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RESEARCH ARTICLE

Analysis of the Implementation of Regional Regulation No. 14 of 2020 on the Management of Tourist Areas in Improving the Community Economy Based on Local Wisdom: Study at Way Panas Beach, Kalianda District, South Lampung Regency

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ABSTRACT

The application of Regional Regulation Number 14 of 2020 about the Levy for Recreation and Sports Places in South Lampung Regency is examined in this study, with a focus on the Way Panas Beach tourism area. Based on local knowledge, this study attempts to assess how well area rules enhance the local economy. A qualitative approach is the research methodology employed, and data is gathered through documentation, interviews, and observation. Even though there are issues with infrastructure, community awareness, and oversight, the research findings indicate that the adoption of this rule has improved regional income and community welfare. In order to maximize the administration of tourism destinations based on local knowledge, this study suggests closer cooperation between local governments, communities, and the commercial sector.

KEYWORDS

Community Economy, Local Wisdom-Based Tourism, Regional Regulations, Tourism Management

ARTICLE INFORMATION

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1. Introduction

According to the Republic of Indonesia's 1945 Constitution, the Unitary State of the Republic of Indonesia is a state of law (UUD NRI). Laws are significant in many facets of society, serving as rules for how people should behave toward one another and governing every element of Indonesians' lives. According to Article 1 paragraph (3) jo. paragraph (27) number 1 and Article 28 paragraph (1) of the 1945 Constitution of the Republic of Indonesia, Indonesia does apply the law as the primacy of the state. This suggests that all actions by Indonesian individuals, particularly those involving security disruptions, must adhere to the relevant legal regulations.

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¹ Dachran Busthami, "Kekuasaan Kehakiman Dalam Perspektif Negara Hukum Di Indonesia," *Masalah-Masalah Hukum* 46, no. 4 (2017): 336–42, https://doi.org/10.14710/mmh.46.4.2017.336-342.

² Republik Indonesia, "Undang-Undang Dasar 1945 Pasal 1 Ayat 3 Tentang Negara Indonesia Adalah Negara Hukum" (Undang-undang Dasar, 1945).

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The philosophical foundation of natural resource management in Indonesia is based on Article 33 paragraph (3) of the 1945 Constitution which states that "the earth, water and natural resources contained therein shall be controlled by the State and used for the greatest prosperity of the people".³

Indonesia is an archipelago with huge tourism potential. Management of tourism areas based on local wisdom is one of the effective strategies in improving the economy of the local community. Law No. 23/2014 on Regional Government gives autonomy to local governments to manage local resources, including the tourism sector.⁴ In South Lampung Regency, Regional Regulation Number 14 of 2020 is the legal basis for the management of retribution for tourist areas such as Way Panas Beach.

Tourism is the activity of a person who travels from one place to another with the aim of simply relieving fatigue from daily activities or what is commonly referred to as refleshing.⁵ For some people, the need for tourism can now be said to be a primary or main need. Tourism always develops dynamically along with changes in the strategic environment, both locally and globally.⁶

Way Panas Beach has great potential as a tourist destination that combines natural beauty and local wisdom. However, prior to the enactment of Regional Regulation No. 14/2020, the management of this area was not optimal, both in terms of regional income and community welfare. This study aims to evaluate the implementation of the regional regulation, identify challenges faced, and provide strategic recommendations.

Prior to the issuance of Regional Regulation No. 14/2020 on Retribution for Recreation and Sports Facilities,⁷ the management of Way Panas Beach tourism area in Kalianda Sub-district, South Lampung Regency is conducted without structured guidelines. Local revenue from the tourism sector is less than optimal due to the absence of a clear mechanism related to retribution. This condition has an impact on the lack of attention to the development of tourist area facilities and infrastructure. In addition, the involvement of local communities in the management of tourism areas is still limited. Although the local community has the potential and local wisdom that can support tourist attractions, these opportunities are not fully utilized to improve their economy. As a result, the development of tourist areas does not run optimally, and the contribution to local economic growth is less significant.

The influx of tourists or visitors with various kinds of habits, environments, education levels, and different life backgrounds, can affect the residents who are visited both directly and indirectly.⁸ Tourism activities can be a means of increasing knowledge, family attitudes or mutual cooperation but not all communities can carry out this because each individual has a different attitude, for example, individualism arises because of the busyness of each resident.⁹

Interaction between tourists and local residents can open up insights for residents in various matters such as tourism, culture of the area of origin of tourists, education, or others. Tourist visits that are only momentary can create interaction relationships with local residents. Knowledge and insights about tourism owned by residents are still not enough to develop tourism objects in Bumi Agung Village, Kalianda Subdistrict.¹⁰

The arrival of tourists is very helpful in development efforts, because tourists can provide input to managers so that facilities and services can be added even better in the future. Since it involves controlling how visitors travel from their home country to the tourist destination country and back, the tourism industry is a service trade with a complicated regulatory framework. This includes regulating a variety of services like lodging, dining options, tour guides, and transportation.¹¹

³ Athari Farhani and Ibnu Sina Chandranegara, "Penguasaan Negara Terhadap Pemanfaatan Sumber Daya Alam Ruang Angkasa Menurut Undang-Undang Dasar Negara Republik Indonesia Tahun 1945," *Jurnal Konstitusi* 16, no. 2 (2019): 235–54, https://doi.org/10.31078/jk1622.

⁴ Muhammad Burhan Muhadi, "Penyelenggaraan Urusan Bidang Pariwisata Oleh Pemerintah Kabupaten Sleman Setelah Berlakunya Undang-Undang Nomor 23 Tahun 2014 Tentang Pemerintah Daerah," 2021.

⁵ Nurul Hikmah et al., "Healing Sebagai Strategi Coping Stress Melalui Pariwisata," *Indonesian Journal of Tourism and Leisure* 3, no. 2 (2022): 113–24, https://doi.org/10.36256/ijtl.v3i2.308.

⁶ Nimatul Khoiriyah, "Pengaruh Strategi Pengembangan Wisat Way Belerang Terhadap Peningkatan Pendapatan Asli Daerah (Studi Di Dinas Pariwisata Lampung Selatan)" (IAIN Metro, 2020).

⁷ Susilo Budi Winarno et al., "Kajian Peraturan Daerah Kabupaten Pangandaran Nomor 14 Tahun 2015 Tentang Penyelenggaraan Kepariwisataan Di Kabupaten Pangandaran Terhadap Pembentukan Kompepar," *Journal of Tourism and Economic* 6, no. 1 (2023): 96–104, https://doi.org/10.36594/jtec/e6v6n1a8.

⁸ H Kodhyat, *Sejarah Pariwisata Dan Perkembangannya Di Indonesia* (Gramedia Widiasarana Indonesia untuk Lembaga Studi Pariwisata Indonesia, 1996)

⁹ Yudha Eka Nugraha, "Sosialisasi Sadar Wisata Sebagai Upaya Pengembangan Desa Wisata Berbasis Masyarakat Di Desa Fatukoto," *Jurnal Abdimas Pariwisata* 2, no. 1 (2021): 14–22, https://doi.org/10.36276/jap.v2i1.24.

¹⁰ Bachruddin Saleh Luturlean and M M Se, *Strategi Bisnis Pariwisata* (Humaniora, 2019).

¹¹ Muhammad Akrom Khasani and Fitrie Arianti, "Analisis Faktor-Faktor Yang Mempengaruhi Kunjungan Wisatawan Di Pantai Cahaya, Weleri, Kabupaten Kendal" (Fakultas Ekonomika Dan Bisnis, 2014).

2. Research Methods

This research used a qualitative approach with a case study method. Data were collected through direct observation, interviews with stakeholders, and document analysis. The main respondents included the South Lampung Regency Tourism Office, the village government, and the local community. The data analysis technique was carried out in a descriptive qualitative manner.

Research is an outlet for human curiosity at the scientific level. The scientific method is a procedure in obtaining knowledge called science. Not all knowledge can be called science, because science is knowledge that the way to get it must fulfill the intended conditions listed in the scientific method. According to Soerjono Soekanto, in order for a research to be objective, in drawing conclusions it must be guided by research methods. In conducting research, the author uses normative juridical and empirical juridical approaches. In conducting research, the author uses normative juridical and empirical juridical approaches.

Legal System Theory

According to Lawrence M. Friedman,¹⁵ the legal system consists of three main components: legal structure, legal substance, and legal culture. The legal structure includes the institutions and apparatus in charge of implementing the law. Legal substance is the rules and norms that govern society. Legal culture refers to the attitude of the community towards the applicable law. These three elements interact with each other and determine the effectiveness of a legal system.

In the context of the implementation of Regional Regulation No. 14/2020,¹⁶ the legal structure includes the local government as the manager of retribution and tourist areas. The legal substance includes the regional regulation itself, which serves as a guideline for the management of tourist areas. Legal culture reflects the level of community compliance with the regulation as well as their participation in tourism management.

Theory of Law Reform

The "Law as a Tool of Social Engineering" theory proposed by Roscoe Pound states that law can be used as a tool to change society. In this case, the law functions to create better social change, both through new arrangements and effective law enforcement. Roscoe Pound emphasized that the law must be able to balance the interests of individuals and society as a whole.¹⁷

In this research, the theory of legal reform is relevant to explain how Regional Regulation No. 14/2020 functions as a tool to improve the community's economy through the management of local wisdom-based tourism areas.¹⁸

3. Result And Discussion

Implementation of Regional Regulation No. 14 of 2020

- 1. Legal Framework and Retribution Management: Regional Regulation No. 14/2020 provides a clear legal basis for the management of retribution in the Way Panas Beach tourism area. An organized retribution system increases local revenue, which is used for tourism facility development and promotion.
- 2. Local Community Involvement: The implementation of this regulation encourages community involvement in the management of the tourism area. Activities such as the provision of local food, handicrafts, and cultural performances contribute to the local economy.
- 3. Facility and Infrastructure Improvement: Retribution funds are allocated to improve public facilities, such as road access, parking areas, and environmental cleanliness of Way Panas Beach. However, some facilities still require further development to support tourist convenience.

Analysis Based on Theory Legal System Theory

In the implementation of Regional Regulation No. 14/2020, legal structures in the form of local governments and village officials function as the main managers of tourist areas. However, the effectiveness of this structure is affected by limited human resources and budget. The substance of the law, i.e. the local regulation, has provided a clear framework, but still requires adjustments to address practical challenges, such as retribution rates that are less relevant to local economic

¹² Radix Prima Dewi, "Studi Kasus-Metode Penelitian Kualitatif," 2019.

¹³ Budi Juliardi et al., *Metode Penelitian Hukum* (CV. Gita Lentera, 2023).

¹⁴ Muhammad Ramdhan, *Metode Penelitian* (Cipta Media Nusantara, 2021).

¹⁵ Lawrence M Friedman, "Teori Dan Filsafat Hukum: Telaah Kritis Atas Teori-Teori Hukum (Susunan I). Judul Asli Legal Theory, PT," *Raja Grafindo Persada. Jakarta*, 1993.

¹⁶ Republik Indonesia, "Peraturan Daerah Kabupaten Lampung Selatan Nomor 14 Tahun 2020 Tentang Retribusi Tempat Rekreasi Dan Olahraga.," 2020.

¹⁷ Mory Johanes Sinaga, Firdaus Firdaus, and Geofani Milthree Saragih, "Relevansi Antara Kekuatan-Kekuatan Sosial Dan Fungsi Hukum Dalam Masyarakat," *Innovative: Journal Of Social Science Research* 3, no. 2 (2023): 381–89.

¹⁸ Indonesia, "Peraturan Daerah Kabupaten Lampung Selatan Nomor 14 Tahun 2020 Tentang Retribusi Tempat Rekreasi Dan Olahraga."

conditions. The legal culture of the community shows success in some aspects, such as active participation in tourism management, but there is still resistance to the payment of retribution.¹⁹

Theory of Law Reform

Regional Regulation No. 14/2020 serves as a tool for legal reform that aims to improve community welfare through local wisdom-based tourism management. However, the success of this reform depends on consistent implementation and support from all stakeholders. For example, training for the community to improve skills in the tourism sector can be a strategic step to ensure the sustainability of tourism area management.

Analysis of the Implementation of Regional Regulation Number 14 of 2020 concerning tourism area management in improving the local wisdom-based community economy of Way Panas Beach in Kalianda, South Lampung Regency

Way Panas Beach is located in Kalianda District, South Lampung Regency, which has the potential for nature-based tourism and local wisdom. This area is known for its beautiful beaches, natural hot springs, and unique local culture. Way Panas Beach is one of the leading tourist destinations that is expected to improve the economy of the local community. In the management of this tourist area, Regional Regulation Number 14 of 2020 ²⁰ comes as a legal foundation for integrated and sustainable management. This regulation aims to increase tourism attractiveness, empower local communities, and preserve local wisdom values.

- 1. Legal Structure: Legal structure refers to the formal institutions and mechanisms that implement this local regulation, such as the local government, tourism office, and law enforcement officials. In the context of the research
- 2. The effectiveness of the implementation of this regulation depends on inter-agency coordination, especially in providing supporting facilities, involving local communities, and ensuring environmental preservation.
- 3. Legal Substance: Legal substance covers the content and provisions in Regional Regulation No. 14/2020, which should reflect the objectives to improve the community's economy, preserve local wisdom, and ensure the sustainability of tourism area management. This analysis needs to evaluate whether the regulation has accommodated the needs of local communities, such as training or access to resources.
- 4. Legal Culture: Legal culture reflects people's attitudes, values, and understanding of the regulation. In this study, the legal culture factor appears from how well the community accepts and complies with regulations, including their participation in preserving local wisdom as a tourist attraction.

Based on the results of interviews with Mr. Kurnia Oktaviani, S.Sos., MM using legal system theory, the implementation of Regional Regulation Number 14 of 2020 in the Way Panas Beach tourism area can be maximized through various supporting factors which include supporting policies that strengthen regulations, active involvement of local communities in tourism management, adequate infrastructure support such as road access and public facilities, and close collaboration between the government and the private sector to support investment and development of tourist areas.

This regulation also encourages the preservation of local wisdom as a tourist attraction. Local communities are empowered to showcase traditional arts, culinary specialties and handicrafts that reflect local cultural identity. These activities not only increase community income, but also maintain cultural sustainability. The implementation of this regional regulation has a positive impact on the economy of the surrounding community. With the increasing number of tourists, community income from the tourism sector, such as lodging rentals and sales of local products, has increased significantly. However, several obstacles such as the lack of training for the community in tourism management and limited accessibility are challenges that need to be overcome.²¹

Local Government Solutions in Managing and Empowering Local Residents in Managing Tourism Levies in South Lampung Regency, Especially Way Panas Beach Tourism

The theory of renewal by law emphasizes the need for law to evolve along with social, economic, and cultural changes. In the context of managing the Way Panas Beach tourism area, the application of this theory can be analyzed through several approaches:

¹⁹ Mochtar Kusumaatmadja, "Teori Hukum Pembangunan-Eksistensi Dan Implikasi," *Epistema Institute, Jakarta*, 2012.

²⁰ Indonesia, "Peraturan Daerah Kabupaten Lampung Selatan Nomor 14 Tahun 2020 Tentang Retribusi Tempat Rekreasi Dan Olahraga."

²¹ Muhammad Ismail, "Strategi Pengembangan Pariwisata Provinsi Papua," *Matra Pembaruan: Jurnal Inovasi Kebijakan* 4, no. 1 (2020): 59–69, https://doi.org/10.21787/mp.4.1.2020.59-69.

- 1. Legal Substance Renewal: Regulatory updates are needed to address challenges, such as a lack of community training or infrastructure limitations. Regional Regulation No. 14/2020 needs to be evaluated periodically to ensure its relevance in accommodating the development of local wisdom-based tourism.
- 2. Updates in Law Implementation: Strategies such as more intensive socialization and community involvement in the policy formulation process can strengthen the implementation of this regulation. For example, a community-based approach can improve the relationship between the government and the community in supporting tourism management.
- 3. Adaptive and Collaborative Approach: In law reform, it is important to adopt an approach that is adaptive to local needs and cross-sector collaboration, including the involvement of the private sector and academia for the sustainable development of tourism areas.

Integration in Research

Integrating these two theories into your research will enrich the discussion on the effectiveness of Regional Regulation No. 14/2020. Legal system theory can be used to analyze the factors supporting and inhibiting the implementation of regulations, while legal reform theory provides a framework for developing strategies to optimize the management of local wisdom-based tourism areas.²²

Legal system theory, as proposed by Lawrence M. Friedman,²³ includes three main components: legal structure, legal substance, and legal culture. These three components play an important role in understanding the implementation of Local Regulation No. 14/2020 in the Way Panas Beach tourism area. South Lampung Regency has a variety of natural tourism potentials, one of which is Way Panas Beach. In addition to its natural beauty, this area is rich in local culture and traditions that can be used as a tourist attraction. For further development, the local government can build infrastructure.²⁴

supporters such as road access, sanitation facilities, and tourist information centers. On the other hand, community members play a role in preserving local culture through festivals, traditional arts, and typical handicraft products that can attract tourists. With the synergy between the government and the community, optimizing Way Panas Beach tourism can be more effective while preserving the environment and local culture.

4. Conclusion

The implementation of Regional Regulation No. 14/2020 has had a positive impact on the management of the Way Panas Beach tourism area, although challenges such as infrastructure and supervision still need to be overcome. To optimize the management of local wisdom-based tourism areas, strategic steps are needed, such as: (1) Improving Education and Socialization The local government needs to hold educational programs to increase public understanding of the importance of this regulation. (2) Strengthening collaboration between local governments, communities, and the private sector needs to be improved for more effective management. (3) Infrastructure Development and Improvement of accessibility and tourist facilities should be a priority to attract more tourists. (4) Local Community Empowerment and Training and mentoring for local communities should be conducted on an ongoing basis to increase their capacity to support local wisdom-based tourism.

With this strategy, Way Panas Beach can become a leading tourist destination that not only improves the community's economy but also preserves local cultural values.

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²² Winarno et al., "Kajian Peraturan Daerah Kabupaten Pangandaran Nomor 14 Tahun 2015 Tentang Penyelenggaraan Kepariwisataan Di Kabupaten Pangandaran Terhadap Pembentukan Kompepar."

²³ Friedman, "Teori Dan Filsafat Hukum: Telaah Kritis Atas Teori-Teori Hukum (Susunan I). Judul Asli Legal Theory, PT."

²⁴ Dewi Liliani, "Analisis Pengelolaan Objek Wisata Oleh Dinas Kepemudaan Olahraga Dan Pariwisata Kabupaten Lampung Barat," *Jurnal Socia Logica* 3, no. 1 (2023): 22–32, https://doi.org/10.572349/socialogica.v3i1.337.

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