
Strategy for The Development of Pacu Jalur Tourism Objects In Increasing Regional Original Income

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Abstract:

The behavior of street vendors by making their own land causes the city's infrastructure to no longer function optimally and intact so that this becomes a problem. There are obstacles for the Kuantan Singingi Regency Tourism and Culture Office in realizing the development of Pacu Jalur tourism objects, the obstacle that greatly affects tourism development in Kuantan Singingi Regency is the limited funds owned by the Tourism and Culture Office. The lack of a budget from the government and the lack of third parties in investing have made the Kuantan Singingi Regency Tourism and Culture Office in realizing superior tourism destinations not optimal. The development strategy according to Cooper et al in Sunaryo (2013: 159) explains that: a. Tourist attraction objects which include uniqueness and attractions based on nature, culture and man-made/artificial. b. Accessibility which includes ease of transportation facilities and systems. c. Amenities which include tourism support and support facilities. d. Public facilities (Ancillary Services) that support tourism activities e. Institutions that have authority, responsibility and role in supporting the implementation of tourism activities. The type of research used is qualitative research with a descriptive approach, namely a type of research that aims to provide a systematic, factual and accurate description of the data in the field. This qualitative method will produce discoveries in the form of speech or writing and so on that support the research process. Qualitative descriptive research methods in this study were used to develop theories that were built from data obtained in the field.

Keywords: Government Strategy; Public policy; Pacu Jalur

1. Introduction

The tourism sector also contributes to increasing Regional Original Income which comes from hotel, restaurant taxes, recreation site levies and other sources (Silitonga & Purbadharmaja 2021). In fact, Regional Original Income in several regions has actually increased by implementing appropriate tourism programs while encouraging infrastructure development (Sugiyat 2022; Widodo et al., 2022). This means that one of the efforts to Increase Regional Original Income can be done by developing tourism, both existing tourist destinations and tourist destinations that you want to develop. In this case, local governments need to build synergistic collaboration with other stakeholders, especially with the surrounding community (Rusli 2022; Rahmawati et al., 2022; Wispandano et al., 2023).

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In recent years, track racing events have been included in the national tourism calendar, but in 2019 track racing will no longer be included in the national tourism calendar. Based on interviews with Kuantan Singingi community leaders, one of the reasons trail racing is not included in the national tourism calendar is because of the low number of foreign tourists and the low commercial value of trail racing events. In 2018 the number of tourists visiting the Pacu Jalan event decreased and was not able to improve the economy of the people of Kuantan Singingi Regency because those who carried out economic activities or sold during the Pacu Jalan event were traders who came from outside Kuantan Singingi Regency. The problem with the changing schedule for the start of the Pacu Jalur activity has caused tourists to not be able to schedule their visit schedule far in advance to come to witness it in person at Kuantan Singingi Regency.

The criteria for entering into the National tourism calendar are explained by the Ministry of Tourism in terms of creative value, commercial value, communication value, content value, and CEO commitment. But from these criteria there is no criterion for the full number of foreign tourist visitors. Pacu jalan also does not meet the commercial value criteria because of the lack of tourism products or souvenirs and special food for the Kuantan Singingi district and also during the Pacu Balap event, many traders come from outside Kuansing Regency. However, spur lanes were removed from the national event calendar because the number of foreign tourist visitors was not sufficient. There was no mention of the maximum number of foreign tourists entering the National tourism calendar in the criteria for entering the National tourism calendar.

Based on the initial observations of researchers in Kuantan Singingi Regency, the phenomena that exist in the development of spur lane tourism in Kuantan Singingi Regency are as follows: 1) When viewed from the Infrastructure Indicator, what happens is that street vendors use trading activities on sidewalks, which should be used by pedestrians made a parking lot and opened street vendor stalls so that pedestrian accessibility. The Pacu Jalur area which has the power to attract visitors cannot be separated from the problems of the area in general, namely the occurrence of max urban density which causes Teluk Kuantan City to become crowded and congested. This density is caused by the large number of informal traders (PKL) in the city or outside the city who open stalls so that they are not organized; 2) Judging from the Promotion and Marketing Indicators, the impact of the current lack of promotion has resulted in the number of tourists visiting the spur lane event having decreased and has not been able to lift the economy of the people of Kuantan Singingi Regency, in the last year it was included in the national tourism calendar but in 2019 it was not is again included in the national tourism calendar. The number of tourists visiting the Pacu Jalur festival is unstable which is marked by the ups and downs of the number of tourists every year, even though it is a very potential tourist attraction. Therefore, the local government still needs to pay more attention to this Pacu Jalur tourism because Pacu Jalur tourism has various purposes and benefits; 3) In 2020, the event was not held due to the Covid-19 pandemic, so it also affected the creative economy and Regional Original Income of Kuantan Singingi Regency.

The problems in the runway area include the lack of management and arrangement from the local government towards traders, so that the runway area looks messy. On the other hand, there are also problems with traders, where traders tend to scramble to invite visitors to buy their wares, which often causes conflict between traders. (Bhagwati 2008) Based on this background, the writer is interested in conducting research with the title "Strategy for Development of Pacu-Latch Tourism Objects in Increasing Regional Original Income in Kuantan Singingi Regency".

2. Theoretical Background

According to Babafemi (2015) strategy is a unified, comprehensive and integrated plan that links the company's strategic advantages with environmental challenges and which is designed to ensure that the company's main goals can be achieved through proper implementation by the company. Strategy is understood not only as various ways to achieve goals but also includes determining the various goals themselves. According to Simons (2019), strategic management is a process of planning, directing, organizing and controlling various company strategic decisions and actions with the aim of achieving competitive advantage. This strategic management is related to strategic decision making, namely various managerial decisions that will affect the existence of the company in the long term. Strategic decisions can be taken by top management at the corporate level or at the business unit (division) level.

The formulation of a strategy is based on the strategy concept where, according to Rangkuti et al. (2022) the strategy concepts are: 1. Distinctive Competence Actions taken by the company so that it can carry out activities better than its competitors. 2. Competitive Advantage Specification activities developed by the company to be superior compared to its competitors. If an organization has a "strategy", then the strategy must have parts that include the elements of the strategy. A "strategy" has 5 elements, namely: 1) The arena of activity or arena is the area (products, services, distribution channels, geographic markets, etc.) in which the organization operates. The Arena elements should not be broad in scope or too general, but need to be more specific, such as the product category being focused on, market segment, geographic area and main technology being developed, which is the value addition stage of the value chain scheme, including product design. , manufacturing, service, distribution and sales. 2) The vehicle or vehicles used to reach the target arena. When using this facility, it is necessary to consider the risk of failure from using the facility. These risks can be in the form of late entry into the market or large costs that are actually unnecessary or unimportant, as well as the possible risk of total failure. 3) The differentiators created or differentiators are specific elements of the established strategy, such as how the organization will be able to win or excel in the market, namely how the organization will get a wide range of customers. In the world of competition, victory is the result of differentiation, which is obtained from the features or attributes of an organization's product or service, in the form of image, customization, technical excellence, price, quality and reliability, all of which can help in competition. 4) The stages the plan goes through or staging, are the determination

of the time and steps of the strategic movement. Although the substance of a strategy includes arenas, facilities/vehicles, and differentiation, the decisions that constitute the fourth element, namely determining planning stages or staging, have not been covered. The phasing or staging decision is driven by several factors, namely resources, level of importance or urgency, credibility of achievement and the pursuit of early wins. 5) Economical thinking or economic logic, is a clear idea of how the benefits or profits will be generated. A successful strategy, of course, has an economic rationale, as the foundation for the creation of profits to be generated.

Strategy formulation is the development of a long-term plan for the effective management of environmental opportunities and threats, in light of the organization's strengths and weaknesses. Strategy formulation includes determining the organization's mission, determining the goals to be achieved, developing strategies and establishing policy guidelines (Bryson 2018). Tourism is a dynamic activity that involves many people and revives various business fields (Hamid et al., 2021; Philipp et al., 2021; Seok et al., 2021). The tourism industry is a collection of tourism businesses that are interrelated in producing goods/services to fulfill the needs of tourists in organizing tourism. The tourism development strategy aims to develop quality products and services, balanced, and gradual. The main steps in the tourism development strategy (Suwantoro, 2004) a) In the short term the emphasis is on optimization, especially to: Sharpen and strengthen the tourism image, Improve the quality of the workforce, Improve the quality of management, Utilize existing products, Increase stock from the existing tourism market b) In the medium term the emphasis is on consolidation, especially in strengthening the way of Indonesian tourism, Consolidating management capabilities, Developing and diversifying products, Developing the number and quality of the workforce c) In the long term the emphasis is on development and deployment in: Development management capabilities, development and dissemination of products and services, development of new tourism markets, development of quality and number of workers. Tourism development can be done by making government policies.

The development strategy according to Yoon (2002) explains that: a. Tourist attraction objects that include uniqueness and attractions based on nature, culture, and man-made/artificial. b. Accessibility which includes ease of transportation facilities and systems. c. Amenities which include tourism support and support facilities. d. Public facilities (ancillary services) that support tourism activities e. Institutions that have authority, responsibility and role in supporting the implementation of tourism activities.

The definition of tourism according to Reichel et al. (2008) is all activities related to the entry, stay and movement of foreign residents within or outside a particular country, city or region. According to the broader definition put forward by Kodhyat, tourism is travel from one place to another on a temporary basis, carried out by individuals or groups, as an effort to find balance and happiness with the environment in social, cultural, natural and scientific dimensions. Furthermore, according to Musanef, tourism is defined as a journey carried out temporarily, carried out from one place to another to enjoy sightseeing and recreation. According to Vengesai et al.,

(2013) tourism must meet the four criteria below, namely: 1) travel is carried out from one place to another; travel is carried out outside the place of residence where the person usually lives;

2) the purpose of the trip is done solely for fun, without earning a living in the country, city or DTW visited. 3) the money the tourist spends is brought from his country of origin, where he lives or resides, and is not obtained from business results during the tour; and 4) the trip is made at least 24 hours or more. According to Bibri et al., (2020) strategy is in principle related to issues: Implementation policies, determining the goals to be achieved, and determining ways or methods of using facilities and infrastructure. Strategy is always related to 3 things, namely goals, means, and ways. Therefore, the strategy must also be supported by the ability to anticipate opportunities that exist. In carrying out its functions and roles in regional tourism development, regional governments must make various efforts to develop tourism facilities and infrastructure.

In developing a strategy for managing ecological tourism destinations, two conditions must be considered, namely internal and external conditions. The internal condition states that the manager manages the existing resources; human resources and natural resources. External conditions refer to interactions with related parties outside the organization or destination management company. Relevant parties are visitors, the community, government, private sector and also visitors. Tourism is a temporary journey from one place to another, carried out individually or in groups, in an effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions (Dalimunthe et al., 2020).

The tourism industry plays a role in developing the local community's economy, regional economic activity will increase marked by the presence of people who sell or trade, the creation of labor-intensive industries that can open jobs that can create income for the population. The tourism economy is an activity related to the phenomenon of tourism to maximize resources in the form of capital, human and natural in the hope of obtaining maximum tourism product results in the form of goods and services (Susanto & Widhari 2019).

In a novel way, what the author wants to examine in this study is from the perspective of strategy theory in government policy so that tourist objects in Kuantan Singingi Regency can become one of the income and income for the local government of Kuantan Singingi district, considering that this route-paju activity has become a routine activity. the local government of the Kuantan Singingi district, so if it is managed properly it can generate income for the local government and the surrounding community

3. Methodology

The type of research used is descriptive, namely a type of research that aims to provide a systematic, factual and accurate description of the data in the field. The method used

is qualitative and quantitative complementary. Quantitative describes the data into a frequency table. Meanwhile, this qualitative method will produce findings in the form of speech or writing and so on that support the research process. The qualitative descriptive research method in this research was used to develop a theory built through data obtained in the field. Qualitative research theory Description is a series of activities to obtain data that is as it is without being in certain conditions, the results of which emphasize meaning.

The research location should be the place where the researcher conducts and obtains the main research sources and data. The research was carried out at the Kuantan Singingi Regency Tourism and Culture Office because in carrying out its duties and functions to develop tourism and to improve regional tourist attractions within the administrative area which includes tourist attractions, tourism facilities that are directed and achieve their goals. It is meant that the data source of this research is the subject from which the data was obtained. To explore these data, this research was conducted on components related to tourism development in Pacu Jalur. The data used in this study came from informants. The informants in question are people who are considered to really know a phenomenon that is the object of research, so that they can help the author in digging up the necessary information. The author also observes incidents or occurrences (which are data) that occur during the research process plus documents and notes related to the problem being studied. These documents are nothing other than data sources in the form of archival data, reports, and certain regulations as well as images or photos that can support researchers in obtaining the data needed in this research.

4. Empirical Findings/Result

One of the important tasks that the central government will hand over to the regions is planning for tourism development, especially for each region in Indonesia. This delegation of authority will require the active and proactive role of regions to develop various tourism opportunities in their regions and professionally design tourism development strategies in their respective regions, so that in the end the desired goal will be realized, namely the realization of advanced, developing and sustainable tourism. Kuantan Singingi Regency basically has a lot of tourism potential that can be developed as a tourist attraction, including natural, cultural, historical and artificial potential. One of the cultural tourist attractions that is currently quite popular and well known by local people and people outside the region is the track racing event. So if this large potential can be managed well, it can also attract tourist visits. The large number of tourist visits to tourist attractions provides income for Regional Original Income, especially in the tourism sector. (Alastri, 2019).

Tourism has a role in national development, namely as a source of foreign exchange, leveling and increasing employment and income opportunities, strengthening unity and unity, and getting to know the nation's culture. Indonesia has natural and artistic and cultural potential that can be utilized by regions to increase Regional Original Income. From the description above, it is illustrated that the development of various

potentials in the regions is urgently needed, considering that the role of Regional Original Revenue is very large for the administration of regional government. One of the potentials of the area is tourism where tourism has become a big industry if it is managed properly, directed and sustainable. Tourism management can be used as a mainstay sector in increasing Regional Original Income if in that area management and arrangement of infrastructure supporting the tourism sector is carried out as is done in various regions in Indonesia (Mebri et al., 2022).

Tourism is an opportunity that has significant value in contributing to the wider social community, both socially, politically, economically, regionally, culturally and in the surrounding environment. Economically, of course, providing real participation in the country's foreign exchange earnings, opening up workers in tourism businesses can increase regional original income which can improve the community's economy. Increasing the tourism sector can directly boost people's income in every tourist destination, especially local people who live around tourist objects. (Alkis et al., 2021) Suwanto (2005) defines tourism as a change in a person's temporary residence outside his place of residence for a reason and not for wage-generating activities. From this understanding it can be interpreted that tourism is a journey to fulfill the desire and curiosity for interests related to pleasure. The tourism potential according to J nianto Damanik and Helmut F Weber (2006) is an object (natural, cultural, artificial) that requires a lot of handling in order to provide attractive value for tourists. (Masrurah & Nurhayati, 2016).

The strategy or technique that has been carried out by the local government in developing its tourism objects is with a regional strategy and carrying capacity technique by conducting training and counseling such as tourism awareness counseling and coast guard training, in addition to promoting through print media and social media, through several cultural events such as actively participating in exhibitions outside and within the region. All of these efforts have been able to increase local revenue from the tourism sector, although the amount does not always increase every year (Lisa, 2017)

The Kuantan Singingi Regency Government is optimistic that the development of the tourism sector will be comprehensive, integrated and integrated with other development sectors in the future. However, observing the realization of development implementation with a budget that is much smaller than personnel expenditure, the lack of efforts to maximize Regional Original Revenue receipts from various physical and non-physical potentials owned by the region and the people of Kuantan Singingi Regency, and inadequate regulations in the tourism sector established to support the achievement of the aim of improving the welfare and standard of living of the community in a better direction, it can be explained that there is a justifiable opinion that so far the Pacu Jalur event which has been celebrated for hundreds of years has not been able to boost the Regional Original Income of Kuantan Singingi Regency due to limited facilities and infrastructure.

In addition, it also needs to be justified that the policies and regulations stipulated by the Kuansing Regency Government in the field of tourism are still limited or not

sufficient to anticipate the very dynamic development of the world of tourism. Therefore, it takes a planning and marketing of Pacu Lane tourism, especially in a programmed and directed manner towards the target market of tourists which has been set forth and formulated in a document called the Regional Tourism Development Master Plan (RIPPARDA) which has not been completed until now carried out by the Regency Government. Kuantan Singingi. Before the construction of tourism objects begins, both physically and supporting infrastructure begins, it is necessary to prepare a Master Plan for Regional Tourism Development of Kuantan Singingi Regency which is measurable and directed according to the potential, objects and tourist attractions that are owned (Lanwa, 2020)

Pacu Lane culture is a tradition of the people of Rantau Kuantan, Kuantan Singingi, Riau Province. A path is defined as a long canoe made of intact logs shaped in such a way as to resemble a canoe capable of carrying dozens of rowers. The geographical location of Kuantan Singingi has many rivers so transportation uses these routes. However, later on, the routes that were originally used as a means of transportation shifted in value to become symbols of social identity (Becker et al., 2021). The paths are decorated, carved like crocodile heads, snake heads, tigers to make them look beautiful. Even the track's hull is beautifully carved and painted (Nyoto et al., 2023)

From the observations made by the author in Kuantan Singingi Regency, especially where the track racing activities were carried out by citing the opinions of stakeholders in the field, there are several things that the authors can describe related to the findings of this study, including: first, the track racing activities carried out in Kuantan Singingi Regency is an annual activity that has been carried out from generation to generation, so this activity prioritizes activities that are people's party activities so that government agencies, both provincial and district governments, only act as facilitators so that the people's party activities are fully managed by the local community on the banks of Narosa .

Second, from the aspect of parking management it is also fully managed by the youths who are around the runway activities and the government is only in a position to ensure that traffic jams do not occur in the runway activity area so that to unravel the traffic jams the police work together with the Kuantan singing district transportation service to change several lanes so that traffic jams don't pile up.

Third, from the aspect of renting stalls for selling, there are many stall brokers whose initial standard rental price is around 200,000.- (two hundred thousand rupiah per meter) but there are several other people who sell stalls for selling up to 700,000.- (seven hundred thousand rupiah per meter), so that with this, many people who sometimes get stalls at a cheap price have to buy the stalls at a much higher price.

Fourth, from the aspect of the stands where the spectators get a location close to the finish line, the tickets are fully managed by the local community, which is quoted at a price of 50,000 per person, but there is no control from the ticket seller, sometimes the stands for viewing are full, but the ticket seller remains selling tickets so that the

atmosphere of watching in the stands is no longer comfortable for the visitors attending.

For the people of Kuantan Siinggigi, the Paced Jalan program is more than their pride when they see their national team win, so this makes the people's love for the teams at the respective sub-district level very animating and dramatizing. And it's not even rare that people faint on the spot when they see their proud team lose at the end of the track. Then some people protested to the committee because of the involvement of a team that had competed at the international level, namely the one who won the gold medal at the Beijing Olympics during the people's party activity, they also participated so that the first winner in this year's track racing activity was the one who won the gold medal at the Olympics in the Beijing.

The efforts of the Tourism and Culture Office of the Kuantan Singingi Regency in promoting Kuantan Singingi tourism in order to attract tourists and third parties to work together to develop tourism and create leading tourism destinations in 2017 and 2018 are by carrying out promotional activities in the form of exhibitions outside the region and in collaboration with international institutions. Information Pacu Jalan Kuantan Singingi (IPJKS) in promoting tourism. Besides that, the Tourism and Culture Office of Kuantan Singingi Regency also carried out promotions through media such as pamphlets, banners, handbooks and also in the form of CD cassettes. Before promoting tourism destinations, the most important thing to do is to improve tourism destinations. So what is being promoted is in accordance with the state of the tourist destination (Gita, 2019)

The role of the Kuantan Singingi Regency Tourism and Culture Office is very important to promote and develop tourism, especially Pacu Lane. Pacu route activities are contained in the Work Plan of the Kuantan Singingi District Tourism Office. And revealed in the Decree of the Kuantan Singingi Regency Tourism and Culture Office Number: 303/Kpts- I/DPK/2018 concerning Determination of the Work Plan for the Kuantan Singingi Regency Tourism and Culture Office for 2019.

The types of activities that will be carried out in 2019 are to carry out marketing development programs tourism by increasing regional tourism promotion which is included in the Coordination indicators as follows: first, coordination with related agencies. Coordination (coordination) as a process of integrating objectives and activities in separate units (departments or functional areas) an organization to achieve organizational goals efficiently. Coordination is also a joint activity involving several parts, components, groups or organizations that requires coordination in order to perfect joint efforts to achieve an effective goal. Coordination is a matter of managing an organization and its branches so that the regulations and actions to be implemented do not conflict with each other or become confusing. So that it can be said that the coordination problem is one of the most important governance problems. The problem of cooperation between government apparatus is stated as a problem of government coordination which has great meaning for the life of the State. So coordination needs to be used to improve the results of government work which is felt to require coordination between regional government institutions. This is expected to guarantee

cooperation between agencies in the regional scope. Working relations, coordination and communication from a technical point of view of governance implementation

Second, the implementation of domestic and foreign tourism promotion. Promotion is one of the determining factors for the success of a marketing program. No matter how good a product is, if consumers have never heard of it, they will never buy it. In essence, promotion is a marketing activity that seeks to disseminate information, influence/persuade and remind the target market about a product so that they are willing to accept, buy and be loyal to the product being offered. According to Kotler (2002), promotion is a communication between sellers and buyers that comes from the right information which aims to change the attitudes and behavior of buyers, who previously did not know them, become familiar so they become buyers and still remember the product. Promotion is part of the marketing process which is one aspect of the marketing mix. (AMRI, 2020)

5. Conclusions

The Strategy for the Development of Pacu-Jalur Tourism Objects in Increasing Regional Original Income in Kuantan Singingi Regency is still not optimal. Factors hindering the efforts of the Kuantan Singingi Regency Tourism and Culture Office consist of internal and external factors. The internal factors that hinder them are limited funds, the absence of regional regulations regarding the Regional Tourism Development Master Plan, and inadequate human resources. Meanwhile, the external factors that hinder are the low level of community participation in maintaining and utilizing existing facilities and the low involvement of the private sector in developing tourism destinations; a) For the Regional Government to increase the budget allocation for the Department of Tourism and Culture so that the implementation of programs and activities that support tourism development in Kuantan Singingi runs optimally; b) For the people of Kuantan Singingi Regency, whether they live in the tourist area or not, to cooperate with the local government in developing tourism destinations. Where the community is one of the pillars in tourism development.

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