community who generally work as fishermen.

Pancer Cengkrong Mangrove Ecotourism is in the Prigi Bay area located on Cengkrong Beach, Karanggandu Village, Watulimo District, Trenggalek Regency. This ecotourism began to open in 2012 with facilities to enjoy the mangrove forest in the form of bridges, gazebos and boats for strolling the estuary which is assistance from the Trenggalek Regency Marine and Fisheries Service. The management of ecotourism is community-based which is carried out by POKMASWAS (Supervisory Community Group) Kejung Samudra. However, the management by the community has not been optimal and is only limited to the collection of retribution and parking tickets for visitors' vehicles. Mangrove forest tourism located at the mouth of the Pancer River, Cengkrong, Trenggalek is one of two tourism destinations that Perum Perhutani will develop as a productive pilot ecotourism area. The coastal area, which is decorated with mangrove forests covering an area of approximately 31 hectares and is still included in Perhutani's management area, is considered to have high tourism economic value. Not only is its geographical location close to the famous Prigi and Pasir Putih Beach attractions, but it also has a high selling value because of its famous mangrove forest panorama. The Cengkrong Beach area has two tourist attractions, namely the Mangrove Forest and Cengkrong Beach, which are close together.

The new destination of mangrove forest tourism on the coast of Cengkrong and Damas Beach, Trenggalek Regency, East Java, is increasingly in demand by local and foreign tourists, referring to the statistics of visits that have continued to increase since the last two years. Although the tourist attraction located in Watulimo Subdistrict is relatively new and is in the Perhutani area, the development of the Pancer mangrove forest attraction on the coast of Cengkrong Beach is expected to have a positive impact on the economy of the surrounding community. In addition to mangrove forest tourism, on the route to the Watulimo coast, at least three regional superior attractions have been developed, namely Goa Lawa, Prigi Beach, and Pasir Putih Beach. During holidays, the volume of visits to these three attractions reaches 3,000-5,000 per day, especially at Pasir Putih Beach. After the mangrove forest on the coast of Cengkrong and Damas Beach was built a wooden bridge that cuts through the forest to the ends of the estuary, tourists began to flood the new destination.

#### **B.** Communication

Based on the results of the research, there is cooperation between several Regional Apparatus Organisations (OPD) in Trenggalek Regency which work according to their respective duties and functions in implementing the Mangrove Forest tourism area policy in the Coastal Zone in Trenggalek Regency. The common perception related to the programme to be implemented in the framework of the Mangrove Forest tourism area policy in the Coastal Area is a form of communication that runs between several SKPDs. The absence of overlapping programmes is evidence that the process of implementing the Mangrove Forest tourism area policy in the Coastal Zone can be said to be optimal. The private sector as a third party in the implementation of the development of several infrastructures that function to protect coastal areas also always coordinates with the Regency Government in development activities. However, LMDH Argo Lestari, which represents the community, assesses that government programmes have not run optimally because the impact of development has not been felt by the community. So that there needs to be further communication between the government and the community in the adjustment pattern of infrastructure development in community tourism development in the coastal area of Trenggalek Regency.

The results of the research and theoretical references built by the author can be analysed that the implementation of the Mangrove Forest tourism area policy programme in the Coastal Area in Trenggalek Regency has been running through the cooperation of several agencies. From the results of the meeting, several developments were formulated that function to protect coastal areas. It's just that most people in the coastal area of Trenggalek Regency do not know and understand the existence of government policies in order to protect coastal areas so that it can be seen that there is no good communication between policy implementers and target groups. So that the future development process is expected to the government to always involve the community in the formulation of programmes related to the Mangrove Forest tourism area policy in the Coastal Zone.



Figure 1. Entrance to Cengkrong Mangrove Forest Tourist Centre
Source: Researcher Observation 2024

The Trenggalek Regency Government continues to build communication relationships with other government agencies and non-governmental institutions, especially with community groups. This is done as an effort to maximise an arrangement of policy programs that are temporarily arranged or policies that are temporarily ongoing, as is the case with the implementation of the Tourism Development policy and the preservation of coastal areas in Trenggalek Regency. Coordination can be said to be one of the benchmarks for the success of a policy, because all stakeholders must be involved and prioritise transparency. The Trenggalek District Government has a directive for all agencies to build good cooperation to facilitate the supervision and management of ongoing policies or even new policies while in preparation. This cooperation is an effort to coordinate between all actors, be it the community or the government itself. The Trenggalek Regency Government and all its subordinate fields or departments also really need participation from outside circles. The inter- organisational relationship between government officials in carrying out the implementation of the coastal tourism development policy in Trenggalek Regency greatly supports the successful implementation of an ongoing policy.

The results of the researcher's interview above with the Head of Tourism, the inter- organisational relationship between government officials in the Implementation of Coastal Tourism Development Policy in Trenggalek Regency can be said that the Tourism and Culture Office of Trenggalek Regency as one of the policy implementers of the Implementation of Coastal Tourism Development Policy in Trenggalek Regency must be able to support policies that have been decided politically by coordinating well, because through communication any resources and whatever is needed will be easier to determine to implement or supervise the course of a policy. Whether it is human power, information, authority, and facilities needed in implementation.

The intensity and effectiveness of this policy communication really requires a figure or figures of public organisation leaders who have the capability and professionalism to play their role during the policy implementation process. Further information from the results of the interview revealed that dispositional communication is one of the things that determines the success or failure of policy implementation. The bureaucratic structure as stated earlier covers aspects of organisational structure, division of authority, and intra- and extra-organisational relationships in the implementation of policies. Therefore, the bureaucratic structure can be divided into two types, namely fragmentation and Standard Operating Procedure (SOP). This bureaucratic structure affects the level of intensity and effectiveness of communication. The more fragmented the bureaucratic structure is, the more it requires intensive coordination and this has the opportunity for communication distortion. If policy communication experiences distortion, it is very likely that policy actors lack

or even do not have complete and comprehensive knowledge, deepening, and understanding of the substance of the policy. As a result, the chances of policy implementation failure are also greater. Likewise, the clearer the SOP (Standard Operating Procedure), the easier it is to determine the need for resources, both quality and quantity needed to implement the policy. Accuracy in determining the risors needed for policy actors will undoubtedly provide opportunities for successful policy implementation. Conversely, insufficient or limited risors available and required by policy actors will undoubtedly provide opportunities for failure in policy implementation.

#### C. Resources

The Trenggalek Regency Government through several SKPDs has an understanding and knowledge related to the activities and programmes that will be carried out in the framework of the Mangrove Forest tourism area policy in the Coastal Area. The ability of the apparatus to formulate and implement programmes is also supported by the existence of a budget in the development process. In relation to third parties as implementers of development, it can also be seen from the availability of tools and initial capital in designing infrastructure development for the Mangrove Forest tourism area policy in the Coastal Zone. The availability of human resources, capital and facilities and infrastructure are considered important in implementing the programme.

Judging from the research results and theoretical references, the author can analyse that the availability of resources in the implementation of the Mangrove Forest tourism area policy in the Coastal Area in Trenggalek Regency has met the requirements. Where both the government and the private sector have reliable human resources, the availability of a budget for the implementation of a policy, and the facilities and infrastructure owned in accelerating development activities. Development activities are also directed to provide more tourism development in coastal areas. Resource readiness in implementing mangrove forest area policies to protect the sustainability and utilisation of coastal areas in Trenggalek Regency. Resources have an important role in policy implementation. These resources include human resources, budget resources, and equipment resources in implementing the Implementation of the Trenggalek Regency Coastal Area Tourism Development Policy.

The people of Karanggandu Village, Watulimo Subdistrict, Trenggalek Regency and its surroundings are an example of a community that utilises the forest as their foundation. They carry out various economic activities in forest areas under state control. The relationship that exists between the peasant community of Karanggandu Village and its surroundings with LMDH Argo Lestari is an inseparable relationship. Various violations such as forest looting and the establishment of LMDH Argo Lestari have coloured relationships with various parties. Until finally the establishment of LMDH Argo Lestari and the formation of its work programmes in an effort to improve the welfare of the peasant community. CV Pandu Alam is a legal entity established in Trenggalek Regency. CV Pandu Alam was established to participate in managing Cengkrong beach, where CV Pandu Alam and LMDH Argo Lestari collaborate with Perhutani to manage the Cengkrong beach debt tourism area which is adjacent to Perhutani's mangrove forest.

## D. Bureaucratic Structure

The existence of a bureaucratic structure in a policy will have parties who have important roles in a policy. One aspect of the organisational structure is the existence of standard operating procedures (SOPs) for implementers to act. Based on the results of field research, it can be concluded that the government apparatus already has a bureaucratic structure divided into several divisions or working groups, which work together in supporting the Mangrove Forest tourism area policy programme in the Coastal Zone. Each policy programme of the Mangrove Forest tourism area policy in the Coastal Zone is a formulation of the existing divisions and is responsible for the preparation and implementation of the programme. The existing bureaucratic structure also facilitates coordination within the government because if there are problems or certain data needs can directly contact the division in the government structure. In the private group there is also a management that functions as a working structure in taking care of the legality documents for the implementation of development as well as in the Argo Lestari LMDH and the coastal community itself. When viewed from the results of research and the existing theoretical framework, the function of the bureaucratic structure in implementing the Mangrove Forest tourism area policy in the Coastal Area in Trenggalek Regency has been effective. Where the availability of this work structure can help implement policies starting from formulation, implementation to the evaluation stage. Each apparatus is also required to be responsible for development programmes related to the Mangrove Forest

tourism area policy in the Coastal Zone and the success of policy implementation is also inseparable from the synergy between apparatus in the existing bureaucratic structure in the Trenggalek Regency government. The bureaucratic structure of decision makers in implementing policies to protect the sustainability and utilisation of coastal areas in Trenggalek Regency. The bureaucratic structure is a bureaucratic structure related to the suitability of the organisation to implement public policies such as the Implementation of the Trenggalek Regency Coastal Area Tourism Development Policy.

The results of the researcher's interview with the Head of the Tourism Division regarding the government bureaucratic structure in the Implementation of the Coastal Tourism Development Policy in Trenggalek Regency above. It can be stated that the application of the bureaucratic structure in the scope of the Tourism and Culture Office of Trenggalek Regency still follows the applicable regulations. This is explained that the person responsible for enforcing employee discipline is the superior, in this case the Head of the Tourism and Culture Office of Trenggalek Regency. It is further said that the bureaucratic structure is the ability to comply with or obey work obligations and avoid prohibitions specified in the legislation so that the bureaucratic structure can run well in carrying out its performance, namely public services. The results of the researcher's interview with the Head of the Tourism Division of

Trenggalek Regency regarding the bureaucratic structure in carrying out policy oversight of the Implementation of the Coastal Tourism Development Policy in Trenggalek Regency can be said that currently there are many problems in the government bureaucracy, such as mind set and work culture, government accountability, community service, low public understanding of the law and weak HR management so that it is necessary to increase continuous coaching efforts whose benefits can reach the right target. Further information from the research above says that the government should implement the five values of work culture and have performance behaviour assessment criteria, among others, must always be service-oriented, have integrity, commitment, discipline, cooperation and leadership towards the Integritras zone and Corruption Free Zone (WBK) and Clean and Serving Bureaucratic Area (WBMM). This is an effort to measure behavioural attitudes and everyone's understanding of the law and can provide good public services.

## E. Disposition

A good implementor must have a good disposition, then he will be able to carry out the policy well as desired and determined by the policy maker. Policy implementation if it has a different attitude or perspective from policy makers, then the implementation process will be ineffective and inefficient. The factor that affects the effectiveness of policy implementation is the attitude of the implementor. Attitude is also very determining and influential on the policy. Therefore, the policy implementers must be able to carry out their respective duties and functions with the responsibilities that have been given. Based on the results of research on the attitude of implementers in the policy implementation activities of the Mangrove Forest tourism area policy in the Coastal Zone in Trenggalek Regency, several SKPDs involved have consistency in working together for development for the Mangrove Forest tourism area policy in the Coastal Zone. Such as the construction of breakwater embankments in addition to protecting from seawater, it is also used as a tourist attraction that can improve the standard of living of the community around the coastal area. This is the creativity of the Trenggalek Regency government in supporting Mangrove Forest tourism area policy programmes in the Coastal Zone.

The implementation of the Mangrove Forest tourism area policy in the Coastal Zone of each SKPD has basically carried out its respective functions and duties in formulating the Mangrove Forest tourism area policy programme in the Coastal Zone. Although some parties from the community and activities carried out by the government have not been too optimal. Not to mention that some investments made by the private sector in the coastal area have a detrimental effect on the community. Where the government is considered not firm in the framework of prosecuting these private activities. Disposition of decision makers in implementing policies to protect the sustainability and utilisation of coastal policies in Trenggalek Regency. Disposition is the attitude and commitment of the implementing apparatus in carrying out the policy, especially from those who are the executors or implementors of the programme, Implementation of Coastal Zone Policy in Trenggalek Regency. The commitment of government officials is to be servants who must help and fulfil the needs of the community as users. Thus, public service improvement must be carried out by listening to public aspirations as an effort to

increase community participation in the field of public services in accordance with Law Number 25 of 2009 concerning Public Services, public demands for quality services continue to increase from time to time so that it becomes the obligation of the government both central and local governments to provide services that are fast, efficient, effective and transparent.

## F. Supporting and inhibiting factors for the implementation of the Cengkrong Beach Coastal Mangrove Forest Tourism Area policy

The successful implementation of mangrove forest tourism area policy in Cengkrong Beach is strongly influenced by effective communication factors, adequate resources, strong disposition of local leaders, and a well-coordinated bureaucratic structure. The main obstacles that often arise are problems in communication, limited resources, lack of commitment from policy makers, and complicated bureaucratic constraints. Therefore, for this policy to succeed, there needs to be synergy between all relevant parties, including the government, local communities, and the private sector.

Supporting Factors for the Implementation of mangrove forest tourism area policies on the coast of Cengkrong Beach, Trenggalek Regency, East Java Province;

- 1) Good communication between the local government, local communities and other stakeholders is essential. If the policy is socialised clearly and transparently, then the community will be more supportive of the implementation of this tourism area.
- 2) The use of social media and various modern communication platforms to disseminate information related to the benefits and purpose of tourism areas can accelerate public understanding.
- 3) The existence of an efficient and synergistic bureaucratic structure between the central and local governments, as well as the involvement of various related agencies such as the Tourism Office, Environmental Office, and Fisheries Office of Trenggalek Regency, will facilitate policy implementation. Good coordination between various levels of government will ensure policies can be translated appropriately at the field level.
- 4) There is a commitment from the local government, especially local leaders, to make mangrove forest tourism a policy priority. If local leaders have a clear vision, then policies will be easier to implement.
- 5) The desire to involve local communities in economic activities based on sustainable tourism will also provide support for the implementation of this policy.

There are several factors inhibiting the implementation of the mangrove forest tourism area policy on the coast of Cengkrong Beach, Trenggalek Regency, East Java Province,

- 1) The absence of a Cooperation Agreement or KSO between the Trenggalek Regency Government and Perum Perhutani makes it difficult to develop the Cengkrong Mangrove Forest tourism area.
- 2) The lack of clarity of information or lack of socialisation about this policy can cause confusion and rejection from the community in Karanggandu Village, Watulimo Sub- district, Trenggalek Regency.
- 3) The absence of sufficient resource support, both in terms of funds, skilled labour, and technology, will accelerate the management of tourism areas.
- 4) Limited funds for the development of adequate tourism infrastructure such as roads, public facilities, and management of the mangrove area itself.
- 5) The lack of experts in the field of ecotourism and environmentally friendly mangrove area management is also an obstacle to effective management.
- 6) Complicated and overlapping bureaucratic procedures between various government agencies can hinder the speed and effectiveness of policy implementation. This is related to the absence of an agreement between the local government of Trenggalek Regency and Perum Perhutani.

The successful implementation of mangrove forest tourism area policy in Cengkrong Beach is strongly influenced by effective communication factors, adequate resources, strong disposition of local leaders, and a well-coordinated bureaucratic structure. The main obstacles that often arise are problems in communication, limited resources, lack of commitment from policy makers, and complicated bureaucratic constraints. Therefore, for this policy to succeed, there needs to be synergy between all relevant parties, including the government, local communities, and the private sector.

## IV. CONCLUSION

The implementation of this policy shows good communication between the local government, tourism managers, and the community. However, the absence of an official cooperation (KSO) between the government and Perum Perhutani hinders policy socialisation and coordination. In terms of resources, limited human resources, funds and infrastructure are still an obstacle, despite support from the government and the private sector. The bureaucratic structure is clear, but the licensing process is still slow due to complicated procedures. Implementers' commitment is strong, but the balance between economic, ecological and social interests still needs attention. Supporting factors for implementation include: good communication, social media utilisation, synergistic bureaucratic structure, government commitment, and local community involvement. Meanwhile, inhibiting factors include: the absence of KSO with Perhutani, lack of policy socialisation, limited funds and experts, and overlapping bureaucracy between agencies. Overall, the implementation of the Cengkrong Coastal Mangrove Forest tourism area policy has gone well, but still requires improvements in the aspects of communication, resources, and bureaucracy in order to achieve more optimal goals. Increasing coordination, strengthening human resource capacity, and simplifying bureaucracy can be strategic steps to support the sustainability and development of this tourist area in the future.

#### A. Advice

There are several suggestions from the research on the implementation of the Cengkrong Beach Mangrove Forest tourism area policy:

- 1) Improve coordination and communication between stakeholders (local government, Perhutani, community, private sector), as well as transparency of information on regulations and management programmes.
- 2) Strengthen human, financial, and infrastructure resources through training, budget support, and development of tourist support facilities.
- 3) Simplify bureaucratic structures and permits, and strengthen synergies between agencies and communities in conservation-based management systems.
- 4) Increase the commitment of policy implementers through participatory approaches and environmental education to support mangrove conservation.

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