

## Analisis implementasi kebijakan pengembangan kawasan Senggigi NTB = Analysis of policy implementation of Senggigi NTB regional development

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### Abstrak

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Kawasan Senggigi telah dikembangkan lebih dari dua dekade namun terdapat beberapa persoalan, seperti: penguatan kelembagaan, tata kelola destinasi, dan pemasaran. Penelitian ini bertujuan untuk menganalisa implementasi kebijakan dan membangun skenario pengembangan kawasan Senggigi NTB hingga tahun 2028. Penggunaan paradigma post-positivism, dengan jenis penelitian deskriptif, didukung oleh teknik scenario planning. Hasil penelitian menemukan tidak adanya grand design penataan dan pengelolaan kawasan Senggigi, belum terbangunnya komunikasi yang kuat antara pemerintah daerah, dunia usaha dan masyarakat, rendahnya kualitas sumber daya manusia, serta terbatasnya anggaran, sarana, dan prasarana kerja. Adapun driving forces destinasi dan pemasaran digunakan untuk membangun empat skenario, meliputi: ?local champion, regional champion, national champion, dan international champion?. Skenario international champion merupakan skenario ideal terpilih dengan dua rekomendasi untuk mewujudkannya, yakni membangun keunggulan komparatif dan keunggulan kompetitif kawasan Senggigi NTB.

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#### <b>ABSTRACT</b><br>

The Senggigi region has been developed for more than two decades, but there are still some problems, such as institutional strengthen, destination management, and marketing. The purpose of this study is to analyze the policy implementation and to build the scenario development of Senggigi NTB region up to 2028. The use of postpositivism paradigm, with descriptive research, supported by scenario planning technique. The result of the study finds that there is no grand design of arrangement and management of Senggigi region, unestablishment of strong communication between regional government, business community and society, low quality of human resources, and limitation of budget, means and work facilities. The driving forces destination and marketing are used to build four scenarios, include: local champion, regional champion, national champion, and international champion. International champion scenario is ideally elected with two recommendations to implement it, that is to build comparative advantage and competitive advantage of Senggigi NTB region