

ABSTRAKS

DJATIA DININGRUM, 1178010057 “ Inovasi Kebijakan Pengembangan Desa Wisata Cibeusi Kecamatan Ciater Oleh Dinas Pariwisata Kepemudaan dan Olahraga Kabupaten Subang”.

Desa Wisata Cibeusi merupakan sebuah inovasi kebijakan dari sektor pariwisata di Kabupaten Subang seharusnya sudah berjalan maksimal, namun dalam pengembangannya masih terkendala dengan aksesibilitas jalan menuju Objek Daya Tarik Wisata (ODTW) masih jelek sehingga menyulitkan para pengunjung. Dinas Pariwisata Kepemudaan dan Olahraga Kabupaten Subang diharapkan dapat mengoptimalkan serta meningkatkan Desa Wisata Cibeusi melalui inovasi kebijakan pengembangan desa wisata.

Penelitian ini adalah untuk mengetahui sejauh mana inovasi kebijakan pengembangan Desa Wisata Cibeusi oleh Dinas pariwisata Kabupaten Subang sudah dilaksanakan dengan baik. Dilihat dari dimensi strategi teknologi, institusi, kerangka hukum, fokus kebijakan, agen perubahan, pendekatan reformasi dan karakteristik budaya & perilaku.

Teori yang digunakan dalam penelitian ini didasarkan pada teori inovasi kebijakan menurut Jean Aubert (2010). Teori ini menyatakan bahwa inovasi kebijakan dapat diukur melalui tujuh dimensi yakni, strategi teknologi, institusi, kerangka hukum, fokus kebijakan, agen perubahan, pendekatan reformasi dan karakteristik budaya & perilaku.

Metode penelitian Penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kualitatif, yang digunakan yaitu kualitatif deksriptif yang Teknik pengumpulan datanya melalui wawancara, observasi dokumentasi dan studi kepustakaan. Jenis data yang digunakan dalam penelitian ini menggunakan dua sumber yakni data primer dan sekunder.

Hasil penelitian menunjukan bahwa dalam inovasi kebijakan pengembangan Desa Wisata Cibeusi Kecamatan Ciater oleh Dinas Pariwisata Kepemudaan dan Olahraga Kabupaten Subang secara umum belum optimal. Inovasi kebijakan Berdasarkan dimensi strategi teknologi sudah berjalan dengan baik dengan memanfaatkan media social sebagai upaya promosi wisata, dilihat dari dimensi institusi belum berjalan optimal segi kesiapan tata kelola kesiapan aksesibilitas jalan yang masih buruk dan masih kekurangan personil SDM dinas dalam penugasan, inovasi kebijakan dilihat dari dimensi kerangka hukum belum berjalan maksimal karena belum adanya regulasi yang mengatur terkait desa wisata di Kabupaten Subang, fokus kebijakan belum berjalan baik namun belum optimal masih pengupayaan pembentahan infrastruktur, Agen perubahan sudah berjalan dengan baik, Pendekatan reformasi sudah berjalan maksimal dengan *mensuport* dari segi sarana dan prasarana, dari dimensi karakteristik budaya dan perilaku sudah berjalan maksimal karena masyarakat Desa Wisata Cibeusi sudah mulai sadar wisata.

Kata Kunci: Inovasi Kebijakan pengembangan Desa Wisata, Dinas Pariwisata Kepemudaan dan Olahraga Kabupaten Subang, Desa Wisata Cibeusi

ABSTRACTS

DJATIA DININGRUM, 1178010057 "Policy Innovation for the Development of Cibeusi Tourism Village, Ciater District by the Youth and Sports Tourism Office of Subang Regency".

Cibeusi Tourism Village is a policy innovation from the tourism sector in Subang Regency that should have been running optimally, but in its development it is still constrained by the poor accessibility of roads to Tourist Attractions (ODTW), making it difficult for visitors. The Subang Regency Youth and Sports Tourism Office is expected to optimize and improve Cibeusi Tourism Village through policy innovations for tourism village development.

This study was to determine the extent to which the policy innovation for the development of the Cibeusi Tourism Village by the Tourism Office of Subang Regency has been implemented properly. Judging from the dimensions of technology strategy, institutions, legal framework, policy focus, agents of change, reform approach and cultural & behavioral characteristics.

The theory used in this study is based on the theory of policy innovation according to Jean Aubert (2010). This theory states that policy innovation can be measured through seven dimensions, namely, technology strategy, institutions, legal framework, policy focus, change agent, reform approach and cultural & behavioral characteristics.

Research method This research uses descriptive research method with a qualitative approach, which is used is descriptive qualitative data collection techniques through interviews, observation, documentation and literature study. The type of data used in this study uses two sources, namely primary and secondary data.

The results showed that the policy innovation for developing Cibeusi Tourism Village, Ciater District by the Youth and Sports Tourism Office of Subang Regency in general was not optimal. Policy innovation Based on the dimensions of the technology strategy, it has been going well by utilizing social media as an effort to promote tourism, judging from the institutional dimension, it has not been running optimally in terms of governance readiness, road accessibility readiness is still poor and there is still a shortage of official HR personnel in assignments, policy innovation is seen from the dimensions the legal framework has not run optimally because there are no regulations that regulate tourism villages in Subang Regency, the focus of the policy has not gone well but not yet optimal, still efforts to improve infrastructure, agents of change have been going well, the reform approach has been running optimally by supporting in terms of facilities and infrastructure , from the dimensions of cultural characteristics and behavior it has been running optimally because the people of Cibeusi Tourism Village have started to be aware of tourism.

Keywords: *Policy Innovation for Tourism Village Development, Youth and Sports Tourism Office of Subang Regency, Cibeusi Tourism Village*