



INNOVATIVE: Journal Of Social Science Research

Volume 3 Nomor 2 Tahun 2023 Page 11449-11463

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

## Implementation The Indonesian Government Policy Of The Ministry's Strategic Plan By KEMENPAREKRAF /BAPAREKRAF 2020 - 2024 During The COVID-19 Pandemic In Banyuwangi Regency

Aditya Wiralatief Sanjaya<sup>1✉</sup>, Rudi Tri Handoko<sup>2</sup>, Esa Riandy Cardias<sup>3</sup>

Tourism Business Management Study Program, Banyuwangi State Polytechnic

Email: [aditya.wirasan@poliwangi.ac.id](mailto:aditya.wirasan@poliwangi.ac.id)<sup>1✉</sup>

### Abstract

This research examines the implementation of the Ministry of Tourism and Creative Economy's strategic targets in Banyuwangi, which was chosen as the first district to implement new-normal tourism activities in 2020. The Ministry has 11 strategic targets mapped into 4 perspectives, namely stakeholders, customer, internal process, and learning & growth. The first perspective has 1 strategic target, while the second perspective has 6 strategic targets. The third perspective has 3 strategic targets, and the fourth perspective has 1 strategic target. Qualitative research was used to analyze the condition of the scientific object, where the researcher served as the key instrument, and data reduction was conducted by comparing the ministry's strategic plan and the performance evaluation of the Banyuwangi government in the tourism sector.

Keyword: *Strategic Planning Kemenparekraf/Baparekraf, Implementation and Performance Evaluation, New-normal, Banyuwangi.*

### Abstrak

Penelitian ini mengkaji implementasi sasaran strategis Kemenparekraf di Banyuwangi yang terpilih sebagai kabupaten pertama yang menerapkan kegiatan new normal pariwisata tahun 2020. Kemenparekraf memiliki 11 sasaran strategis yang dipetakan ke dalam 4 perspektif, yaitu stakeholder, customer, proses internal, dan pembelajaran & pertumbuhan. Perspektif pertama memiliki 1 sasaran strategis, sedangkan perspektif kedua memiliki 6 sasaran strategis. Perspektif ketiga memiliki 3 sasaran strategis, dan perspektif keempat memiliki 1 sasaran strategis. Penelitian kualitatif digunakan untuk menganalisis kondisi objek ilmiah, dimana peneliti berperan sebagai instrumen kunci, dan reduksi data dilakukan dengan membandingkan renstra kementerian dan evaluasi kinerja pemerintah Kabupaten Banyuwangi di bidang pariwisata.

Kata kunci: *Renstra Kemenparekraf/Baparekraf, Implementasi dan Evaluasi Kinerja, New-*

## INTRODUCTION

This Strategic Plan Document for the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency for 2020 – 2024 is a follow-up to the Regulation of the Minister of National Development Planning/Head of Bappenas Number 5 of 2019 concerning Procedures for Preparing Ministries/Institutions Strategic Plans (Renstra K/L) 2020 -2024

In the 2020-2024 RPJMN, the tourism and creative economy sectors are targeted to provide a strategic contribution and role through the transformation of national economic development in the next five years. The transformation of the economic development is focused on increasing the value of tourism foreign exchange and the added value of the national creative economy. The achievement of national development targets for the tourism and creative economy sectors certainly requires strategies and breakthroughs in their implementation. Especially in facing the challenges of the non-natural disasters of the Corona Virus pandemic that are happening in the world. The Covid-19 pandemic is believed to be the turning point for changes in tourism and the design of creative economy business models, including in Indonesia.

The strategic objectives of the Ministry of Tourism and Creative Economy are a description of the strategic objectives which are at the same time a mapping of the Ministry of Tourism and Creative Economy strategy in carrying out Mission number 2 to realize the President's Vision for 2020-2024. Kemenparekraf/Baparekraf has 11 strategic objectives which are mapped into 4 (four) BSC perspectives.

From the perspective of stakeholders, Kemenparekraf/Baparekraf has 1 (one) strategic goal, namely: "Increasing the contribution of tourism and the creative economy to economic resilience". From a customer perspective, Kemenparekraf/Baparekraf has 6 (six) strategic goals, namely: (1) "Increasing the added value of the national creative economy"; (2) "Increasing the quality and number of tourists"; (3) "Increasing the competitiveness of destinations and the national tourism industry"; (4) "Availability of tourism products as needed"; (5) "Growing investment and access to financing as well as increasing industrial capacity in the tourism sector and the national creative economy"; and (6) "Protecting intellectual property in the tourism and creative economy sector".

From an internal process perspective, Kemenparekraf/ Baparekraf has 3 (three) strategic goals, namely: (1) "The implementation of study-based tourism and creative economy regulations"; (2) "Availability of data and information on the results of the

study according to the needs of tourism and the creative economy"; and (3) "Increasing the quality and quantity of human resources in tourism and the creative economy". On perspective learn and growth, Kemenparekraf/Baparekraf has 1 (one) strategic goal, namely "The realization of bureaucratic reform of the Ministry of Tourism and Creative Economy towards a professional bureaucracy". The orientation of the market segment will shift from foreign tourists to domestic tourists (Wisnus), until international flights recover as the handling of the Covid-19 pandemic gets better. For this reason, a special integrated strategy is needed in dealing with the impact of the Covid19 pandemic on the tourism sector and the national creative economy. Especially during the emergency response period in 2020 and recovery in 2021-2022 according to global conditions.

With the Strategic Plan that has been made by the Ministry of Tourism and Creative Economy and how it was implemented during the Covid-19 pandemic in Banyuwangi Regency as the first district appointed by the Government to carry out New-Normal activities, it is necessary to conduct research entitled "Implementation of Government Policy Indonesia in the 2020-2024 Ministry of Tourism and Creative Economy Strategic Plan during the Covid-19 Pandemic in Banyuwangi Regency.

The research objectives of this study are three-fold. Firstly, to identify the policies implemented by the Banyuwangi Government with the New-Normal concept in the tourism sector. Secondly, to analyze the condition of Banyuwangi tourism objects and activities in reference to the 2020-2024 Kemenparekraf/Baparekraf Strategic Plan. Lastly, to identify and analyze the implementation of the Banyuwangi Government Work Program in adjusting to the 2020-2024 Kemenparekraf/Baparekraf Strategic Plan. Additionally, this study aims to contribute to the literature on tourism development strategies and increase awareness about environmental preservation. The theoretical benefits of this study are to provide ideas for developing tourism economic activities during the Covid-19 Pandemic. On the other hand, the practical benefits of this study are to serve as input and consideration for decision makers in determining government policies for tourism development in the New-normal era and provide readers and writers with a perspective on similar issues.

## RESEARCH METHODS

The research approach used in this research is qualitative research. Qualitative research is a research method used to examine the condition of scientific objects, where the researcher is the key instrument. Objects in qualitative research are natural objects, namely objects that are as they are, not manipulated by researchers.

## 1. Primary Data

Primary data is raw data obtained directly through in-depth interviews with parties related to research, namely among others.

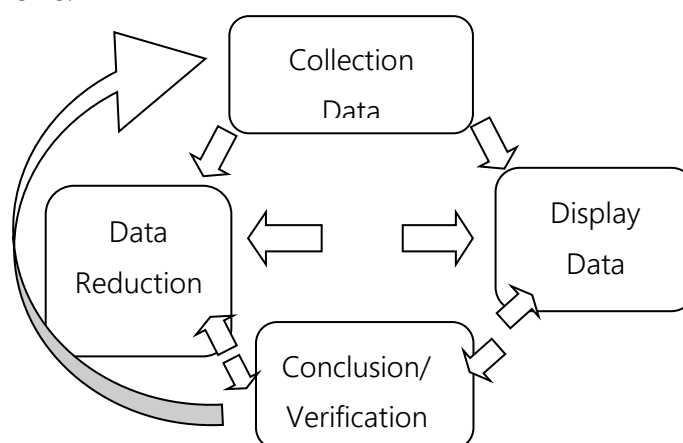
- a. Head of the Tourism Office
- b. Head of Marketing
- c. Head of Tourism Products
- d. Head of Attraction and Creative Economy
- e. Head of the Bureau of Science and Technology BAPPEDA

For further has been processed according to needs. The primary data needed is data from interviews with Personal Icharges related to the Kemenparekraf / Baparekraf Strategic Plan.

## 2. Secondary Data

Secondary data is data that has been collected by institutions or data collection applications and can be accessed by the data user community. The secondary data used is in the form of databases from the E-Tax application owned by the Banyuwangi Regional Government and accessed through the Tourism Office, BanyuwangitourismApp, the Rensta of the Ministry of Tourism of Indonesia, the Strategic Plan of the Banyuwangi Regency Tourism Office, and documentation of the performance reports of the Banyuwangi Tourism Office.

In this study, data analysis techniques using the Miles and Huberman model are used as follows:



## RESULT AND DISCUSION

### A. Banyuwangi Tourism Strategy in the Era of the COVID-19 pandemic

According to the results of a survey conducted by the Tourism Office in the Banyuwangi tourism sector, the impact of a decrease in the number of consumers was 73.8% and turnover decreased to 74.1% during the Covid-19 pandemic starting 2019 – 2020, and businesses, both medium and large companies those engaged in tourism closed up to 17.3% from before.

In an effort to recover and deal with these conditions, the Tourism Office which is fully supported by the Government of Banyuwangi formulated 5 strategies for the recovery of the Banyuwangi Economy & Tourism, including:

#### 1. Changes in The Strategy and Mindset of Tourism Actors

Changes in strategy and mindset referred to, for example, for Accommodation, previously offered Value: Service & Best Price / Lowest Price, but for now it must meet the CHS Criteria = Cleanness, Healthy, & Safety and is CHSE certified with New Normal Services to fulfill the Health Protocol. Previously, tourist attractions were crowded, crowded, massive, but during the pandemic, you had to keep your distance, taking into account the capacity of tourist attractions (visitor restrictions). Preference tourists who were previously encouraged because the attractions were viral or crowded but during the pandemic carried out outdoor tourism activities, private tours, Helping health traveler. Furthermore, there is a limitation of operational hours where previously 7 days a week, 24 hours during the pandemic every Monday Closed for recovery For 8 hours from 08.00-16.00.

#### 2. Healthy Protocol infrastructure support to accelerate the opening of the tourism sector economy

Prokes Infrastructure Support & Stimulus Budget to Accelerate the Opening/Economic Recovery of the Tourism Sector As an example, the Ministry of Tourism and Creative Economy (Kemenparekraf) held the Clean, Healthy and Safe Movement (BISA) and the Wearing Mask Movement (GPM) at the destination of Pulau Santen Beach, Banyuwangi.

Hundreds of tourism actors and the public were educated about the importance of always wearing masks and maintaining the cleanliness of tourist areas. In addition, the Banyuwangi regency has received a Tourism Grant in 2020, where The grant funds are intended to help local governments and industry, hotels and restaurants which are currently experiencing a significant reduction in local revenue (PAD) and financial disruption due to the Covid-19 pandemic. Tourism

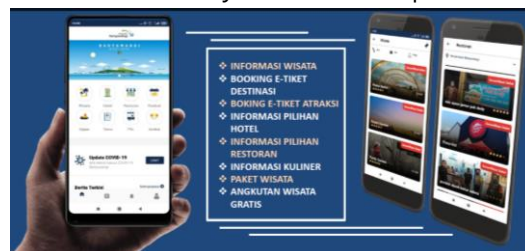
grants are cash grants through a transfer mechanism to regions aimed at regional governments and tourism sector businesses in 101 districts/cities based on several criteria. The criteria in question are the capital cities of 34 provinces which are in 10 priority tourism destinations and 5 super priority destinations. Also areas that are included in 100 calendar of events, branding destinations as well as areas with income from hotel taxes and restaurant taxes of at least 15 percent of the total PAD for the 2019 fiscal year. And Banyuwangi is included in these criteria.

### 3. Tourism Business Actor Training & Certification



Picture 1 Training & Certification for Tourism Business Actors (Source: Dispar Banyuwangi.2021)

### 4. Making applications to make it easier for tourists & to help market tourism businesses & empower artists & staycation concepts



Picture 2

The Banyuwangi Tourism App application One Stop Service application for tourists.

In addition to the applications already available, the Banyuwangi Government also has several concepts of empowering artists with online activities, marketing also involves social media accounts that have the highest followers to become partners.

### 5. SKPD works as a super team & makes rules & enforces discipline in accordance with health protocols in the community

In the Age of Adaptation The New Habit, Each Office is directed to play the role of the Health Service, the Satpol-PP Service, the Tourism Office. And even in the rules of the new normal era, the Regent issued Perbub 51 of 2020 regarding all health protocol rules, banning crowds, turning off street lights starting at 19.00, etc.

Tourism industry actors, such as street food restaurants, make integrity pacts related to their commitment to comply with protocols to prevent the spread of Covid-19 during the transition period towards a healthy, safe and productive society.

### B. Performance Output of Banyuwangi Regency in the Implementation of RPJMD and the

## Ministry of Tourism and Creative Economy Strategic Plan 2020-2024 During the Covid-19 Pandemic

Basically, the published timeline for the Ministry of Tourism and Creative Economy Strategic Plan for 2020-2022 is different from the Renstra period contained in the District Medium Term Development Plan (RPJMD). Banyuwangi 2016-2021.

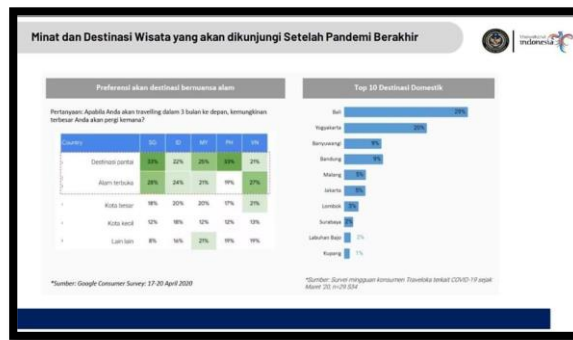
Banyuwangi Regency is developing a tourism area through several efforts including:

1. Develop potential natural tourist attractions, cultural tourism, and artificial tourism in accordance with the Tourism Development Area (WPP);
2. Develop superior tourism object areas in each WPP;
3. Developing integrated tourism routes that are integrated with the development of regional infrastructure network systems;
4. Develop tourism supporting facilities and infrastructure,
5. Preserving the traditional values or cultural wisdom of the local community and their environment as a cultural tourism attraction;
6. Preserving historical heritage areas and cultural sites as regional cultural and tourism assets;
7. Increase cooperation in tourism management in conservation areas, protected areas, nature reserves, production forests and plantations through the development of ecotourism; And
8. Increasing the participation of the community and tourism business actors by coaching, counseling, training and promotion for tourism development.

The development of tourism areas in Banyuwangi Regency is spread across all sub-districts. By dividing into 3 categories according to their attractiveness including cultural tourism attractions, natural tourism, and artificial tourism. However, in tourism development, Banyuwangi Regency has formed three more specific tourism development areas (WPP), namely WPP I Ijen Crater, WPP II Plengkung Beach, and WPP III Sukamade Beach.

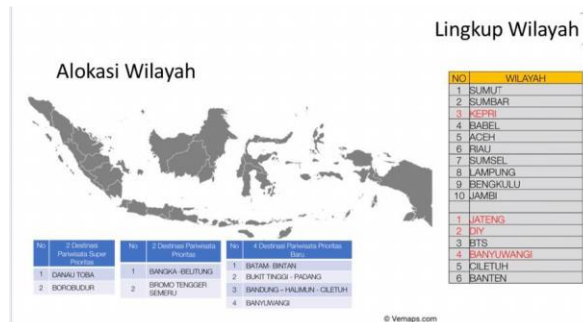
Before the Pandemic period in 2018. Sectors that experienced high growth in 2018 compared to the base year (2015) included the Accommodation and Food Provider sector; Other Services; construction; as well as the trade, hotel and restaurant sector. This is none other than the result of the Banyuwangi Regency government's efforts to develop the tourism sector where tourist visits in 2018 reached more than 5.1 million tourists while in 2015 there were 1.7 million tourists, or there was a growth in the number of tourist visits of 191.36 percent from from 2015 to 2018. This certainly

encourages an increase in sectors related to tourism such as lodging and restaurants.



Picture 3 Tourist Interests and Destinations to Be Visited After the Pandemic Ends

In Figure 3 below are the results of secondary data collected by researchers and obtained from the tourism office which are presented in the form of survey results from one of the largest travel business vendors in Indonesia which shows that interested in domestic tourist destinations, Banyuwangi ranks third after Bali and Jogja , then followed by Bandung with the same points. This shows that the existence of Banyuwangi Tourism has increased well.



Picture 4

Banyuwangi is included in 4 New Priorotas Tourism destinations (RPJMN 2020-2024)

Picture 4 shows that Banyuwangi is included in the 4 new priority tourist destinations along with Batam, Bukit Tinggi and Bandung. This refers to the latest RPJMN 2020-2024, this is also evidenced by the President's visit followed by the Minister of Creative Economy and Tourism to Banyuwangi to see the new-normal system and tourism health programs implemented in Banyuwagi.

C. Implementation of the 2020-2021 Banyuwangi Government Work Program in the 2020-2024 Ministry of Tourism and Creative Economy Strategic Target Plan

Kemenparekraf/ Baparekraf has 11 strategic objectives which are mapped into 4 (four) perspectives. The first perspective is stakeholder, the second perspective is customer, the third perspective is internal process, and the fourth perspective is learning & growth. (Kemenparekraf/Baparekraf Strategic Plan 2020-2024)

1. Stakeholders

*Stakeholders* is the outcome/impact that the Ministry of Tourism and Creative

Economy wants to achieve and has one strategic goal, namely: "Increasing the contribution of tourism and the creative economy to economic resilience". The achievement of this strategic target is measured by 3 (three) strategic target performance indicators (IKSS) in this case, namely, Tourism foreign exchange value, Tourism GDP Contribution, and Export Value of Creative Economy Products.

Before entering the era of the COVID - 19 pandemic, Banyuwangi Regency tourism made this area's economic growth at the level of 5.6% or higher than the national economy of 0.53 percent in 2018. Banyuwangi Tourism has also changed the open unemployment rate which fell 50 percent in the range figure of 3.07 percent. Whereas in the 2010s, the open unemployment rate was still at 6 percent. Banyuwangi's Gross Regional Domestic Product (GRDP) rose 115.4 percent, which is around IDR 69.9 trillion.

This optimism cannot be separated from the potential of 89 hotels, nine star hotels, 485 homestays and 750 restaurants. Apart from that, Banyuwangi also has 58 tourist destinations plus 68 travel agents. The impact of this pandemic has greatly affected this achievement, which has decreased, but if examined through survey data, the Banyuwangi Tourism Sector can immediately recover quickly using a strategy designed by the Regional Government so that Banyuwangi can be said to be the Regency with the fastest Tourism recovery for the Indonesian region. especially on the island of Java.

According to Mr. Didik in the field of R&D BAPPEDA through interviews with researchers said "Starting today Monday (13/09/21) the implementation of RestrictionsCommunity Activities (PPKM) in Banyuwangi Regency entered level 1based on the assessment of the covid-19 situation of the Indonesian Ministry of Health, it means that people who live in Banyuwangi have implemented vaccines above 70% of the total population, but in this case the treatment remains the same as level 2, and prokes supporting facilities are in accordance with WHO standards. besides that to welcome tourists who have been in Banyuwangi and who willcoming to Banyuwangi, we promote 3 programs called TIGA MAKIN, More Digital, Healthier, More Creative ".

From the results of the interview it is clear that with the Program strategy prepared by Banyuwangi, it will automaticallyincrease the contribution of tourism and the creative economy to economic resilience in Banyuwangi Regency itself.

## 2. Customers

*Outputfrom* the Ministry of Tourism and Creative Economy. In this

perspective, it has 6 (six) strategic goals, namely:

- a. Increasing the added value of the national creative economy,
- b. Increasing the quality and number of tourists,
- c. Increasing the competitiveness of destinations and the national tourism industry,
- d. Availability of tourism products as needed
- e. Growing investment and access to financing as well as increasing the capacity of the tourism sector industry and the national creative economy, and
- f. Protection of intellectual property in the tourism and creative economy sector

In this case Banyuwangi makes tourism a superior program besides agriculture and MSMEs. Tourism development includes attractions and culture packaged into the Banyuwangi Festival (B-Fest) and nature (ecotourism). Tourism development is not solely to bring in money but as a consolidation to change people's behavior. If you refer to the indicators of the six strategic targets of Kemenparekraf / Baparekraf above, the Bayuwangi Tourism sector can be categorized as Successful, because in the comparative value of the achievements of the 2016-2020 RPJMD it has achieved the following targets also in 2020-2021 where during the New-Normal era Banyuwangi was able to survive and improve slowly.

Based on the Figure the realization of the achievement of the spending of money indicator in 2018 has been very well achieved when compared to the achievement target at the end of 2020, the GAP analysis below shows the percentage of achievement of the realization of the spending of money indicator until 2020 has reached 450 percent or 8.464 trillion at the end of 2018 so that when compared to the 2020 target of 400 billion, it can be assumed that this IKD is no longer a development issue.

Table 6 Realization of Target Indicators in Tourism Affairs

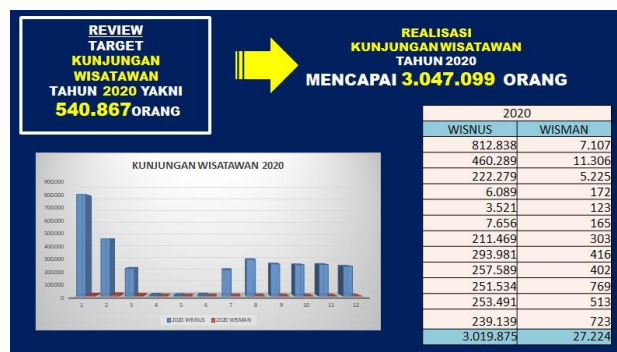
Indikator	Satuan	Baseline	2014	2015	2016	2017	2018		2020	Kinerja	Sisa Kinerja
			R	R	R	R	Target	R	Target		
Spending Of Money	Rp (Dalam Milyar)	N/A	N/A	N/A	423	1.800	350	8.464	400	450 %	+ 350 %

Source: (Banyuwangi RPJMD. 2016-2021)



Picture. 7 Movement of tourist visits to tourist destinations from January to September 2021

The Banyuwangi Tourism Office uses the I-Tax application to view updated developments related to tourist movements, where this application is also integrated with the Banyuwangi Tourism application and the banyuwangitourism.com website. The figure can be seen from the total number of tourists, both Domestic and International along with ticket and parking revenue, where as of September 2021 total revenue from ticket and parking sales reached IDR 3,907,796,120 with a total number of domestic and foreign tourists of 520,624 tourists.



Picture. 8 Target and Realization of Tourist Visits in 2020, Banyuwangi Regency

Picture 8. shows that Banyuwangi managed to exceed the target value for the Pandemic period, where the target of tourist visits in 2020 was 540,867 but the realization of tourist visits to Banyuwangi reached 3,047,099 people. If the percentage reaches 563.37% or almost 6 times the target.

However, this is still below the normal target. in 2021 the government of Banyuwangi Regency will continue to make efforts to reduce the spread of the corona virus by opening and closing tourist attractions and implementing social distancing in public places which of course causes a decrease in the number of visits by domestic and foreign tourists from the normal rate.

### 3. Internal processes

*Internal processes* is a process carried out by Kemenparekraf/Baparekraf to produce output from a customer perspective. From this perspective, the Ministry of Tourism and Creative Economy has 3 (three) strategic objectives, namely: a. Implementation of study-based tourism and creative economy regulations. b. Availability of data and information on the results of studies according to the needs of tourism and the creative economy. c. Increasing the quality and quantity of human resources in tourism and the creative economy.

In this case, Banyuwangi applies regional regulations for new-normal tourism in PPKM rules, Prokes, Creative Economy Operations issued through basic studies, case studies and field surveys.

In the Banyuwangi Perbub it is clearly stated regarding the rules that apply in the new-normal era both in trade and creative economy businesses such as people's markets, restaurants, houses/food stalls, malls or shopping centers, salons/spas, tourism entertainment places to comply with the protocol health, open operating hours, wearing a mask, maintaining distance and so on, in addition to that the implementation of the CHSE at tourism destination locations, hotels, travel agents, certain entertainment venues such as museums and art galleries and other businesses has all been spelled out and has rules that apply.

To find out whether there has been an increase in the quality and quantity of tourism and creative economy human resources, the researchers obtained information data through interviews from sources in the tourism HR division explaining that, "The increase in the number of tourism workers before the pandemic always increased by about 2 times from year to year. , but during this pandemic and due to the issuance of lockdown regulations and then PPKM to prevent the spread of Covid-19, 50% of the workforce was laid off, for now the recorded workforce refers to data collection for vaccine needs, the number of tourism workers in Banyuwangi is like a certified workforce of 10,861 hotels, restaurants and tour guides and around 7,000 people working in the creative economy business sector.

For now Vocational Schools that have departments or study programs in tourism in Banyuwangi have at least 19 Vocational High Schools both Public and Private with Hospitality, Culinary and Travel Business expertise competencies, the total number of graduates per year is 500-600 students.

#### 4. Learning & Growth

The learn and growth perspective is a strategic asset for the Ministry of Tourism and Creative Economy which is used to carry out processes from an internal process perspective. has 1 (one) strategic goal, namely "Realization of Bureaucratic Reform of the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency towards a professional bureaucracy". The achievement of this strategic goal is measured through 1 (one) strategic target work indicator, namely the Value of Bureaucratic Reform (RB). The Ministry of State Apparatus Empowerment and Bureaucratic Reform (KemenPAN-RB) makes Banyuwangi Regency a reference for governance, especially in terms of the use of information technology (IT) through e-government and e-village budgeting. Banyuwangi was chosen because it is capable of transforming itself from an area that is relatively minimal in innovation to an area full of public service innovation. He gave an example of e-village budgeting and e-monitoring systems that are able to improve village governance, including from a supervisory perspective where progress can be monitored for every physical project through an information technology system.

Banyuwangi won an A in the 2020 Government Agency Performance Accountability System (SAKIP) assessment from the Ministry of State Apparatus Empowerment and Bureaucratic Reform (Kemenpan RB). This achievement has been maintained five times in a row since 2016, after previously Banyuwangi became the first and only district in Indonesia to win SAKIP A in 2016.

SAKIP itself is an integrated system from planning, budgeting, to government agency reporting which is monitored by the central government. There are a number of reporting and evaluation focuses, starting from the budget, development program output performance, program outcome performance, to target performance. The government paradigm is shifted no longer on how much the budget is prepared and spent, but how much performance is produced. Automatically with a government performance system that achieves an A value, this greatly influences the success of SKPD performance, especially those engaged in the tourism sector. The achievement of the RB assessment in the 2020-2021 Banyuwangi tourism sector category received an A predicate with reference to the achievement indicators of the 2016-2021 RPJMD performance evaluation results.

## CONCLUSION

Based on the results of research that has been done it can be concluded

1. The Banyuwangi Regency Government, especially the Tourism Office, designed 5 Banyuwangi Economic & Tourism recovery strategies, including.1). Changes in strategy and mindset of tourism actors, 2).Protkes infrastructure support for accelerating the opening of the tourism sector economy, 3).Training & certification of tourism business actors, 4). Making applications to make it easier for tourists & to help market tourism businesses & empower artists & staycation concepts5). SKPD works as a super team & makes rules & enforces discipline in accordance with health protocols in the community.
2. The performance output of Banyuwangi Regency in the implementation of the RPJMD and the 2020-2024 Kemenparekraf/Baparekraf Strategic Plan During the Covid-19 Pandemic Period achieved a very good value, where the average realization achieved exceeded the target set both before the pandemic and in the new normal era of 2020 - 2021 at the end of the 2016-2021 Banyuwangi RPJMD period. The level of interest in visiting post-pandemic ranks third after Bali and Jogja and has become 4 new priority tourist destinations based on the references to the 2020-2024 RPJMN
3. Of the 11 strategic goals mapped into 4 (four) perspectives on the 2020-2024 Kemenparekraf/Baparekraf Strategic Plan). A). Stakeholder perspective, supported by Program 3 MAKIN (More Digital, Healthier, More Creative), B) Customer perspective, indicated by the Gap Expectations spending of money reaching 450%, movement and tourist visits reaching 563.37% or nearly 6 times from the target during the pandemic C). from an internal process perspective, there is a Perbub regulation for new-normal tourism in PPKM rules, Prokes, Creative Economy Operations issued through basic studies, case studies and field surveys. D) learning & growth perspective. Overall Banyuwangi won an A score in the 2020 Government Agency Performance Accountability System (SAKIP) assessment.

The advice that can be given based on the research that has been done is that further research can be carried out regarding the Study of the 2022-2026 Disbudpar Strategic Plan for the 2020-2024 Kemenparekraf/ Baparekraf Strategic Plan.

## REFERENCES

- Anas, Azwar. 2020. [https://kominfo.go.id/content/detail/9164/kemenpan-rb-jadikan-banyuwangi-rujukan-pembelenggaraan-Government/0/sorotan\\_media](https://kominfo.go.id/content/detail/9164/kemenpan-rb-jadikan-banyuwangi-rujukan-pembelenggaraan-Government/0/sorotan_media)[Accessed August 23, 2021].
- Butler, RW 1993. The Concept Of A Tourist Area Cycle Of Evolution Implications For Management Of Resources. Canadian Geographer.
- Education authorities. 2020. [https://banyuwangicab.dindik.jatimprov.go.id/?page\\_id=10543](https://banyuwangicab.dindik.jatimprov.go.id/?page_id=10543)[Accessed August 29, 2021]
- Eston, A., Hananto, UD, and Soemarmi, A. 2016. Management of tourism potential in developing tourism in Banyuwangi Regency according to Law Number 23 of 2014 concerning Regional Government. Journal of Law Science. 5(2).
- Irawan, E. 2015. Implementation of Tourism Development Policy in Banyuwangi Regency. Journal of the Public Administration Network. 7(2).
- Banyuwangi Regency Government. 2020. <https://banyuwangikab.go.id/profile/pariwisata.html>[Accessed September 10, 2021]
- Pitana, IG, and Putu, GG 2005. Sociology of Tourism. Yogyakarta: Andi Offset.
- Strategic Plan of the Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency 2020 -2024.
- Riyadi, S., Djumahir, DH, and Hakim, L. 2012. Competitiveness of Tourism Destination Areas (Case Study of Low Competitiveness of Ijen Crater Nature Tourism Park Banyuwangi). Management Application Journal. 10(3).
- Setyabudi, B. 2008. Strategic Environmental Studies. Jakarta : Kompas.
- Singgalen, YES, Wiloso, PG, and Sasongko, G. 2017. Evaluation of the Implementation of Tourism Policy. Journal of Public Policy and Administration. 21(1) : 76-98.
- Suardana, IW 2016. Analysis of Tourism Development Policy (Intervention Through Sustainable Tourism Policy in Bali). Research Gate.
- Sugiyono. 2010. Business Research Methods. Bandung : Alfabeta.
- Theobald, W. 2005. Global Tourism Third Edition. Elsevier : United State Of America.
- Law Number 10 of 2009 concerning Tourism