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File name: Jurnal_Ananda_Fitria_Z.docx
File size: 40.6K
Page count: 12
Word count: 5,224
Character count: 34,365
Submission date: 08-Aug-2024 09:00AM (UTC+0700)
Submission ID: 2424767781

30%

SIMILARITY INDEX

Wakil Dekan Bidang Akademik,



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**DAMPAK INVESTASI AUSTRALIA DALAM PENGEMBANGAN PARIWISATA DI
LABUAN RAJO MELALUI IA-CEPA (INDONESIA AUSTRALIA
COMPREHENSIVE ECONOMIC PARTNERSHIP
AGREEMENT)**

Ananda Fitria Zenyasa¹

Abstract: In 2019 tourism is the largest foreign exchange contributing sector in Indonesia. However, in 2020 the Covid-19 outbreak began to enter Indonesia, paralyzing the tourism industry sector by up to 50%. The priority of the sector that contributes the largest foreign exchange requires a solution, one of which is cooperation between Indonesia and Australia. Having established diplomatic relations since 1965 and having geographical proximity provides an even strategic value for cooperation between Indonesia and Australia. In practice, GDP in Australia relies on the tourism, education and financial sectors. Therefore, to align goals, Indonesia and Australia then worked together through the Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA). Through this collaboration, the two countries increase their global competitiveness by investing widely in various fields over a long period of time. The focus of the collaboration is to attract Australian investors in the Australian Tourism Industry for economic recovery for both parties as a result of the Covid-19 outbreak. In this research, the type of research used by the author is descriptive research which will describe Australia's investment in collaboration with Indonesia through IA-CEPA as an effort to develop Labuan Rajo tourism. The type of data in this research is secondary data using literature study and collection techniques. For data analysis techniques, the author uses qualitative techniques in answering research questions. The focus of this research is how the impact of investment in developing tourism potential in Labuan Rajo, Komodo District, West Mangrove Reserve, East Nusa Tenggara Province in 2021-2022. The research focus on Labuan Rajo is due to several problems such as inadequate road access, unprofessional human resources managing it, limited drinking water sources, and that it lacks for legal title and poor waste management. The theory used by the author is Foreign Direct Investment (FDI) and tourism development. The results of the research illustrate that the investment made in developing Labuan Rajo tourism through IA-CEPA has provided results such as the construction of tourism areas of work to support the Labuan Rajo Super Priority Tourism Destination Program (DPSD), where this work includes work on improving roads for tourism, sidewalks, drainage, Geomatics Road Improvement, Road Construction, Road Preservation, Roadside Construction to go to Gilimont, Additional Vegetation Planting and Arrangement of the Komodo Airport Median.

Keywords: Investment, Tourism Development, IA-CEPA, Labuan Rajo, Foreign Direct Investment

Pendahuluan

Pariwisata menjadi salah satu sektor yang berkontribusi sebagai penyumbang devisa terbesar untuk Indonesia di tahun 2019. Berdasarkan data dari Organization for Economic Co-Operation and Development (OECD), sektor pariwisata menyumbang sebanyak 5,0% dari pendapatan domestik bruto (PDB) Indonesia. (Purwawidita, 2023). Hal ini menjadikan bukti bahwa Indonesia mempunyai potensi wisata yang besar serta menjanjikan jika dikelola dengan baik. Namun masih terdapat beberapa permasalahan dalam pengembangan pariwisata seperti pengaturan tata wilayah wisata, aksesibilitas menuju destinasi wisata, peningkatan fasilitas kebutuhan wisatawan di destinasi wisata, peningkatan kualitas sumber daya manusia (SDM) di

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