

**STRATEGY MANAGEMENT OF THE EAST LOMBOK TOURISM  
DEPARTMENT IN INCREASING INTEREST IN VISITING TOURISTS  
IN TETE BATU VILLAGE EAST LOMBOK**

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**Abstract:**

A tour is an activity carried out by someone or a group somebody with visit a place for objective recreation. development private, or learn uniqueness Power pull visited tours in period time Meanwhile, tourism is also a whole related activity with tourism and nature multidimensional. Study This aims to know the service strategy of tourism to increase interest in visiting tourists in Tete Batu Village, East Lombok. Service strategy Tourism Lombok East plays a big role as a motivator, facilitator, and dynamist in realizing the enhancement of visiting tourists as well as the welfare of the community in Tete Batu village. So from Thus the department's strategy for tourism is immediately optimal and deep For building a society capable of making Tete Batu become a tourist world. The type of research carried out is study qualitative with a approach descriptive where is the data obtained? through observation, interviews, and documentation. As for the informants in the study, this is one of the heads and secretary service East Lombok tourism, field marketing prawisata, head of Tete Batu Village, chairman pokdarwis, and perpetrators of business Tete Batu Village tour. Research results show that service strategy tourism increases amount tourists. Pre-tourism department do strategy marketing where marketing strategy Has various method including online media promotions, events, exhibitions, banners, and brochures. Enhancement motivation by giving training to society. The Tourism Department empowers the society around Tete Batu village by giving direction and socialization in making souvenirs.

**Keywords:** Strategic Management; Tourist; Interest in Visiting Tourists.

## INTRODUCTION

Indonesia is famous for its beautiful nature and is also one destination tourism that is very popular with tourists from domestically, as well as abroad. Indonesia is also known as a very large country, consisting of one thousand islands big and small, Indonesia has an expanse of long and beautiful beaches where travelers do activity tourism. Indonesia also has mountains that are Still awake and with the condition a climate that gets rays of the sun throughout the year so that activity tourism is No affected by change season like in other countries (Sri Maswarti, 2019).

Regional Government is maintenance affairs administration government by the government in the region which explains authority, duties, and functions of the government area in organizing and managing the stairs Alone with Compact the potential possessed by each region the government area and autonomy area is rights, authorities and obligations area autonomy for organize and manage Alone affairs government and interests society local in unitary state system republic Indonesia.

The basic autonomy area principle base maintenance government area explains rights and authority based on the autonomy area (Undang-Undang Nomor 23 Tahun 2014). The tour is an activity carried out by someone or a group somebody with visit a place for objective recreation. development private, or learn uniqueness Power pull visited tours in period time Meanwhile, tourism is also a whole related activity with tourism and nature multidimensional as well as emerging multidisciplinary as form need every person and country as well interaction between tourists and the public local fellow Tourists, Government, Local Government, and Authorities (Undang-Undang Nomer 10 Tahun 2009).

Tourist is something involving activities including actors, processes maintenance policy, politics, and social culture, that is each other interact tightly, will be more realistic when seen as a system with various interconnected subsystems connected and mutual influence in a frame system such, as an approach to function and role perpetrator, impact environment in enhancement knowledge and well-being society, as well equality of implementation processes becomes very important (Usman Chamadani, 2017).

Cultural regions and tourism should seen from two mutual sides support, in its development public is involved No only as an object but also as a subject of development. Tourism development is done through an approach complete and integrated systematic. As for the strategy for going to target the can be done with various efforts including: 1) Developing load local about culture and tourism for all over level education general nor special. 2) Develop culture tourism in areas that have not developed for inviting investment in other sectors.

Pretourism is one important thing for a country, especially for order areas for taking advantage of potency object tours in the area for increasing Regional Original Income. development from sector tourism will give Power pull to other sectors because its products are needed to support industry tourism, like sector agriculture, animal husbandry, plantations, folk crafts, as well as expand fieldwork and so on. The potential that the industry tourism will produce foreign exchange against the country or area in increase original the area can do it too utilized as means for creating power Work so that can reduce unemployment and giving room motion to society for obtain decent job (Sri Mutiara Rizki et al., 2017).

Tete Batu village is a destination tour international, government central, and government area through boosting development infrastructure supporter tourism in the region like extending the runway and styling some zones are claimed as room public. To make Tete a Stone objective tour internationally, matter government needs large and collaborative investment party tourists or development investors to carry out its policy. So often happens problems between society about the right to land, because almost all owned land in Tete Batu village in a way communal as customary law nor in a way personal. Through the right strategy, the improvement amount visits travelers becomes an accommodating thing discussed.

Based on data collected through the book visit party group aware Tete Batu Village tourism manager, since 2020-2023, no not enough 2000 tourists Already visited Tete Batu Tourism Village. As for increased level visit travelers the classified experiencing promising progress from year to year. In 2020 only there were 137 visitors consequence of the COVID-19 pandemic. Then in 2021, started to experience a surge with amount visit a total of 421 visits. Meanwhile, in 2022 there will be 619, and in 2023 there will be 879 tourists both local, national, and abroad.

So far This is the marketing strategy carried out by government and party managers to succeed in increasing the number visit tourists. The recorded amount of visits from post-pandemic until 2023 experienced quite a improvement significant.

Problems that arise in the development of this Tete Batu tour is the gap in involvement in the economy. Investment in the Tete Batu Village Area provides room wide for bumdes, though the public given aspect for building business However public stays under pressure freedom Because room the movement is limited. So lots of problems have arisen from the development of Tete Batu tourism development since he took out map investment in the Tete Batu Village Area, in map investment The village of Tete Batu has not Again become an accommodating area that needs activity around and become an entity missing from surrounding dynamics.

As for previous research: *First*, Implementation of Halal Tourism in Efforts to Improve the Tourists in East Lombok Regency (Sinta Virgilenna et al., 2018). Difference study This is located on the object research, time research, place research, and results research. *Second*, Analysis Management Halal Tourism in Tete Batu Village, East Lombok Regency, West Nusa Tenggara (Anwar et al., 2020). Difference study This lies in, time research, and results research.

The deep goal study this is to know what is the strategy of the East Lombok Tourism Office to in Increase interest visiting the Tete Batu tourist attraction. And to know What the Impacts Development Traveler Change the Social Community of Tete Batu village.

Development of Tete Batu Village as a destination tour Internationally focused Tete Batu Village will cause discredit Lots matter especially right life society local, authenticity tour nature, and still a phenomenon natural. Tete Batu tourism has become a system and created economics become more forward. Tourist attractions near Tete Batu have also been done Lots owned by investors build hotels, resorts, and villas, with very expensive. Levels of consumption will also have a very high impact on hotel and restaurant prices, as well as the cost of transportation passengers to Tete Batu tourism, and tourism around Tete Batu village can be accessible to the public. based on the discussion background behind the researcher's interest in do study This is entitled: "*Management Strategy of the East Lombok Tourism Service in Increasing Interest in Visiting Tourists in Tete Batu Village*".

## METHOD

This research uses a descriptive qualitative approach. Descriptive qualitative means the data collected is in the form of words and not numbers (Sudarwin Denim, 2002). In research, an approach must be taken to search for information in the field that will serve as a guide for obtaining the desired data. Qualitative research functions to gain an understanding of phenomena that occur in a setting that has a specific context. Qualitative principles are an effort to present the social world of conceptual perspectives, perceptions, behavior, and issues regarding humans as the object under study (Moleong, 2018).

This research was conducted at the East Lombok Pre-Tourism and Tete Batu Tourism Office, Sikur District, East Lombok Regency, starting carried out in May -July 2023. The object study here is East Lombok pre-tourism service office and Tete Batu tourism and the subject study researcher chose head service tourist Lombok east, field destination and marketing tourism, head Tete Batu village, the youth leader is aware tourism and society Tete Batu village.

Collection technique the data use observation, interview, and observation. Steps step for analyzing the data according to Milles, who was quoted in his book entitled *Qualitative Data Analysis: A Methods Sourcebook Third Edition*, which includes three matters namely: *First* Data Condensation, *Second*, Data Presentation, *Third*, conclusion (*Verification*) (Milles, 2014).

## RESULTS

### 1. Strategy of the East Lombok Tourism Office in Increasing Interest in Visiting Tourists in Tete Batu Village

The increasingly significant improvement in the quality of tourism in East Lombok and Tete Batu Village cannot be separated from the hard work of the parties involved. Both the tourism office, village government, and Pokdarwis continue to synergize to improve the quality and quantity of tourism in Tete Batu Village. Program after program implementation has proven to be able to increase the quantity of tourist visits from year to year.

*United Nations World Tourism Organization's* International Tourism Village Awards event (UNWTO) further confirms the good image of the parties involved in managing and developing Tete Batu tourism. Improvement after improvement will continue to be made to make Tete Batu an international tourism standard. The tourism department will continue to make breakthroughs as a form of support and promotion of Tete Batu tourism.

To further increase quality, digitalization-based Tete Batu as a form of industry 5.0-based tourism adjustment, is the latest program that will be implemented. If this goes well, Teta Batu may be able to transform into an international standard tourist destination center.

The researcher took the theme with the title, Management of the East Lombok Tourism Service to Increase Tourist Visits in Tete Batu Village, East Lombok, by comparing the results of previous research entitled, Pre-tourism Service Strategy in Developing the Tourism Potential of Banana Island in the Banana Island District, West Coast Provincial Regency. Lampung, which was carried out by Yudira Maulida.

A tourism strategy is a series of efforts made to increase the tourism potential contained in an area. This strategy can include improving infrastructure, services, and so on.

Based on an interview with the Head of the East Lombok Tourism Service, namely Drs. Iswan Rahmadi, MM, that the strategy carried out by the East Lombok Tourism Office is a marketing strategy. This marketing strategy can be interpreted as a strategic process to obtain, maintain, and

increase visits with the process stages of planning, research, implementation, control, and evaluation. This marketing strategy is very important in increasing tourist interest in visiting Tete Batu Village. By carrying out this marketing strategy, the tourism office provides direction to local tourism managers in the form of ideas, promotions, and funding. The Tourism Department also regularly organizes tourism events in Tete Batu Village.

Apart from that, the Tourism Office is also making adjustments to work programs with village governments and local Pokdarwis to ensure more focused tourism development. The head of the Destination and Marketing Division said that the Tourism Office was collaborating with the East Lombok Regional Tourism Promotion Agency (BPPD) to carry out promotions to attract more attention from tourists, both local and foreign.

So far, the marketing strategies carried out by the government and the management are considered successful in increasing the quantity of tourist visits. It is recorded that the number of post-pandemic visits until 2023 has increased quite significantly.

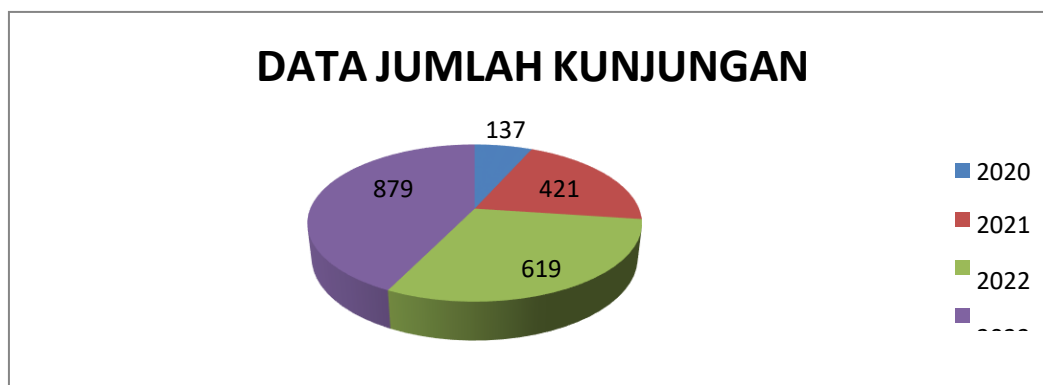


Chart 1. Number of Visits

In line with this, the Head of Tete Batu Village, Salbi, explained that cooperation between the village government and the tourism office has been in place for a long time covering various sectors to support Tete Batu tourism.

## 2. Tourist Interest in Visiting Teta Batu Village

### a. *Driving Factors*

Two categories emerge as the basic drivers of tourism development, namely external and internal. The meaning of these two categories is:

- 1) Internal factors include awareness and willingness of local communities to develop tourist villages. Another internal factor is a large amount of potential that exists in the Tete Batu

Tourism Village in the form of economic potential and environmental potential.

- 2) External factors come from outside parties, namely support and assistance from the village government, district government (Lotim Regency Tourism Office), and even the province (NTB Provincial Tourism Office) which plays a very important role in the progress of the Tete Batu tourist destination.

*b. Obstacle factor*

The inhibiting factor for tourism development is limited human resources because many people work or go to school, and some even do not want to be involved in tourism management. Another factor that hinders tourism development is the occurrence of conflicts in the form of differences in perceptions between community members, and clashes of interests between community members and organizers. tourism which hinders the implementation of tourism programs. Conflict is a common thing that occurs within a group. Conflict can also be constructive or destructive. The occurrence of conflict can also reduce the enthusiasm of tourism managers in implementing programs. Various factors hinder tourism development as stated above, solutions need to be sought. Tourism managers carry out various activities. efforts to overcome problems that hamper the development of tourist villages. What is done is:

- 1) Deliberation, Deliberation is carried out to reach a consensus

Deliberation allows everyone to express their opinions and ultimately a collective agreement will be reached.

- 2) Personal approach

A personal approach is carried out to encourage the community to be involved in tourism development. A personal approach will cause a person to feel appreciated and will have an impact on maximum performance.

- 3) Management system transparency

Transparency of the management system is carried out to avoid jealousy of managers, this is usually related to employee honorariums. The honorarium is awarded after the activity is carried out. The amount of honorarium is adjusted to the performance that has been carried out as well as carried out transparently to avoid suspicion between parties.

- 4) Coercion

Coercion is an effort made when other efforts are unable to resolve the problem. Tourism administrators must have rules as a basis for implementing tourism village development. These rules must be obeyed and implemented by all elements involved in developing a tourist village.

Based on the description above, the follow-up by the East Lombok para tourism service in developing tourist villages requires an effective strategy to develop so that later it can become a mainstay of income for the community in the tourist village. In developing a tourist village, there are various influencing factors, both in the form of driving and inhibiting factors. As are the factors that influence the development of tourist villages. The driving factors for the development of a tourist village can be used as a strength in the development of a tourist village, however, the inhibiting factors for the development of a tourist village can be anticipated and can be managed so that they can be converted into opportunities for generating original village income (PADesa) and local original income (PAD).

Based on the recognition of the people of Tete Batu Village, the collaboration established by the management, village government, and related agencies has proven to be able to encourage progress in the development of Tete Batu tourism both in terms of quality and quantity. According to him, the instant impact that can be felt by the community, including business actors, is the increasing number of tourist visits to Tete Batu Village, which is directly proportional to the increase in the economy.

Tete Batu Tourism continues to improve and improve standards by increasing facilities, services, and artificial tourist attractions. This causes the number of tourist visits to increase significantly. With the increase in the number of tourists, the economy of the Tete Batu community has also experienced an increase, such as business actors providing accommodation services, tour guides, etc.

## **DISCUSSION**

### **1. Strategy of the East Lombok Tourism Office in Increasing Interest in Visiting Tourists in Tete Batu Village**

The increasingly significant improvement in the quality of tourism in East Lombok and Tete Batu Village cannot be separated from the hard work of the parties involved. Both the Tourism Office, Village Government, and Pokdarwis continue to synergize to improve the quality and quantity of tourism in Tete Batu Village. Program after program implementation has proven to be able to increase the quantity of tourist visits from year to year.

To further increase quality, digitalization-based Tete Batu as a form of industry 5.0-based tourism adjustment, is the latest program that will be implemented. If this goes well, Teta Batu may be able to transform into an international standard tourist destination center.

Strategy is a unified, broad, and integrated plan, that links the company's strategic advantages with environmental challenges and is designed to ensure that the company's main objectives can be achieved through proper implementation (Umi Arifah, 2023).

A tourism strategy is a series of efforts made to increase the tourism potential contained in an area. This strategy can include improving infrastructure, services, and so on.

Apart from that, the tourism office is also making adjustments to work programs with village governments and local Pokdarwis to ensure more focused tourism development. The head of the destination and marketing division said that the tourism department was collaborating with the East Lombok Regional Tourism Promotion Agency (BPPD) to carry out promotions to attract more attention from tourists, both local and foreign.

So far, the marketing strategies carried out by the government and the management are considered successful in increasing the quantity of tourist visits. It is recorded that the number of post-pandemic visits until 2023 has increased quite significantly.

## **2. Tourist Interest in Visiting Teta Batu Village**

### *a. Driving Factors*

Two categories emerge as the basic drivers of tourism development, namely external and internal. The meaning of these two categories is:

#### 1) Internal factors

In the form of awareness and willingness of local communities to develop tourist villages. Another internal factor is a large amount of potential that exists in the Tete Batu Tourism Village in the form of economic potential and environmental potential.

#### 2) External factors

Support and assistance from the village government, district government (Lotim Regency Tourism Office), and even the province (NTB Provincial Tourism Office) have played a very important role in the progress of the Tete Batu tourist destination.

### *b. Obstacle factor*

The inhibiting factor for tourism development is limited human resources because many people work or go to school, and some even do not want to be involved in tourism management. Another factor that hinders tourism development is the occurrence of conflicts in the form of differences in perceptions between community members, and clashes of interests between community members and organizers. tourism which hinders the implementation of tourism programs. Conflict is a common thing that occurs within a group. Conflict can also be constructive or destructive. The occurrence of conflict can also reduce the enthusiasm of tourism managers in implementing programs. Various factors hinder tourism development as stated above, solutions need to be sought. Tourism managers carry out various activities. efforts to overcome problems that hamper the development of tourist villages.

Based on the description above, the follow-up by the East Lombok para tourism service in developing tourist villages requires an effective strategy to develop so that later it can become a mainstay of income for the community in the tourist village. In developing a tourist village, there are various influencing factors, both in the form of driving and inhibiting factors. As are the factors that influence the development of tourist villages. The driving factors for the development of a tourist village can be used as a strength in the development of a tourist village, however, the inhibiting factors for the development of a tourist village can be anticipated and can be managed so that they can be converted into opportunities for generating original village income (PADesa) and local original income (PAD).

Interest is a person's tendency to do something (Djudju Sudjana, 2007). Meanwhile, interest can also be interpreted as an urge that arises from an individual's desires after seeing, observing, comparing, and thinking about the desired needs (Lenny Leorina, 2022).

Tete Batu Tourism continues to improve and improve standards by increasing facilities, services, and artificial tourist attractions. This causes the number of tourist visits to increase significantly. With the increase in the number of tourists, the economy of the Tete Batu community has also experienced an increase, such as business actors providing accommodation services, tour guides, etc.

## CONCLUSION

Based on the results research and discussion above so writer can obtain data from the results study so that can conclude as follows: Tete Batu Tourism tourist with the most significant

development in the East Lombok region. Treat nature and some destinations artificially, successfully led Tete Batu Village to become a level international. Success of course no free from mixed hands and hard government in the do development and marketing. There have been various strategies done government to advance Tete Batu tourism. Various ideas and ideas are Already maximized by the Tourism Department. Starting from holding agency-related related like BPPD for promotion and marketing, organizing tourism events, aligning work programs, etc, and doing development facility support. Temporary That from party The Village Government said the alignment of work programs between the Department of Tourism with The Tete Batu Village Government had a impact positive on the progress of Tete Batu tourism. Proven with existing collaboration the capability increases interest as well as amount visit tourists. Besides that cooperation, it is also capable of increasing the tourism value of Tete Batu well from facet quality nor quantity. See successful development Tete Batu tourism is based on the strategy carried out by the Tourism Office as well as the Village Government, then no possible tourist other destinations in the East Lombok area will also experience development and progress similar is also possible to imitate the strategy carried out that.

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