

Innovation in Support of Local Government Policies and Community Empowerment in the Development of Tourist Village-Based Destination Areas on the Coast of Bone Bolango Regency

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Abstract:- The purpose of this research is to design a model of innovation of local government policy and community empowerment in the development of tourist village-based destinations in Bone Bolango Coastal Regency, so as to support tourism development in the Tomini Bay Area. The method used is qualitative through in-depth interviews, FGD, and documentation / literature review studies. The results of this study found (1) the development of tourist village-based destination areas in Bone Bolango Coastal Regency has been supported by legal / legitimacy policies / umbrellas by the Bone Bolango Regency Government through the Bone Bolango Regent's Decree Number: 131 / Kep / Bup.BB / 121/2021 determined based on the potential and capacity of local resources and uniqueness consisting of marine and coastal tourism and becomes a guideline for policy making in the field of tourism in Bone Bolango Regency; (2) Community empowerment by the government in the development of tourist village-based destinations in Bone Bolango Coastal Regency is still at the level of the establishment of a Tourism Conscious Group (Pokdarwis) that has not played an active role in various forms of tourism management in the village. The process of transferring knowledge of tourism development, especially to coastal local communities is still limited to the education of souvenir making and diving techniques, has not had a significant influence in improving the quality of village attraction programs, and has not been able to bring a sense of *belonging* to coastal local communities to the progress of tourism in their villages; (3) Synergy between local government policies and community needs has been implemented well through the Development Planning Conference (Musrembang) where in the participatory budgeting process using a bottom-up approach that provides space for the community to voice their needs on the part of the government, actively influencing budget plans and the preparation of village development projects. However, the Village Fund Budget has not been allocated for the

development of tourist village-based destinations in Bone Bolango Coastal Regency. Support of the Bone Bolango Regency Government through Bimtek, as well as the provision of jetski and banana boat rides have not been optimally utilized by the village community for the development of tourist villages; (4) The model of innovation of local government policy and community empowerment in the development of tourist village-based destination areas in Bone Bolango Coastal Regency is projected for sustainable tourism development, for which the policy of the Next District Government Regulation is operationalized for the development of tourist villages that rely on four pillars, namely (a) conservation of marine and coastal tourism areas, (b) education for environmental and cultural preservation, (c) community participation, and (d) accommodate local wisdom.

Keywords:- Policy, Community Empowerment, Tourist Village.

I. INTRODUCTION

Law No. 6 of 2014 on Villages not only regulates villages, but also regulates rural areas. Rural in question is an area that includes several villages, which are developed in cooperation between villages and built by district or city governments that still have villages within their territory. With this role, it becomes important and very relevant if the Regional Government conducts the Development of Special Economic Zones (KEK) based on rural areas.

The development of rural-based areas continues to be developed. The Tomini Bay area with an area of about 137,700 km² with a coastal length of about 1,350 kilometers has gradually changed into a potential economic value area. The implementation of regional development began with the breakthrough of Gorontalo State University (UNG) in initiating and initiating the Tomini Bay area into a rural-

based Special Economic Area (Archam, 2021). The purpose of the development of the Special Economic Area is to provide protection for potential, as well as provide ease of effort to business actors in the Gulf of Tomini area (Ministry of Home Affairs, RI, 2021). The development of special economic zones aims to accelerate regional development and as a breakthrough model of regional development for economic growth, including tourism, so as to increase employment (Archam, 2021).

Gorontalo State University seeks to develop the Tomini Bay area, through a Special Economic Area development program. Rural-based regional development was chosen because it must be participatory, which involves the role of the community in determining its superior commodities based on the potential of their respective villages (Wolok, 2021). Rural-based industries developed in the Tomini Bay area will be potential-based on each village, so there is no need to encourage new commodities. In this way, existing commodities can be optimized to excel and have competitiveness at the regional, national and even international levels. In developing industrial estates, there will be differences between western and eastern Indonesian industries, so there must be differences in intervention and policy, so that economic growth in the East can be realized.

One approach that can be put forward with rural special economic areas. Efforts to support the achievement of the development of special economic areas in the Gulf of Tomini area include the need to map the potential, problems, and agenda of improvement of the development of the Gulf of Tomini area. One aspect of development that needs attention is tourism development through village-based tourism development. Village-based tourism development is being developed in villages. Moreover, tourism has a significant good impact for strengthening the economy and empowering rural communities (Werdiningsih, et al, 2020). Village-based tourism development must be further developed with the forerunner and advantages possessed by the Gulf of Tomini area. The hope is that through the development of village-based tourism by developing the potential that exists in the Gulf of Tomini area will make this area as a pioneer in rural development.

Village-based tourism development efforts by developing the potential that exists in the Tomini Bay area, among others, are carried out by the Regional Government of Bone Bolango Regency, Gorontalo Province. The development of tourist village-based destinations on the coast of Bone Bolango Regency has begun to be encouraged. Along the southern coast of Bone Bolango, which is part of the Gulf of Tomini is an interesting place. Its nature is still maintained, as well as the open attitude of the village community which is also a major factor in the development of tourist destinations (Azhar, 2021). The geographical location adjacent to Tomini Bay makes Bone Bolango Regency store a wealth of natural attractions that are very extraordinary. In addition, the tourism sector became one of the main pillars of bone bolango regency development. Bone Bolango Regency Regional Government in the medium-term development plan (RPJM) 2016-2021

has a very high interest and urgent for the tourism sector. This sector is considered to have succeeded in bringing about change and community independence and as one of the pillars to advance Bone Bolango Regency. The progress of the tourist village program is considered to boost the economy in general in Bone Bolango Regency. This is expected to support the achievement of the development of a Special Economic Area in the Gulf of Tomini region.

The development of tourist village-based destination areas on the coast of Bone Bolango Regency requires a strategy through local government policies that give clear direction and measures that must be implemented continuously accompanied by increased opportunities for effort and community involvement in developing tourist village-based destinations. The policy of developing tourist village-based destination areas on the coast of Bone Bolango Regency is explained by the Gorontalo Provincial Regulation No. 2 of 2019 concerning the Regional Tourism Development Master Plan 2019-2025 that the development of tourism destinations through tourist village-based destinations, especially on the coast of Bone Bolango Regency, includes: 1) Olele Village; 2) Botutonuo Village; 3) Molotabu Village; and 4) Botubarani Village. Conditions to date, the provisions regarding destination areas based on tourist villages have not been further regulated by the Governor's regulations or bone bolango regency regulations. The policy taken in the development of tourism in accordance with Bone Bolango Regency Regional Regulation No. 2 of 2013 concerning the Master Plan for Tourism Development of Bone Bolango Regency 2011-2031 has not specifically regulated the development of tourist village-based destination areas on the coast of Bone Bolango Regency.

Until now the regional policy / legal umbrella / legitimacy in the development of tourist village-based destination areas in Bone Bolango Coastal Regency is still weak / lacking. This is related to the lack of breakthrough innovative policies in the development of tourist village-based destinations on the coast of Bone Bolango Regency. Though the implementation of these policies is a need of the community, where the villagers in Bone Bolango Coastal Regency can be involved in the management of tourist attractions. Indirectly open jobs for the local village community, prosper the community and increase economic growth.

The specific goal to be achieved in the research is the recommendation of the innovation model supporting local government policy / legal umbrella / legitimacy and community empowerment in the development of tourist village-based destination areas in Bone Bolango Coastal Regency. The urgency (priority) of research is the need for local government intervention in the development of tourist village-based destinations in Bone Bolango Coastal Regency can be done by applying policy instruments that can be used to control and provide incentives in developing tourist village-based destinations in a sustainable manner, such as; Coastal land use rules, limiting tourists' access to damage-prone villages, protecting local village culture,

directing environmentally minded tourist behavior, restrictions on energy use, saving scarce natural resources, reducing pollution and providing incentives for infrastructure development that also benefits hosts such as transportation systems, protection of urban green spaces and national parks. However, until now the regional policy / legal umbrella / legitimacy in the development of tourist village-based destination areas in Bone Bolango Coastal Regency is still weak / lacking, so there is a need for an innovation model of policy support from the Regional Government.

One of the aspects needed in the strategy of developing tourist village-based destination areas in Bone Bolango Coastal Regency is the aspect of community empowerment. The foundation in the development strategy includes providing greater opportunities for the community to actively participate. This is intended so that the development of tourist village-based destination areas provides significant benefits for the people in Bone Bolango Coastal Regency. In this context, planning for the development of tourist village-based destination areas in Bone Bolango Coastal Regency is important to involve the community in the process of formulating policies on the development of tourist village-based destination areas in Bone Bolango Coastal Regency. Therefore, local government policy innovation needs to be designed into a participatory policy that places the community as the main actor in the process of developing tourist village-based destinations in Bone Bolango Coastal Regency.

So far, the role of the government to empower the community in the development of tourist village-based destinations in Bone Bolango Coastal Regency has not been optimal. This is evident from the lack of community participation in the policy-making process, the absence of supporting organizations that can help coastal communities in increasing the creativity of rural communities in creating ideas and products that will bring benefits to the community itself, and the slow development of supporting infrastructure by the government.

The development of tourist village-based destination areas is inseparable from the readiness and support of the community in Bone Bolango Coastal Regency. Olele, Botutonuo, Molotabu and Botubarani village destinations are well known to tourists and become tourist destinations, but are not able to develop well and tend to stagnate because of the limited support and readiness of the surrounding community. Direct community involvement in the process of developing tourist villages becomes important because it accommodates the wishes and demands of the community. The development of tourist villages must be based on the desire of the community to develop the potential that exists in their villages as a means to improve the welfare of the community, so that the involvement of the community is aimed at ensuring that the development of tourist villages is in accordance with the wishes and demands of the community. This is an important reason that synergy between local government policies and community needs in the development of tourist village-based destinations in

Bone Bolango Coastal Regency is needed. Based on this, it is important to conduct a study on innovation in local government policy support and community empowerment in the development of tourist village-based destinations in Bone Bolango Coastal Regency.

Research supports the achievement of the university's flagship plan and field as a strategy to realize a superior and competitive UNG. Specifications related to special schemes on the implementation of regional development began with the breakthrough of Gorontalo State University in initiating and initiating the Tomini Bay area into a rural-based Special Economic Area. Research can be a consideration in the preparation of a strategic study for the application of Village SDGs in the context of cooperation in the development of the Gulf of Tomini area and northern Indonesia.

II. LIBRARY REVIEW

Public Administration

Public administration is centrally concerned with the organization of government policies and programs and the behavior of officials. Public administration deals with the management of public policy (Edwards, 2017). It is the government's action in the management of public affairs or the implementation of public policy (Shafritz, et al, 2017). Public administrators work at all levels of government and substantive areas where public managers work ranging across a wide range of governmental and societal affairs interests (Denhardt, et al. 2016). Public administration needs to innovate in new ways to solve the complexity of the problems it faces (Khang, 2018).

Public Policy

The term policy generally refers to actions taken by individuals or groups consistently in addressing problems (Anderson, 2015). Policy is a government statement at any level in whatever form it wants to do about a public issue. Such statements can be found in constitutions, laws, regulations, legal cases (i.e. court decisions), decisions of institutions or leaders or even in changes in the behavior of government officials at all levels (Brikland, 2016). Public policy is what public officials do in government, and also as an extension of the mandate of the citizens they represent, it has to do with the choice to do or not to do about public matters (Kraft & Furlong, 2018).

The paradigm of public policy that is responsive and provides space for the development of society independently in the process of formulation, implementation and evaluation of policies will have an impact on improving people's welfare in a sustainable manner. Thus, interaction, processes and activities between society and government are needed symbiotically mutualism, so it is expected to be able to answer the dynamics, demands and public interest. Public policy on the other hand is a product that fights for the public interest whose philosophy is to require public engagement from start to finish (Sururi, 2016).

Policy development with a new policy direction is one of the government interventions that can be done in the development of rural tourism (Khartishvili, et al, 2019). Policies in the development of tourist village-based destination areas require mature integrated planning where at the local level develop quality management services, participation, and empowerment of local communities (Nugroho, et al. 2018).

Community Empowerment

Gorontalo Provincial Regulation No. 2 of 2019 on The Regional Tourism Development Master Plan 2019-2025 mentions community empowerment is an effort to increase awareness, capacity, access and the role of the community, both individually and in groups, in advancing the quality of life, independence and welfare through tourism activities. If we look back where the initial concept of empowerment began to be introduced, then community empowerment is more about how the targeted community can play an active role in the development process. In other words, the concept of empowerment originally started from the concept of community participation. Empowerment orientation must help targets (coastal communities) in order to be able to develop themselves on the basis of existing innovations, set participatory, by oriented to the needs of coastal communities and practical matters, both in the form of individual and group services (Irawan & Tanzil, 2020).

Forms of community empowerment through the development of tourist villages can be seen from the involvement of the community directly or indirectly in the tourism village development program starting from planning, implementation and evaluation (Andriyani, 2017). Community empowerment in the development of tourist-based destinations for coastal communities means creating opportunities for coastal communities to determine their needs, plan and carry out their activities, which ultimately creates permanent independence in the life of the community itself (Irawan & Tanzil, 2020).

Tourism development is a form of joint participation from local governments and local communities including the Tourism Office, Public Works Office, Coastal and Marine Resource Management Office, Marine and Fisheries Service, Bappeda and "Adat" Council and Indigenous Institutions. Key stakeholders, key stakeholders and supporting stakeholders must take strategic steps to increase synergy of roles, namely by increasing coordination between SKPD, building public facilities in tourist sites and providing training and mentoring to local communities to improve skills and knowledge in supporting tourism development (Muawanah, et al, 2020).

Development of Tourism Village-Based Destination Areas in Tourism Development

Development is a process of change in a better direction that includes planning, implementation and control efforts in the framework of added value creation as desired (Gorontalo Provincial Regulation No. 2 of 2019). Law No. 10 of 2009 on Tourism explains tourism is a variety of tourist activities and supported by various facilities and

services provided by the community, entrepreneurs, government and local government. In the Regional Regulation of Gorontalo Province No. 2 of 2019 explained that tourism is the whole activity related to tourism and is multi-dimensional and multi-disciplinary that emerges as a form of the needs of every person and country and interaction between tourists and local people, fellow tourists, governments, regional governments and entrepreneurs.

A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of rural both socio-economic, socio-cultural, customs, daily, has a distinctive building architecture and spatial structure, or unique and interesting economic activities and has the potential to develop various components of tourism, such as attractions, accommodation, food-beverages and other tourist needs (Hadiwijoyo, 2012).

The concept of rural tourism also encourages community involvement in the development process, especially in planning, decision-making, and project implementation (Idziak, et al, 2015; Sidali, 2015), which can then contribute to long-term sustainable rural development and support economic achievement and social goals at various levels (Idziak, et al, 2015; Kavita & Saarinen, 2016). Through the development of tourist village-based destinations are expected to contribute economically, both directly and indirectly to the community, and improve the social life of the community. In addition to the community benefiting from the arrival of tourists, the community can also simultaneously maintain and maintain local culture and nature preservation in the village area (Widyaningsih, 2019).

Preliminary Study

Several previous studies have been conducted related to local government policies and community empowerment in the development of tourist village-based destinations.

1. Tourism governance arrangements in the destination area affect the participation of local communities, but often the rules in a policy do not involve local communities. An innovation-centred approach provides opportunities to strengthen participation in tourist destinations. Tourism management needs to involve the community and more research is needed to design participatory tourism management arrangements (Bichler, 2019).
2. A tourism development requires regional, provincial, national planning arranged based on applicable laws and regulations and various developing regulations. Related to that, the development of regional tourism is based on existing regulations in the area by involving community participation and preferences as a form of realization of a new paradigm that more engages and empowers the community. Thus, it is expected that the tourism development planning process involving national thinking and planning and community thinking will result in a more integrated comprehensive planning (Mulyana, et al, 2019).
3. How to institutionalize a good policy, including must be able to be done in synergy, between institutions with the community through stakeholders or policy makers who are directly involved, to find partnerships and also

patterns of government organizations relevant to the condition of the village. The relevance of the concept is emphasized on the role of each element, in the initial to final process in a policy, so that it can be combined and carried out in synergy (Hilman, 2017).

III. THE PURPOSE AND BENEFITS OF RESEARCH

Research objectives

This research aims to:

1. Analyze and describe the support of local government policy / legal umbrella / legitimacy in the development of tourist village-based destination areas in Bone Bolango Coastal Regency.
2. Analyze and describe community empowerment by the government in the development of tourist village-based destinations in Bone Bolango Coastal Regency.
3. Analyze and describe the synergy between local government policies and community needs in the development of tourist village-based destination areas in Bone Bolango Coastal Regency.
4. Designing a model of innovation of local government policy and community empowerment in the development of tourist village-based destinations in Bone Bolango Coastal Regency, so as to support sustainable tourism development in the Tomini Bay Area.

The final purpose of this research is the support of tourism development in the Tomini Bay Area through the innovation model of local government policy / legal umbrella / legitimacy and community empowerment in the development of tourist village-based destination areas in Bone Bolango Coastal Regency, so that the direction and purpose of the research roadmap in the long term is the realization of a strong legal foundation in the development of tourist village-based destinations on the Coast of Bone Bolango Regency, as well as strengthening the role of community involvement directly on all tourism planning, implementation and supervision activities carried out in his village.

Benefits of Research

This research is expected to provide the following benefits:

1. Theoretical benefits

The results of this study have an applicable influence and function on the development of new science as a thought for the advancement of Public Administration Science.

2. Practical benefits

The results of this study are useful for the development of tourist village-based destinations in Bone Bolango Coastal Regency by providing input to the Bone Bolango Regency Government in policy formulation and community empowerment.

4. The results of this study are useful for the development of similar and unidirectional studies and become references and references in conducting studies related to

the development of tourist village-based destination areas in Bone Bolango Coastal Regency.

IV. RESEARCH METHODS

Type and Location of Research

Referring to the focus and externalness of research, the method used is qualitative through in-depth interviews, FGD, observation and documentation / *literature review studies*.

This research was conducted in the Tourist Village Based Destination Area on the Coast of Bone Bolango Regency consisting of Botubarani Village, Botutonuo, Molotabu, Olele.

Research Stages

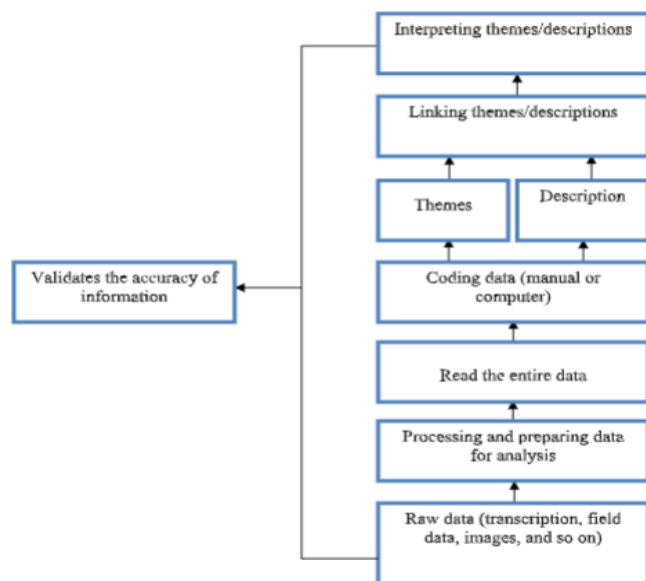
This research is carried out in the following stages:

1. Selection of Themes, Topics and Cases regarding the development of tourist village-based destinations on the coast of the Gulf of Tomini area.
2. Literature reading in the form of journals, scientific magazines, previous research results, books, magazines, newspapers related to the development of tourist village-based destination areas on the coast of the Gulf of Tomini area, especially in the coastal areas of Bone Bolango Regency.
3. Formulation of Focus and Research Problems, so that researchers can concentrate on the development of tourist village-based destinations on the coast of Tomini Bay area, especially in the coastal area of Bone Bolango Regency which is the center of attention.
4. Data Collection obtained from several techniques, namely in-depth interviews, observations and documentation.
5. Data improvements are done if there is not enough data to answer the problem formulation, the data is considered incomplete, so researchers must return to the field to complete the data by meeting informants again.
6. Data Processing, which is to check the truth of data, compile data, perform coding, classify data, correct interview answers that are less clear. This stage is done to facilitate the analysis stage.
7. Data analysis conducted after data in the form of transcripts of interviews and observations, as well as images, photos, subject diaries and so on is considered complete and perfect.
8. The Process of Data Analysis, which is an activity to provide meaning or interpret data by organizing, sorting, grouping, giving codes or signs, and categorizing them into parts based on a specific grouping, so that a finding is obtained to the formulation of the problem submitted by (a) reading the entire transcript to obtain information in general (general) from each transcript, (b) the general messages are compiled for the process. n in particular (specific messages), (c) of these special messages will be known the general pattern of data. Furthermore, the data can be grouped by sequence of events, categories, and typologies.

9. Theoretical dialogue, which is to dialogue research findings with theories that have been discussed in the literature review section.
10. Triangulation of Findings (Confirmability), so that the findings are not considered biased, researchers need to triangulate the findings by reporting the findings of the study to the interviewant informant.
11. Conclusion of Research Results, i.e. making a synthesis of all that has been previously proposed by listing the theoretical implications.
12. Research Report as one form of accountability of research activities as outlined in written language for the public interest.
13. Research Publications

Data Analysis Techniques

Analysis of the data in this study using the framework (Creswell, 2016). Data analysis is done to organize, sort, group, code or mark and categorize it, so that a finding is obtained based on the focus or problem of this study. Through a series of activities, qualitative data scattered and piled up can be simplified to finally be understood easily.



Picture 4.1. Creswell Model Data Analysis

The data analysis section outlines the process of systematically tracking and arranging interview transcripts, field records and other materials to present findings. This analysis involves the workmanship, organization, solving and synthesis of data as well as the search for patterns, disclosure of what is important, and determining what is reported. In this qualitative study, data analysis is performed during and after data collection. In this description of data analysis is given an operational example in the form of matrix and logic.

After the data series is collected, then the data analysis is carried out with the following processing procedures and technical:

1. Sorting and compiling data classifications.
2. Perform data editing to build data analysis performance.
3. Confirm data that requires data verification and data deepening.
4. Conduct data analysis in accordance with the construction of the discussion of research results.

The presentation of data is done by compiling a set of information, thus giving the possibility of conclusions and action. The presentation of this qualitative data includes: 1) narrative text in the form of field notes, and 2) matrices, graphs, networks, and charts. Withdrawal efforts are carried out continuously while on the ground. From the beginning data collection has begun to look for the meaning of words and sentences, noting the regularity of patterns (in theoretical notes), explanations, possible configurations, causal flows, and propositions.

V. RESULTS AND DISCUSSIONS

Description of The Location of the Search

Based on the Decision of the Regent of Bone Bolango Number 131 / KEP / BUP. BB/121/2021 dated May 27, 2021 Concerning the Determination of Tourist Village Areas in Bone Bolango Regency, can be identified the description of tourist villages on the coast of Bone Bolango Regency as follows:

Table 1. Tourist Village Area in Coastal Bone Bolango Regency

No	Description	Botubarani Village	Botutonuo Village	Molotabu Village	Olele Village
1	Parekraf superior products	Marine Tourism	Beach Tourism	Beach Tourism	Marine Tourism
2	Proposed name of theme / topic of development of human resources perekraf	1. Tourism Destination Governance Training 2. Tour Guide Training	1. Tourism Destination Governance Training 2. Tour Guide Training	1. Tour Guide Training 2. Souvenir Making Skills Training	1. Homestay Manager Training 2. Souvenir Making Skills Training
3	Uniqueness	Whale Shark (Whole Shark), Kurinai Beach, Botubarani Peak, Coral Reef, Culinary	Botutono Beach, Boat Tour, Coral Reef Transplant, Culinary	Beach, Boat Tour, Culinary, Craft, Coral Reef	Marine Park, Catamaran, Diving, Snorkeling, Craft, Culinary
4	Local Wisdom	Culture, Customs	Culture, Customs	Culture, Customs	Culture, Customs
5	Category	Self-sufficient	Self-sufficient	Self-sufficient	Self-sufficient
6	Manager	• Whale Sharks: Village Government	Community	Community	Village Government

		<ul style="list-style-type: none"> • Kurinai Beach: Private • Botubarani Peak: Private 			
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Source: Research Data (2021)

In Table 1 above, it appears that the category of each village is at an independent level. This means that the four villages are projected to have tourism innovation from the community, the tourist destinations have also been recognized by the world with standardized facilities and infrastructure. In addition, the management is collaborative pentahelix.

Visualization of the tourist village is displayed as follows:



Picture 2. Botubarani Beach (Whale Shark)



Picture 3. Botutonuo Beach



Picture 4. Molotabu Beach



Picture 5. Under the Olele Sea

Source: Documentation/Research Photo (2021)

Results of Research and Discussion

The data summarized in the research results was obtained through *Focus Group Discussion* (FGD) and the results of in-depth interviews with informants. In addition, the Research Team conducts observations and documentation studies / literature reviews related to the focus of research. Here is the implementation of research.



Picture 6. FGD



Picture 7. Stakeholder Exposure



Picture 8. Informant Vice Regent Bone Bolango



Picture 9. Informant of Bone Bolango Regency Tourism Cadis

Source: Documentation/Research Photo (2021)

Support of Local Government Policy in the Development of Tourist Village-Based Destination Areas in Coastal Bone Bolango Regency

The policy of developing tourist village-based destinations is a product of a very complex process and related to various aspects. The complexity of tourism is caused by various major changes at the village level. In the context of these major changes, the policy environment on tourism becomes a strategic medium for the government to market its tourism potential. It is in this condition that tourism policy becomes very strategic and important in the development of tourism. Tourism is a multidimensional and cross-sectoral industry. The involvement of all parties is needed because tourism is not a stand-alone sector. Consideration of interrelationships between sectors and

handling tourism is increasingly complicated in the development of an integrated destination. One of the stakeholders who has an important role in the development of tourist village-based destinations on the coast of Bone Bolango Regency is a good understanding from the government in planning and implementing all tourism planning consistently and sustainably through policy support.

The interview with Bone Bolango Deputy Regent Dr. Merlan S. Uloli (MSU) obtained the following information: "... In terms of the policy of the Bone Bolango Regional Government is very supportive for the development of tourist village-based destinations in coastal areas. The latest policy issued is the Decision of the Regent of Bone Bolango

on the Determination of Tourist Village Areas which of course in the policy covers tourist villages on the coast of Bone Bolango..." (MSU Interview Transcript, June 30, 2021).

Based on an interview with the Head of Tourism Office of Bone Bolango Lukman A. Daud (LAD) obtained the following information:

"... to carry out the development of tourist villages the legal basis within the scope of the Ministry of Tourism starts from the Law, Government Regulation, Presidential Regulation, Presidential Decree, Ministerial Regulation, Governor to Regent Bone Bolango. We also have a Regional Tourism Development Master Plan..." (LAD Interview Transcript, June 30, 2021)

Paying attention to the above information can be stated that basically the development of tourist village-based destinations on the Coast of Bone Bolango Regency has been supported by the policy / legal umbrella / legitimacy by the Bone Bolango Regency Government. This can be seen through the Decision of the Regent of Bone Bolango Number: 131/ Kep / Bup.BB / 121/2021 determined based on the potential and capacity of local resources and uniqueness consisting of marine and coastal tourism and becomes a guideline for policy making in the field of tourism in Bone Bolango Regency.

With the support of the policy explained that the Bone Bolango Regency Government pays attention and ensures that the development of tourist village-based destination areas will be able to provide benefits while reducing social, economic, and environmental impact costs. On the other hand, more profit-oriented businesses certainly can't regulate what to do, but the Bone Bolango District Government can regulate what they shouldn't do through policies and regulations. For example by establishing the spatial regulations of tourist villages, permits, licenses, accreditations, and others.

Intervention of the Bone Bolango Regency Government on the development of tourist village-based destination areas can be done by implementing several policy instruments that can be used to control and provide incentives in developing sustainable tourism, such as; Land use rules, limiting tourist access to areas prone to damage, protecting local culture, directing environmentally minded tourist behavior, restrictions on energy use, saving scarce natural resources, reducing pollution and provide incentives for infrastructure development that also benefits hosts such as transportation systems, protection of urban green spaces and Gorontalo Provincial Geopark.

The selection of policy instruments will be decisive if it is based on a complete study of the objectives to be achieved in the most efficient way possible, not based on partial and incomplete studies. The most important thing also needs to be based on morals and good political will. The current issues regarding the development of tourist village-based destination areas only emphasize the technical aspects when in fact it is a political issue that concerns the

regulation of all components of tourism in order to lead to sustainable tourism.

The role of the Bone Bolango Regency Government as a policy maker is very important in determining the policy of developing tourist village-based destination areas that will be taken to develop sustainable tourism. For that, there needs to be an understanding for policy makers about the concept of planning the development of a good tourist village-based destination area. Various cases in Indonesia in general planning become very important as a guideline in future development. Without comprehensive planning, the development of tourist village-based destinations can be done continuously. So far development planning is still partially contained in every sub-activity sector. Sustainable tourism development is also adopted as a vision of tourism development of each region. However, in the development of formal and holistic regulations and indicators that can be adopted and used as guidelines in assessing the success of development is not available completely.

The policy of developing tourist village-based destination areas as part of economic policy. Economic policy deals with the structure and economic growth that is usually realized in the planning of the development of tourist village-based destination areas. Some of the key factors of concern to economic policy include employment, investment and finance, industry, and trade (Gee, 2000: 28).

Furthermore, Gee (2000: 28) explained that the formulation of tourism policy is an important responsibility that must be carried out by governments that want to develop or maintain tourism as an integral part of the economy. Gee (1997: 286) more unequivocally described policy generally referring to a high-level, overall plan that includes goals and procedures. For that public policy, taking into account the desired final result of the government and the methods to achieve those results. Policies realize the goals and strategies that the government has adopted with respect to tourism, economic development, employment, political relations, or, a combination of the three. Therefore, public sector involvement is very important in determining tourism policy.

According to Gun and Var (2002: 106) mentions the policies made all for efforts to improve the image of tourist destinations. In the last decade cooperation and collaboration between government and private institutions has become stronger. Tourism village-based destination development policies need to be implemented by the private sector as well as the public sector. For this reason, synergy between the government, entrepreneurs and the community is needed in the planning and development of tourist village-based destinations.

The Government of Bone Bolango Regency, private, and the community should have the option to do something constructive about the policy of developing tourist village-based destination areas. This is an opportunity and at the same time an obligation to create, implement and maintain well a policy made. The most important thing is

coordination with the private sector and government to avoid concerns for public welfare (Gun and Var (2002:117). According to Richter & Richter (Hall, 2000: 25) almost universally the world's governments accept tourism that has a positive impact, so the policy of developing tourist village-based destination areas is made to expand the tourism industry.

Paying attention to RIPPDA Bone Bolango Regency in 2021, the policy of the Bone Bolango Regency Government in the development of village-based destination areas will be carried out with the concept of "Development of value added objects and tourist attractions in Bone Bolango Regency Coast by relying on the uniqueness of ODTW, the natural beauty of Bone Bolango Regency which is a combination of the natural beauty of forests and mountains, as well as the stretch of beach in the south, good accessibility of the center of Gorontalo City, community hospitality, and guaranteed security and order, in order to build the regional economy and community, by utilizing all the opportunities factors, namely national policy in the development of regional tourism, proximity of location to the city of Gorontalo as a gateway for tourists and the importance of various tourism support facilities in the city of Gorontalo, as well as gorontalo connectivity with Bali as the tourist center of Indonesia and Bunaken Marine Park as a world tourist attraction".

Based on RIPPDA Bone Bolango Regency in 2021, the policy of the Bone Bolango Regency Government in the development of village-based destination areas at least regulates the following:

1. Spatial Arrangement / Zoning of Coastal Tourist Areas

The policy of spatial arrangement for the development of village-based destination areas on the coast of Bone Bolango Regency is directed to form an integrated tourist area and connect one object with another through an existing infrastructure network. Based on the conditions of distribution and the type of tourist attractions in the coastal area of Kabupeten Bone Bolango, the area of tourist attractions in Bone Bolango Regency includes coastal and marine tourism zones consisting of Botubarani beach attractions, Botutonuo beach, Molutabu beach and Olele underwater park.

2. Development of Objects and Tourist Attractions

The policy of setting objects and tourist attractions on the coast of Bone Bolango Regency is directed to the realization of various village attractions.

3. Infrastructure and Facilities Development, as well as Tourism Support Facilities

The policy of regulating the elements of infrastructure and facilities, as well as important tourism support facilities developed so that tourism activities can run well is road access to tourist attractions, infrastructure and transportation / transportation facilities, and accommodation facilities.

4. Institutional Development of Tourism

The policy of regulating institutional tourism except government institutions that are directly responsible for the development of tourism, namely the Department of Transportation, Tourism, and Telecommunications and information, in Bone Bolango Regency there are no other institutions, especially from private and public who have activities in the field of tourism. For the needs of tourism development in Bone Bolango Regency in the medium and long term in the future, the necessary institutional development is:

- Strengthening existing government institutions.
- Institutional establishment of tourist-conscious communities, especially in villages around the tourist attraction area.
- Establishment of a tourist attraction management unit.

5. Human Resource Development

The policy of regulating human resource development in relation to the development of tourism in Bone Bolango Regency includes the development of human resources in the Sub Office of Tourism Of Bone Bolango Regency, and human resources from the community, especially those who run services related to tourism in Bone Bolango Regency.

The development of human resources in the scope of the Tourism Sub Office office can include aspects:

- Development of technical knowledge on tourism management.
- Development of technical knowledge about the development of business people in the field of tourism.
- Development of knowledge about the development of tourism-conscious communities.

The development of human resources in the scope of tourism service businesses, can be:

- Development of knowledge about tourism business management.
- The formation of attitudes and behaviors related to service to tourists.

The development of human resources in the community, can be:

- Development of an understanding of the potential of tourism in the area.
- The formation of attitudes and behaviors related to service to tourists.

The development of community skills to produce crafts or food products that can support tourism development.

6. Tourism Investment Development

The policy of regulating the development of tourist attractions requires a large investment cost, depending on the concept of development of each tourist attraction. Because the ability of financing by the government / local government is limited, and because of the need to encourage business growth and the economy of the community, tourism investment is not only carried out by the government, but also involves the public and private sector. In this context, the elements of investment must be made by

the government, and there are elements that can be done by the public / private sector. If the location of the site where the public / private to build tourism facilities in the area of tourist attractions is owned by the state / government, then the private / community government cooperation relationship can be built in the form of a revenue sharing system or other forms with no harm to investors.

7. Tourism Economic Development

Tourism economic regulation policy refers to one of the targets of regional tourism sector development activities is to improve the economy of the community, both because of the opening of employment and business opportunities for local communities, especially people who live around tourist attraction locations. Efforts to develop the economy of the community in the development of tourism can be:

- Involvement of the community in the management of tourist attractions.
- The development of community business around or within the area of tourist attractions that support tourism activities.
- Improving people's skills to produce tourism products, such as regional crafts, souvenirs, cuisine, etc.

In the medium term, the potential source of regional income from the tourism sector is still limited to the source of income from the levy on tourist attractions, parking levy, and retribution from community businesses within the tourist attraction area. Potential revenue from local taxes in the form of hotel, restaurant, and transportation taxes has not been obtained because these supporting facilities are within the Gorontalo City area.

The increase in regional revenue from the levy on tourist attractions will go hand in hand with the increase in the number of tourist visits to tourist attractions that will be developed. Therefore, tourism marketing development efforts that will be carried out to attract as many tourists as possible to tourist attraction locations in Kabupaten Bone Bolango, are also automatically an effort to increase regional revenues from the tourism sector. To support efforts to increase the income of this area, one of the regulations that must be immediately met by the Bone Bolango Regency Government is to issue a Regional Regulation on levy on the entry of tourist attractions in Bone Bolango Regency.

8. Tourism Environmental Management

Tourism environmental regulation policy refers to the main attraction is the natural quality of each of these attractions. In other words, if the natural resources are damaged, then the quality of tourist attraction will also be reduced and even become lost or no longer interesting. In relation to efforts to build and increase tourist attraction, environmental management efforts in the tourist attraction area become very important.

9. Tourism Marketing

Tourism marketing regulation policy refers to the purpose of marketing tourism products is to offer and sell the attractive value of each tourist attraction to tourists. One

of the main activities in tourism marketing is to promote tourism. Promotional activities carried out must be adjusted to the target market object / tourists are intended. Judging from its origin, potential tourists come to the location of tourist attractions on the coast of Bone Bolango Regency are local / domestic tourists, archipelago tourists, and foreign tourists. The concept of marketing for each target group of tourists needs to be supported by tourism promotion activities that need to be supported by promotional facilities, among others:

- Leaflet
- Tourism map
- Video on the beauty of Bone Bolango attractions

Community Empowerment by the Local Government in the Development of Tourist Village-Based Destination Areas on the Coast of Bone Bolango Regency

Community empowerment by the Regional Government in the Development of Tourist Village-Based Destination Areas on the Coast of Bone Bolango Regency can be seen that the community is given the opportunity to participate in the development process of Tourism Villages. Community participation in the form of advice, consideration, opinion, response, and input to development, potential information, and problems, as well as the development plan of The Tourism Village. As for suggestions, considerations, opinions, responses, and inputs submitted in writing to the Tourism Village Manager.

Synergy between Local Government Policy and Community Needs in The Development of Tourist Village-Based Destination Areas in Coastal Bone Bolango Regency

Synergy between local government policies and community needs has been implemented well through the Development Planning Conference (Musrembang) where in the participatory budgeting process using a bottom-up approach that provides space for the community to voice their needs on the part of the government, actively influencing budget plans and the preparation of village development projects. However, the Village Fund Budget has not been allocated for the development of tourist village-based destinations in Bone Bolango Coastal Regency. Bone Bolango Regency Government support through Bimtek, as well as the provision of jetski and banana boat rides have not been optimally utilized by the village community for the development of tourist villages.

Synergy between Local Government Policy and Community Needs in the Development of Tourist Village-Based Destination Areas in Bone Bolango Coastal Regency is directed at cooperation. In the framework of the implementation, management, and development of Tourism Villages, Local Governments, Village Governments and / or Tourism Village managers can cooperate in accordance with the provisions of the laws and regulations can be done by: a) ministries / institutions of the Central Government; b) the local government of another province; c) district/city local government; d) the village government; and/or e) third parties. The form of cooperation must prioritize the interests of the community in the Tourist Village area, in the form of:

a) educational and training assistance; b) assistance with facilities and infrastructure; c) information systems; and d) other cooperation in the field of tourism village development.

Design Model of Innovation of Local Government Policy and Community Empowerment in the Development of Tourist Village-Based Destination Areas in Coastal Bone Bolango Regency.

The model of innovation of local government policy and community empowerment in the development of tourist village-based destination areas in Bone Bolango Coastal Regency is projected for sustainable tourism development, for which the policy of the Next District Government Regulation is operationalized for the development of tourist villages that rely on four pillars, namely (a) conservation of marine and coastal tourism areas, (b) education for environmental and cultural preservation, (c) community participation, and (d) accommodate local wisdom.

VI. CONCLUSION

1. The development of tourist village-based destination areas in Bone Bolango Coastal Regency has been supported by the policy / legal umbrella / legitimacy by the Bone Bolango Regency Government through the Decree of the Regent of Bone Bolango Number: 131 / Kep / Bup.BB / 121/2021 determined based on the potential and capacity of local resources and uniqueness consisting of marine and coastal tourism and becomes a guideline for policy making in the field of tourism in Bone Bolango Regency.
2. Community empowerment by the government in the development of tourist village-based destination areas in Bone Bolango Coastal Regency is still at the level of the establishment of a Tourism Conscious Group (Pokdarwis) that has not played an active role in various forms of tourism management in the village. The process of transferring knowledge of tourism development, especially to coastal local communities is still limited to the education of making souvenirs and diving techniques, has not had a significant influence in improving the quality of village attraction programs, and has not been able to bring a sense of belonging to coastal local communities to the progress of tourism in their villages.
3. Synergy between local government policies and community needs has been implemented properly through the Development Planning Conference (Musrembang) where in the participatory budgeting process using a bottom-up approach that provides space for people to voice their needs on the part of the government, actively influencing budget plans and the preparation of village development projects. However, the Village Fund Budget has not been allocated for the development of tourist village-based destinations in Bone Bolango Coastal Regency. Bone Bolango Regency Government support through Bimtek, as well as the provision of jetski and banana boat rides have not been optimally utilized by the village community for the development of tourist villages.
4. The model of innovation of Local Government policy and community empowerment in the development of tourist village-based destination areas in Bone Bolango Coastal Regency is projected for sustainable tourism development, for which the policy of the Regency Government Regulation in the future is operationalized for the development of tourist villages that rely on four pillars, namely (a) conservation of marine and coastal tourism areas, (b) education for environmental and cultural preservation, (c) community participation, and (d) accommodate local wisdom.

SUGGESTION

1. The Decree of the Regent of Bone Bolango Number: 131/Kep/Bup.BB/121/2021 dated May 27, 2021 provides a legal basis and guidelines for the implementation of tourist villages that are still new, so they have not been proven in their implementation. Therefore, to support success in the implementation of wisdom, it is expected that good cooperation of all stakeholders who become implementors of both local / sub-district / village governments, private parties and village communities is expected.
2. Bone Bolango Regency Government Intervention on the development of tourist villages in the future is to implement several policy instruments such as the Regent's Regulation that can be used to control and provide incentives in developing tourist village-based destination areas for the realization of sustainable tourism, the Regent's Regulation is like; Land use rules, limiting tourist access to areas prone to damage, protecting local culture, directing environmentally minded tourist behavior, restrictions on energy use, saving scarce natural resources, reducing pollution and provide incentives for infrastructure development that also benefits hosts such as transportation systems, protection of urban green spaces and geoparks in coastal areas.
3. The existence of Pokdarwis in the context of the development of tourist villages on the coast of Bone Bolango Regency should act as one of the driving elements of the concept of tourism conscious and sapta charm in the village environment, as well as a partner of the government and local government in an effort to realize and develop tourism awareness in the area that is expected to have a positive impact on the development of wider tourist villages. Therefore, the role and contribution of Pokdarwis needs to continue to be supported and developed both in quality and quantity to sustain existing development and growth, especially the increasing role of coastal communities in the development of tourist villages.
4. In developing tourist village-based destinations, the Bone Bolango Regency Government has started to develop marine tourism with a coastal feel by providing various water adventures such as banana boats, jetskis and diving equipment, but this has not received the support of coastal village communities in its maintenance. Therefore, it is expected that the role and support of the village community to maintain the

sustainability of the facilities so as not to be damaged quickly by maintaining and maintaining various equipment that has been provided by the Local Government.

5. Various village development programs have been encouraged, one of which is through the Allocation of Village Funds to help accelerate and smooth development in villages, including the construction of tourist villages. For this reason, this year is the right moment for the Village Government to utilize village funds not only physical development, but given a larger portion for the development of tourist village-based destination areas allocated among others for training and guidance on village tourism governance.
6. Synergy and the role of all stakeholders who exist and related to the development of tourist village-based destination areas, namely government, private and community are expected because each stakeholder cannot stand alone, stepping together to achieve and realize agreed development goals and objectives. The Government of Bone Bolango Regency government in accordance with the duties and authorities to carry out its role and function as a facilitator and regulator (regulator) in tourism development activities. While the private sector (be it business actors / tourism industry) through resources, capital and networks owned as developers and or implementers of the development of tourist village-based destination areas. The coastal village community with its resources in the form of customs, traditions, and culture acts as a host while having the opportunity as a perpetrator of the development of tourist village-based destination areas according to their ability and plays an active role in supporting the success of tourism development at the village level.

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