ABSTRACT

POLICY IMPLEMENTATION OF THE TOURISM SECTOR RETRIBUTION IN BULUKUMBA REGENCY (CASE STUDY OF TITIK NOL TOURIST DESTINATION)

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This study examines the implementation of retribution policy in the tourism sector at the Titik Nol tourist destination in Bulukumba Regency, focusing on issues related to double payment enforcement. The primary objective of this study is to explore the process of retribution policy implementation at Titik Nol, Bulukumba Regency. Specifically, the study aims to identify the effectiveness of policy communication to the public, assess the availability and optimization of resources supporting implementation, analyze the disposition or attitudes of field implementers, and evaluate the bureaucratic structure that underpins the execution of the retribution policy.

This study adopts a qualitative approach based on George C. Edward III's theoretical framework, which focuses the analysis on four key variables: communication, resources, disposition or attitudes of implementers, and bureaucratic structure. Data were collected using in-depth interviews with relevant stakeholders, direct field observation, and document review.

The findings indicate that interagency communication, particularly between the Forestry Office of South Sulawesi Province and the Tourism, Youth, and Sports Office of Bulukumba Regency, has proceeded well through MOUs and cooperation agreements. However, public communication regarding the payment system remains a significant challenge despite efforts at outreach. In terms of resources, the need to increase resource capacity for service optimization is still hampered by operational budget constraints. Disposition is considered effective, as reflected in proper supervision. Finally, the organizational structure and division of responsibilities are deemed sufficient, yet additional human resources and a transition toward a cashless payment system are recommended to improve efficiency. Overall, the implementation of the retribution policy at Titik Nol continues to face obstacles in public communication and fulfillment of human resources, which affect both tourists' experiences and the overall policy effectiveness.

Keywords: Policy Implementation, Tourism Retribution, Titik Nol Bulukumba, Double Payment, George C. Edward III.

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