

STRATEGIC POLICIES OF THE WEST LOMBOK REGIONAL GOVERNMENT IN INCREASING TOURIST INTEREST TO REVISIT THE SENGGIGI AREA AND ITS SURROUNDINGS

[Kebijakan Strategis Pemerintah Daerah Lombok Barat Dalam Meningkatkan Minat Wisatawan untuk Berkunjung Kembali ke Kawasan Senggigi dan Sekitarnya]

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ABSTRAK

Pariwisata memegang peranan penting dalam pembangunan ekonomi daerah, khususnya di kawasan dengan potensi sumber daya alam dan budaya yang unggul. Senggigi, sebagai ikon pariwisata Kabupaten Lombok Barat, mengalami penurunan signifikan dalam jumlah kunjungan wisatawan sejak 2018 akibat bencana alam, pandemi COVID-19, lemahnya promosi digital, dan persaingan dengan destinasi baru seperti Mandalika. Penelitian ini bertujuan menganalisis kebijakan strategis Pemerintah Daerah Lombok Barat dalam meningkatkan kembali daya tarik Senggigi sebagai destinasi wisata unggulan. Kajian ini menggunakan pendekatan deskriptif dengan analisis literatur, data statistik, dan observasi lapangan. Hasil menunjukkan bahwa penurunan kunjungan wisatawan berkaitan dengan buruknya infrastruktur, lemahnya branding, dan belum optimalnya pemanfaatan potensi wisata lokal. Rekomendasi strategis meliputi revitalisasi infrastruktur, kampanye rebranding, pengembangan pariwisata berbasis komunitas, diversifikasi produk wisata, serta kolaborasi multipihak. Implementasi terencana dari kebijakan ini diharapkan mampu mengembalikan Senggigi sebagai destinasi kompetitif dan berkelanjutan di Lombok.

Kata kunci: *Pariwisata; Senggigi; Revitalisasi; Rebranding; Kebijakan Strategis*

ABSTRACT

Tourism plays a crucial role in regional economic development, particularly in areas with abundant natural and cultural resources. Senggigi, an iconic tourism destination in West Lombok Regency, has experienced a significant decline in tourist visits since 2018 due to natural disasters, the COVID-19 pandemic, weak digital promotion, and competition from emerging destinations such as Mandalika. This study aims to analyze the strategic policies of the West Lombok Regional Government in revitalizing Senggigi as a leading tourism destination. The study employs a descriptive approach by analyzing literature, statistical data, and field observations. Findings indicate that the decline in tourist visits is associated with inadequate infrastructure, weak branding, and underutilized local tourism potential. Strategic recommendations include infrastructure revitalization, rebranding campaigns, community-based tourism development, diversification of tourism products, and multi-stakeholder collaboration. The planned implementation of these policies is expected to restore Senggigi as a competitive and sustainable destination in Lombok.

Keywords: *Tourism; Senggigi; Revitalization; Rebranding; Strategic Policy*

INTRODUCTION

Tourism is one of the strategic sectors in national economic development, particularly in regions with abundant natural and cultural resources. The Senggigi area in West Lombok Regency, West Nusa Tenggara (NTB), has been known since the 1990s as an icon of Lombok tourism and as one of the gateways for international tourists. Its strategic geographical position on the western coast of Lombok Island, its exotic

beach panoramas, and relatively easy access from Mataram City have made Senggigi a prime destination (BPS NTB, 2022).

Damanik & Weber (2006) emphasize that regional tourism development is not merely about creating tourism facilities but a systematic process that integrates various sectors of development: infrastructure, socio-cultural, economic, and environmental. Destinations must be developed by considering local uniqueness and ensuring active community participation. Sharpley & Telfer (2002) explain that well-managed tourism can drive the local economy, increase community income, create jobs, and encourage cultural preservation. However, unplanned development can lead to issues such as environmental degradation, social conflicts, and economic dependency.

Ritchie & Jiang (2019) assert that post-crisis tourism recovery requires adaptive and collaborative strategies. Successful approaches often combine physical reconstruction, product innovation, and intensive promotion targeting potential market segments. A case study in Bali after the 2002 Bali Bombings shows that a combination of rebranding strategies, international promotion, and local community involvement accelerated the recovery of the tourism industry (Putra & Hitchcock, 2005). Law & Buhalis (2008) highlight the importance of utilizing information technology in destination development. Digitalization enables broader, more interactive, and cost-effective promotion. Gretzel et al. (2006) found that destinations actively using digital media have a greater chance of attracting millennial and Gen Z travelers.

However, in recent years, Senggigi's appeal has significantly declined. According to data from the Central Statistics Agency (BPS) NTB, tourist visits to West Lombok, particularly the Senggigi area, decreased by about 38% between 2018–2022. Contributing factors include natural disasters (the 2018 Lombok earthquake), the COVID-19 pandemic, lack of innovation in tourism products, and increased competition from new destinations such as Mandalika in Central Lombok, which is projected to become a nationally super-priority tourism area (Kemenparekraf, 2021).

Additionally, weak digital promotion, limited infrastructure, and declining quality of tourism services have worsened Senggigi's position in the eyes of tourists. This is supported by a report from the Ministry of Tourism (2020), which highlighted the need for revitalization of older destinations to remain competitive against newer, more modern, and better-managed ones.

Considering this reality, the West Lombok Regional Government faces a major challenge in reviving Senggigi as a tourism magnet. The strategy to be implemented must be comprehensive, involving multiple stakeholders and based on the principles of sustainable development.

METHODOLOGY

This type of research is library research. Library research is a theoretical study, references and other scientific literature related to culture, values and norms that develop in the social situation studied (sugiyono, 2012).

Push and Pull Theory in Tourism

Crompton (1979) explains that tourist motivation is influenced by push factors (internal drivers such as relaxation, adventure, and cultural experiences) and pull factors (external attractions such as natural beauty, facilities, safety, and accessibility). Senggigi as a destination needs to strengthen its pull factors by improving the quality of attractions and services.

Butler's Tourism Area Life Cycle (TALC) Model

Butler (1980) explains that tourist destinations go through a life cycle: exploration, development, consolidation, stagnation, and (revitalization or decline). Senggigi is currently in the stagnation phase, requiring planned revitalization efforts to regain tourist interest.

Sustainable Tourism Theory

According to Inskeep (1991), tourism development must consider sustainability aspects, including environmental preservation, local community empowerment, and long-term economic benefits. This approach is crucial to ensure that Senggigi can grow without damaging its ecosystem and cultural values.

DISCUSSION AND FINDINGS

Decline in Tourist Numbers

Data from the West Lombok Tourism Office (2023) show a decrease in both international and domestic tourist visits. The average length of stay also dropped from 3.2 nights to 2.1 nights, impacting hotel revenue and local SMEs.

Inadequate Infrastructure

Field observations reveal that many public facilities are damaged and poorly maintained. Sidewalks, streetlights, and public areas along the beach require repairs.

Weak Branding and Promotion

Senggigi is losing out to Mandalika, which has received national and international attention. Senggigi's promotion efforts are inconsistent and underutilize digital media.

Untapped Tourism Potential

Many tourism potentials around Senggigi, such as traditional villages, culinary tourism, and cultural attractions, have not been packaged into integrated tour packages.

Discussion

1. Infrastructure Revitalization

The West Lombok Government needs to allocate priority budgets to repair public facilities, expand road access, and beautify tourism areas. Physical revitalization is a primary requirement to enhance tourist comfort.

2. Rebranding Senggigi

The government should launch a rebranding campaign such as “Rediscover Senggigi” by leveraging social media, travel influencers, and partnerships with international travel agencies.

3. Community-Based Tourism (CBT)

Local communities need to be involved in managing tourist villages, producing handicrafts, and organizing cultural festivals. This approach can increase the sense of ownership and improve service quality.

4. Diversification of Tourism Products

Developing new tourism products such as trekking, culinary tours, art festivals, and water sports can extend tourist stays.

5. Multi-Stakeholder Collaboration

The government, private sector, hotel associations, and cultural communities need to establish regular collaboration forums to create a supportive tourism ecosystem.

CLOSING

Conclusion

Senggigi has great potential but faces serious challenges in maintaining its tourism appeal. The West Lombok Government needs to take strategic steps, including infrastructure revitalization, destination rebranding, community-based tourism development, diversification of tourism products, and multi-stakeholder collaboration. Planned implementation of these policies can restore Senggigi as a competitive tourism icon of Lombok.

Suggestion

Good policies are those that benefit tourists and do not harm local communities and take the environment into account.

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