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The Effectiveness Of The Performance Of Generasi Pesona Indonesia On Tourism Promotion (Case Study Generasi Pesona Indonesia Kabupaten Bulukumba)

Adrian Adiwinata^{1*}, Ambo Tuwo², Ahmad Bahar³

¹Perencanaan dan Pengembangan Wilayah, Universitas Hasanuddin, Indonesia

²Kelautan, Universitas Hasanuddin, Indonesia

³Kelautan, Universitas Hasanuddin, Indonesia

Abstract

Seeing many potentials for marine tourism and tourist visits which tend to fluctuate is certainly necessary to have a good performance effectiveness in promoting tourism. This study aimed to analyze the factors that influence the effectiveness of performance of GenPI of Bulukumba on tourism promotion. This study used a qualitative descriptive approach, tries to describe the existing problems based on data from observations, interview and documentation. The researcher presented the data analysis, the results of the interpretation coming to a conclusion. This study used purposive sampling, namely determining the sample based on certain considerations (key informants), namely three members of GenPI of Bulukumba and fourteen regular informants. The results showed that the Personal factors of GenPI of Bulukumba were considered effective because the management already had good expertise, motivation and commitment. The Leadership factor was considered not good because the direction and support only provided through social media would make emotional and familiarity of the board members not well established. The Team factors was effective because the management of GenPI of Bulukumba had good coordination and cooperation in activities which were proven when Bulukumba Regency received a MURI record. The System factors was already effective because even though GenPI of Bulukumba had many limited facilities and there was no decree, GenPI of Bulukumba made achievements. The Contextual/situational factors, internally was considered not good because of a regulation that required the management to upload the posts of GenPI of Bulukumba which were deemed to violate the management's prerogatives.

Keywords: *performance effectiveness, generasi pesona indonesia, tourism*

Abstrak

Melihat banyaknya objek dan potensi pariwisata serta kunjungan wisatawan yang cenderung fluktuatif atau tidak stabil, tentu sangat dibutuhkan promosi pariwisata yang efektif guna meningkatkan minat kunjungan pariwisata. Penelitian ini berfokus pada peran GenPI dalam promosi pariwisata di Kabupaten Bulukumba. Metode yang digunakan yaitu Kualitatif deskriptif, metode pengumpulan data menggunakan observasi dan wawancara. Hasil penelitian menunjukkan bahwa peran GenPI dalam mempromosikan potensi pariwisata dipengaruhi oleh beberapa faktor yaitu, faktor individu (*personal factors*), faktor kepemimpinan (*leadership factors*), faktor kelompok/kerja (*team factors*), faktor sistem (*system factors*), dan faktor situasi (*situational/contextual factors*).

Kata kunci: *efektivitas kinerja, generasi pesona indonesia, pariwisata*

* adrianadiwinata@gmail.com

INTRODUCTION

Tourism is one of the national development capitals that can build the nation's economy and confidence because tourism can increase the country's foreign exchange (Mustikawati et al., 2017). If a country's tourism is good, it will directly affect on the country's income and vice versa.

Tourism activities in Indonesia have become a fairly strategic sector in the national economy, because they provide a large enough contribution to state revenue (Widagdyo, 2015). This can be seen from the great value of benefits to tourist destinations, either directly or indirectly.

The value of benefits arising from tourism activities can contribute to the economic system of a region because tourism activities can develop into industrial activities that can drive the economic sector of a region (Islamy, 2019). These benefits could be in the form of employment in the tourism sector, as well as the development of tourism-supporting economic activities such as hotels, restaurants, transportation, foreign exchange services and others.

Bulukumba Regency is well-known as the area for making Pinisi

boats. Thus, it is called "*Butta Panrita Lopi*", which means the place where boat builders live. The place for making Pinisi boats in Bulukumba Regency is in Bontobahari District, Ara Village, Bira Village, Tanah Beru Village which is 24 km from Bulukumba City.

Encouraging the development of tourism in Bulukumba Regency, the Generasi Pesona Indonesia of Bulukumba Regency (GenPI Bulukumba) takes an important role in developing tourism in Bulukumba Regency.

Seeing the large number of tourism objects and potentials as well as tourist visits that tend to fluctuate or unstable, absolutely, the effectiveness of performance in promoting tourism is needed to increase tourism visits. Promotion is to get new customers and maintain customer loyalty (Garaika & Feriyan, 2019).

The tourism promotion in Bulukumba Regency is still considered very low due to lack of information about the tourist destinations compared to the increasing number of tourists. Promotion effectiveness is needed in developing tourism, but the effectiveness of promotion also depends

on the organization's performance in promoting tourism.

The concept of effectiveness is a measure that states how far the target (quality, quantity, time) has been achieved (Indrayani, 2012). The bigger the target achieves, the higher the level of effectiveness is. This concept is oriented more towards output. In general, government organizations (which are not for profit) are oriented towards achieving effectiveness. Organizational effectiveness can be defined as the level of organizational achievement for short-term and long-term goals which are approached based on the competitive values of the organizational values (Yulianti & Hermawan, 2015). Effective is a way to achieve a goal by selecting the right way from several alternatives, then implementing the work appropriately in a fast time (Yunitarini, 2013). The term effective (effective) indicates how good the process or measure meets the achievement of organizational goals.

Based on the above reference, the author draws the conclusion that effective tourism promotion highly depends on the effectiveness of organizational performance in promoting tourism, where what is meant in this study is the Effectiveness of the

Performance of Generasi Pesona Indonesia for Tourism Promotion.

METHOD

This research was a qualitative descriptive research method. The descriptive method is a method used to examine the status of a group of people, an object, a set of conditions, a system of thought, or a class of events at present (Syama et al., 2019). It described the research method used (quantitatively or qualitatively).

The use of qualitative descriptive research design in this study was intended to identify, describe and analyze the factors that influence the Effectiveness of the Performance of Generasi Pesona Indonesia for Tourism Promotion.

This research was conducted in July–August 2020 in Bulukumba Regency, Province of South Sulawesi.

The research focus was used as a basis for data collection, so that there was no bias towards the data taken. To equate understanding and perspective on this scientific work, the author provided an explanation about the purpose and focus of writing this scientific paper. These focuses of this research were, namely: (1) Personal factors. (2) Leadership factors. (3)

Team factors. (4) System factors. (5) Contextual/situational factors.

Data collection used interviews and observations. The informants involved in this study were 18 people. Observations were made to obtain descriptive data from observations (Hasanah, 2017). Meanwhile, interviews were conducted to explore and obtain information or data from the first person (Hakim, 2013). The determination of informants was determined purposively (deliberately) with the criteria of informants being 16 to 30 years old, members of GenPI of Bulukumba and domiciled in Bulukumba Regency.

Analysis of research data was begun with data collection (observation, interviews and documents), data reduction (sorting out supporting and unsupportive data), data display (presenting the results of data reduction) and drawing conclusions.

RESULTS AND DISCUSSION

In data analysis and discussion of the factors that affected the Effectiveness of the Performance of Generasi Pesona Indonesia of Bulukumba on Tourism Promotion.

Personal factors

From the results of interviews that have been conducted as mentioned in the results of the above research, it can be seen that the Effectiveness of the Performance of Generasi Pesona Indonesia of Bulukumba on Tourism Promotion from Personal factors was good and effective. This was because before joining GenPI of Bulukumba, the administrators were dominant people who were active on social media and had strong expertise, motivation and commitment to promote the tourism potential of Bulukumba Regency.

The composition of the management of GenPI of Bulukumba was considered to be very good because it was filled by administrators who had hobbies or fashion tourism world which made the management feel comfortable in carrying out their duties and responsibilities at GenPI of Bulukumba. In addition, the adjustment of divisions with the expertise or talents of the management certainly made the performance of the management more effective and faster in carrying out tourism promotion activities. GenPI of Bulukumba indirectly has also become a space for administrators to explore the knowledge and experience of the administrators in their respective fields.

The results of the research presented showed that the enthusiasm and volunteerism of GenPI of Bulukumba management in helping the government to tourism in Bulukumba Regency was based on strong motivation and commitment.

Several statements obtained indicate that the Bulukumba Regency Government, in this case Bulukumba Regency Tourisme Office, welcomed and appreciated the formation of GenPI in Bulukumba Regency. The head of Bulukumba Regency Tourism Office as well as the coach of GenPI of Bulukumba admitted that the existence of GenPI in Bulukumba Regency had made tourism promotion massive. The challenges for GenPI of Bulukumba in the future were how to create a conducive internal management and make the management obey the code of ethics of the GenPI community, namely no politics, no hoaxes and no sara. Organizations that were not conducive can internally trigger problems that can affect and have a negative impact on the performance of the board in promoting tourism.

In addition, another challenge for GenPI of Bulukumba administrators in the future was how to emphasize the existence of GenPI of Bulukumba as a

community that had its own characteristics in its contribution to tourism promotion.

Therefore, from the analysis and discussion above, the Effectiveness of the Performance of Generasi Pesona Indonesia of Bulukumba on Tourism Promotion from Personal factors was good and effective.

Leadership factors

From the results of interviews that was conducted as mentioned in the results of the above research, it can be seen that the Effectiveness of the Performance of Generasi Pesona Indonesia of Bulukumba on Tourism Promotion from Leadership factors was effective but not too good. This was because the direction and support from the general chairman of GenPI of Bulukumba were generally divided into two, namely: support and briefings that were carried out online and support that was carried out offline.

One form of offline support considered very effective by the general chairman of GenPI of Bulukumba was mandating board members to develop their potential, this can be proven by the training that has been attended by GenPI of management, such as Homestay management training, Tour guide training. Diving training,

Tracking tour guide, Cultural tour guide, Virtual events, and so on. Absolutely, this training will add new knowledge and experience to the board. With the activeness of the management in participating in training activities, it is certainly expected to increase the professionalism of the management's work which will automatically increase the Effectiveness of the Performance of Generasi Pesona Indonesia of Bulukumba on Tourism Promotion.

In addition, the form of online briefing in question was direction given through social media. The general chairman of GenPI of Bulukumba was effective in coordinating, fostering communication and controlling the responsibilities of the board through social media, but there was a downside to the online briefing and this online briefing was considered not good because of the social aspect, the management's emotions will be hampered so that the management of GenPI of Bulukumba was not familiar each other. By fully depending on the digital world, of course, it will affect the social management of GenPI of Bulukumba.

Then the research presented show that the general chairman of GenPI of Bulukumba was no longer domiciled in

the GenPI's work location, namely in Bulukumba Regency so communication was carried out by the general chairman through social media. However, with responsibility, organizational managerial skills and experience as chairman of the Generasi Wonderful Indonesia in Malaysia (GenWI Malaysia), of course will be additional value and positive things at GenPI of Bulukumba.

Based on observations made by researchers, it showed that the existence of a general chairman was not a special problem. GenPI itself was generally an online community, 75% (seventy five percent) of its activities were online and 25% (twenty five percent) were offline.

Thus, from the analysis and discussion above, the Effectiveness of the Performance of Generasi Pesona Indonesia on Tourism Promotion from the Leadership factors was effective but not good.

Team factors

From the results of interviews that was conducted as mentioned in the results of the study, it was known that the Effectiveness of the Performance of Generasi Pesona Indonesia on Tourism Promotion from the Team factors was good and effective. This was because the GenPI of Bulukumba management

had good support and cooperation when carrying out an activity.

This can be proven in the implementation of the *Karnaval Pakaian Hitam* activities as a series of activities for the Pinisi Festival 2019 (two thousand and nineteen) which were managed and directly responsible by the management of GenPI of Bulukumba. The support and cooperation between administrators for the *Karnaval Pakaian Hitam* activity was considered good because Bulukumba Regency in this activity succeeded in getting the MURI Record (Indonesian World Records Museum) as the most participants of the *Karnaval Pakaian Hitam*, Pinisi Festival 2019 (two thousand and nineteen). The success of these activities was inseparable from the support and cooperation carried out by the GenPI of Bulukumba management.

Several statements presented indicate that the role and responsibility of the GenPI of Bulukumba management in these activities was highly appreciated by the Regional Government, especially by the Head of Department of Tourism Bulukumba Regency as well as the Supervisor of GenPI of Bulukumba who stated to thank the escort of the GenPI of

Bulukumba, Bulukumba awarded the MURI Record (Indonesian World Records Museum).

From the results of the research, it was explained that the Organizational division coordinator stated to thank the support of friends, the MURI record was obtained because the management worked collectively collegially. From these results, it was assessed that the existence of cohesiveness and mutual support among fellow administrators was certainly an indicator of the success of this activity.

In addition, the coordination and synergy carried out by the management of GenPI of Bulukumba were also considered effective. This was evidenced by the *Karnaval Pakaian Hitam*, Pinisi Festival 2019 (two thousand and nineteen) which was in second place on Twitter trending topics and previously in 2018 (two thousand and eighteen) was in the first order on Twitter trending topics. These achievements were obtained from the results of coordination and synergy between the management of GenPI of Bulukumba and GenPI of South Sulawesi, GenPI of National involving GenWI who were abroad, and also involved GenPI of Provinces and Regencies/Cities throughout Indonesia.

Therefore, from the analysis and discussion above, the Effectiveness of the Performance of the Generasi Pesona Indonesia on Tourism Promotion from the Team factors was already good and effective.

System factors

From the results of the interviews that had been conducted, it can be seen that the Effectiveness of the Performance of Generasi Pesona Indonesia on Tourism Promotion from the System factors was good, but not very effective.

The work method in GenPI of Bulukumba itself followed the work method in the GenPI of National, where GenPI of Bulukumba was specifically tasked with promoting tourism potential in Bulukumba Regency through social media. The system in GenPI of Bulukumba itself adhered to the concept of being fluid, relaxed and cool but still impact oriented. In addition, the activities and work methods in GenPI were more flexible than other organizations or communities. In accordance with the previous explanation in the research that had been done, GenPI had online activities as much as 75% (seventy five percent) and offline activities 25% (twenty five percent).

Apart from that, in terms of facilities, GenPI of Bulukumba also followed the existing system in the GenPI of National. For facilities, the GenPI of Province, GenPI of Regency/City were expected to coordinate with their respective Department of Tourism, so that in general the facilities at GenPI depend on their respective Department of Tourism. Department of Tourism Bulukumba Regency itself had warmly welcomed the formation of the GenPI of Bulukumba and had been trusted to take a role in promoting the tourism potential that existed in Bulukumba Regency.

The facilities at GenPI Bulukumba were considered to be good because they had received support from the Department of Tourism Bulukumba Regency. In general, GenPI did not carry out an inventory such as conducting physical things. This system was also implemented in GenPI of Bulukumba where this system certainly did not waste budgets, even though GenPI was basically a community that did not have a fixed budget. However, with this system, especially at GenPI of Bulukumba, it can maximize the existing facilities at the Department of Tourism Bulukumba Regency and can

focus on promoting tourism potential in Bulukumba Regency.

In addition, the existing system in GenPI of Bulukumba was considered ineffective because the GenPI of National itself was only issued a decree by the Ministry of Law and Human Rights of the Republic of Indonesia, on July 1, 2020 (one, July, two thousand and twenty). This condition automatically affected the GenPI of Province and GenPI of Regency/City that were spread throughout Indonesia. One example was GenPI of Bulukumba which was inaugurated in 2018 (two thousand and eighteen) and had not received a decree as the administrator of GenPI of Bulukumba. On the other hand, the *AD (Anggaran Dasar)* that had not been used as a reference and the *ART (Anggaran Rumah Tangga)* that was in GenPI of Bulukumba had not been made so that this condition was considered to be effective after the administration was complete as a whole.

The research that had been done showed that without a decree and other administration, GenPI of Bulukumba can still make achievements, one of them was the *Karnaval Pakaian Hitam, Pinisi Festival 2019* (two thousand and nineteen) which was held by GenPI of Bulukumba which succeeded in getting

the MURI Record. However, from this condition, there were weaknesses because of without compliance with institutional administration, in this case what was meant *AD/ART, SK, membership cards, etc*, which would open up several gaps that could have a negative impact on GenPI itself, especially in GenPI of Bulukumba. Some of the gaps referred to include: claims on behalf of the community/members of GenPI such as spreading hoaxes, involvement in practical politics and spreading sara issues. In addition, another gap was that the GenPI of National was limited in intervening the GenPI of Province and the GenPI of Province was also limited in intervening the GenPI of Regency /City.

Thus, from the analysis and discussion above, the Performance Effectiveness of the Generasi Pesona Indonesia on Tourism Promotion from System factors was good, but not yet effective.

Contextual/situational factors

From the results of interviews that had been conducted as mentioned in the results of the study, it was known that the Effectiveness of the Performance of Generasi Pesona Indonesia on Tourism Promotion from Contextual/situational

factors had not been good and had not been effective.

In the implementation of activities at GenPI of Bulukumba, of course there were pressures and environmental changes that were faced both internally and externally. Changing in the internal environment in GenPI of Bulukumba so that they were considered ineffective. One of which was when the daily chairman of GenPI of Bulukumba who served since the beginning of the formation of GenPI of Bulukumba until 2019 (two thousand and nineteen), decided to resign and leave GenPI of Bulukumba. From the results of the research that had been explained, the decision to resign from the previous daily chairman was due to a disagreement between the management, where one of the regulations carried out by the general chairman of GenPI of Bulukumba seemed to have been forced on the management, thus triggering a disagreement between the administrators. However, overall these conditions did not interfere with the performance of the management in promoting tourism potential in Bulukumba Regency.

In addition, changes in the management's internal environment, one of them occurred when GenPI's

Instagram official account was sabotaged. This condition certainly affected the activity and existence of GenPI of Bulukumba in promoting the tourism potential in Bulukumba Regency. In the end, GenPI of Bulukumba had to start and create a new Instagram social media account to promote tourism potential in Bulukumba Regency.

Another influence of environmental changes that had an impact on the internal of GenPI Bulukumba was the financial management. As previously explained, GenPI of Bulukumba did not have a fixed budget so that promotional productivity both online and offline depended on the financial condition of the management who required operational funds to conduct direct survey visits to the location of tourist destinations to be promoted.

In addition, environmental changes that also affected the internal of GenPI of Bulukumba were the busyness of the board. As previously explained, GenPI of Bulukumba was a volunteer community, so the management cannot be given excessive pressure in carrying out their duties. This condition indirectly became a dilemma process

and challenges to be faced internally in GenPI of Bulukumba.

Then, external influences so that considering not good was the condition of the Covid 19 Pandemic which affected all aspects of life, including one at GenPI of Bulukumba. At GenPI Bulukumba itself, the existence of the Covid 19 Pandemic did not affect the communication process because basically the system/work method at GenPI of Bulukumba was mostly carried out through social media. However, the Covid 19 Pandemic conditions affected the offline existence of GenPI of Bulukumba, such as when you wanted to do a survey directly at tourist locations you wanted to promote through social media, etc.

Therefore, from the analysis and discussion above, the Effectiveness of the Performance of Generasi Pesona Indonesia on Tourism Promotion from the Contextual/situational factors was not yet good and not yet effective.

CONCLUSION

Based on the results of research as well as data analysis and discussion, it shows that: (1) GenPI of Bulukumba was considered as good and effective as Personal factors because the dominant GenPI management had expertise,

motivation and commitment. (2) GenPI of Bulukumba, in terms of Leadership factors, was considered effective because of the support of knowledge and experience from the general chairman in the world of tourism promotion. However, it was still considered inadequate because the direction that was only given through social media will not create a good emotional and familiarity of the board. (3) GenPI of Bulukumba, in terms of Team factors, was considered good and effective because the members of GenPI of Bulukumba had good coordination and cooperation. This was evidenced by the implementation of the *Karnaval Pakaian Hitam*, Pinisi Festival 2019 (two thousand and nineteen) which received a MURI record and became second in the trending topic of Twitter. (4) GenPI of Bulukumba in System factors was considered good and effective because although GenPI of Bulukumba had limited facilities and a fixed budget, there was also no decree, but GenPI of Bulukumba had made achievements and still existed in promoting tourism potential in Bulukumba Regency. (5) GenPI of Bulukumba from the Contextual/situational factors was considered not good internally due to mandatory

regulations and fines for administrators who did not upload posts of GenPI of Bulukumba on the management's personal social media. The regulation was considered to have violated the management's prerogatives. In addition, GenPI of Bulukumba was considered to have not been effective in promoting because of the Covid 19 which affected all aspects of life, especially aspects of tourism.

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