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File size: 88.1K
Page count: 9
Word count: 3,872
Character count: 25,110
Submission date: 12-Jun-2023 12:11PM
Submission ID: 2114223395

ORIGINALITY REPORT

27%

SIMILARITY INDEX



Wakil Dekan Bidang Akademik,

Dr. Phil I Ketut Gunawan, MA.

NIP. 19631222 199002 1 001

 Jurnal Ilmu Pemerintahan
ISSN: 2477-2008
Homepage: ojs.umsida2.ummul.ac.id

Strategi Dinas Kebudayaan dan Pariwisata Kabupaten Berau dalam Pengembangan Destinasi Telaga Biru Tulong Ni Lenggo di Kampung Tembudan Kecamatan Batu Putih
Strategy of the Berau Regency Culture and Tourism Office in Developing the Telaga Biru Tulong Ni Lenggo in Tembudan Village, Batu Putih District

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ARTICLE INFORMATION	ABSTRACT
Vol. xx, No. xx Page: Published:	This research is intended to identify and analyze on how the Culture and Tourism of Berau Regency in developing the tourist destination of Telaga Biru Tulong Ni Lenggo Tourism Destination and to describe widely about what has being a great support to this destination and what has detained them. This study uses a qualitative descriptive method. The location of this research is at the Blue Lake Tulong Ni Lenggo located in Tembudan Village, Batu Putih District. Data collection was carried out by library research, observation, in-depth interviews and documentation. Data analysis was carried out by collecting data, reducing data, presenting data and drawing conclusions.
KEYWORDS Strategy, Development, Tourism	The results of this research is the Strategy of the Berau Regency Culture and Tourism Office in the Development of Telaga Biru Tulong Ni Lenggo Tourism Destinations in Tembudan Village, Batu Putih District is not good enough. The facilities and infrastructure near the Telaga Biru Tulong Ni Lenggo including accessibility, amenity and ancillary service. The access road from Tanjung Rekeb-Batu Putih is still damaged and has potholes. Labor shortage in facilities maintenance and tour guides. In addition, the lack of promotion on the internet and social media means that not many tourists know about this tourist destination.
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INTRODUCTION

Indonesia merupakan negara kepulauan terbesar dan memiliki potensi pariwisata yang berlimpah baik di darat maupun di laut. Pariwisata di Indonesia sangat berfungsi dalam mendukung pembangunan nasional serta merupakan faktor pendorong dalam meningkatkan pendapatan masyarakat dan devisa negara.

Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 tentang Kepariwisata menjelaskan bahwa kepariwisataan adalah berbagai kegiatan wisata dan didukung oleh berbagai fasilitas dan pelayanan yang diberikan masyarakat, pengusaha, pemerintah, dan pemerintah daerah. Pariwisata adalah semua kegiatan umum pemerintah, dunia usaha dan masyarakat untuk mengatur, mengurnis dan memenuhi kebutuhan wisatawan.

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