The Effectiveness of Tourism Policies in Improving the Community Economy in The Ciletuh Palubuhanratu Geopark Area
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ABSTRACT

Geopark is a region development management concept that has a geodiversity (geological variety), biodiversity (biological variety), and cultural diversity (culture variety). As a UNESCO avowed tourism object, the developing of Geopark has to be the best. The key to the success of Geopark is by synergizing five major components, which is: community representing society in the region, the role of local government and central government, colleges or universities represent academic element, entrepreneur represent BUMN sector as well as private sector, and mass media as promotion media. These five components must be in one vision and mission in developing all of the potential resources in Geopark by prioritizing the principles of conservation, education, and sustainable development. Unfortunately, these five components have not been truly synergized, especially the slowness of government in producing policies and regulations also the ineffectiveness of implementing those policies and regulations. Through synergizing the vision in developing Geopark, sooner or later the management and development in Geopark Ciletuh will have clear and directed target achievement. So, the purpose to honor the Earth deeply will be achieved, and by empowering the society, the objective to build stable economy in Geopark will also be achieved. The method used for this research is qualitative descriptive with Miles & Huberman method to sort collected data from informant using purposive sampling and snowball sampling, which later validated through triangulation, and then reduction, then display the data and lastly drawn the conclusions. Later on, the result of the research using those methods stated above will be in narration developing each potential tours and explained descriptively.

Keywords: Policy, Tourism, Economy, Geopark.

1 Introduction

Indonesia is a country that has a wealth of natural resources consisting of oceans, beaches, sun and land which, if managed, will provide substantial benefits for the country. One manifestation of the advantages of Indonesia's nature is to create an area that can become a tourist destination, both local and long-distance tourists. Many regions in Indonesia are expected to provide sources of income, especially beaches. With regional autonomy, a district/city is required to live independently. The characteristic of a region being able to carry out autonomy is in terms of regional financial capacity, meaning that the region must have the authority and ability to explore financial sources, manage and use its own finances that are capable of financing the administration of its government. (Liu, 2003; Rahayu, 2021)

The prospects for tourism in the future are very promising and even provide great opportunities for the development of tourism itself. In addition, if you look at the estimated numbers of international tourists (inbound tourism) based on WTO estimates, namely 1.046 billion people (2010) and 1.602 billion (2020), of which 231 million and 438 million people are respectively in the East Asia region and the Pacific. And will be able to create world revenue of USD 2 trillion by 2020. (Umar A et al., 2022)

Talking about tourist areas, Sukabumi Regency is one of the focus areas for tourism. Sukabumi Regency as one of the regencies in West Java Province has quality tourism potential and very broad future prospects, one of which is the development of tourism in the Ciletuh Palubuhanratu Geopark.
Geopark Ciletuh Palabuhanratu as a tourist area is a management concept of area management through the principles of conservation, education and sustainable development in 8 sub-regions (namely Ciracap, Surade, Ciemas, Waluran, Simpenan, Palabuhanratu, Gikakak and Cisolok. Covering 74 villages covering an area of 126,100 hectares or 1,261 square kilometers.

During the pre-survey, researchers found several things, including the people who were affected by culture shock, namely a situation where sudden impacts and changes occurred due to the acceleration of the Ciletuh Geopark. The people, whose majority are farmers, have to deal with the arrival of many tourists who until now have not optimally adapted. Furthermore, in this case, the government and the community continue to work on integrating information related to the Ciletuh Geopark, which until now is still not maximized due to the really wide scope. Then the researchers also found and addressed matters related to the motivation given by the government to the community, especially in this case local business actors who still lack facilities and infrastructure. And finally, the development of the potential that exists there, has not really been maximally pursued in terms of production capacity both in quantity and quality produced by the people there, especially business actors.

Emitai Etzioni’s organizational effectiveness measurement approach model in Indrawijaya (2010: 187) and Amerta et al (2018) suggests: "The approach to measuring organizational effectiveness, which he calls the SYSTEM MODEL, includes four criteria, namely adaptation, integration, motivation, and production".

Another view is conveyed by Georgepoulos and Tannenbaum in Indrawijaya (2010: 187-188), namely: “A more defensible approach is offered by researchers who construct a measurement of effectiveness by using several elements in the successful organizational system. One study use three basic elements: productivity (or efficiency in an economic sense), intra organizational stress (evidenced by observed level, of tension and conflict), and flexibility (or the ability to adjust to external and internal change)”. 

Steers in Indrawijaya (2010: 188-189) and Streimikiene et al (2021) namely: "Developing a process to assess organizational effectiveness, which includes three points of view.” The first element or dimension is the optimization of the objectives to be achieved, namely when some parts of the objectives receive greater attention and allocation of resources and resources.
Based on the picture above, Duncan developed an organizational effectiveness model, as shown in the picture on the following page.

![Organizational Effectiveness Model](image)

Figure 1.3 Organizational Effectiveness Model
Source: Indrawijaya (2010:190)

For more details, the research concept can be seen through the following chart image.

![Research Concept](image)

Figure 1.4 Research Concept
Source: Emitai Etzioni in Indrawijaya (2010:187)

2 Methods
The method used is a qualitative research method according to Yulianah (2022) which is an "emic perspective" in which research indicators include; 1. Adaptation, Integration, Motivation and Production. The units of analysis in this study are 1. Tourism Office of Sukabumi Regency, 2. Ciemas District Government, 3. Tamanjaya and Mandrajaya Village Governments, 4. Communities, 5. Society.

An overview of the Ciletuh Pelabuhanratu Geopark Area. The initiation of the formation of the Ciletuh-Palabuhanratu Geopark was based on five important components: the community representing the people in the area, local government and central government, universities representing academics, entrepreneurs representing the state-owned and private sectors, and the mass media as a promotional medium.

Ciletuh-Palabuhanratu Geopark has several rare and unique geodiversities. Which has the theme: "Elevation of the subduction zone, Shift of ancient magmatic pathways and Evolution of the forearc". Evidence of the subduction process that occurred during the Cretaceous Age can be seen in the southern part of the Geopark in the form of rock formations that were deposited in very deep trenches caused by the subduction process. The rock formation consists of ophiolite; metamorphic; and sedimentary rocks are mixed together as melange complex and are known to be the oldest rock formations that occur at the surface in West Java. This area can be referred to as the "first mainland in the West Java region".

3 Results And Discussion
Based on the main research questions, there are three things that are the focus of this research, namely the effectiveness of tourism policies in improving the economy of the community in the Ciletuh Palabuhanratu Geopark area, Ciemas District, Sukabumi Regency, what obstacles affect the effectiveness of this tourism policy and what efforts are made by the government in overcoming these obstacles. If you look at the Effectiveness of Tourism Policy in Improving the Community's Economy in the Ciletuh Palabuhanratu Geopark Area, Ciemas District, Sukabumi Regency and Efforts to Overcome Obstacles the Effectiveness of Tourism Policy in Improving the Community's Economy in the Ciletuh Palabuhanratu Geopark Area, Ciemas District, Sukabumi Regency

Figure 1.5 Group photo with the Head of the Sukabumi Regency Tourism Office Industry Sector

Based on Adaptation

“...Yes, with the existence of this Geopark, we, as executors of a policy, are working on how the community can be mobilized to be able to participate in building in each of its areas. We adjust to the course of development in terms of the potential and what is owned by the community. So we will see in which direction the development will be built, then we will push it. For example, in your field of industry, how can people run the wheels of the economy with the facilities they have for them too. Regarding our appointment and position here, it is adjusted to the expertise of course. So that according to his expertise to be able to build tourism. If for each community the procurement of people is more voluntary on their own to want to advance tourism, then together they form a community or participate in what is already there. so it's them who have more will and work together with us to advance tourism. Of course, each community has its own rules, like when a new chairman is elected, there must be a new administrator. We also advise the guides, right? Not all of them join the HPI (Indonesian Tour Guides Association). Yesterday there was an event at the Inna Samudra Beach Hotel. So why if later in the field there is trouble right then the chairman or coordinator can take care of it, so at least they are recorded and manage the work in groups so that it fits their work and duties because it is regulated and has standards

Based on Integration

“...if any of us have announced what will be implemented including the socialization program earlier from the first quarter to the fourth quarter, for example we always have monitoring and evaluation where we always visit each region to find out the implementation in the field how, closer to the community. We often carry out monitoring and directives. I personally in the Industrial Sector are very close to the communities. Especially when it comes to tourism, it has to be together and together. For example, this Geopark has a Management Body, so it's not just us who are in it, the communities also enter it and are recorded. So we are all close to them and very welcome to them. Because of course to make this happen, there must be support from all sectors, Pentahelix just explained, there must be stakeholders, academia, communities, entrepreneurs and all other sectors....”

By Industry

“...There are lots of crops. Yesterday I heard that there is black rice, not yet fruits that can be processed into other foods. I heard that there is also dragon fruit. And I think it's starting to develop from what I know. As far as I know, it's not really known by the general public. Especially for souvenirs. Even though what I know is like at PAPSI, well, people like goods produced by the community, but nothing is really known by the wider community as typical souvenirs from the Ciletuh Geopark..."
Integration barriers

“...We also build communication with other agencies, such as PERKIMSIH regarding cleanliness. How is the system and management and please help. Because the Ciletuh Geopark is not only the Tourism Office. Moreover, Ciletuh has now become Ciletuh Palabuhanratu UNESCO Global Geopark, the scale is already international. Therefore we try to pursue how these values can be implemented. What's more, UGG here is already world class, so we also have to pursue the standards. We are here and all must have dreams, dreams that we must realize together to raise international class standards from all sectors. Even though it's not optimal, we always try and be intense...”

Figure 1.6 Group photo with the Head of the Promotion Section of the Tourism Office of Sukabumi Regency

Based on Adaptation

“...So far the Tourism Office with several fields within it is trying to adapt itself in developing the Ciletuh Geopark by promoting Ciletuh to many people through media such as banners, billboards and other media. Also, we always participate in promoting Ciletuh through outside events, for example exhibitions outside the region as a promotional event for people outside the Sukabumi area. In 2017, there were tourism promotion activities participating in activities in other areas such as Jakarta and Bogor. Also participating in promoting Ciletuh at prestigious events such as Mojang Jajaka Jabar which, although coincidentally, was not held in 2017 and will be held again in 2018. So it was like that, and then for 2018 we also have plans to take part in exhibitions outside the region such as Bandung, Tangerang, Palembang and Jakarta. Also in other sections there are also other tourism events, with the aim of inviting tourists to come here. So for its activities the focus is on Tour Degrees and Tourism Promotion. Regarding the procurement of manpower, we in the government recruit CPNS in general, indeed for the implementation, judging from the educational background, the priority in this agency is basic tourism. Both D-3 and S-1 must be tourism. Incidentally, from this year in general the Sukabumi Regency Government is indeed being regulated so that each agency must be linear, especially for functional and or executors-...”

Barriers to Adaptation

“...To overcome the lack of human resources, all this time we have been optimizing what we have, to try not to see the lack of staff here as a shortcoming. So if we do activities in one field, for example, well, well, we are not alone in doing activities, of course, we will be assisted by other fields and sections and vice versa when one field is active, other fields will definitely help. For activities outside the area, of course, there must be someone who stands by here, of course, because there must still be service, so we turn when it's time for us to go there, then our colleagues will stand by and vice versa. So administration and other correspondence as well as instructions and information will also work. What's more, times are already sophisticated, instructions and other things can be emailed or via Whatsapp. Like that. So yeah, everyone has to be involved, maximizing what's available...”

Based on Integration

“...Most of the socialization was carried out last year (2017), indeed in our agency there are also in all fields with different memberships, and different socialization materials. For example, in the Promotion Sector it is more on Tourism Marketing, in Industry it is more on Tourism Awareness, and in the Industrial Sector it is more on
Arrangement. Indeed, last year there were many of these activities. And that’s not only to the general public, but also to students starting from junior high school, high school, and also with scouts. To campuses too, the same to communities. What's more, right now there is the Generation of Indonesian Enchantment (GENPI), and this year (2018) we are just starting to work together with them...

Barriers integrated

“...Not directly, but we have KOMPEPAR (Tourism Driving Group) and we are used to communicating with them. The title is also Mobilization Group, we make them partners because we lack distance, right? That’s why we reach out to them because maybe those who are more intense go directly to the community, well, like going to shops, to the indigenous people, right there, they are closer. So we have a lot of partners that deal directly with them. So that's what we keep in order to stay communicative and harmonious, for sure”

Based on Motivation

“...In terms of our relationship with those who drive tourism, until today it has been fine. Moreover, like in my village, it includes PAPSI. And also the geosites according to the existing agreement, PAPSI was appointed to manage including KOMPEPAR. Regarding the other elements, the relationship with the Tourism Office, with KOMPEPAR at the district level, academics do not seem to be an obstacle, so we are both discussing how we can advance this Geopark in the future together. It's one of the Sukabumi icons, the West Java icon, the Indonesian icon, and we ourselves have been proclaimed a UNESCO Global Geopark, so far the relationship has been harmonious, although in a sense it doesn't overlap in the sense from the other side...”

Obstacle

“...We also try to be communicative. And we are also not only from one partner, there are those we know PAPSI (Paguyuban Alam Pakidulan Sukabumi) who have been active as our partners for a long time and they have also been in Ciemas for a long time focusing on this Geopark which was previously from its Conservation. And we also have many other partners that we have won to partner with them to concentrate on building this Geopark...”

By Industry

“...In Ciemas, There are like Black Rice, and if I'm not mistaken there are Mango Chips. There are lots of gardens there, like in the houses of the residents, there are also many who have mango trees. And you heard that production has started, such as mango chips, sweets and others. The goal is definitely to make it a better product, well, eat it in production to become a finished product. Black Rice, according to my mother, began to ask a lot of questions. Ciletuh Black Rice is said to be tea. The quality is sufficient, the packaging is also good enough for my mother...”

Based on Adaptation

“...From the village side, adjusted to the authority and scope of the village in issuing policies to advance the economy of rural communities with the existence of Geoparks, the village has made many breakthroughs which, although to this day, have not been optimal, including the formation of village-level tourism driving groups. Then again we are also working with PAPSI...”
Based on Integration

“...Well, in terms of activities, there have been a lot of activities carried out and quite communicative, sometimes we also don't go through the government directly, sometimes we also get information from existing communities such as KOMPEPAR (Tourism Driving Group) for example. And sometimes the services related to the community usually direct their activities to the community, some don't go through us. But some are also communicated in advance with us...”

Based on Adaptation

“...Adjustment, yes, we are indeed from the beginning in this Ciletuh Geopark in these communities that initiated this area to be made a Geopark area as a form of responsibility, we continue to guard from beginning to end of course and in the future it will not be a small struggle anymore, but the beginning of the struggle of all this let alone In the next 4 years, we will have validation, there must be further development. Then what's in the 5 elements including one of them there is a community right in pentahelix, we have to synergize with the government, academics, the mass media we have to work together to create this Geopark, among others we are with work programs that are adjusted to what is in the statute UNESCO is a UNESCO statement…”

Based on Integration

“...We encourage you, including us from the village, to try to push all of this together by socializing and advocating that we ourselves in particular have the potential that we have to develop. And to the elements of our society we also carry out socialization and advocacy about the existence of a Geopark that there must be tourism awareness in it. Starting from our village, especially Tamanjaya and other villages, they are very enthusiastic and grateful that it has been plotted to become a Geopark. So for the whole society down to the grassroots level, of course we have to work to invite and socialize, so far it hasn't been as optimal as what we hoped for...”
Based on Adaptation

“...Especially for my mother, having a Geopark for me personally is an additional source of income for me. Like going to a homestay, there is additional income for me. Then my child also knows about rocks for education, especially elementary school students, so having a Geopark is better for science for children...”

Based on Integration

“...I often follow socialization directions from PAPSI, the socialization is from anywhere, it can be from UNPAD, from UGM, from STP Bandung, from UPI as well. Thank God, PAPSI is always invited. I came to know outside and inside Geopark. It will also be information for visitors who stay at my homestay...”

By Industry

“...The product of the produce from the land, that is, black rice. The problem here is that those who grow dry rice (huma) mostly plant black rice. There's sugar here too...”

Based on Motivation

“...Here there are 2 accesses that can reach Mandrajaya Village. There are 2 roads. Both need a bridge. First from Mekarsakti to Mandrajaya. And from Ciwaru to Mandrajaya. From Mekarsakti to Mandrajaya, 2 bridges can be built. The bridge to the Kisohir River and Mount Area. From Ciwaru to Mandrajaya, a bridge can be built from Palangpang to Cikadal...”

Discussion

The Effectiveness of Tourism Policy in Improving the Community's Economy in the Ciletuh Palabuhanratu Geopark Area, Ciamas District, Sukabumi Regency

The effectiveness of tourism policy is a condition in which a policy greatly influences the people's economy, a policy will become a guide and foundation in carrying out a development and development which in this case is related to tourism areas. So from the results of research on the effectiveness of tourism policies in the Ciletuh Palabuhanratu Geopark area, Ciamas District, Sukabumi Regency, it can be explained as follows:

1. Adaptation

Adaptation is how living things can adapt to the environment in which they live. Adaptation is very important because each environment has different characteristics. When a living thing is not able to adapt to its environment, it will not be able to develop (Sharpley, 2020). Therefore, humans who are also part of living things must be able to adapt, especially in social life. Adaptation is very important so that humans are able to adapt and develop all their potential. So, in carrying out the development and construction of the Ciletuh Geopark, all individuals involved in it must be able to adapt to the tourism environment.
In this case, the first adaptation is self-adjustment. Self-adjustment is a human effort to achieve harmony with oneself and with the environment (Vodenska, 2020). With regard to the process, namely how individuals achieve a balance of life in meeting needs according to the environment. Self-adjustment is more of a lifelong process that is carried out by humans continuously to try to find and overcome the pressures and challenges of life in order to achieve a better personality. Adjustment also has meaning as a process towards a harmonious relationship between internal and external demands. In the process it can lead to a conflict, differences of opinion and also the problems of each individual. Thus, self-adjustment can be said to be successful if it has been able to meet its needs in ways that are reasonable and acceptable to the environment without harming or disturbing other parties.

The second adaptation is how related government institutions are able to carry out the procurement and replenishment of manpower. The meaning is activities to fill vacant formations. In general, the vacant formations are caused by civil servants who have retired, retired, died or there has been an expansion of the organization which is then stipulated in a decision of the Minister who is responsible for the field of utilization of the state apparatus. If a company needs a new workforce, efforts will be made to attract or find staff who are expected to be able to carry out their duties properly (Hasyim et al., 2020). This step is actually the second step, while the first step is to determine the circumstances and nature of the vacant job as well as the circumstances and characteristics or skills of the person/labor expected to be able to do the job. On the other hand, labor is everyone who is able to do work to produce goods or services both to meet their own needs and for the community.

However, before looking for new employees there are a number of things that must be considered for both government and private agencies, these include: the principles of formation preparation, the system for forming formations, job analysis, up to the available budget/budget, all of that must be examined carefully. In order for the implementation of office staff procurement to run smoothly, the implementation must be based on existing procedures.

The third adaptation is the scope of activity, the definition of scope is the limit. Scope can also be interpreted as part of the variables studied, population or research subjects. So, the scope of activities can be interpreted as the boundaries that become the main benchmark for an adjustment to be made so as not to get out of the core of the problem being addressed. In this case it is interpreted as, how can the parties concerned limit the adjustments made to the Ciletuh Geopark, without getting out of the discussion of tourism in it.

As stated by Yoeti (2016: 49-50) that: "Basically a tourism planning and development intends to provide boundaries about the goals to be achieved and determine ways - ways to achieve the intended goals". So planning here is the predetermination of productive goals in a systematic way by using the tools, methods and procedures needed to achieve the goals that are considered the most effective and efficient.

The fourth adaptation is the benefit for the environment, namely the extent to which the adaptation efforts carried out can bring benefits to the environment. The extent to which the process of self-adjustment carried out by the community brings benefits to itself. As well as how an effort is made regarding self-adjustment in developing and building tourism aspects at the Ciletuh Geopark in accordance with what is expected by all parties. So, benefit for the environment is important and becomes the main value of having a goal that ends with maximum achievement.

The results of research on the effectiveness of tourism policies regarding adaptation, it still takes time, especially in making adjustments. Self-adjustment here is how all parties involved in it are able to carry out development and development in accordance with the policy flow and important matters in developing all the potential that this Ciletuh Geopark has. Not to mention the matter of supplying and replenishing manpower, in this case, the government's own workforce is the one that is most addressed. With the total area of Sukabumi Regency, it is still felt that it is necessary to carry out additional work at the same level as the Tourism Office. Because basically the implementation of development and supervision at the Ciletuh Geopark still needs to be processed, moreover it has to focus on overseeing all aspects of tourism in Sukabumi Regency.

So the impact of this adaptation will affect how far the scope of activities can be carried out as a business tip in socializing and voicing the Ciletuh Geopark to the external arena of the Sukabumi Regency area. As well as to what extent later the policies of all of these will emphasize the effectiveness of benefits for the environment, especially maintaining the potential and diversity that exists in the Ciletuh Geopark.

4 Integration
Integration is a system that experiences assimilation to become a unified whole. Integration comes from the English "integration" which means perfection or whole. Social integration is interpreted as a process of adjustment between different elements in people's lives so as to produce a pattern of community life that has harmonious functions. Integration can also mean the process of how to coordinate various tasks. Integration broadly can be interpreted as an effort to unite or combine various differences in cultural groups or social groups within one region so as to form a harmonious unit as in the Unitary State of the Republic of Indonesia (NKRI) with the motto Bhineka Tunggal Ika.

In carrying out construction and development at the Ciletuh Geopark, it is necessary to have an integration so that all parties involved in it can unite and join forces to create a better tourism order in the future. The first integration discusses the extent of socialization carried out. Socialization, namely, the process of planting or transferring habits or values and rules from one generation to another in a group or society. A number of sociologists refer to socialization as a theory of roles (role theory). Because in the process of socialization taught the roles that must be carried out by each individual. In general, socialization means a learning process carried out by an individual to behave based on existing and recognized boundaries in society. There is also another definition of socialization, which is a process in an individual's life to learn various kinds of habits such as ways of life, values and social norms contained in society with the intention of being accepted by society. With this process an individual will adopt the habits, attitudes and ideas of others so that they can be trusted and recognized.

While socialization in the narrow sense is the learning process carried out by someone to get to know the surrounding environment, both physical and social environment. The introduction of the environment is carried out by an individual to adapt himself to the environment, which will later become his provision to live in a broad association. And socialization in a broad sense is a process of interaction as well as learning of an individual that begins when he is born until he dies in a cultural society. So even a newborn baby will carry out the socialization process. Like starting with getting to know his closest environment, the environment closest to him is family. And as time goes by, the socialization process will be even more extensive, such as getting to know the community environment and so on.

Steers in Indrawijaya (2010: 188-189): "Develop a process to assess organizational effectiveness, which includes three points of view." The second element or dimension discussed is related to the interaction between the organization and its surroundings. This reinforces that in order to achieve a socialization context as a whole, each organization involved in it must interact both mutually bound to each other and also with the surrounding conditions. So the steers here think that in developing a process to assess the effectiveness of the organization, it is necessary to socialize which will result in communication between these related parties.

The characteristics of an individual who is capable and successful in socializing can be seen when the person is able to adjust to his environment. So that an individual is able to adjust to the cultural elements that exist in society, starting from the closest environment such as family and towards the wider environment, namely the community environment. By successfully accepting and adapting to their environment, an individual will feel that he is part of the family and society.

The second socialization is consensus and communication. Consensus is a phrase to produce or make an agreement that is agreed upon jointly between groups or individuals after debates and research are carried out collectively to obtain a consensus decision-making. Consensus carried out in abstract ideas does not have implications for practical political consensus, but following up on agenda implementation will be easier to do in influencing political consensus. consensus can also start as just an opinion or idea which is then adopted by a group to a larger group because it is based on interests (often through facilitation) so that it can reach a convergent level of decisions to be developed.

Consensus also has a meaning as a result of mutual agreement in making important decisions and is usually closely related to the common interest as well. Besides that, the term consensus will usually also be associated with the political field, although of course this also applies to other fields, such as the economy (Purwanda & Achmad, 2022). In Indonesian terms, this consensus process is often referred to as a consensus process. Consensus, of course, goes through a long process such as arguing and respecting each opinion as a thought that needs to be formulated to produce a joint decision.

Communication is a process by which a person or persons, groups, organizations and society create and use information to connect with the environment and other people. In general, communication is carried out orally or verbally which can be understood by both parties (Achmad et al., 2023). If there is no verbal language that can be understood by both of them, communication can still be done by using gestures, showing certain attitudes, for example smiling, shaking head, shrugging. This way is called communication with non-verbal language.
From the results of research on the effectiveness of tourism policies regarding integration, it was found that there are still many things that need to be addressed in the implementation process. For example, in terms of integration, it is stated how far socialization has been carried out. If you look at it from an internal perspective, the people of Sukabumi Regency or especially the members of the Ciletuh Geopark tourism community, which is divided into 8 sub-districts, still lack knowledge about what and how the Ciletuh Geopark looks like. This has an impact on the uneven distribution of information from the internal community in conveying the potential and all matters related to the Ciletuh Geopark. Also, when viewed from external factors outside, indeed it has not really been pursued on a massively sustainable basis. But at least what needs to be realized, the government has tried to socialize both from event to event held at Ciletuh Geopark to attract outsiders to come, as well as back and forth to events and events outside Geopak Ciletuh as an effort to socialize too..

5 Motivation

Motivation is the process of explaining the intensity, direction and persistence of an individual to achieve his goals. Motivation is a reason that forms the basis of an action carried out by an individual. A person can be said to have high motivation meaning that the person has very strong reasons to achieve what he wants by doing his job. In contrast to motivation, in the sense that develops in society, sometimes it is often equated with enthusiasm. Even though it needs to be understood that there are differences in using the term motivation. Because there are those who interpret this motivation as a reason, and there are also those who interpret motivation as enthusiasm.

The first motivation is the relationship between actors, this plays an important role in every aspect of life. With this relationship, it can meet the needs of one individual with another individual, for example in acquiring knowledge, obtaining new information, fostering the nature of cooperation, and eliminating selfishness. Interconnection of a party with other parties, will be of great value in carrying out a task and work. Because we know that the scope of human relations is a reference for finding ways together, making choices, identifying problems, and discussing them together in order to find the best way to carry out the work.

Gibson in Nawawi (2013: 189) the study of organizational effectiveness must start from the most basic and explained in the fourth point, namely, organizational effectiveness is the contribution of the work results of each individual effectiveness and group effectiveness, or team effectiveness that is mutually synergistic. This reinforces that in carrying out development in the tourism sector, which involves relationships between related parties, work effectiveness is needed both from individuals and groups who work in teams synergistically.

The second motivation is the completeness of the facilities, in carrying out the development and construction. The availability of complete facilities will be a strong source of motivation because it can be a big contribution to carry out the task as well as possible. Completeness of facilities is like a right in life that needs to be fulfilled so that in carrying out obligations it can be balanced, measurable and properly directed.

From the results of research on the effectiveness of tourism policies regarding motivation, it was found that in practice it has begun to be organized, especially in this case it is related to how to build good relations between actors and parties involved in the development and development of the Ciletuh Geopark. Also as a reference in encouraging sustainable development and development, it has begun to organize how the procurement process to complete the facilities is continuously carried out by related parties, especially in this case the related government.

6 Production

Production is an activity carried out to add value to an object or create new objects so that they are more useful in meeting needs. The activity of adding to the usefulness of an object without changing its shape is called the production of goods. While the activity of increasing the usability of an object by changing its character and shape is called the production of services.

Production aims to meet human needs to achieve prosperity. Prosperity can be achieved if goods and services are available in sufficient quantities. People or companies that carry out a production process are called producers. In any production activity there must be capital. Capital is all the tools that can be utilized to produce goods and services.

Siagian (2016:21-22) defines that: "Effectiveness is the use of resources, funds, facilities and infrastructure in a certain amount that is consciously determined beforehand to produce a number of goods or services with a certain quality on time."

The production that is addressed in the construction and development of the Ciletuh Geopark is a matter of quantity and quality, this is examined and measured to what extent the productivity carried out by the community in
producing a good product is calculated by the amount and seen from how well the quality has been produced. These things will have an impact on the value of the products produced so that they can be sold at a high value and bring high purchasing power to products made by the Ciletuh Geopark community.

Furthermore, when productivity has been measured, so that it can produce products that can be counted in quantity and also assessed how good the quality is, then the intensity of the activities is also examined. Intensity here means how often production activities for a procurement of goods or services are carried out. Because this will be the main assessment that the existing production cycle will be measured how far the production activities are carried out by the community.

The results of research on the effectiveness of tourism policies in terms of production show that there is a lot of potential. In their steps, the community has been able to manage and process the potential that exists within the Ciletuh Geopark to be managed in such a way as to become goods or products that have added value with the basic principles of production earlier. Particularly in this case, how can the public be aware that the branding of the Ciletuh Geopark will be a quality or added value for the products produced to be able to compete in the market in the process of selling the products produced earlier.

Barriers Affecting the Effectiveness of Tourism Policy in Improving the Community's Economy Geopark Ciletuh Palabuhanrati, Ciemas District, Sukabumi Regency.

Based on the results of the research above, there are several factors that influence the effectiveness of tourism policies in improving the economy of the people in the Ciletuh Palabuhanrati Geopark area, namely as follows:

1. Adaptations made regarding self-adjustment still require process and time, because what we know is that the development of the Ciletuh Geopark area is very fast. The people most affected by it really need a process to adapt, from where the majority are used to farming, now they have to adjust themselves to become a tourist zone which is certainly visited by many people from outside the Ciletuh Geopark area. Not to mention the problem of a lack of manpower in the government who are required to be able to manage all tourist destinations in Sukabumi Regency, coupled with special management regarding the Ciletuh Geopark which is divided into 8 sub-districts. So these things really have an impact on how big the scope of activities that have so far been carried out to include aspects in it so that their usefulness can be felt more effectively by the environment, especially the Ciletuh Geopark community itself.

2. As far as integration is being carried out by the government, in this case the socialization that is being carried out is still minimal. Even though it has been discussed how socialization activities are carried out through events, for the class of Ciletuh Geopark, it is not too massive, especially in socializing Ciletuh Geopark in cyberspace. This must also be addressed because today's world is completely digital, so the management, development, and information related to the Ciletuh Geopark must be 100% online and easy to access by anyone.

3. The motivation that is carried out still needs a lot of improvement, the extent to which the relationship between the actors in it, in this case the parties related to the development and development of the Ciletuh Geopark, are not really synergistic. Especially if we discuss the availability of complete facilities as a motivation for the community in managing the existing potential, it is still very minimal. With all the potential that the Ciletuh Geopark has, the completeness of facilities is important in order to increase the productivity of the community and accelerate the implementation of this construction and development.

4. Production that has been carried out until now is still the majority of production by individuals or groups of people with limited quantities. In fact, many of them find it difficult to be able to sell their products because of access and quite a long distance. Not to mention the availability of souvenir centers or at least a place where tourists can see and buy directly the products of the Geopak Ciletuh community, and this is still minimal. Then these things will have an impact on the quantity and quality that can be produced by the community and also have an impact on the intensity of production activities that can be carried out.

7 Conclusion

The Effectiveness of Tourism Policy in Improving the Community's Economy in the Ciletuh Palabuhanrati Geopark Area, Ciemas District, Sukabumi Regency.

The effectiveness of tourism policy is a condition in which a policy greatly influences the people's economy, a policy will become a guide and foundation in carrying out a development and development which in this case is related to tourism areas. So from the results of research on the effectiveness of tourism policies in the Ciletuh Palabuhanrati Geopark area, Ciemas District, Sukabumi Regency, it can be explained as follows:
1. adaptation

Adaptation is how living things can adapt to the environment in which they live. Adaptation is very important because each environment has different characteristics. When a living thing is not able to adapt to its environment, it will not be able to develop. Therefore, humans who are also part of living things must be able to adapt, especially in social life. Adaptation is very important so that humans are able to adapt and develop all their potential. So, in carrying out the development and construction of the Ciletuh Geopark, all individuals involved in it must be able to adapt to the tourism environment.

In this case, the first adaptation is self-adjustment. Self-adjustment is a human effort to achieve harmony with oneself and with the environment. With regard to the process, namely how individuals achieve a balance of life in meeting needs according to the environment. Self-adjustment is more of a lifelong process that is carried out by humans continuously to try to find and overcome the pressures and challenges of life in order to achieve a better personality. Adjustment also has meaning as a process towards a harmonious relationship between internal and external demands. In the process it can lead to a conflict, differences of opinion and also the problems of each individual. Thus, self-adjustment can be said to be successful if it has been able to meet its needs in ways that are reasonable and acceptable to the environment without harming or disturbing other parties.

The second adaptation is how related government institutions are able to carry out the procurement and replenishment of manpower. The meaning is activities to fill vacant formations. In general, the vacant formations are caused by civil servants who have retired, retired, died or there has been an expansion of the organization which is then stipulated in a decision of the Minister who is responsible for the field of utilization of the state apparatus. If a company needs a new workforce, efforts will be made to attract or find staff who are expected to be able to carry out their duties properly. This step is actually the second step, while the first step is to determine the circumstances and nature of the vacant job as well as the circumstances and characteristics or skills of the person/labor expected to be able to do the job. On the other hand, labor is everyone who is able to do work to produce goods or services both to meet their own needs and for the community.

However, before looking for new employees there are a number of things that must be considered for both government and private agencies, these include: the principles of formation preparation, the system for forming formations, job analysis, up to the available budget/budget, all of that must be examined carefully. In order for the implementation of office staff procurement to run smoothly, the implementation must be based on existing procedures.

The third adaptation is the scope of activity, the definition of scope is the limit. Scope can also be interpreted as part of the variables studied, population or research subjects. So, the scope of activities can be interpreted as the boundaries that become the main benchmark for an adjustment to be made so as not to get out of the core of the problem being addressed. In this case it is interpreted as, how can the parties concerned limit the adjustments made to the Ciletuh Geopark, without getting out of the discussion of tourism in it.

As stated by Yoeti (2016: 49-50) that: "Basically a tourism planning and development intends to provide boundaries about the goals to be achieved and determine ways - ways to achieve the intended goals". So planning here is the predetermination of productive goals in a systematic way by using the tools, methods and procedures needed to achieve the goals that are considered the most effective and efficient.

The fourth adaptation is the benefit for the environment, namely the extent to which the adaptation efforts carried out can bring benefits to the environment. The extent to which the process of self-adjustment carried out by the community brings benefits to itself. As well as how an effort is made regarding self-adjustment in developing and building tourism aspects at the Ciletuh Geopark in accordance with what is expected by all parties. So, benefit for the environment is important and becomes the main value of having a goal that ends with maximum achievement.

The results of research on the effectiveness of tourism policies regarding adaptation, it still takes time, especially in making adjustments. Self-adjustment here is how all parties involved in it are able to carry out development and development in accordance with the policy flow and important matters in developing all the potential that this Ciletuh Geopark has. Not to mention the matter of supplying and replenishing manpower, in this case, the government's own workforce is the one that is most addressed. With the total area of Sukabumi Regency, it is still felt that it is necessary to carry out additional work at the same level as the Tourism Office. Because basically the implementation of development and supervision at the Ciletuh Geopark still needs to be processed, moreover it has to focus on overseeing all aspects of tourism in Sukabumi Regency.

So the impact of this adaptation will affect how far the scope of activities can be carried out as a business tip in socializing and voicing the Ciletuh Geopark to the external arena of the Sukabumi Regency area. As well as to
what extent later the policies of all of these will emphasize the effectiveness of benefits for the environment, especially maintaining the potential and diversity that exists in the Ciletuh Geopark.

2. Integration

Integration is a system that experiences assimilation to become a unified whole. Integration comes from the English "integration" which means perfection or whole. Social integration is interpreted as a process of adjustment between different elements in people's lives so as to produce a pattern of community life that has harmonious functions. Integration can also mean the process of how to coordinate various tasks. Integration broadly can be interpreted as an effort to unite or combine various differences in cultural groups or social groups within one region so as to form a harmonious unit as in the Unitary State of the Republic of Indonesia (NKRI) with the motto Bhineka Tunggal Ika. In carrying out construction and development at the Ciletuh Geopark, it is necessary to have an integration so that all parties involved in it can unite and join forces to create a better tourism order in the future. The first integration discusses the extent of socialization carried out. Socialization, namely, the process of planting or transferring habits or values and rules from one generation to another in a group or society. A number of sociologists refer to socialization as a theory of roles (role theory). Because in the process of socialization taught the roles that must be carried out by each individual. In general, socialization means a learning process carried out by an individual to behave based on existing and recognized boundaries in society. There is also another definition of socialization, which is a process in an individual’s life to learn various kinds of habits such as ways of life, values and social norms contained in society with the intention of being accepted by society. With this process an individual will adopt the habits, attitudes and ideas of others so that they can be trusted and recognized.

While socialization in the narrow sense is the learning process carried out by someone to get to know the surrounding environment, both physical and social environment. The introduction of the environment is carried out by an individual to adapt himself to the environment, which will later become his provision to live in a broad association. And socialization in a broad sense is a process of interaction as well as learning of an individual that begins when he is born until he dies in a cultural society. So even a newborn baby will carry out the socialization process. Like starting with getting to know his closest environment, the environment closest to him is family. And as time goes by, the socialization process will be even more extensive, such as getting to know the community environment and so on.

Steers in Indrawijaya (2010: 188-189): "Develop a process to assess organizational effectiveness, which includes three points of view." The second element or dimension discussed is related to the interaction between the organization and its surroundings. This reinforces that in order to achieve a socialization context as a whole, each organization involved in it must interact both mutually bound to each other and also with the surrounding conditions. So the steers here think that in developing a process to assess the effectiveness of the organization, it is necessary to socialize which will result in communication between these related parties.

The characteristics of an individual who is capable and successful in socializing can be seen when the person is able to adjust to his environment. So that an individual is able to adjust to the cultural elements that exist in society, starting from the closest environment such as family and towards the wider environment, namely the community environment. By successfully accepting and adapting to their environment, an individual will feel that he is part of the family and society.

The second socialization is consensus and communication. Consensus is a phrase to produce or make an agreement that is agreed upon jointly between groups or individuals after debates and research are carried out collectively to obtain a consensus decision-making. Consensus carried out in abstract ideas does not have implications for practical political consensus, but following up on agenda implementation will be easier to do in influencing political consensus. Consensus can also start as just an opinion or idea which is then adopted by a group to a larger group because it is based on interests (often through facilitation) so that it can reach a convergent level of decisions to be developed.

Consensus also has a meaning as a result of mutual agreement in making important decisions and is usually closely related to the common interest as well. Besides that, the term consensus will usually also be associated with the political field, although of course this also applies to other fields, such as the economy. In Indonesian terms, this consensus process is often referred to as a consensus process. Consensus, of course, goes through a long process such as arguing and respecting each opinion as a thought that needs to be formulated to produce a joint decision. Communication is a process by which a person or persons, groups, organizations and society create and use information to connect with the environment and other people. In general, communication is carried out orally or
verbally which can be understood by both parties. If there is no verbal language that can be understood by both of them, communication can still be done by using gestures, showing certain attitudes, for example smiling, shaking head, shrugging. This way is called communication with non-verbal language.

From the results of research on the effectiveness of tourism policies regarding integration, it was found that there are still many things that need to be addressed in the implementation process. For example, in terms of integration, it is stated how far socialization has been carried out. If you look at it from an internal perspective, the people of Sukabumi Regency or especially the members of the Ciletuh Geopark tourism community, which is divided into 8 sub-districts, still lack knowledge about what and how the Ciletuh Geopark looks like. This has an impact on the uneven distribution of information from the internal community in conveying the potential and all matters related to the Ciletuh Geopark. Also, when viewed from external factors outside, indeed it has not really been pursued on a massively sustainable basis. But at least what needs to be realized, the government has tried to socialize both from event to event held at Ciletuh Geopark to attract outsiders to come, as well as back and forth to events and events outside Geopak Ciletuh as an effort to socialize too..

3. Motivation
Motivation is the process of explaining the intensity, direction and persistence of an individual to achieve his goals. Motivation is a reason that forms the basis of an action carried out by an individual. A person can be said to have high motivation meaning that the person has very strong reasons to achieve what he wants by doing his job. In contrast to motivation, in the sense that develops in society, sometimes it is often equated with enthusiasm. Even though it needs to be understood that there are differences in using the term motivation. because there are those who interpret this motivation as a reason, and there are also those who interpret motivation as enthusiasm.

The first motivation is the relationship between actors, this plays an important role in every aspect of life. With this relationship, it can meet the needs of one individual with another individual, for example in acquiring knowledge, obtaining new information, fostering the nature of cooperation, and eliminating selfishness. Interconnection of a party with other parties, will be of great value in carrying out a task and work. Because we know that the scope of human relations is a reference for finding ways together, making choices, identifying problems, and discussing them together in order to find the best way to carry out the work.

Gibson in Nawawi (2013: 189) the study of organizational effectiveness must start from the most basic and explained in the fourth point, namely, organizational effectiveness is the contribution of the work results of each individual effectiveness and group effectiveness, or team effectiveness that is mutually synergistic. This reinforces that in carrying out development in the tourism sector, which involves relationships between related parties, work effectiveness is needed both from individuals and groups who work in teams synergistically.

The second motivation is the completeness of the facilities, in carrying out the development and construction. The availability of complete facilities will be a strong source of motivation because it can be a big contribution to carry out the task as well as possible. Completeness of facilities is like a right in life that needs to be fulfilled so that in carrying out obligations it can be balanced, measurable and properly directed.

From the results of research on the effectiveness of tourism policies regarding motivation, it was found that in practice it has begun to be organized, especially in this case it is related to how to build good relations between actors and parties involved in the development and development of the Ciletuh Geopark. Also as a reference in encouraging sustainable development and development, it has begun to organize how the procurement process to complete the facilities is continuously carried out by related parties, especially in this case the related government.

4. Productions
Production is an activity carried out to add value to an object or create new objects so that they are more useful in meeting needs. The activity of adding to the usefulness of an object without changing its shape is called the production of services. While the activity of increasing the usability of an object by changing its character and shape is called the production of goods.

Production aims to meet human needs to achieve prosperity. Prosperity can be achieved if goods and services are available in sufficient quantities. People or companies that carry out a production process are called producers. In any production activity there must be capital. Capital is all the tools that can be utilized to produce goods and services.
Siagian (2016:21-22) and Kirilov et al (2020) defines that: "Effectiveness is the use of resources, funds, facilities and infrastructure in a certain amount that is consciously determined beforehand to produce a number of goods or services with a certain quality on time."

The production that is addressed in the construction and development of the Ciletuh Geopark is a matter of quantity and quality. This is examined and measured to what extent the productivity carried out by the community in producing a good product is calculated by the amount and seen from how well the quality has been produced (Elshaer et al., 2021). These things will have an impact on the value of the products produced so that they can be sold at a high value and bring high purchasing power to products made by the Ciletuh Geopark community.

Furthermore, when productivity has been measured, so that it can produce products that can be counted in quantity and also assessed how good the quality is, then the intensity of the activities is also examined. Intensity here means how often production activities for a procurement of goods or services are carried out. Because this will be the main assessment that the existing production cycle will be measured how far the production activities are carried out by the community.

The results of research on the effectiveness of tourism policies in terms of production show that there is a lot of potential. In their steps, the community has been able to manage and process the potential that exists within the Ciletuh Geopark to be managed in such a way as to become goods or products that have added value with the basic principles of production earlier. Particularly in this case, how can the public be aware that the branding of the Ciletuh Geopark will be a quality or added value for the products produced to be able to compete in the market in the process of selling the products produced earlier.

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Based on the results of the research above, there are several factors that influence the effectiveness of tourism policies in improving the economy of the people in the Ciletuh Palabuhanratu Geopark area, namely as follows:

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As far as integration is being carried out by the government, in this case the socialization that is being carried out is still minimal. Even though it has been discussed how socialization activities are carried out through events, for the class of Ciletuh Geopark, it is not too massive, especially in socializing Ciletuh Geopark in cyberspace. This must also be addressed because today's world is completely digital, so the management, development, and information related to the Ciletuh Geopark must be 100% online and easy to access by anyone.

The motivation that is carried out still needs a lot of improvement, the extent to which the relationship between the actors in it, in this case the parties related to the development and development of the Ciletuh Geopark, are not really synergistic. Especially if we discuss the availability of complete facilities as a motivation for the community in managing the existing potential, it is still very minimal. With all the potential that the Ciletuh Geopark has, the completeness of facilities is important in order to increase the productivity of the community and accelerate the implementation of this construction and development.

Production that has been carried out until now is still the majority of production by individuals or groups of people with limited quantities. In fact, many of them find it difficult to be able to sell their products because of access and quite a long distance. Not to mention the availability of souvenir centers or at least a place where tourists can see and buy directly the products of the Geopak Ciletuh community, and this is still minimal. Then these things will have an impact on the quantity and quality that can be produced by the community and also have an impact on the intensity of production activities that can be carried out.

References