

Optimization of Strategic Areas in Regional Economic Recovery: Tourism Perspectives

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ABSTRACT

This research contributes in the form of ideas and modeling of tourism potential development in the region. This research uses Soft System Methodology. This method used 4 stages: The first stage, the problem situation is considered problematic. In the second stage, the problem situation is expressed. The third stage is the root definition of the relevant purposeful activity system. The fourth stage is the conceptual models of the system named in the root definition. Based on the research, it was found that Pangandaran Regency, which is a new autonomous region, has tourism potential that can be developed, especially marine tourism that can support the regional economy. On the other hand, tourism potential is influenced by the geographical condition of Pangandaran Regency which is included in the National Tourism Strategic Area so it is hoped that this program can have a significant impact on regional economic recovery efforts. Based on the Regional Government Plan of Pangandaran 2022, it already has various strategies for tourism development, but it has not been able to run optimally due to the absence of a tourism development model as an economic recovery program.

INTRODUCTION

Currently, there's a developing consensus that regional financial resilience has a malleable and by no means-ending function and therefore is an inherently shock-prone system of development (Martin 2012). For now, people only hope that the Indonesian economy, especially tourism, will soon recover and run normally again. Tourism is one of the sectors most impacted by the Covid-19 pandemic (Rachmawati, 2022). Similarly, Indonesia experienced a severe economic downturn in various sectors, especially tourism, and trade which resulted in a high wave of unemployment (Rapitasari, 2021).

The tourism sector is one of the second largest foreign exchange contributors. However, this pandemic changed everything. The Covid-19 pandemic initially only caused a health crisis. But then the crisis spread to the social and economic sectors. It is characterized by the cessation of economic activity that absorbs labor in the amount of besar (Rachmawati, 2022).

Tourism has a fairly important role in the regional economy because it creates jobs, accelerates trade flows brings in income from tourists, and encourages regional development. Julianti and Akliyah's research explained that the increase in the number of tourists in Cibodas village is directly proportional to the increase in income in the area, this is caused by the increasing employment opportunities so that unemployment is decreasing. (Juliantini and Akliyah, 2018) Meanwhile, the same research explained that the Lamongan Regency paci-ran is threatened where tourism has an economic impact, including increasing income, creating jobs, and encouraging people to become entrepreneurs.

Recently, when the new normal era was imposed, the Government tried to revive the tourism sector and the economic sector which was almost sluggishly hit by the Covid-19 pandemic outbreak (Rachmawati, 2022) one of the areas that revived its economic system through tourism, one of which is pangandaran district.

The optimization of strategic areas in regional economic recovery is a critical aspect of fostering economic resilience and growth. Regional economic resilience is a complex and multi-dimensional property of regional economic systems, encompassing resistance, recovery, reorientation, and renewal (Bristow & Healy, 2017). It involves the ability of a region to resist disruptive shocks, the speed of return to pre-shock performance levels, the extent to which the region adapts its economic structure, and the degree to which the region resumes its pre-shock growth path. The impacts of political fragmentation on inclusive economic resilience have been examined in American metropolitan areas after the Great Recession, contributing to the understanding of regional economic resilience by focusing on intra-regional economic recovery in cities (Lee & Wang, 2022).

Furthermore, the assessment of regional economic storability under the stress of COVID-19 is crucial for supporting the decision of economic system recovery scientifically and accurately. This involves considering a variety of indicators such as development foundation, industrial structure, labor forces, financial support, and government's ability (Zhang et al., 2022). Additionally,

the role of strategic areas in boosting the economy of a region and improving regional economic resilience has been highlighted, emphasizing the importance of regional integration and interaction to support economic activities (Widyastuty et al., 2021; Amelia et al., 2022).

Moreover, the relationship between micro, small, and medium enterprises (MSMEs), regional governments, and the banking sector in economic recovery has been identified as an area that has not been extensively explored, particularly in the context of the COVID-19 pandemic (Sari et al., 2022). It is essential to recognize that regional economic resilience is a recursive process, where a shock and the process of recovery itself may lead to changes in the region's economic structure and functions, influencing the region's resistance and robustness to subsequent shocks (Martin & Sunley, 2014). The transition towards post-industrial forms of economic development has been poorly managed in certain regions, emphasizing the need for a comprehensive strategic vision to effectively manage economic recovery and development (Rota et al., 2020).

Pangandaran Regency is an area with a fairly wide and potential tourism potential. The tourist attraction is much loved by tourists both domestic and foreign. It is known that the number of tourist visits has increased every year. This makes the Pangandaran tourism area a National Tourism Strategic Area (KSPN). In the thePerlaw daerah RIPPARDA, it is described that the area of Pangandaran Regency is divided into 4 (four) areas, where one of them is the Regional Tourism Strategic Area (KSPD), which is an area that has the main function of tourism and has potential in tourism development which has a significant effect on one or two aspects. The local government of Pangandaran district manages 5 main tourist destinations, namely Pangandaran Beach, Batu Hiu Beach, Batu Karas Beach, Green Canyon, and Karapyak Beach.

Pangandaran Beach is one of the leading tourist destinations of Pangandaran Regency. This destination is equipped with very adequate facilities. There are various facilities ranging from accommodation, entertainment, cafes, and restaurants. The existence of this facility complements Pangandaran Beach so that it does not only depend on marine tourism. Also, many tourists visit to enjoy culinary tours on the beach. The development of Pangandaran Beach tourism is inseparable from the role of the Culture and Tourism Office of Pangandaran Regency which improves the management and promotion system, coaching tourist attraction managers, strengthening tourist attractions, and empowering the community.

Community involvement is very necessary in the process of managing tourist areas in an area. This is because this can support the progress of tourist facilities and infrastructure in the area, for example, the provision of homestays. Considering the increasing number of tourists visiting, this condition can also be used to develop businesses to support the economy of the surrounding community. Community involvement, competence, and understanding of human resources in the management of tourist attractions are also very necessary because they can encourage creativity to increase the selling power of tourist attractions and the growth of tourist visitors which affects regional

economic growth. Superior quality human resources in the field of tourism play an important role in the development of the tourism industry.

For now, people only hope that the economy, especially the economy of the tourism sector, will recover soon and run normally again, although they are not sure that normalization will last quickly and briefly. However, tourism entrepreneurs in Indonesia must be optimistic that this situation will end soon because tourism is included in one of the sectors most impacted by the COVID-19 pandemic.

LITERATURE REVIEW

The optimization of strategic areas in regional economic recovery is a complex and multifaceted process that requires a comprehensive understanding of regional economic resilience. Regional economic resilience involves the capacity of a region to resist, recover, reorient, and renew its economic structure in the face of various shocks and challenges (Bristow & Healy, 2017; Faggian et al., 2017). This resilience is crucial for promoting sustainable development and ensuring the efficient allocation of resources in post-disaster economic recovery (Li et al., 2022). In the context of the COVID-19 pandemic, assessing regional economic re-storability by considering indicators such as development foundation, industrial structure, labor forces, financial support, and government's ability is essential for scientifically and accurately supporting economic system recovery (Zhang et al., 2022; Tian et al., 2022). Furthermore, the establishment of National Strategic Areas (KSN) oriented towards economic activities necessitates regional integration and interaction to support economic growth (Widyastuty et al., 2021).

The role of strategic economic areas as growth centers or corridors to drive economic growth in the surrounding regions is emphasized, highlighting the importance of these areas in regional economic recovery (Amelia et al., 2022). Additionally, the impact of technological complexity on strengthening regional economic resilience is a strategic focus, indicating the significance of technological innovation in enhancing regional economic resilience (He et al., 2023). Moreover, fostering a resilient regional economy through regional integration is crucial for promoting long-term growth trends and the ability to recover from external shocks (Pretorius et al., 2017; Muštra et al., 2020).

The impact of economic downturns on regional economies is a critical consideration, as it involves phases of shock and recovery, and regional economic planners face a tradeoff between productivity and vulnerability to economic shocks (Lagravinese, 2015; Shutters et al., 2021). Furthermore, the management of the transition towards post-industrial forms of economic development in strategic areas is essential for effective regional economic recovery (Rota et al., 2020).

METHODOLOGY

This research uses the Soft System Methodology method (SSM), where the position of SSM in social science research is studied through two paradigm currents, namely the hard paradigm and the soft paradigm. Where in the method used this enters the soft paradigm, which has 7 stages of activity

design, however, we use only 4 stages that are carried out according to real conditions in the field. In the first stage, the problem situation is considered problematic. At this stage, the researcher maps the object of study through observation, interviews, and the study of scientific literature. In the second stage, the problem situation is expressed, where the researcher expresses the problem that occurs through a rich picture. The third stage is the root definition of the relevant purposeful activity system. At this stage, researchers begin to analyze the problem from upstream to downstream. The fourth stage is conceptual models of the system named in the root definition. From the results obtained in the third stage, the researcher creates a conceptual model of the transformation of the system that is realized with the activity of the actors and institutions involved.

RESULTS AND DISCUSSION

Tourism Conditions of Pangandaran Regency

Pangandaran Regency is an area that has tourism potential both for domestic and foreign tourists. The tourist area of the Pangandaran district is even included as one of the 88 National Tourism Strategies Areas (KSPN). The inclusion of the Pangandaran Regency Tourism Area in the National Tourism Development Master Plan (Ripparnas) shows the great potential contained by the tourism of Pangandaran Regency. When reviewing the distribution of tourist attraction points in the Pangandaran district area, there are many types of tourism spread throughout the sub-districts in the Pangandaran district. Based on the 2020 Accountability Statement Report (LKPJ) of the Pangandaran district, there are three types of tourist attractions owned by the Pangandaran district, namely cultural tourism objects and attractions, natural tourism, and special interest tourism. The following is an interview with the Tourism Office as follows:

".....In Pangandaran Regency in general, it consists of natural tourism, cultural tourism, and special interest tourism, in each district the three objects have these three objects. But the more prominent nature tourism...." (Tourism Office of Pangandaran District).

From this explanation, it can be concluded that in Pangandaran Regency there are three types of tourist attractions, namely culture, nature, and special interests. But what is more prominent is the natural attractions that are scattered in several regions and that are already known by the wider community, both local and foreign.

In the type of natural tourist attraction, there are five tourist destinations managed by the local government, namely Pangandaran Beach, Batu Hiu Beach, Batu Karas Beach, Green Canyon, and Karapyak Beach. Pangandaran Beach is one of the leading tourist destinations of Pangandara Regency, which is one of the important areas in the development of tourism in the Pangandaran district. Apart from being one of the areas that became the forerunner of tourism, the Pangandaran Beach area until now has also become the center of tourist facilities in Pangandaran Regency. This area is quite strategic in the field of tourism and the economy of the people in the area.

Batu Karas Beach is known among domestic tourists and also foreign tourists as one of the leading locations or must be visited which is influenced by the wave of waves and is very suitable as a spot for surfing activities. Green Canyon is a river-based natural tourist attraction, with the main activities, namely, Body Rafting and boating. The river flow in Green Canyon has a water discharge that tends to be stable when the dry season does not experience a very drastic decrease, so it can be used for tourism activities sustainably.

Batu Hiu Beach is a natural tourist in the form of a beach without swimming or bathing in seawater. Batu Hiu Beach based on the opinions of visitors around the beach location was chosen to find tranquility and enjoy the beautiful waves because of the location of the Pantai which can be seen from the top of the hill and can be followed by a path.

Karapyak Beach is a tourist attraction in the form of a beach with a stretch of coral rocks along the coastline. Where tourists who visit can see small fish trapped in coral reefs at low tide. This beach has the characteristics of a craggy beach and has relatively large waves. Tourism development, especially the development of tourism destinations is part of a plan to advance, improve, and improve the real conditions of the local area so that it can provide added value and can benefit local communities around tourist areas, tourists, and areas. According to Cooper (2016), there are 4 components (usually known as 4A's) to assess tourist destinations, namely attractions, amenities, access, and ancillary services. In the development of tourism in the Pangandaran district, there are several stakeholders involved. Because tourism development cannot be achieved without good stakeholders, stakeholders must be involved in the entire process and cooperate to achieve common goals. The cooperation between the three turned out to have a very positive impact on the development of tourism destinations in the Pangandaran district. Therefore, the roles and functions of each actor must be maximized properly.

Collaboration between stakeholders is important in the development of tourism in Pangandaran district. Some of the parties that must be present in building this tourism include the government, the private sector, and the community. Each party has a different role and function from the other. The following is a glimpse of the roles and functions of each stakeholder in Pangandaran district.

The role of the government is to control by issuing regulatory policies, providing facilities and infrastructure, making plans, and supervising economic, social, and environmental aspects of tourism development while assisting affected tourism actors. The following are the results of an interview with the Tourism Office of Pangandaran Regency:

".....provision of policies, rules, infrastructure improvements to develop tourism: there is the implementation of socialization, training to business actors, promotion of the area is carried out by the government, funds used from the APBD, APBN, then from private donations managed by local governments....."

The role of the community is to open a business in the field of tourism, local tourist attractions, tourist attraction consumers, and tourist attraction managers. Meanwhile, the role of the private sector is to facilitate and support programs that have been made by the government, provide Corporate Social

Responsibility (CSR) to the regions, and assist with sponsorship to business actors. The following are the results of an interview with the Tourism Office of Pangandaran Regency:

".....for the community itself to play an active role in trying to stay productive during a pandemic like this. Pokdarwis itself, assists when there are business actors who have problems. There was a discussion and an alternative solution was given to convey to the department regarding the matter. Many discussion forums were held between Pokdarwis, tourism development business actors, and related agencies. there are regular visits but also because only social workers help eventually when the proposal is made it will be submitted to the department. Another means used is a WhatsApp group to standby if there are complaints or what kind of help, later Pokdarwis will be invited to the destination, and later discussions will be held....."

From the interview, it can be concluded that there is already a role between stakeholders for tourism development in Pangandaran Regency. It is hoped that stakeholders can continue to collaborate well, and also to support the existing regional economy.

Condition of the Number of Tourists Decreased Due to the Pandemic

The Pangandaran district government focuses on development in the tourism sector to increase tourist visits. This can have implications for the development of other sectors. The concept of sustainable regional tourism development must be implemented by fulfilling the integration between the environment, society, and economy.

In the pandemic conditions, Pangandaran Regency in the latest development of tourist visits in 2019 showed that tourist visits reached 2,842,022 domestic tourists and 88,848 foreign tourists. But in 2020 tourist visit data showed a decrease. This is due to the COVID-19 pandemic and social restriction policies which have an impact on reducing the number of tourists to Pangandaran district. In addition to the declining number of visits, the contribution of the tourism sector to local indigenous income (PAD) has also decreased. In 2019, the contribution of sektor tourism to PAD reached Rp. 18,472,858,000 and decreased to Rp. 13,786,568,250 in 2020 (Tourism and Culture Office of Pangandaran Regency, 2021). This decrease in the contribution to PAD is the impact of a decrease in the number of tourist visits. Meanwhile, the increase in the number of tourist visits has an impact on increasing the tourism levy. Of course, this needs to be looked at further so that the resilience of sektor tourism to various changes and its co-attribution for regional development persists and increases over time.

Tourism development requires a solid foundation in the form of strategic policies to create active participation at all levels of society. Active participation is needed to take advantage of tourism development activities that prosper the community. Tourism development should be directed to improve community welfare, preserve the environment, increase regional income, and maintain cultural values that need to involve all stakeholders. The problem that often arises in the development of tourism is the synergy between tourism

stakeholders in formulating the direction of development and development of tourism.

Government Strategy to Revive the Tourism Economy

In tourism development, new ways or new strategies are needed to achieve the government's goals and objectives, especially in difficult times such as the pandemic. Tourism development is a long-term complex and sustainable process, related to various aspects. The development of added value and attractiveness of tourist attractions is based on an approach to developing tourist areas with nuances of culture, aesthetics, or beauty as well as customs and morals adopted by the community. Before becoming a New Autonomous Region, the Pangandaran Area was designated as one of the 88 National Tourism Strategic Areas (KSPN). This is stated in Government Regulation No. 50 of 2011 concerning RIPPARNAS 2010-2025. The determination of the KSPN is a momentum to get support for tourism development from the central government. This support is expected to accelerate development and contribute to the development of national tourism. The acceleration of tourism development is projected in the theme of tourism development in the RIPPARNAS policy. The policy emphasizes the development of tourism in the Pangandaran area through marine tourism activities and special interest tourism.

In general, the strategy undertaken by the Pangandaran district government in tourism development includes the provision of infrastructure, the establishment of tourism awareness groups (Pokdarwis), human resource capacity development, the synergy of relevant stakeholders as well as environmental and cultural conservation efforts.

Maximizing Tourism Potential (Attraction)

Tourism potential is the most important part of attracting tourists, attraction is also the main capital or tourism source. Therefore, attractions of natural wealth and man-made products (manmade) in the form of objects that have an aesthetic sense, both diverse and unique, have high value, and become an attraction for tourists (Suwena, 2010). Attractions are things that can attract tourists and become the main reason for visiting tourist attractions. The attractions and attractions that will be provided must meet three conditions, namely Things to see, what to do, and What to buy (Muslim 2021).

There are three typologies of tourist attraction developed by Pangandaran Regency. The typology is cultural tourism, nature tourism, and special interest tourism (LKPJ Pangandaran Regency, 2020). Natural tourist attractions have been proven to provide new jobs and increase household incomes for residents (Dhalyana and Adiwibowo 2015), such as Karangnini attractions, Lembah Putri, Karapyak, Palatar Agung, Pangandaran, Karang Tirta, Batu Hiu, Batu Karas, Madasari, Keusik Luhur, and beach-based tourism. These beaches are tourist destinations that are visited by many tourists. Another tourist attraction that is no less interesting is special interest tourism or tourism that is made specifically to explore certain interests or skills, such as

Citumang river tours, Karang Nini, Green Canyon, Natural Curugs, and Penanjung Nature Reserves.

Fulfillment of Infrastructure (Accessibilities)

In the implementation of tourism, the role of infrastructure and facilities is very supportive in the development of tourism, so that continuously requires actions or efforts to improve the quality and quantity of public infrastructure facilities such as repairing roads, water networks, electricity networks, and telecommunications networks in the context of accelerating the development of objects and resources tourist attraction in regional tourism areas. The following is a statement from the Head of Tourism Destination Development:

"Road conditions in each tourism object can already be passed by cars or minibusses and are periodically repaired by the government and connected to all tourist objects" (Results of an interview with the Tourism Office on 26/10/2021 at 11:14 WIB).

From these interviews, it can be concluded that the existing infrastructure is adequate. This is supported by the measurement of the Pangandaran Regency Infrastructure Service Satisfaction Index which has increased from 78 in 2020, and in 2022 it rose to 80. However, it still needs to be improved for the maintenance of public facilities such as toilets that still need attention.

Development of Supporting Facilities (Amenities)

Accessibility as a supporting factor in tourism development is inseparable from the role of various actors who synergize in tourism development efforts. Moreover, if the development of tourism is in a new autonomous region, then collaboration between stakeholders is a determining factor in the success of tourism development, either directly or indirectly.

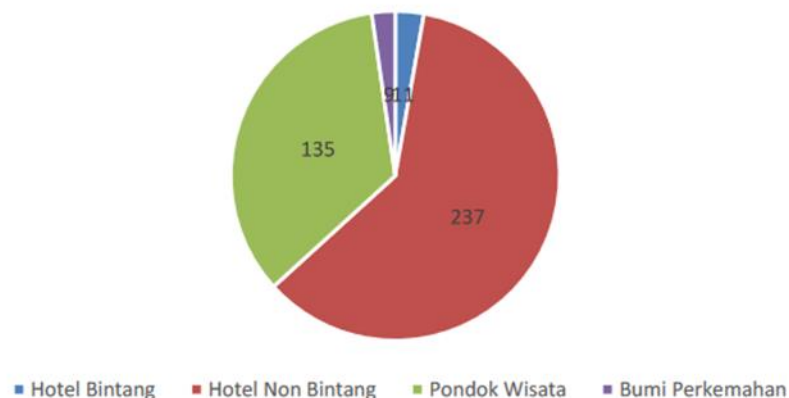


Figure 1. Number and Type of Accommodation in Pangandaran Regency
Source: Pangandaran Regency Tourism and Culture Office, 2020

To support tourism in the Pangandaran Regency, accommodation or lodging facilities are available, which are spread from entering the Pangandaran Regency area. In 2019 in the Pangandaran district, there were 392 accommodations, consisting of 11-star class hotels, 237 non-star units, 135

tourist cottages, and 9 campgrounds. All of these accommodations are still mostly concentrated in the Pangandaran sub-district. In addition, tourism products that are part of tourism in Pangandaran Regency are food and beverage facilities in the form of restaurants, cafes, and restaurants. Based on data from the Tourism and Culture Office of Pangandaran Regency, the number of restaurants in Pangandaran Regency in 2019 was 248, which were divided into several types including 204 restaurants, one bar, a drinking house, and 43 cafes.

Formation of Tourism Mobilizing Community Groups (KOMPEPAR)

Efforts to involve the community in development need to be accommodated in a structured group. This means that this group has a legal basis for management and a clear work program. Furthermore, the active role of the community in developing tourism which is supported and facilitated by relevant agencies has given birth to a community organization called the Tourism Driving Community Group abbreviated as Kompepar. Is a group of tourism lovers who act as motivators and tourism communicators to the community around tourist attractions which were formed based on the Decree of the Regent of Pangandaran Regency Number: 556/Kpts.192-HUK.org/2015 where in Pangandaran Regency it it there are it 23 Komperar formed consisting of it 8 fields include the field of tourism, planning and research, information, communication and promotion, human resource development, cooperation and marketing, culture, arts, and creative economy development. In the development of tourism in Pangandaran, to achieve the objectives of managing tourist objects and destinations in the area, it is necessary to involve or continuously participate in the community, officials, and tourism managers. Several Pangandaran tourist sites have KOMPERAR which actively manages tourist sites.

In the process of developing sustainable tourism, there has been active participation from the community. All Beach Tourism in Pangandaran is a community organization interested in tourism potential in the area. KOMPERAR has played an important role in the development of coastal tourism because they are the main managers of marine tourism, starting with the idea of adding tourist attractions to the location, and efforts to propose additional facilities for local governments. Meanwhile, the community side, which consists of KOMPERAR has a contribution that is participating in managing tourist sites in their area, as well as establishing communication with the government. Pokdarwis manages by designing ideas, adding tourist attractions, and adding facilities and infrastructure. Pokdarwis actively collaborates with the government to provide facilities and infrastructure through the proposal ideas that have been designed.

Synergy of Roles between Stakeholders

In the development of tourism in Pangandaran district there are several stakeholders involved including the government, the community, and the private sector. The cooperation between the three turned out to have a very positive impact on the development of tourism destinations in the Pangandaran

district. The government plays a role in designing policies, providing supporting facilities, building infrastructure, providing facilities and infrastructure that are often carried out by the government to support the development of a tourism industry in an area. Promoting tourist destinations and facilitating cooperation between the private sector and the community or business actors is also carried out by the government as a tourism development and development plan in its area. The private sector should also take the initiative according to their role. The private sector as a business actor has a role in providing tourism supporting facilities. Apart from being investors, the private sector can also create jobs for people around tourist destinations. Community participation will certainly arise because of the direct benefits obtained from the environment around tourism. To provide benefits, the environment must be maintained. In tourism activities, if the environmental sustainability around the tourism area is maintained properly, then the community will benefit economically. Protecting the environment is part of the tourism development process. The preservation of the environment of a tourist attraction that is maintained will certainly increase the selling value of tourism.

Efforts of Business Actors in Tourism Recovery

National economic development in the era of globalization must be able to support the growth of the business world so that it can produce a variety of goods and/or services that contain technological content that can improve the welfare of the community at large and at the same time obtain certainty on goods and/or services obtained from trade without causing consumer losses. Economic development in Indonesia currently relies on the work of business actors, both micro, small, and medium enterprises. Business actors are expected to be able to respond to the challenges of the economic crisis caused by Covid-19. Based on the Government Regulation of the Republic of Indonesia Number 58 of 2001 Business Actors are every individual or business entity, whether in the form of a legal entity or not a legal entity established and domiciled or conducting activities within the jurisdiction of the Republic of Indonesia, either alone or jointly through agreements to carry out business activities in various economic fields. Mansyur (2007) a business actor is anyone who invests in a business whose main goal is profit. It is known that the tourism sector has a very high influence on the welfare of business actors. Most business actors will get increased income after engaging in tourism activities.

There are many business actors in the Pangandaran Regency. The Pangandaran area, which is known as a coastal and marine tourism area, also has various other potentials that have been developed by business actors as an effort to generate the creative economy of the community around tourism objects after the Covid-19 outbreak, one of which is the potential for handicrafts. In efforts to raise the creative economy of the community around the tourist attraction, business actors are concerned with improving the quality of Human Resources and the use of information technology.

Human resources are an important factor in the success of a business. The progress of a business is also influenced by the quality of its human

resources. The involvement of technology is no exception. The use of technology as a modern engine in marketing and promotion activities is also the result of the work of qualified human resources. The involvement of technology is no exception. The use of technology as a modern engine in marketing and promotion activities is also the result of the work of qualified human resources. The involvement of technology is no exception. The use of technology as a modern engine in marketing and promotion activities is also the result of the work of qualified human resources. As stated by Badrudin (2012), the factors that influence the work productivity of business actors are the quality of the workforce (HR) and the development of human resources for competitive entrepreneurs.

In efforts to improve the quality of human resources in Pangandaran Regency, business actors routinely participate in empowerment and training facilitated by the Government, Department of Trade, and Cooperative UMKM Pangandaran Regency. In addition, business actors in Pangandaran Regency are also involved and become members of the West Java creative economy sub-sector forum known as "Kreatif Jabar". Where in the forum, business actors participate in discussions about the creative economy which are held every week through Zoom meetings. This is done as an effort to increase the competitiveness of Pangandaran Regency in the creative economy sub-sector so that it can support economic recovery carried out by business actors.

In addition to improving the quality of human resources, efforts are being made to recover the economy in the tourism sector in Pangandara Regency, namely using information technology as a marketing and promotion medium. Technology is considered to have had a major impact on various aspects and areas of life, both in sales and marketing. Information technology is applied as promotional media, online sales media, transaction management media, media for medical company profiles, packaging labels, advertising for publications, and product packaging. The transformation of marketing and promotional activities in the digital era into a profitable opportunity. This is used by business actors in Pangandaran as one of the efforts to restore the tourism economy.

The use of information technology as a marketing and promotion media in Pangandaran Regency has entered the digital market. Where creative economy products around tourist attractions have been marketed online in collaboration with several e-commerce sites ranging from Blibli, tokopedia, lazada, and Shopee. Through the use of information technology, creative economy entrepreneurs can prove that products from Pangandaran can compete and have high value. This is also an effort to promote the Pangandaran tourism area. Through a digital market that offers superior products, Pangandaran Regency is expected to be the first step to attracting tourist visitors in the new normal era. Through the digital market, the creative economy products of Pangandaran Regency are in demand by consumers and can attract consumers to come and visit Pangandaran Regency directly. This can indirectly increase the growth in the number of tourist visitors which has an impact on the economic growth of the local community.

CONCLUSIONS AND RECOMMENDATIONS

Exploring the potential of Pangandaran Regency is one of the efforts to improve the local government. The local government formulated that tourism is one of the potentials that can be developed in Pangandaran Regency. The formulation of that potential is based on two things. First, tourism potential is influenced by the typical geographical conditions of Pangandaran Regency. Second, it is based on PP number 50 of 2011 concerning RIPPARNAS which states that Pangandaran Regency is included in the KSPN. The PP RIPPARNAS was translated into a derivative regulation in the form of Pangandaran district bylaw number 7 of 2018 concerning RIPPARDA. All these potentials if managed and developed can create a multiplier effect. Within this framework, the multiplier effect points to the situation of the extent to which tourist spending will stimulate further expenditure or circulation of economic activity in sectors other than tourism. Regional economic income is just a side effect of stimulating tourist spending in Pangandaran District. Tourists who visit will have a direct impact when the tourist consumes anything that is provided in Pangandaran Regency. Tourist expenses are received directly by the public through business units or managers in the form of purchasing tickets, rides, parking, toilets, travel services, lodging, souvenirs, to food and beverage consumption. If the income of each economic pocket in the community increases, it is followed by an increase in regional income. The indirect impact of the multiplier effect can take the form of paying taxes, hygiene, and levies.

FUTHER STUDY

This research still has limitations so further research on the topic is still needed "Optimization of Strategic Areas in Regional Economic Recovery: Tourism Perspectives."

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