

American Journal of Humanities and Social Sciences Research (AJHSSR)

e-ISSN : 2378-703X

Volume-6, Issue-8, pp-30-37

www.ajhssr.com

Research Paper

Open Access

Formulation Policy Development of Heritage Tourism Objects in Old City Teluk Betung, South in Bandar Lampung

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ABSTRACT: The development of tourism areas in regions is solution in supporting regional economic growth. One of destinations that is object of development of the tourist area is heritage tourism object of Teluk Betung Selatan Kota Tua, Bandar Lampung. This study identifies policy formulations in development of heritage tourism objects in Teluk Betung Selatan City, Bandar Lampung City. local government of Bandar Lampung seeks to develop this destination through tourism decentralization. problem is focused on the TBS Old Town area which has not developed into a heritage tourist destination with many historical elements. Heritage tourism is the concept of historical heritage urban tourism as a tourist attraction. study reviews in depth the policy strategies pursued by the local government in developing the Teluk Betung Old City destination. process of data collection was carried out through observation, interviews and qualitatively analyzed. The results showed local government of Bandar Lampung City formulated policies through the Mayor of Bandar Lampung Decree Number: 529/ III.01/ HK/2018 regarding the Establishment of Team for Preparation of Regional Cultural Thoughts for the City of Bandar Lampung. Through policy basis, local governments develop these tourist destinations with aim cultural preservation, economic improvement and regional development growth.

KATA KUNci -Development, Formulation, Public Policy, Heritage Tourism, government.

I. INTRODUCTION

The natural and cultural beauty of Bandar Lampung has been enhanced and has become a tourist destination. However, if we compare it with the existing possibilities, it seems that tourism in Bandar Lampung has not been fully exploited. There are still many natural and cultural potentials in the Bandar Lampung area that have not been taken seriously. The capital city of Lampung is Bandar Lampung and historically Bandar Lampung means the union of the two cities Teluk Betung and Tanjung Karang. Bandar Lampung City has tourism potential that can be developed to provide community welfare, especially utilizing the development of Kota Tua located in Teluk Betung Selatan District (TBS). This area is the location of a trade and service center as well as a souvenir center for Bandar Lampung City.

Ethnic Chinese began to enter Lampung Province around the 17th century, when the area was first inhabited by ethnic Chinese was Teluk Betung District which was called Kota Tua (Krismenisia, 2020). The Teluk Betung Selatan Old Town area includes historic buildings using different architectural styles such as the Thay Hin Bio Vihara in Chinese architectural style and the oldest Vihara built in 1883, Jami' Al-Anwar Mosque in the Islamic Archipelago style using 181 year old architecture as evidence of the entry of Islamic teachings from the TBS area and many residences and shops of Indian and Colonial architecture (Octadynata et al., 2020). So far, the TBS Old Town area has not developed into a *heritage* tourist destination with many historical elements. *Heritage tourism* is the concept of historical heritage *urban tourism* as a tourist attraction (Octadynata et al., 2020). The city of Bandar Lampung has natural and cultural potential that can be utilized for tourism purposes, but in the socialization of tourism, it means that the potential of the area has not been explored in depth (Habiburrahman; & Primadhini, 2018).

Urban tourism prioritizing cultural elements must continue to be developed because it will have an impact on the community's economy and preserve the city's culture .

Forecasting can provide policy-relevant knowledge about problems that will occur in the future as a result of taking alternatives. This is done at the formulation stage. Forecasting can examine the origins of policies or the proposed identification of potential barriers to achieving goals (Dunn, 2016). The policy formulation process consists of: 1) there are rumors or public problems; 2) issues will encourage the government

to formulate public policies in solving problems; 3) implementation of public policies by the government, the community or both; 4) in the process of formulation, implementation and post submission, it is expected that the assessment procedure will become an assessment cycle; 5) policy implementation; 6) the results obtained (Dwijowijoto, 2016). Tourism is a trip that is carried out temporarily if it is carried out from place to place with the intention not of trying to travel but enjoying the trip (Habiburrahman; & Primadhini, 2018). Tourism potential means something owned by tourism and an attraction for tourists and owned by tourist areas (Habiburrahman; & Primadhini, 2018). Culture has a very important role in tourism, the only thing that makes people want to travel in the hope of seeing other people's ways of life and their culture to learn (Krismenisia, 2020).

Based on the Regional Regulation of the City of Bandar Lampung Number 03 of 2017 concerning Tourism, the Regional Government of the City of Bandar Lampung affirms that the development and development of tourism is oriented towards achieving and preserving the environment and culture. The decline in tourist areas in Bandar Lampung continues to increase but is limited so that it has not been able to attract investors. The population of the area will continue to increase and result in the need for space to increase and this is the cause of a shift in cultural values due to development ignoring cultural preservation. However, the lack of attention from the community and the government will shape and preserve culture, making existing cultural values fade and even disappear from people's lives.

The development of the Kota Tua tourist destination has been widely carried out in Indonesia. This tourism development is carried out by the local government together with the cultural center and several local communities. The development of the Kota Tua destination in Jakarta is carried out by the local government to protect colonial cultural heritage, culinary arts, festivals and various other colonial heritages (Beta, 2017). In the city of Semarang, the development of this destination is carried out as a cultural preservation and as a branding strategy carried out by the Regional Tourism and Culture Office. This effort was made to normalize old buildings that were previously unmaintained to become public open spaces (Efriyani, 2021). While in Yogyakarta, the development of the old city destination is intended as a night tour with royal characteristics. Yogyakarta has a unique wisdom about how to combine colonialism with the kingdom which is then presented along regional roads (Ani, 2022).

This study was conducted to analyze how the efforts made by the local government of Bandar Lampung City to normalize the old city area through local policies. The local government is the main point in the development of each destination because it has been regulated through Law number 10 of 2009 concerning tourism. This research is also a reference for other local governments that have not developed the old city destination or have not revitalized the old city area. In addition, the policy strategy of opening up spatial planning carried out by local governments can also be used as a tactic to increase open space for the general public.

II. THEORITICAL REVIEW

1. Definition of Formulation

Formulation is the development of alternative policies in dealing with problems in the public agenda. Policy formulation takes place in government bureaucracies, offices, interest groups, legislative committee rooms, special commission meetings, policy planning organizations or think tanks (Budi Sulistio, 2015, p. 23). Beside of that, there are those who argue about formulation, namely as a process of jointly ratifying policies against recognized principles and accepted standards. The main basis for ratifying policies are social variables such as the value system of society, state ideology, political system (Pasolong, 2016, p. 51).

At the policy formulation stage, the analyst identifies possible policies used in solving the problem. A procedure is required called forecasting and possible policies can be disclosed (Tresiana, Novita dan Duadji, 2015, p. 99). Policy analysts believe that facts speak for themselves, when in reality, it is impossible to speak, so an interpreter is needed. This is the task an analyst has to do (Handoyo, 2012, p. 39).

The problems that are carried out by the formulation of public policies into policy problems are not enough only for many people but also the community. Public problems are solved and the correct formulation of the problem is demanded (Alaslan, 2021, p. 36). The initial stage that must be passed in the policy process is formulation. The first stage must be the main point in the achievement towards the next stage, similarly stated, policy formulation is seen as an activity in the future that will determine the future of public life whether it becomes better or vice versa (Agustio dalam Misna, 2015, p. 524). Policy formulation will determine the continuity in the initial achievement of the policy process. Success will be achieved if at this stage it goes as it should and vice versa.

2. Models in Public Policy Formulation

One of the public policy formulation models consists of institutional theory, namely a theory that simply says that the task of making policy is the task of the government. This theory is the simplest in formulation

because it is only fundamental to the institutional and government functions in each sector and level. There are three things that justify this theory, namely that the government is legitimate to make public policies, is universal, because the government does have the right to monopolize the process of public activities (R. Dye dalam Pasolong, 2016, pp. 52–53).

The second model is group theory, namely the theory of controlling policy as a point of balance. In essence, group interaction produces the best balance. Individuals and interest groups interact formally and informally. The role of the political system is to regulate conflicts from differences through: 1) the formulation of rules, 2) the arrangement of compromises, 3) the formation of public policy compromises made. Group theory is basically an abstraction of formulation (Wibawa dalam Pasolong, 2016, p. 54). Furthermore, the theory of democracy, in developing countries often elaborates the core theory of decision making as much as possible by elaborating the voice of stakeholders. It is said to be a democratic model theory because it requires the owners of democratic rights to be included as much as possible. This theory develops in countries undergoing a transition to democracy. Developed into a democratic governance model, as democracy needs to be understood as a culture and ethos (March dan Olsen dalam Pasolong, 2016, p. 57).

The next model is related to the rational-comprehensive model. This model is widely accepted. The main elements: 1) policy makers are faced with certain problems, other problems can be distinguished or at least assessed as comparable problems, 2) goals, values, or goals provide guidance for decision makers and can be ranked according to the order of importance, 3) various alternatives to solve the problem. the problem is examined carefully, 4) the consequences (costs and benefits) caused by each alternative, 5) each alternative and each accompanying effect can be compared with other alternatives, 6) policy makers choose alternatives and consequences that can maximize the achievement of goals, values, goals. The result of the above process is a rational decision, namely the policy to achieve the most effective goal (Nurgoho dalam Budi Sulistio, 2015, p. 32).

The last model is the incremental model, which is a policy model that seeks to avoid many problems that must be considered and is a policy model used by government officials (Wahab dalam Budi Sulistio, 2015, p. 32). The last model includes: 1) has reached a certain critical point if ignored will become a serious threat, 2) has reached a particular level of dramatic impact, 3) involves emotions from the point of view of the public interest and has mass media support, 4) reaches a broad impact, 5) questioning power and legitimacy in society, 6) concerning fashionable issues (difficult to explain but easy to feel presence) (Dunn dalam Mustari, 2015, p. 61).

From several descriptions of the policy formulation model above, the model used by the author is the Dunn Model because this model is considered to be able to describe the initial stages in solving the health crisis that occurred in Indonesia, especially for stunting. The available models are usually able to answer existing public problems, which are similar to those conveyed by experts that the process of making and formulating public policies to review the policy formulation process is easier to understand. The existence of a model in policy formulation aims to simplify and explain governance, identify political interests and power (Syafi'i dalam Alaslan, 2021, p. 28).

III. RESEARCH METHODS

The author uses a qualitative method based on the philosophy of postpositivism used to examine the condition of natural objects in which the researcher is the key instrument. Data collection techniques are carried out through observation, interviews (Sugiyono, 2022). The research method as a research procedure produces descriptive data in the form of written or spoken words from people and observed behavior (Moleong, 2017). The research was conducted at the Department of Education and Culture of Bandar Lampung City. This is done because the Office is the coordinator of the implementation of cultural heritage preservation in Bandar Lampung City. This type of data is used through primary data sourced from observations to informants and secondary data in the form of binding rules for the preservation of cultural heritage. The data analysis technique used was data reduction, data presentation and conclusion drawing with adjustments to the data generated while in the field.

IV. RESULT AND DISCUSSION

The development of the Teluk Betung Old Town tourism destination is a local government strategy to increase the regional economic strength of the region. Tourism activities cannot be separated from culture or community life. Therefore, in tourism activities there will be cultural interaction between tourists and the local community. Tourists visit tourist areas whose culture is higher than life so that there is cultural learning in it. Tourists have the opportunity to learn and enhance culture. In the development of tourist villages, nature conservation is the main thing that must be preserved. This concept becomes a general rule that must be applied in all aspects of people's lives. Maintaining the balance of nature is a local wisdom because it has become a belief held by the community.

Local wisdom is a way of life and knowledge and life strategies in the form of activities carried out by local communities to meet their needs (Alvian in Komariah et al. (Alvian dalam Komariah et al., 2018).

Local wisdom is a tradition and custom carried out by a group of people from generation to generation and is still maintained by the community. Local wisdom can be understood as wise local ideas that are included and followed by community members. Often every tourist destination is not able to preserve the originality, cultural uniqueness and social life of the community. This happens because the social structure of the community undergoes product changes in accordance with the development of the tourism business. Not a few of the new products can harm the noble values of society that must be preserved. It is necessary to think about the steps of the community and the government so that the development of tourist destinations does not change the characteristics of tourist objects.

Interaction and communication with each other must go well, whether they already know each other or not (Muslan, 2021). Tourism activities cannot be separated from culture. Therefore, in tourism activities there will be cultural interaction between tourists and the local community (Komariah et al., 2018). Local culture has a high value, both philosophical and social. Local culture is a strange thing as something foreign or not yet known by many people, causing curiosity (Spilane dalam Komariah et al., 2018). The beauty of nature, social life and spiritual wealth is an attraction that can arouse the curiosity of outsiders. Therefore, this exoticism must be displayed in originality so that it becomes the main attraction of tourist destinations. To preserve the value of local wisdom in tourist areas, it must involve community participation through community tourism activities. This can be done by building active community groups concerned with the preservation of tourist areas. Community participation in groups is a tangible manifestation of community action caring for tourist areas and the potential of other natural resources. The form of local wisdom is that people's lives know the environment well, people live side by side with nature in harmony, and understand how to use natural resources wisely and wisely. Local wisdom in the form of natural resource management and the environment is a form of community preservation. To build a society that has an open attitude towards tourism, a strong government motivation is needed. Government motivation is an important factor in preserving the environment and culture. If the urge to nurture does not develop, the uniqueness of the socio-cultural environment will be lost. If this happens, tourists are not interested in visiting so that tourist activities do not repeat themselves. Tourist objects and attractions are the main capital owned by the tourism development area.

Local Government Strategy in Developing Old Town Tourism Destinations Teluk Betung Bandar Lampung

The United Nations World Tourism Organization (UNWTO) noted that in 2005 visits to cultural and historical heritage tourism destinations have become one of the fastest growing tourism activities. There are two types of tourism activities that are closely related to cultural heritage and historical heritage, namely cultural tourism (cultural tourism) and heritage tourism (tourism to heritage or heritage sites) (Fathoni, 2017). By utilizing old buildings & buildings of high historical value to support tourism activities in order to preserve the existence and sustainability of old buildings and disseminate information to the public. Old buildings have high historical value by developing activities through photography competitions.

Support from organizations that care about the old city can be used to support tourism activities in order to create an atmosphere of cooperation and good coordination between parties involved in planning the development of the old city area. Program to increase participation and appreciation of organizations that care about the old city in the old city tourism development plan through socialization to the community in order to form a sense of love for the history and culture of the nation and can increase the number so that it is increasingly known by the wider community.

Increase promotion by utilizing the potential in the area of activity by disseminating object information through mass media, conducting dialogues and interviews with prominent figures. The public and related government officials through written and visual media. Periodically holding special events regularly in the old city area can attract the interest of all levels of society, such as the old city carnival and urban heritage-themed paintings so as to attract public interest (Sugihartoyo; & Widagdo, 2018).

The spatial planning of the city of Bandar Lampung has been formulated based on the vision and mission of the long-term development of the city of Bandar Lampung in the aspect of spatial planning, especially supporting the realization of a safe, comfortable, productive and sustainable area. About the vision of the archipelago and the national resilience of the city government of Bandar Lampung in the development plan. The long term 2005-2025 sets the vision for the development of Bandar Lampung City, especially Bandar Lampung, as a center of trade and services for South Sumatra in 2025. This is related to the position of Bandar Lampung city as the center of national activities in the spatial planning of the national district with one of the functions as a center for regional trade and services, as well as linking the strategic area of the city of Bandar Lampung to development.

Teluk Betung Selatan is an area that grew as one of the forerunners to the formation of the city of Bandar Lampung today. As a city that is developing in the coastal area, Teluk Betung Selatan is the starting point for city growth starting with coastal activities such as ports. Teluk Betung Selatan is a strategic area in terms of economy and cultural heritage. In addition to ancient port activities (fishing and fisheries), this area is a large-scale commercial and service area (wholesale) and many warehouse buildings are relics of past civilizations. The growth of this area was initially due to port activity on the south side, which is an old port area. Subsequent developments in Teluk Betung Selatan District increased supporting activities such as trade, services and offices, especially on Jalan Laksamana Malahayati and its surroundings.

Identification of Cultural Heritage Buildings in Teluk Betung Selatan Old Town around the Kota Tua area of Teluk Betung Selatan there are many old buildings with architectural styles. The building can be used as a tourist attraction for *heritage* architecture, one of which is a shop house (*ruko*) located on Jl. Shark, Jl. Pomfret and Jl. Mackarel tuna.

The building in the Chinese architectural style of the Thay Hin Bio Vihara has a Chinese architectural style. Located on Jl. Snapper Fish, Pesawahan Teluk Betung Village, Bandar Lampung City, this temple was built in 1850 by an architect named Po Heng. Thai Hin Bio Vihara is a witness to the history of Chinese civilization in Teluk Betung because it is the oldest pagoda in Bandar Lampung City. The building of the Thay Hin Bio monastery facing west consists of four main parts, namely the front yard, the main room, the side building, and an outbuilding. The front yard of the monastery is marked by the presence of a gate, pagoda poles for burning paper and a pair of lion statues.

An Islamic architectural style building in the Old Town area, Teluk Betung Selatan District, precisely the Jami Al-Anwar Mosque, is located on Jl. Admiral Malahayati was founded in 1839 when it was still a prayer room using bamboo poles and thatched roofs. In 1883 the eruption of Krakatoa caused the destruction of buildings by the tsunami. After the incident, the community tried to rebuild with a wider land than before.

The concept of *Heritage Tourism* in the Teluk Betung Selatan Old Town area makes Taman Dipangga the central point of the old town area, equipped with a *visitor center* and an old town tourism service office (Persada; Citra, 2018). Local governments are often late in anticipating regional developments. In regencies/cities and provinces in Indonesia, the integration of tourism planning in regional and city planning is still limited to tourism and has developed and tends to be used for validation rather than forecasting. Entrepreneurs have advanced by first considering market opportunities and then being approved by the local government, and are not ready to direct them according to the Regional Spatial Plan (RTRW) or the Regional Tourism Development Master Plan. As a result, tourism develops in areas with good infrastructure and physical facilities or in areas with potential tourism targets, but the community and local governments are not prepared with good planning.

Local communities must be involved in order not only to enjoy the benefits of tourism and to support tourism development more. The importance of developing sustainable tourism products, and the need to use forms of community participation. The form of participation is needed to achieve quality tourism.

The challenge of stakeholder engagement includes common goals and objectives including a large number of diaspora communities from geographical areas scattered around the world actively participating in community advocacy and capacity building activities through various media.

The role of community institutions, both NGOs and other organizations in the community, is very large starting from environmental conservation, and now people are starting to feel the benefits of the tourism sector, but on the other hand, there are concerns that tourism will threaten the sustainability of the site. The government's role is still limited to providing counseling and assistance for tourism supporting facilities and it is hoped that in the future the government can prepare various *mangrove* and coral reef conservations.

Tourism planning is a multi-sectoral, multifaceted, multi-regional planning so that collaborative planning is needed as a process towards a well-integrated planning. All parties involved are ready to be open so that there is trust between the various parties who will cooperate. All parties must be honest, respect each other and respect each other so that there is no conflict. Each party places itself on an equal footing so that there is no high or low but there are different roles.

The development of urban tourism is an effort to increase regional income through hotel and restaurant taxes while increasing economic activity in urban areas. Tourism development requires creative and innovative management functions based on careful planning, consistent implementation and measurable assessments. The development of urban tourism is an integrated and comprehensive development that achieves the satisfaction of all parties.

The development of urban tourism is an effort to increase local revenue while increasing creative economic activity. This is in line with the principles of sustainable tourism development by taking into account the main physical, social, economic and institutional pillars. Sustainable development can be achieved if the implementation pays attention to the integration and participation of the community.

Bandar Lampung has the potential for urban tourism that can be sold and it is very possible to touch various sectors of the tourism market in terms of the amount of diversity of tourism products owned by the City of Bandar Lampung and its surroundings, education, profession. As a service industry, tourism has multidimensional characteristics.

In the review of the Lampung Tourism Development Master Plan 2011-2031, the location of Bandar Lampung City is one of the leading destinations in the 7 (seven) leading tourist areas of Lampung Province. In the RTRW of Bandar Lampung City 2011-2030 (Perda No. 10 of 2011), the objective of spatial planning is to make Bandar Lampung a safe, comfortable, and sustainable commercial and service city by taking into account the preservation of the natural environment and the environment, biodiversity and the harmony of local, regional and national service functions (Persada; Citra, 2018).

According to Law Number 10 of 2009 concerning Tourism, tourism is a travel activity carried out by a person or group visiting a place, personal development or studying the uniqueness of tourist attractions visited for a while, while tourist attractions are all have uniqueness, beauty and value in the form of diversity of wealth. nature, culture and man-made products become tourist destinations.

Tourism is the temporary and short-term movement of people to destinations outside where they live and work, usually tourists spend their money (Soekadijo dalam Chandra et al., 2016). Tourism emerges from 4 (four) main elements that are closely interrelated to establish a system relationship, namely: (1) Demand or need; (2) supplying travel needs; (3) Markets and institutions play a facilitating role (4) Actors drive the three elements (Damanik & Helmut dalam Chandra et al., 2016).

The formation of public opinion and attitudes such as respect for local culture, conservation of natural resources, education of tourists and local residents about the protection of cultural heritage and the possibility of developing tourism in the environment is very important. This makes sense considering that the community is a stakeholder in the concept of tourism development, including the development of *heritage tourism* (Jugmohan, Spencer & Steyn dalam Widyawati, 2018).

A 2009 study conducted by Mandala Research “ *The vast majority of these travelers (65%) say that they seek travel experiences where the “destination, its buildings and surroundings have retained their historic character”*. Most travelers seek a travel experience where the 'destination, buildings and surroundings retain a historical character'. Meanwhile, tourists prefer to have travel experiences that maintain their historical character (Georgia dalam Kartika et al., 2017).

Cultural tourism can be a way for future generations to stay familiar with local traditions and culture in the midst of advances in science and technology. Local wisdom grows local cultural values, traditional values and religious values continue to develop in community groups. The area must have local wisdom as a characteristic that can support regional development. The development of tourism based on local cultural wisdom can be a long-term regional capital because each region must contain natural resources, human resources, and local wisdom is a positive value for tourism development in the region.

To carry out regional development both related to the tourism sector, the government should first recognize local wisdom and cultural values found in the area or area to be built so that the goals of development can be aligned with the mindset of the people in the area (Choirunnisa & Karmilah, 2021).

One of the characteristics of Bandar Lampung City is the diversity of ethnic groups. Since the start of the transmigration program from Java to Sumatra, especially to Lampung Province, the population of Lampung Province consists of various ethnic groups. With the diversity of ethnic groups, Lampung Province is known as the country of Ruwa Jurai because it is inhabited by indigenous people and immigrants. Ethnic diversity must be seen as a potential to build Bandar Lampung City in a broad sense so that it is easier to adapt and accept new arrivals.

The historic area of cultural sites in the Teluk Betung Selatan area is a cultural heritage that must be preserved. This is intended to protect cultural wealth in the form of historical relics from the threat of extinction caused by natural and human activities. Based on the results of interviews with the Education and Culture Office of Bandar Lampung City, the plan for handling cultural sites in the Teluk Betung Selatan area is a plan for the maintenance and preservation of cultural sites, revitalization of cultural sites, development of tourism

systems, especially in the realm of cultural tourism, with steps to develop science and technology and also can protect the environment.

Table 1. Data on Cultural Heritage of Bandar Lampung

Object Name	Object Location	Category
Jami Al Anwar Mosque	Jl. Admiral Malahayati Pesawahan Kec. Teluk Betung Selatan (TBS) B. Lampung	Building
Vihara Thay Hin Bio	Jl. Snapper Fish No.35 Pesawahan Kec. Teluk Betung Selatan (TBS) B. Lampung	Building

Source: Department of Education and Culture, 2020.

In accordance with the Bandar Lampung City Regional Cultural Thoughts (PPKD) 2018, it contains plans for the preservation of diversity in the City of Bandar Lampung. This step is appropriate and is supported by the Decree of the Mayor of Bandar Lampung Number: 529/ III.01/ HK/2018 concerning the Establishment of a Team for the Preparation of Regional Cultural Thoughts for the City of Bandar Lampung. The main tasks and functions of the team are compiling work details in accordance with applicable regulations, identifying conditions, consolidating drafting ideas and submitting regional ideas for the City of Bandar Lampung. The existence of the Regional Cultural Thought Drafting Team for the city of Bandar Lampung to accommodate the aspirations of the community as a reference for advancing culture in the Bandar Lampung City Region.

V. CONSLUSION

Bandar Lampung City has abundant tourism potential to be developed so as to provide welfare for the community. In this regard, it is aimed at the development of Kota Tua located in Teluk Betung Selatan District (TBS). The decline in tourist areas in Bandar Lampung continues to increase but is limited so that it has not been able to attract investors. So far, the TBS Old Town area has not developed into a heritage tourist destination with many historical elements. The author relates the sustainability of tourism to the formulation of policies starting with rumors or public problems; issues will encourage the government to formulate public policies in solving problems; implementation of public policies by the government, the community or both; in the process of formulation, implementation and post submission, it is expected that the assessment procedure will become an assessment cycle; policy implementation. It is clear how heritage tourism activities lack a deep touch by the local community and are not supported by the government in management, resulting in a decline in heritage tourism , and the stages of results obtained are still not seen as sustainable due to the new policy formulation stage starting with the formation of the Drafting Team for Main Thoughts. Regional Culture of Bandar Lampung City. In this case, the steps taken are only limited to forming a team to detect existing problems which are expected to accommodate the aspirations of the community to advance culture in Bandar Lampung City.

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