

SUPERVISORY FUNCTION OF THE TOURISM OFFICE IN THE DEVELOPMENT OF THE GUNUNG SITU SUSPENSION BRIDGE AREA

Alvhi Vhidini Apriliani

Public Administration Department,
University of Muhammadiyah Sukabumi,
alvhivhiapr@gmail.com;

Dine Meigawati

Public Administration Department,
University of Muhammadiyah Sukabumi,
dinemeigawati@gmail.com;

M. Rijal Amirulloh

Public Administration Department,
University of Muhammadiyah Sukabumi,
mrijalamirulloh@ummi.ac.id;

ABSTRACT

This study aims to determine the management of the Sukabumi Regency Tourism Office in the function of supervising the development of The Situ Gunung Suspension Bridge tourist area in the implementation of tourism implementation in Sukabumi Regency carried out by the Sukabumi Regency Regional Government through the Tourism Office has been regulated in the *Peraturan Bupati Sukabumi Nomor 105 Tahun 2018* concerning the organizational structure and, communities and people around the area. Research using Terry and Rue theory (2019). The research method uses descriptive method with qualitative approach. Data collection using observation techniques, interviews, documentation, and combined/triangulation. Validation data using triangulation techniques and data analysis using data reduction, data presentation, and drawing conclusions. The results of this study show that the supervisory function carried out by the department in the development of The Situ Gunung Suspension Bridge tourist destination area is running well looking at the theoretical dimensions of Planning, Organizing, Staffing, Motivating, and Controlling according to Terry and Rue (2019).

Keywords: *Tourism, Surveillance, Management*

A. INTRODUCTION

Tourism is a sector that plays an important role in increasing revenue. Indonesia is a country that has natural beauty and cultural diversity, so there is a need to increase the tourism sector. This is because tourism is a sector that is considered profitable and has the potential to be developed as one of the assets used as a source of income for the nation and state.

A process of development in science and innovation is an important aspect in deciding changes in the region. All of that can happen through

the understanding of all human beings that it is so important for an innovation to realize change itself. Knowledge and innovation have a very close bonding but, the scope of the community wants the attachment of knowledge and innovation to the development of the region to improve the economy of the community (Budiman et al., 2021). One of the innovation tourism area located in Sukabumi is Situ Gunung Suspension Bridge Located In Situ Gunung Nature Park, Sukabumi-West Java, which has become one of the tourist destinations in Sukabumi Regency and is part of the PTN Region II Sukabumi Gunung Gede Pangrango National Park (TNGGP). Situgunung Suspension Bridge” Suspension Bridge " was created as a means of Nature Conservation Education, observation of flora and fauna in the area of PTN Region II Sukabumi. The length of the suspension bridge Situ Gunung “Suspension Bridge " is 243 meters and the height is 127 meters.

In the development of The Situ Gunung Suspension Bridge tourism area, the Sukabumi Regional Government through the Tourism Office has had various tourism development programs. This Program aims to develop and enhance the excellence of tourist attraction through the development of unique tourist products, traditional, and reflects the identity of the people of Sukabumi regency that is rooted in nature and culture, also aims to utilize the potential of Natural Resources in a sustainable and environmentally sound manner, by carrying out basic activities based on performance indicators contained in the *Peraturan Daerah Kabupaten Sukabumi Nomor 4 Tahun 2016* concerning Sukabumi Regency Medium-Term Development Plan year 2016-2021, among other things, the improvement of facilities and infrastructure of tourist attractions, guidance to tourism stakeholders both institutions and communities that are implemented to increase the capacity and institutional development of tourism, community and creative economic development for the community, and increase tourist arrivals both local and foreign with the holding of tourist events with tourism promotion and holding tourist events. In essence, the Sukabumi Regency government has set guidelines for the implementation of tourism in accordance with regional conditions, with the *Peraturan Daerah Kabupaten Sukabumi Nomor 11 Tahun 2016* concerning the implementation of Tourism.

In the implementation of tourism in Sukabumi Regency carried out by the Sukabumi Regency Regional Government through the Tourism Office has been regulated in the *Peraturan Bupati Sukabumi Nomor 105 Tahun 2018* concerning organizational structure and work procedures of the Tourism Office, including the development of The Situ Gunung Suspension Bridge Area, Regional Development Collaboration has been implemented agreed by the government, private.

However, in the implementation of the development is still found obstacles such as the community until now is not ready to accept changes in the environment into a tourist area at the time of Mount Suspension Bridge into a tourist area of Asian class that people fear only be spectators in the tourism activities. Currently, the government has made improvements, but the important concern is from the public sector. So far, the improvement is carried out by recruiting the surrounding community to be involved in the management of The

Situ Gunung Suspension Bridge tourist attraction. In addition, researchers get information from the surrounding community that in practice the community is involved in the management of attractions, even when the construction of photo spots in Situ Gunung Suspension Bridge attractions human resources working on it is dominated by the surrounding community. Also, the community is facilitated and given space to run a stall business in a tourist attraction, such as a stall near a mosque, which is a form of providing facilities and space for people who want to run their business. (Interview with the community around The Situ Gunung Suspension Bridge tourist attraction.

Determination of attractions Situ Gunung Suspension Bridge begins with the unpreparedness of the community in the face of the many tourists who will come to the area so that at first the surrounding community only as spectators and did not get anything. As for some people who take advantage of this by making the image of Situ Gunung Suspension Bridge damaged, there are many people who carry out illegal levies and sell food or drinks at very expensive prices so that visitors feel uncomfortable (interview with the head of Tourism Industry of the Sukabumi Regency Tourism Office, March 1, 2022).

In addition, there are still disputes between the community and the management of Situ Gunung Suspension Bridge, as happened in the following cases:

Masyarakat Akan Demo Pengelola Situ Gunung, Tuntut Masalah Parkir Hingga Kondisi Adat yang Hilang

Kamis, 23 Juni 2022 15:04

Penulis: Dian Herdiansyah | Editor: Darajat Arianto



Aparat kepolisian melaksanakan apel di Polsek Kadudampit Kabupaten Sukabumi, terkait rencana aksi unjuk rasa dari Aliansi Masyarakat Kadudampit Bersatu ke pengelola Situ Gunung, Kamis (23/6/2022). Mereka akan menuntut soal lahan parkir hingga kondisi adat dan budayanya yang hilang.

Figure 1 Dispute between the community and the management of Situ Gunung Suspension Bridge

Source : Tribun Jabar, 2022

From Figure 1 it can be seen that the rally plan from the United Kadudampit Community Alliance (brush Pitu) to the manager of Situ Gunung. The action, demanding the PT Fontis Aqum Vivam who manages Situ Gunung for the impact that occurred around the Kadudampit area, Sukabumi Regency. Among others,

questioning the parking lot that uses a football field, the treatment of traders to the condition of lost Customs and culture.

Barriers in terms of availability of Human Resources (HR) greatly affect the construction of Situ Gunung Suspension Bridge, especially human resources are classified into human resources tourism, as mentioned in the *Undang-Undang Nomor 10 Tahun 2009* on tourism, can be classified based on institutions, namely, government institutions and / or local governments, private institutions or industry, and society. Of course, these three aspects must do good cooperation or collaborate to develop tourism in the region. In this case some aspects of the construction of the suspension bridge and see how the construction of the tourist area Situ Gunung Suspension Bridge and see how the public response to the development of the area. In addition, in planning, whether it has done well planning with several factors that will occur as in this case, namely society, government and governance. It is monitoring conducted by the Department of Tourism on the development of the area Situ Gunung Suspension Bridge. In this case, the research is interested in conducting research with the title "the function of supervision of the Department of Tourism in the development of Situ Gunung Suspension Bridge".

B. LITERATURE REVIEW

Management

According to Terry & Rue (2019:1) suggests that "management is a process or framework that involves the guidance or direction of a group of people towards organizational goals". Management is a typical process consisting of planning, organizing, mobilizing and supervising as well as evaluating the management of the organization to achieve common goals by empowering human resources and other resources.

Meanwhile, in the opinion of Hasibuan (2014:2) suggests that "management is a science and art that regulates the process of utilizing human resources and other resources effectively and efficiently to achieve certain goals".

In addition, according to Siagian (2017:5) understanding of management, namely:

"Management is the process of organizing various activities in order to implement the goals and as the ability or skill of people who occupy managerial positions to obtain results in order to achieve goals through the activities of others."

Meanwhile, according to Zulkifli, (2005:31) suggests that management is basically an accumulative ability and skills to develop various strategies and approaches to motivate personnel to be willing and willing to cooperate and provide their potential in order to achieve organizational goals that have been set before."

Based on the definition of management given by experts, researchers can argue that management is a process consisting of various activities such as planning, organizing, directing, and controlling carried out to achieve common goals with optimal utilization of human resources and other resources through cooperation among members of the organization.

Supervisory Function Management

Management functions are a set of activities performed by a manager to achieve organizational goals. According to Terry & Rue (2019:8) suggest that "management functions can be divided into five parts, namely planning, organizing, staffing, motivating and controlling":

1. Planning

Terry and Rue (2019:37) reveal that planning is the process of deciding on the goals to be pursued over a period of time to come, and what will be done so that those goals can be achieved. From these results the researcher interprets that planning is the process of determining goals and linking facts and assumptions about the future with describing and formulating the activities necessary to achieve the desired results in the best possible way. There are eight plans proposed by Terry and Rue (2019:10) which consist of (1) determining organizational circumstances, (2) environmental surveys, (3) determining objectives, (3) forecast, forecast of future circumstances, (4) carrying out actions and sources of direction, (5) considering proposed actions, (6) consideration of proposed actions, (7) changing and adjusting plans with respect to monitoring results and changing circumstances and (8) communicate, keep in touch.

2. Organizing

"Organizing is the process of grouping activities to achieve various goals and the assignment of each group to a manager who has the power to supervise the members of the group. Organizing is done to gather and organize all the necessary resources including human beings so that the desired work can be carried out successfully according to Terry and Rue (2019:70). Based on the above explanation, the researcher concluded that organizing is the determining factor for the success or smoothness of individuals in the organization in working together to achieve the set goals. Meanwhile, according to Terry and Rue (2019: 10) organizing consists of (1) setting carefully and determining the work to be carried out, (2) dividing the work into the tasks of each person, (3) group tasks into positions, (4) determining the requirements of each position, (5) position groups into units that can be led and interconnected well, (6) distributing the work, responsibility and extent of power, (7) change and adjust the organization with respect to monitoring results and changing conditions, and (8) be in constant contact during the organizing process.

3. Staffing

Staffing is determining the needs of human resources, directing, screening, training and workforce development according to Terry and Rue (2019:8). Staffing is important to using an organization well, but it's equally important to put the right people in the right jobs.

Based on Terry and Rue (2019:10) suggest that in determining staffing consists of (1) Determine the needs of Human Resources, (2) deploy employees wherever possible, (3) filter human resources, (4) train and develop human resources, (5) change and adjust the quantity and quality of human resources in relation to the results of supervision and changes in conditions, and (6) relate after and during the process.

4. Motivating

According to Terry and Rue (2019:143) suggest that “motivation is directing or channeling human behavior towards goals”. Motivation is something that makes a person complete the work with enthusiasm so that it can direct the behavior of existing members of the organizational environment to achieve predetermined goals. Meanwhile, according to Herzberg in Terry and Rue (2019: 149) put forward about the factors that motivate people a lot are factors related to the work itself different from the work environment. These factors are called motivators and include success, recognition, Responsibility, Progress and the challenges of the job. According to Terry and Rue (2019:10) stated that motivation consists of (1) relating to staff and explaining goals to subordinates, (2) sharing implementation measures, (3) training and guiding subordinates to meet those implementation measures, (4) giving subordinates wages based on implementation, (5) praise and reprimand honestly, (6) creating an environment that provides encouragement by continuing changing circumstances and demands, (7) change and adjust ways to motivate, and (8) Always be in touch during the process of motivation.

5. Controlling

Supervision is measuring implementation with objectives, determining various causes of deviations and taking necessary corrective actions according to Terry and Rue (2019:9). From the above definition can be interpreted that supervision as an effort to determine what is being implemented by assessing the results or achievements achieved and if there are deviations from the standards that have been determined, then immediately held improvement efforts, so that all the results or achievements achieved in accordance with the plan”. According to Terry and Rue (2019: 11) supervision consists of (1) establishing measures, (2) monitor the results and compare them with measures, (3) correct deviations, (4) Change and adjust the methods of supervision in relation to the results of supervision and changes in conditions, and (5) keep in touch during the supervision process.

C. METHODS

Research methods in this study using descriptive method with qualitative approach, according to (Creswell, 2017) " qualitative research is the methods to explore and understand the meaning that a number of individuals or groups of people ascribe to a social or humanitarian problem. research approach where the data collected in the form of words, pictures and not numbers. These data can be obtained from interviews, Field Notes, Photos, video tapes, personal documentation, notes, or memos and other documentation.”

As for the data collection is done by observation, interviews, documentation, and combined/triangulation (Sugiyono, 2018). Data collection techniques are data collection steps include efforts to limit research, collect information through observation and interviews, both structured and not such as documentation, visual materials, and efforts to design protocols for recording / recording information.

In this research, the validation is credibility test, the way to test the credibility of the data used is by triangulation. Triangulation in credibility testing

is defined as checking data from various sources in various ways and at various times. (Satori & Komariah, 2014:170-171) there are 3 types of triangulation, namely source triangulation, time triangulation, and time triangulation. And data analysis in the study conducted through 3 (three) kinds of activities that are interconnected and ongoing continuously. 3 (three) kinds of activities during the study as proposed by (Creswell, 2013) namely data reduction, data presentation, and drawing conclusions.

D. EXPLANATION

According to Terry & Rue (2019:1) suggests that “management is a process or framework that involves the guidance or direction of a group of people towards organizational goals”. In this case, guidance refers to a direction to the positive things to achieve the goals of a group or organization which in that case involves various factors to achieve certain success. In this thesis, the function of management, especially in supervision, becomes a necessity to achieve the goals of the organization or group. In a development also does not escape a planning, in this case the management function becomes an important point to achieve success, from the development that has been carried out a supervision becomes very important, because with this see if an implementation can run well or not.

The Data and information obtained by researchers based on interviews with 2 informants consisting of 1 group of informants, namely informants Group I. Which includes informants I is implementing supervision in this case the Tourism Office of Sukabumi.

The supervisory function Model Terry & Rue,(2019:8) is a management function model that researchers use to be a data analysis material in this study, the theory explains the supervisory management function can be successful if you pay attention to 5 dimensions including planning, organizing, staffing, motivation, and supervision. The five dimensions in the theory of management that became the result of this study will be explained in more depth below:

Planning

Terry & Rue (2019:37) reveal that planning is the process of deciding on the goals to be pursued over a period of time to come, and what will be done so that those goals can be achieved. From these results the researcher interprets that planning is the process of determining goals and linking facts and assumptions about the future with describing and formulating the activities necessary to achieve the desired results in the best possible way. There are eight plans proposed by Terry & Rue (2019:10) which consist of (1) determining organizational circumstances, (2) environmental surveys, (3) determining objectives, (3) forecast, forecast of future circumstances, (4) conducting actions and sources of guidance, (5) considering proposed actions, (6) consideration of proposed actions, (7) changing and adjusting plans in relation to monitoring results and changing circumstances and (8) communicate, keep in touch during.

The development plan of The Situ Gunung area is an agenda carried out by the private sector, in the interview mentioned that the development of The Situ Gunung Suspension Bridge area in the future is the authority of the private sector that manages the area. This makes the area Situ Gunung can not be developed by

the Tourism Office Sukabumi, and also from the office can not intervene directly to do his will in determining what kind of development of tourist destinations Situ Gunung. But the Tourism Office is in line with considering one of the planning indicators according to Terry & Rue (2019:10), namely considering the proposed actions can propose to maintain the integrity of the support for the developer of The Situ Gunung Suspension Bridge, this is because tourist destinations are carried out to maintain mutual correlation with the surrounding nature and do not affect.

But in this case, the Sukabumi Regency Tourism Office can carry out development in the field of Human Resources, in this case the Tourism Office conducts training for Tour guides, while the number of participants in the tour guide training in 2022 is 30 people.

Table 1 Number Of Tour Guide Trainees

Sukabumi Tourism Office Tour Guide Training 2022	
Total	30 Participans

Source: Sukabumi Regency Tourism Office, 2023

The tour guide training was conducted by the Sukabumi Tourism Office, while during the training the tour guides conducted training on how to serve tourists in order to have more experience when visiting tourist destinations. As for the training there is a tour guide from Situ Gunung tourist destinations as well.

In line with Terry and Rue's (2019:10) planning indicators on communication, the Tourism Office and The Situ Gunung Suspension Bridge Party communicated first with The Situ Gunung developer regarding the human resources training. This will be a careful planning without communication will not work well.

The opinion of the surrounding community about the development of The Situ Gunung Suspension Bridge area site looks pretty good, it is based on interviews where it says that with the opening of the tourist destination area, it can increase the Creative Economy for MSME actors and local residents. For local residents such as for example there is a motorcycle taxi Situ Gunung, it is very helpful to the economy of local residents, but it is also local residents can sell in the area near the Sawyer waterfall, the existence of attractions Situ Gunung Suspension Bridge can increase the economy and local taxes.

Creative economy becomes a useful thing, it will also be with the development of tourist destinations Situ Mount Suspension Bridge can increase the creative economy such as crafts or convection such as clothes in the area Situ Mount Suspension Bridge. This gives rise to the existence of this region's economy and the creative economy SMEs can improve living standards and turn the wheel of the economy.

Organizing

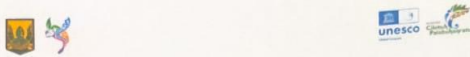
“Organization is the process of grouping activities to achieve various goals and the assignment of each group to a manager who has the power to supervise the members of the group. Organizing is done to gather and organize all the necessary resources including human beings so that the desired work can be

carried out successfully according to Terry & Rue (2019:70) Based on the above explanation, the researcher concluded that organizing is the determining factor for the success or smoothness of individuals in the organization in working together to achieve the set goals. Meanwhile, according to (Terry & Rue, 2019) organizing consists of (1) setting carefully and determining the work to be carried out, (2) dividing the work into the tasks of each person, (3) group tasks into positions, (4) determining the requirements of each position, (5) position groups into units that can be led and interconnected well, (6) distributing the work, responsibility and extent of power, (7) change and adjust the organization with respect to monitoring results and changing conditions, and (8) be in constant contact during the organizing process.

The Working Mechanism of the Tourism Office in the development of Situ Gunung is not the authority of the Tourism Office of Sukabumi Regency, this is because the tourist destination area of Situ Gunung is managed by the private sector, so that in its Working Mechanism the Office cannot intervene or force how the development should be from The Situ Gunung area, but from the Sukabumi Tourism Office can communicate and coordinate how the report from the development of Situ Gunung Suspension Bridge will be built. This will be in coordination and communication with the Tourism Office according (Terry & Rue, 2019) with organizational indicators on position groups into units that can be led and interconnected well implemented, this is because of the communication and coordination process between the Tourism Office of Sukabumi Regency and the development of The Situ Gunung Suspension Bridge tourist area.

In conducting monitoring and evaluation, the Sukabumi Tourism Office conducts that it is moonev directly, this is done to see directly how the tourist destination area runs in the Sukabumi Regency area. Monev is usually done on certain days, in interviews mention monev conducted such as at the beginning of the New Year, Christmas holidays, or religious holidays, because on holidays or leave the number of tourist arrivals increased dramatically.

Some indicators in monitoring such as general information or health protocol, it is a monitoring standard that has been set by the Department of Tourism Suakbumi. The Monitoring is carried out to ensure that the Tourism Area in Sukabumi Regency can run well and in accordance with the Standard Operating Procedures of each tourist area that have been set by the office and by the private Development Party. The form of Monitoring is found in the following picture:



CHECKLIST MONITORING DAN EVALUASI
PENCEGAHAN COVID19 PADA SAAT NATAL DAN TAHUN BARU

Nama Usaha Pariwisata : *Bunga Ayu Resort*
 Kecamatan : *Paleduhun rtu*


INFORMASI UMUM			
No	Aspek yang diamati	Keterangan	
1	Asal Pengunjung (Dominan)	<i>Situ Gunung</i>	
2	Jam Operasional	<i>24 Jam</i>	
3	Rata-rata Kunjungan	Per Hari (5)	Weekend (10)
4	Kapasitas Pengunjung		

PROTOKOL KESEHATAN						
No	Aspek yang diamati	Ketersediaan		Jumlah	Kondisi	Keterangan
		Ada	Tidak			
1	Himbauan Protokol Kesehatan	✓				
2	Wastafel dan Sabun Cuci Tangan	✓				
3	Thermogun	✓				
4	Pengaturan Jarak		✓			
5	Pembatasan Jumlah Pengunjung	✓				
6	QR Code Peduli Lindungi	✓				
7	Sertifikat CHSE	✓				
8	Sistem Pembayaran Non Tunai	✓				
9	Pengunjung Memakai Masker	✓				
10	Pegawai Memakai Masker	✓				
11	Pengaturan Sirkulasi Pengunjung		✓			
12	Sanksi/Teguran	✓				

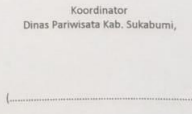
Catatan :

*Checklist mengacu pada Inmendagri 66 Tahun 2021 tentang Pencegahan dan Penanggulangan COVID19 pada saat natal dan tahun baru 2022; dan Inmendagri 67 Tahun 2021 Tentang PPKM Jawa Bali

Pengelola,



Koordinator
Dinas Pariwisata Kab. Sukabumi,



Cr. IIMS

Figure 2 Tourist Destination Monitoring Form

Source: Sukabumi Regency Tourism Office, 2023

Based on Figure 2 above, it can be explained that there has been a monitoring form for the purposes of monitoring the Tourism Office of the tourist destination area in Sukabumi Regency and one of them is The Situ Gunung Suspension Bridge area. Although the development is carried out by the private sector, but from the Sukabumi Tourism Office can monitor the tourist area. In addition, from this, The Office can evaluate how the number of visits to tourist destinations and compare visits on weekdays and holidays. With this makes the Department of Tourism to do further planning to attract tourists to visit tourist destinations in the future.

Staffing

Staffing is determining the needs of human resources, directing, screening, training and workforce development according to Terry and Rue (2019:8). Staffing is essential to using an organization well, but it's equally important to put the right people in the right jobs.

Based on (Terry & Rue, 2019) suggest that in determining staffing consists of (1) Determine the needs of Human Resources, (2) deploy employees wherever possible, (3) filter human resources, (4) train and develop human resources, (5) change and adjust the quantity and quality of human resources in relation to the results of supervision and changes in conditions, and (6) relate after and during the process.

Based on the results of interviews that the allocation of resources used in the development of Situ Gunung Suspension Bridge area is carried out by the

resources contained in the developer of The Situ Gunung area. Of the Department of Tourism does not have the allocation of resources because the area has been privatized by the private sector and not the authority for the Department of Tourism to allocate resources in its development.

In this case, the Sukabumi Tourism Office can do other things, namely by developing human resources in the form of Tour Guide training. Will it development this indirectly also development Situ Mountain area, because with the training of the Tour Guide makes the Human Resources contained in Situ Mount Suspension Bridge especially tour guide can optimize and increase the level of satisfaction of the tourists, because with the training is also correlated with the attitude and service provided by the Tour Guide goes very well.

The mechanism of coordination and cooperation with related parties in the development of The Situ Gunung Suspension Bridge area based on the results of interviews mentioned that the Sukabumi Tourism Office only runs a pattern of coordination and communication with nothing else. But in the pattern of coordination with other parties other than the Tourism Office Sukabumi there is also done with the NGO or NGOs. The pattern of cooperation is in the form of communities around The Situ Gunung area can sell in the Sawyer Waterfall area with prior permission and with The Situ Gunung motorcycle taxi as well. Because this is a pattern of coordination and cooperation between the developer Situ Gunung, Tourism Office Suakbumi along with local NGOs.

Motivating

According to Terry & Rue (2019:143) suggest that “motivation is directing or channelling human behavior towards goals”. Motivation is something that makes a person complete the work with enthusiasm so that it can direct the behavior of existing members of the organizational environment to achieve predetermined goals. Meanwhile, according to Herzberg in (Terry & Rue, 2019:149) put forward about the factors that motivate people a lot are factors related to the work itself different from the work environment. These factors are called motivators and include success, recognition, Responsibility, Progress and the challenges of the job. According to Terry and Rue (2019:10) suggest that motivation consists of (1) relating to staff and explaining goals to subordinates, (2) sharing implementation measures, (3) training and guiding subordinates to meet those implementation measures, (4) give subordinates rewards based on implementation, (5) praise and reprimand honestly, (6) create an environment that provides encouragement by continuing changing circumstances and demands, (7) change and adjust ways to motivate, and (8) Always be in touch during the process of motivation.

The main motivation of the Department of Tourism about the Area Development Situ Gunung Suspension Bridge as a tourist destination that can increase local revenue as well as developing the economy and turning the wheels of the economy Situ Gunung area. With the size of the existing implementation, the passage of The Situ Gunung Suspension Bridge area has better economic, social and tourist benefits. So that in this case can make a region into an independent region, in this case there is also a so-called Tourist Village, in the development of the Tourist Village to see the extent of the uniqueness of a region.

Based on the results of interviews, indicators of a village can be said To Be A Tourist Village to see where the uniqueness of a village that does not exist anywhere else Like the example of Megalodon Tourism Village in Surade, where the discovery of Megalodon ancient shark teeth is not found in other regions in Sukabumi, so that with the uniqueness that does not have the same thing it can be called a tourist village.

Situ Gunung Suspension Bridge offers panoramic views and unique tourist destinations and the first time in Southeast Asia as the longest suspension bridge, so in this case the development becomes uniqueness because it does not exist anywhere else at first. It will publishing about this Suspension bridge to reach foreign countries, and in accordance with an interview with the Department of tourism that mentions that the uniqueness of the mountain Situ Suspension Bridge is even attracting international tourists from Germany to find out what kind of landmark of this Suspension Bridge. It will be a uniqueness of a village or tourist attractions can increase tourist visits, so in this case the Department of Tourism Sukabumi seeks increase Tourist Village area as a form of interest for local and foreign tourists to visit Sukabumi.

This is in accordance with the indicators of Terry and Rue (2019:149) regarding motivation, where there is an environment that provides encouragement by continuing changing circumstances and demands. In this case, the Tourism Office of Sukabumi Regency made various efforts, one of which was the development of Tourist Village areas in Sukabumi Regency.

The role of the Sukabumi Regency Tourism Office in the development of the Situ Gunung Suspension Bridge is carried out through the development of human resources and also coordination and communication so that in this case it is very useful to know whether the Tourist Development Area is running well.

Controlling

Supervision is measuring implementation with objectives, determining various causes of deviations and taking necessary corrective actions according to (Terry & Rue, 2019). From the above definition can be interpreted that supervision as an effort to determine what is being implemented by assessing the results or achievements achieved and if there are deviations from the standards that have been determined, then immediately held improvement efforts, so that all the results or achievements achieved in accordance with the plan". According to (Terry & Rue, 2019) supervision consists of (1) establishing measures, (2) monitor results and compare them with measures, (3) correct deviations, (4) Change and adjust methods of supervision in relation to supervision results and changing conditions, and (5) keep in touch during the supervision process.

Supervision is very important in a policy or program, because with this, a program can be ensured security and continuity are monitored. In this case, the monitoring system conducted by the Sukabumi Tourism Office in the development of The Situ Gunung tourist area is carried out through money directly to The Situ Gunung area on major days, as well as communicating with the development of The Situ Gunung area. This will be the Sukabumi Tourism Office to supervise, but not in the development of its Situ Mountain area, because

in development, the Office does not have the authority to intervene in how Situ Mountain can be developed.

So that it is based on surveillance indicators according to Terry and Rue (2019: 11) where there are set measures and monitor results and compare with measures, from the Sukabumi Regency Tourism Office there are standards set such as in the monev form there are general indicators consisting of 1. The Visitor, 2. Hours Of Operation, 3. Average attendance, and 4. Visitor Capacity. Information from the monitoring and evaluation activities are carried out as an effort to monitor the area Situ Gunung, because Situ Gunung managed by the private sector. In addition, in general, there is also detailed information on the monev form regarding health protocols which refers to Inmendagri No 66 Tahun 2021 to find out whether the protocol Health in tourist destinations can run well.

In guaranteeing the safety of visitors, the Tourism Office is not directly involved because the Office does not have authority in The Situ Gunung area because it has been privatized. This will only receive a report from the developer of The Situ Gunung Suspension Bridge area regarding safety and safety standards in the region whether it is in accordance with Standard Operational Procedures or not. This is related to communication and coordination, where one of the variables is contained in the report from the developer of The Situ Gunung area to provide safety reports for visitors to The Situ Gunung tourist destination. This is related to the supervision of Terry and Rue who mentioned that the surveillance is always related during the supervision process. This is in line with the theory because the Department of Tourism is related through communication and coordination with the developer of The Situ Gunung Suspension Bridge area.

Discussion

In the development of tourist areas, there are differences in the development carried out in these tourist areas. Development can be done by the government directly or developed by the private sector through the privatization of tourist destinations. The development carried out by the government directly with the private sector has differences, one of which is in the system of supervision and development of tourism, in areas owned by the government, the development can be done through the Tourism Office plan to develop tourist destination areas that will be like what. And tourist areas managed by private parties in their development are carried out by the private parties and the government does not have the right to intervene in what the tourist destination will be like, as long as the development continues to maintain environmental sustainability. In the supervision system, tourist areas managed by the private sector can be supervised by the government, but in the supervision is carried out through communication and coordination and does not intervene in the supervision. Other monitoring systems also from private managers report the results of visits and various things that happen to the government for review. In this study, Situ Gunung tourism object is a tourist destination managed by the private sector, so that the development is carried out independently without intervention from the government because of the privatization.

E. CONCLUSION

Based on the findings in this study, it can be concluded that the implementation of the supervisory function by the Tourism Office of Sukabumi Regency in Situ Gunung Suspension Bridge area, when viewed based on the dimensions it can be concluded as follows:

1. Seen from the planning dimension, Sukabumi Regency Tourism Office has been trying with the Tour Guide training program in the tourist destination area, and one of them is from The Situ Gunung Suspension Bridge area. So in this case the development plan is on the empowerment of human resources not on the development of tourist areas, due to the development of Tourism carried out by the private management of Situ Gunung Suspension Bridge. And from the opinion of the community about the development of the Suspension Bridge area can encourage economic and creative economy of the surrounding area.
2. Seen from the dimension of organization, from the mechanism of work in the development carried out by the private sector, so that in this case the tourism office can only if development in terms of human resources. For other things, the tourism office appealed to the developers of The Situ Gunung area to maintain environmental cleanliness. And the monitoring system is done through monev method and also fill out a form. beside it from the Department of Tourism usually do communication and evaluation of how the mountain Situ area runs.
3. Seen from the personnel dimension, the allocation made by the Office is done through the development of human resources by the Sukabumi Regency Tourism Office, the development is carried out on the Tour Guide Of The Situ Gunung Suspension Bridge tourist area and the Coordination Mechanism is carried out with various actors such as the government, private sector and NGOs. In this case to increase further the potential of the mountain suspension bridge in order to be ogled more attractive by local tourists and international tourist.
4. Seen from the dimension of motivation. Motivating in the development of each tourist destination is to raise the PAD and improve the economy of the community. In addition, to increase the number of creative economic actors in marketing their products in tourist destinations, one of which is this mountain. And the role of the department in this case is done through the development of human resources, because of the area where the mountain is privately owned so that in its development the Department of Tourism does not have more authority in the development of tourist destinations.
5. Seen from the dimension of supervision, the Sukabumi Regency Tourism Office conducts a supervision system carried out through direct visits or monev. This is done at a certain moment, one of them during a national holiday or other big day, because at that time more tourists come so that it can be seen directly how the difference when there is a big day and also a normal day in terms of tourist visits. Because of the there is a form of tourist visits per day or week and related to the safety of visitors is the business of the development area, so it has a meaning in ensuring the safety of visitors is the obligation of

the manager Situ Gunung area. In this case, the Tourism Office received a report on how it happened to the tourist destination Situ Gunung.

REFERENCES

- Budiman, B., Jumiati, J., Hasanah, N., & Syarifuddin, T. (2021). INNOVATION OF LOCAL GOVERNMENT IN INCREASING TOURISM WAKATOBI REGENCY. *DIA: Jurnal Administrasi Publik*, 19(1), 104–118. <https://doi.org/10.30996/dia.v19i1.4900>
- Creswell, J. W. (2013). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. 4th Edition. Sage Publications, Inc.
- Creswell, J. W. (2017). *Research Design; Qualitative, Quantitative, and Mixed Methods Approaches*. SAGE Publications.
- Hasibuan, M. S. P. (2014). *Manajemen dasar, pengertian dan Masalah*. PT Bumi Aksara.
- Satori, D., & Komariah, A. (2014). *Metodologi Penelitian Kualitatif*. Alfabeta.
- Siagian, S. P. (2017). *Filsafat Administrasi*. PT Bumi Aksara.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Terry, G. R., & Rue, L. W. (2019). *Dasar-Dasar Manajemen*. PT Bumi Aksara.
- Zulkifli. (2005). *Pengantar Studi Ilmu Administrasi dan Manajemen*. UIR Press.
- Other:
Tribun Jabar, Retrieved from <https://jabar.tribunnews.com/2022/06/23/masyarakat-akan-demo-pengelola-situ-gunung-tuntut-masalah-parkir-hingga-kondisi-adat-yang-hilang> accessed 23 October 2022