

Implementation of Business Services Retribution Policy in Tomohon City (Study on Optimizing Retribution for Tourism Areas in Tomohon City)

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ABSTRACT

This study aims to analyze and explain the implementation of business service retribution policies in Tomohon City, this study uses a qualitative descriptive method. Data collection techniques with interviews and documentation as well as data analysis used are Interactive Model Analysis. Retribution for business services, especially tourist areas, has been running and the regional tourism office through coordination tasks has not been carried out optimally. This can be seen in the achievement of the target for retribution for the tourist area of Tomohon City, which has not yet reached the target.

Introduction

In the context of governance, accountability is a prerequisite for the creation of good, democratic, and trustworthy governance. In this concept, accountability is often associated with a car or resource management that has been given and controlled by an institution, or individual to achieve goals through a medium in the form of periodic performance accountability reports (William, n.d.).

One thing that cannot be separated from the implementation of good governance is the concept related to its characterization, including transparency, responsiveness, consensus orientation, equity, efficiency, effectiveness, and accountability. From these characteristics, there are three important aspects of accountability, namely the realization of transparency, efficiency, and effectiveness. Accountability is the provision of information and disclosure of activities and performance to interested parties. Accountability according to (Cahyadi, 2016) is a form of obligation to account for the success or failure of the implementation of the organization's mission in achieving

predetermined goals and targets, through a medium of accountability that is carried out periodically. In addition, according to James P. Lester and Joseph Stewart (Tangkau, 2012) who define policy implementation is seen in a broad sense, is a tool of legal administration where various actors, organizations, procedures, and techniques work together to carry out policies to achieve the desired impact or goal.

Public accountability is the government's responsibility to the community related to the activities and activities that are its responsibility through the presentation of financial statements, where the public has the right and authority to ask for accountability (Rahayu, Susanto, & Yulianti, 2011).

Since the era of independence, elections have been held and continue to try to find the right system to be applied in Indonesia (Mawazi, 2017) because the Election System was formed to understand the political situation so that it can accommodate changes in people's electoral attitudes and behavior in the future. (Riwanto, 2014) And the Election System is also one of the elements in political

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institutions that have a very important influence on governance issues (Rosana, 2012)

The first general election (PEMILU) in Indonesia was held in September 1955 to elect members of the People's Representative Council, Regional People's Representative Council, and in December 1955 to elect a Constituent Assembly and continues to this day (Mujiburohman, 2017) General elections as a means of implementing people's sovereignty and is a concept of popular sovereignty (Santoso, Hadi, Pizzi, & Lagel, 2016) in Indonesia implemented by the General Election Commission (KPU). Because according to (Ridho, 2017) People's sovereignty describes the system of a state in which the highest power is held by the people also describes the fulfillment of the general will in the formation of regulations (Nugroho, 2013)

However, elections are not just participation but the implementation of the principle of popular sovereignty (Nasution, 2017)

Normatively, the existence of the KPU is regulated in Article 22E paragraph (5) of the 1945 Constitution which states that elections are conducted by the General Elections Commission. According to (Aisyah, 2020), "The General Election Commission (KPU) is the only institution that has the authority to organize Legislative Elections, Presidential Elections, and Regional Head Elections in Indonesia. KPU as the organizer of the general election and as mandated in Law Number 07 of 2001 concerning General Election Organizers in holding the General Election is committed and guided by the principles of independence, honesty, justice, legal certainty, order, public interest, openness, proportionality, , professionalism, accountability, efficiency, and effectiveness. (ZALUKHU, 2021) states that General election organizers are institutions that organize elections, consisting of the Regional General Election Commission (KPUD), the Election Supervisory Body (Bawaslu) for the provincial level, and the Election Supervisory Committee (Panwaslu) for the region. Regencies/municipalities as a unitary function of election organizers to elect members of the People's Representative Council (DPR), Regional People's Representative Council (DPRD), president and vice president directly

by the people, as well as to democratically elect governors, regents, and mayors.

But until now there are still many people who have not exercised their right to vote. They are referred to as the White Group (golput), which is always present in every general election in any country. Even Golput alias people who do not use their voting rights in general elections have been winners since the 2009 election (Suharyanti, 2020). Many factors can cause white groups, ranging from individual factors and factors from not knowing the existing legislative candidates to the number of jobs that prevent people from going to polling stations. From the government, such as the lack of socialization carried out so that many people do not understand to vote, especially people who are in remote or remote areas.

From the observations of researchers related to the Regional Head Election in 2018, there were problems at the stage of the Regional Head General Election such as in determining the Permanent Voter List (DPT) where DP4 was based on the Identity Card (KTP-el). Furthermore, there are public complaints where many residents are not registered as voters even though they have long lived in Minahasa Regency.

The next problem that has become phenomenal is that the basic rules that refer to Law Number 7 of 2017 concerning General Elections Article 240 point G, which should be the basis of PKPU number 2 of 2018 are issued, still need to be interpreted explicitly in the determination of the Permanent Candidate List. Normatively in the Regional Head Elections in Indonesia, in Article 2 of Law number 07 of 2017 concerning the Implementation of Elections, there are at least 3 indicators that have public accountability for organizers, namely: (1) that each organizer (KPU) must be independent, honest, fair, legal certainty, orderly organizers of the Owners, prioritizing public and open interests; must be professional, proportional, accountable, efficient and effective; (2) The Operator must be independent of any party about its duties and implementation and authority; (3) The organizers must consistently enforce the election law regulations.

From the problems above, the researcher is interested in researching the Administrative Accountability of the Regional

General Election Commission (PUD) of the Minahasa Regency (Study on the 2018 Minahasa Regency Head Election). The formulation of the problem in this research is: how is the level of accountability in the administration of the Regional General Election Commission (KPUD) in the implementation of the General Election in Minahasa Regency?.

Method

This research was conducted using a qualitative approach, because qualitative research emphasizes the process of finding meaning behind the phenomena that arise in research, with the aim that the problems to be studied are more comprehensive, in-depth, natural, and as they are and without much interference from the public. research on emerging facts.

The definition of the descriptive method is a method in examining the status of a human group, an object, a condition, a system of thought, or in a class of events in the present. The reason for using this research is because of the suitability of the existing problems, where to find out the Optimization of the Retribution for Tourism Areas related to the Implementation of the Business Service Retribution Policy in the City of Tomohon, a natural and overall explanation of the deep problems is needed.

Results And Discussion

Tomohon has long been written down in several historical records. One of them is found in the ethnographic work of the Reverend N. Graafland who when on January 14, 1864, aboard Queen Elisabeth, wrote about a country called Tomohon which he visited around 1850. According to several sources, Tomohon comes from the word (Tou mu'ung) in the tombulu language. It is said that Tomohon is one of the areas belonging to the Tombulu ethnicity, which is one of the eight indigenous Minahasa ethnic groups. The development of civilization and the dynamics of the implementation of development and society from year to year have made Tomohon one of the sub-district capitals in the Minahasa Regency.

In the early decades of the 2000s, people in several parts of the Minahasa district gave birth to inspiration and

aspirations for the tendency of the strategic environment both internally and externally to carry out the regional expansion. The winds of reformation and the implementation of regional autonomy policies have accelerated the process of accommodating people's aspirations for the regional expansion in question. Through a long juridical process and careful consideration in the context of accelerating national development for the welfare of the wider community, the Minahasa Regency Government and the Minahasa Regency Regional Representative Council recommend community aspirations for the establishment of South Minahasa Regency, Tomohon City, and North Minahasa Regency; supported by the North Sulawesi Provincial Government. The formation of the South Minahasa Regency and Tomohon City was determined by the Central Government with the issuance of Law Number 10 of 2003 and the establishment of North Minahasa Regency through Law Number 33 of 2003.

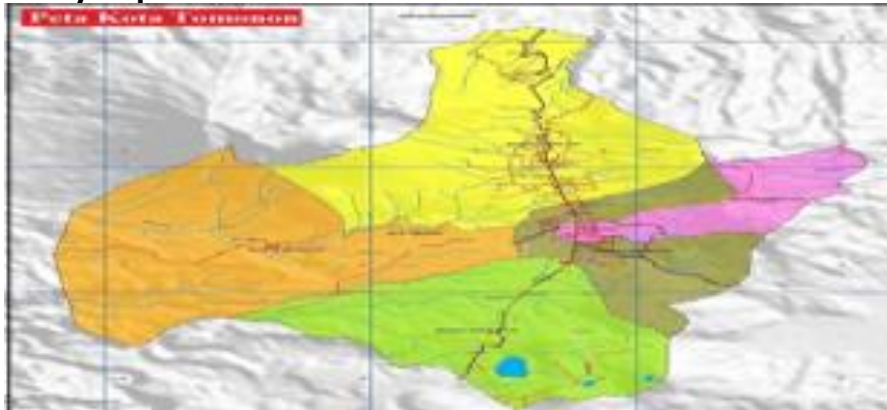
The formation of the legislative body of the City of Tomohon as a result of the 2004 General Election, resulted in the Tomohon City Regional Regulation Number 22 of 2005 concerning the Regional Coat of Arms and the Tomohon City Regional Regulation Number 29 of 2005 concerning the Anniversary of the City of Tomohon.

A. Government and Area

Administratively, the city of Tomohon consists of 44 urban villages with a population of 100,587 in 2020, spread over 5 sub-districts with an area of 147,2178 km² or 14,721.78 ha. The administrative boundaries in each sub-district are bordered by the Minahasa district.

Tomohon City is located at 1°15' North Latitude and 124°50' East Longitude. The area of Tomohon City based on the Decree of the Republic of Indonesia Law Number 10 of 2003 is about 11,420 hectares with a population of 87,719 people. Tomohon City is located at an altitude of approximately 900-1100 meters above sea level (asl), flanked by 2 active volcanoes, namely Mount Lokon (1,580 m) and Mount Mahawu (1,311 m). The temperature in Tomohon City during the day can reach 30 degrees Celsius and 18-22 degrees Celsius at night.

B. Tomohon City Map



Tomohon City, one of the cities located in Minahasa Regency, the existing Maengket dance also changed function. In dissecting the existing problems, the researcher uses the descriptive analysis method and uses a sociological approach. Based on the results obtained, currently, Maengket Dance is divided into four functions. The first function, namely as a means of ceremony/religion. One example is that the Maengket dance is part of the liturgical system of church worship, namely the inculturation of Minahasa culture in the Inculturation Mass. The second function is as a social tool. The interaction between dancers, stylists, musicians, fashion, and make-up stylists, makes Maengket dance a means of good association. The third function, Maengket dance as a means of entertainment.

C. Tomohon International Flower Festival (TIFF)

The most interesting thing about tourism in Tomohon is the Tomohon Flower Festival which is held once a year and is celebrated and visited by several countries in Asia, America, and Europe. At the festival, there is an activity that attracts many tourists to come and see, namely the Tournament of Flowers (ToF). The city of Tomohon often holds parades to commemorate Indonesia's independence day on August 17th and the parade attracts tourists to see the drum band/ marching band parade which has been arranged by the committee and the city government of Tomohon.

D. Description of Research Results

E. Policy Implementation of Regional Regulation Number 8 of 2016 Regarding Business Service Fees Related to Optimizing Retribution for Tourism Areas of Tomohon City.

Implementation is an activity carried out through planning a determination and referring to certain rules to achieve the objectives of an activity. Implementation can be applied if there is already a plan or concept of the event to be carried out. The results of the implementation of the plan are expected to achieve the goals to the maximum and not disappoint those who have been waiting for it. The purpose of implementation is to implement and realize every plan that has been prepared into a real form. In terms of compiling a plan, the objectives to be achieved are also drawn up. Thus, implementation can practically be said as a means to achieve related and bound goals.

Retribution is a collection of services provided by the Regional Government by adhering to the commercial principle, both services by using/utilizing regional assets that have not been used optimally and/or services by local governments as long as they cannot be provided adequately by the private sector.

In this process, the researcher asked several questions to informants who were Staff of Tourism Destinations, Secretary of the Tourism Office, tourism employees, or as levy collectors (Teanaga Konark and civil servants) at tourist sites in Tomohon City. The researcher proposes a theory about Perda number 8 of 2016, as well as regarding the retribution for tourist areas in the city of Tomohon.

In the implementation of this activity, 40 tourist destination delegates (owners, managers, employees of tourist objects) and the Tourism Destinations Association (ADESTA) of the city of Tomohon have successfully trained, with the theme of Destination Governance research, which was carried out on November 4 to 6 2020 and 40 Homestay managers (Homestay Owners and Managers) with the theme of Homestay Management Training/Pondok Wisata/Tourism House which will be held from 18 to 20 November 2020 at the Grand Master Resort Tomohon.

The implementation of this activity has successfully trained 40 natural tour guides, both senior and junior. The implementation of this activity is on November 11 to 13, 2020 at the Grand Master Resort, with the theme of training namely Nature Tour Guide Training, Ecological Tourism. The resource persons for this training were the secretary of the city of Tomohon, academics/lecturers from both private and public universities in North Sulawesi, the chairman of the North Sulawesi HPI, and the Tomohon WKPA.

Amid the COVID-19 pandemic which has changed normal living habits into New Normal which also has an impact on tourism activities, so that scheduled events cannot be carried out, because it is feared that they can mobilize the masses and cause crowds. To keep tourism actors active, the government allows the operation of tourist attractions by implementing strict health protocols. One of the attractions belonging to the Tomohon City government, namely the Nature Tourism Park, on August 8, 2020, was opened to the public while still prioritizing CHSE (Cleanliness, Healthy, Secure Environment).

Conclusion

From the results of research conducted by researchers, it can be concluded that:1) Regional Regulation Number 8 of 2016 concerning Business Service Retribution, especially the Tourist Area Retribution, has not been implemented in all tourist objects in Tomohon City. There are several tourist objects where the levy is fixed, while in other

tourist areas there is not enough about the implementation of the levy, so if in a tourist area that does not have a permanent levy, both domestic and foreign tourists have not been able to carry out the withdrawal of the levy because there is no cooperation between the local government. and owners of tourist attractions.2) Of the 32 leading tourist attractions in Tomohon City, the local government has only collaborated with 3 tourist attractions. This means that there are only 3 tourist attractions that have become the object of retribution from the regional government.3) There are several segments of routine activities from local governments that have not been used as places for levies to be withdrawn, such as for photoshoots at tourist sites, event tickets/TIFF, and the like.4) The existence of the Covid 19 pandemic hit the world so that it greatly affected the achievement of the visiting target and the achievement of the dawn levy for tourist areas.

Factors Inhibiting Optimization of Retribution for Tourism Areas in Tomohon City,1) Achievement of targets that have not been optimal due to human resources that have not been good in quality and quantity.2) Special training for retribution collectors provided by the tourism office is currently not optimally implemented, new retribution collectors receive guidance in which retribution collectors must be polite and friendly to visitors to tourist areas, and retribution must be by data from visitors daily, there is no further training such as foreign language training or how to deal directly with foreign visitors.3) Optimization of retribution must be arranged according to the achievement that has been determined, where the retribution is optimized through the development of human resources and the internal mutual improvement of tourist areas. The management of retribution is also optimized by compensating field workers both in the context of contract workers. The lack of visitors at the beginning of 2020 caused the optimization of tourist area levies to be hampered, this was due to the covid 19 virus outbreak which forced the government to close all tourist areas, in which they would reopen at an adjusted time with a note providing limits on the number and hours of visits and complying with health protocols. which has been instructed by the central and

regional governments,4) The compensation received by the retribution collection officer still depends on the achievement of the target, if the specified achievement has been achieved according to what has been reported and is by the data that has been submitted to the tourism office, the appropriate compensation will be given, but with a target that has not been achieved for now the compensation given is limited to what is received by the tourism office.

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