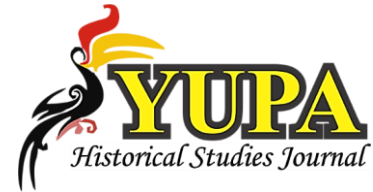


P-ISSN: 2541-6960; E-ISSN: 2549-8754

Yupa: Historical Studies Journal

Vol. 8 No. 3, 2024 (376-391)

<http://jurnal.fkip.unmul.ac.id/index.php/yupa>



Tourism Promotion Strategy in Banyuwangi (2012-2021)

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Received	Revised	Published
11/05/2024	04/09/2024	08/09/2024

Abstract The purpose of this research is to find out about the promotional strategies used by Banyuwangi Regency in developing tourism in Banyuwangi, a district located at the eastern tip of Java Island from 2012 to 2021. Tourism in Banyuwangi itself covers land, sea, and mountains located from north to south. This writing uses historical methods using primary sources and secondary sources. Sources that support this writing include books, photos, newspapers, and scientific articles. The results of this paper's study show that the development of tourism in Banyuwangi for approximately 10 years has increased quite significantly. This can be seen from how the Banyuwangi Regency government participates in efforts to advance tourism development in Banyuwangi.

Keywords: Tourism, Banyuwangi, Government, Society

Abstrak Tujuan penulisan ini yaitu untuk mengetahui mengenai strategi promosi yang digunakan Kabupaten Banyuwangi dalam mengembangkan pariwisata yang ada di Banyuwangi, sebuah kabupaten yang terletak diujung timur Pulau Jawa pada tahun 2012-2021. Pariwisata di Banyuwangi sendiri meliputi daratan, lautan, dan pegunungan yang terletak dari ujung Utara hingga Selatan. Penulisan ini menggunakan metode Sejarah dengan menggunakan sumber primer dan sumber sekunder. Adapun sumber-sumber yang menunjang penulisan ini antara lain berupa buku, foto, surat kabar, dan artikel ilmiah. Hasil dari kajian tulisan ini menunjukkan bahwa perkembangan pariwisata di Banyuwangi dalam kurun waktu kurang lebih 10 tahun mengalami peningkatan yang signifikan. Terlihat dari bagaimana pemerintah Kabupaten Banyuwangi ikut serta dalam upaya memajukan perkembangan pariwisata yang ada di Banyuwangi.

Kata Kunci: Pariwisata, Banyuwangi, Pemerintah, Masyarakat



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INTRODUCTION

This research discusses tourism promotion strategies in Banyuwangi, a district located at the eastern tip of Java Island from 2012 to 2021. The development of tourism in Banyuwangi itself has experienced quite significant progress, as can be seen from how the government is trying to promote tourism in Banyuwangi Regency. Tourism itself can be interpreted as various kinds of tourist activities and the use of various facilities and services provided by the community, entrepreneurs, government, and local governments. According to Law Number 10 of 2009 concerning Tourism, tourism is a variety of tourism activities that are supported by various facilities and services provided by the government, regional government, entrepreneurs, and the community. The tourism sector is one sector that has the potential to be developed as a source of regional income. Banyuwangi, which is a district that has tourism wealth from North to South, makes tourism one of its regional income sectors.

Banyuwangi in 2012-2021 under the government of Regent Abdullah Azwar Anas succeeded in making Banyuwangi Regency a new tourism reference in Indonesia. Indonesia itself is one of the countries with increasing tourism sector growth from year to year. Starting from January to October 2022, foreign tourist visits reached 3.92 million visits, and the percentage increase in the number of visits reached 215.16%, inversely proportional to foreign tourist visits in the same period in 2021 (Central Statistics Agency, 2022). Since 2002, during the reign of Regent Samsul Hadi, Banyuwangi Regency began to increase its tourism on the national stage. This can be seen from the construction of the Gandrung statue as an icon of Banyuwangi which is located on the edge of Watu Dodol Beach. Banyuwangi Regency, as one of the districts that is a tourist destination for local tourists and even foreign tourists, cannot be separated from the government's role in supporting tourism programs therein.

In the 2000s, Banyuwangi Regency experienced significant development in the tourism sector. However, at the beginning of its development, Banyuwangi tourism experienced fluctuations due to the economic crisis and the witch tragedy in 1998-1999 which damaged the image of Banyuwangi tourism. After various events that made the Banyuwangi government made full efforts to redevelop the tourism sector with help from the community. The community itself plays an important role in improving the tourism sector in Banyuwangi. The people who inhabit the Banyuwangi Regency include Javanese, Madura, and Balinese tribes. The diversity of these tribes also makes Banyuwangi one of the districts with cultural diversity in it. It can also be a tourism object in Banyuwangi. Banyuwangi, a hidden destination in the eastern part of Java, has undergone significant changes in its tourism history over the past two decades. In the early 2000s, the transition period to the new millennium saw the charm of Banyuwangi, which was originally just a quiet agrarian city, turn into a major attraction for tourists. The transformation not only reflects the development of infrastructure but also involves the active participation of the local

government and the high morale of the local community. The development of tourism in Banyuwangi is certainly based on the programs carried out by the government. One of the efforts made by the government in 2012-2021 is to use tourism promotion. Tourism promotion efforts carried out by the Banyuwangi government aim to increase the number of tourist visits, drive the local economy through the tourism sector, and introduce the potential and beauty of Banyuwangi to the world.

Tourism in Banyuwangi itself has been widely discussed and written by historians in Indonesia. Banyuwangi itself is famous for its abundant tourism, no wonder many historians are interested in writing the History of Banyuwangi and tourism in it. The history of Blambangan can be found in various writings such as Samsibur (2011); Novi Anoegrajekti (2017); Zulfahri (2015), Notonegoro (2020). These works discuss the history of Blambangan which later became Banyuwangi seen from all aspects that affect both political, social, economic, and cultural. Then, writings that discuss the development of tourism in Banyuwangi were also written by several historians. The paper focuses on the history of tourism in Banyuwangi and how it develops from year to year. The work was written by Hisyam (2017); Fahri (2020); Fauzan (2016); The three works discuss the development of tourism in Banyuwangi from 2000-2015. The difference in the written work is found in the formulation of the problem taken in writing scientific papers. Then, much literature that discusses the development of tourism itself is found, but in the writing of this scientific work, the book that supports its writing is the writing of Antonius Simanjuntak (2017). The book contains tourism literature. In addition, the book also contains about tourism travel in Indonesia from one time period to the next. With the existence of literature and scientific papers that support the writing of scientific papers, it is hoped that it can make an important contribution to the relevant field of research, increase understanding, and develop knowledge that is useful for writing tourism history in Banyuwangi or Indonesia.

This article focuses on research studies on one of the areas in East Java with a tourism sector that develops from year to year, namely Banyuwangi Regency. The development of the tourism sector in Banyuwangi district is also encouraged by government policies and the community that participates in building tourism in Banyuwangi. Banyuwangi Regency also offers a tourist charm that is no less attractive to local tourists and even foreign tourists, both in terms of culture, customs, and the diversity of the environment in Banyuwangi. Based on the data that has been collected, the author wants to conduct a social and economic study of tourism development and tourism promotion strategies in Banyuwangi district from 2012 to 2021. This was done to find out the extent of tourism development in Banyuwangi and how the government's policy in developing tourism in Banyuwangi district is to become one of the districts with tourist destinations, be it culture, environment, customs that are looked at by local tourists or even

foreign tourists. In addition, the author also focuses on the changes and development of tourism in Banyuwangi district from 2012 to 2021.

METHOD

In writing this scientific paper, a method is used, namely in the form of a historical research method using qualitative methods. According to Kuntowijoyo (2003), the historical method itself has five stages, namely topic selection, heuristic (collection of sources), source criticism, interpretation, and historiography. The historical sources used in writing this scientific paper are in the form of primary sources and secondary sources. The primary source used by the author in writing this scientific paper is Regional Regulations related to tourism in Banyuwangi Regency which are listed in Regional Regulation No. 40 of 2002 and Regional Regulation No. 13 of 2012. In addition, there is also a law in Banyuwangi, namely Law Number 10 of 2009 concerning tourism. In addition, the primary source used is also in the form of newspapers that show several awards won by the Banyuwangi district for developing its tourism sector in 2012. Secondary sources used to review scientific writings to strengthen the argument are in the form of several scientific journals, books, and BPS data of Banyuwangi Regency in the form of numbers. These sources are then used by the author as material in writing this paper.

RESULTS AND DISCUSSION

Geographical Conditions and Overview of Banyuwangi Regency

Banyuwangi is a city located at the eastern tip of Java Island and is the most populous city in East Java Province. The area is quite diverse, ranging from lowlands to mountains stretching from the northern tip to the south. The area, which is directly adjacent to Bondowoso Regency, has a series of mountains with its peaks, namely Mount Raung (3,332 m) and Mount Ijen (2,769 m). This district has an area of 5,782.50 km² which is divided into 25 sub-districts and 18 sub-districts, namely Pesanggaran, Siliragung, Bangorejo, Purwoharjo, Tegaldlimo, Muncar, Cluring, Gambiran, Tegalsari, Glenmore, Kalibaru, Genteng, Srono, Rogojampi, Blimbingsari, Kabat, Singojuruh, Sempu, Songgon, Glagah, Banyuwangi, Giri, Kalipuro, Wongsorejo (BPS Banyuwangi Regency, 2021). The coastline is about 175.8 km long and has as many as 10 islands located in Banyuwangi Regency.

The area of Banyuwangi district makes the district have a large agricultural land so that it helps in the economic sector of Banyuwangi, the area of rice fields is 66,578.00 ha and tegal is 41,527 ha. With the large area of rice fields and tegal in Banyuwangi, the agricultural sector has become a leading sector in Banyuwangi Regency. In addition, the trade, hotel, and restaurant sectors have a significant contribution to economic growth to the economy of Banyuwangi Regency. In addition to the agricultural sector, tourism is also one of the sectors that plays an

important role in contributing to the regional economy. Several studies show that the *ecotourism concept* policy in Banyuwangi Regency is able to contribute to economic growth, GDP, PAD, and labor absorption. Economic growth in the form of trade, hotels, and restaurants reached 9.60 percent in 2012 which became one of the sectors that supported the development of tourism in Banyuwangi (Central Statistics Agency, 2012). The location of Banyuwangi Regency, which is directly opposite the island of Bali, is an additional factor in the increasing economy in Banyuwangi.

The demographics of Banyuwangi Regency reflect various cultural and ethnic diversity. The population consists of a variety of ethnic and religious groups, including Javanese, Osing, Madurese and other minority tribes. For the use of everyday language for the people of Banyuwangi is Javanese, there are also those who use the Osing language which is the original language of the Osing tribe. The diversity of the existing tribes makes this regency located at the eastern tip of the island of Java have cultural diversity and customs. The diversity of cultures then produces arts which then make Banyuwangi Regency have as many as 35 kinds of arts. The typical traditional arts include *janger*, *gandrung*, *kuntulan*, *kebo-keboan*, and *seblang dance*. One of the arts inherent in Banyuwangi is the art of Gandrung. The art of gandrung has a significant influence in the art world in Banyuwangi, both as a traditional art, entertainment, and part of cultural identity. Dances, songs, and compulsive ornaments can be easily found in various places in Banyuwangi (Dariharto, 2009). These traditional arts are an integral part of the cultural heritage of Banyuwangi Regency and play an important role in maintaining the regional cultural identity in Banyuwangi.

Overall, Banyuwangi Regency offers an interesting and promising picture of its natural beauty, cultural richness, and abundant economic potential. By combining rich cultural heritage with growing economic progress, Banyuwangi ranks as one of the leading destinations in Indonesia and deserves further exploration. The diversity of natural potential, rich art, culture, and traditions owned by Banyuwangi is a valuable asset that requires protection and increased efforts to the global community. By maintaining and preserving the wealth in Banyuwangi Regency, the community and the government can experience significant benefits, especially in increasing regional income. Natural potential that includes mountains, beaches, and other natural beauty, along with traditional arts such as gandrung and jaranan, as well as cultural heritage and traditions, can all be decisive factors in the growth of the tourism sector. Therefore, greater efforts are needed to lift and promote the wealth in Banyuwangi Regency to the national and international levels, thus, it is expected to contribute significantly to the development of the regional economy and improve the image of Banyuwangi as an attractive tourist destination.

Condition of Banyuwangi Regency Tourism Objects (2012-2021)

The change in Banyuwangi Regency is a manifestation of the implementation of Law Number 25 of 2004 concerning the National Development Planning System. The law aims to provide a legal basis for the implementation of integrated, directed, and sustainable national development planning. In 2012, since the leadership of the regent Abdullah Azwar Anas, tourism in Banyuwangi began to be developed and known by the local community and even outside. This can be seen when Banyuwangi received an award in the form of *the Travel Club Tourism Award* (TCTA) in 2012, more precisely Banyuwangi Regency won an award in the form of *The Most Improved District* that consistently develops its tourism sector. Ecotourism strives to continue to be realized in Banyuwangi Regency, combined with events as the main means of promotion. Various events, one of which is a sports tourism event, were held to strengthen tourism promotion efforts in Banyuwangi, including the *international surfing* championship on Pulau Merah and Plengkung Beach, which attracted the attention of foreign tourists in 2012. In addition, there is also Ijen Crater which hosted the *Tour De Ijen* event in 2013 (Bayu Mitra, 2014). Some of the events held certainly have an impact on tourist visits. The following are the numbers of tourist visits to Banyuwangi in 2012-2014 (Source: Banyuwangi Cultural Department, 2015).

Table 1. Number of Tourist visits Banyuwangi (2012-2014)

Year	Dosmetic Traveler	Foreign Tourists
2012	660.831	8.690
2013	901.759	14.021
2014	1.500.735	27.689
Average Growth (%)	51,43	79,42

Based on table 1, the number of visits from domestic tourists to foreign tourists in Banyuwangi Regency has increased from 2012-2014. This achievement certainly greatly impacts increasing tourist visits to tourist attractions in Banyuwangi. This is one of the efforts intensified by the Banyuwangi Regency government through promotions carried out around 2012.

The modern tourism industry in Banyuwangi Regency has experienced rapid growth, especially after the enactment of local regulations that support the tourism sector. This provides opportunities for the private sector to develop various types of new tourist attractions, especially artificial tourist destinations in Banyuwangi Regency. In 2012, the Ministry of Social Affairs of the Republic of Indonesia appointed the Heroes' Cemetery Park as a pilot project, which is the result of renovation efforts and facility improvements by the Banyuwangi Regency Government. The improvement involves the improvement of facilities which include the addition of reflection stones, space for street vendors (PKL), provision of wifi network services, fountains, mazes, lighting of garden areas, and toilet facilities (Fahad and Endrayati, 2017). In 2013, Banyuwangi and Blambangan Park were selected as destinations in the comparative study activity. Not only

that, tourism development initiatives in Banyuwangi continue to be developed from year to year. Independent tourist destinations have also begun to be developed such as the Bangsring Floating House (potassium bombs turned into conservation), Badeng River Rapids Tourism, Cemara Beach, Kemiren Traditional Village, and also Banjar Tourism Village. In addition, there is an educational tour of turtle breeding that has begun to be managed by the surrounding community at Boom Beach. Not only that, the development of independent tourism was also developed in 2021, including increasing the creativity of the people of Gombongsari village and technical guidance on the management of tourism destination governance in Songgon Pine Tourism.

During the reign of Abdullah Azwar Anas, cultural tourism objects began to be developed. Various cultural tourism programs have also begun to enrich the tourist experience and promote cultural heritage in Banyuwangi Regency. Before 2012, precisely in 2008, the cultural festival namely Gandrung Sewu which featured as many as a thousand Gandrung dancers was held in Banyuwangi. In addition, the Banyuwangi Festival is a major initiative launched by Regent Anas to increase tourism attraction. The festival is a forum to introduce the rich culture, art, and nature of Banyuwangi as a whole. Art performances, exhibitions, and sports activities are a structured part of a festival in Banyuwangi. Banyuwangi itself has more than 100 cultural festivals held every year. The goal is of course to attract tourists to visit Banyuwangi. These festivals include the Gandrung Sewu Festival held at Boom Beach, the Kuwung Festival in the city of Banyuwangi, Seblang Olehsari and Bakungan held in Kemiren Village, Barong Ider Bumi, *Banyuwangi Etcno Carnival* (BEC), kebo-keboan, and so on (Bayu Mitra, 2014).

With the innovations that have been given by the government in promoting tourism, Banyuwangi Regency can develop in its tourism sector. At an international forum in 2014, Banyuwangi Regent Abdullah Azwar Anas revealed five main aspects that need to be considered in developing the tourism sector in Banyuwangi, namely infrastructure, culture, environment, humanism, and behavior. Regent Abdullah Azwar Anas emphasized that the development of tourism potential in Banyuwangi will open up opportunities for the development of other industries more smoothly. (Kusuma, 2014).

Banyuwangi Tourism Promotion Strategy (2012-2021)

Tourism is seen as one of the potentials that can be optimized by each region. As a rapidly growing industry, tourism can accelerate the economic growth of a region by making a significant contribution to job creation, increasing income, improving people's living standards, and revitalizing other productive sectors. By utilizing a variety of available natural, cultural, and infrastructure resources, tourism has the potential to become one of the main drivers of local economic progress and improve the welfare of people in an area. Banyuwangi Regency is one of the regions with superior tourism potential. In introducing an existing tourism potential, of

course, promotion or introduction is also needed for tourists who will visit or who are visiting Banyuwangi Regency. Banyuwangi Regency promotes Banyuwangi products and tourist destinations by holding various events in several regions or tourist attractions spread across Banyuwangi. The Regent of Banyuwangi also provides a forum to develop the tourism potential in Banyuwangi, including traditional ceremonies, village cleaning, wedding ceremonies, and so on which will then be processed by the Banyuwangi Regency government.

At the *event*, tourists were presented with various information about various Banyuwangi tourist destinations, including natural tourism, culinary, history, and local culture which are in great demand by visitors who have visited Banyuwangi before. This information was published through various media during the *event*. Banyuwangi Regency promotes various tourist destinations through *events* held every year. 2012 is one of the years when various events began to be had thanks to one of the Banyuwangi Regents in the 2010-2015 period who contributed to the improvement of the tourism sector in Banyuwangi by introducing tourist destinations. In 2012, 10 *events* were held to promote tourism in Banyuwangi. In 2012, the tourism sector in Banyuwangi was still in the development stage and was not as popular as it was in the following years. However, Banyuwangi Regency has undergone a significant transformation under the leadership of Regent Abdullah Azwar Anas. Several facilities in that year such as lodging, places to eat, access to tourist attractions, and shopping places began to be improved to support all tourism activities in Banyuwangi Regency.

In 2012, the first year when tourism in Banyuwangi began to be developed. One of the efforts made by the government is to promote various tourist destinations in Banyuwangi through the *events* that was held. "Banyuwangi Festival" is one of the *Events* to introduce the diversity of tourism in Banyuwangi Regency. B-Fest, short for Banyuwangi Festival, is a series of activities that showcase the diverse potentials of Banyuwangi ranging from the richness of art and culture, sports events, tourism, traditions, and rituals that take place in one year and are packaged in various festivals (Indiarti, 2016). The goal is to promote tourism and cultural diversity owned by Banyuwangi Regency. These events usually feature various activities such as traditional art performances, cultural exhibitions, regional cuisine, and other attractions and entertainment. The purpose of organizing the Banyuwangi Festival is one of the promote *ecotourism* the most striking, *The International Ecotourism Society* stated, "Ecotourism is a responsible trip to natural areas by preserving the environment and improving the well-being of local communities" (Irawan, 2015). Banyuwangi Regency with *branding* "*The Sunrise of Java*" Able to increase the flow of tourist visits, increase investment flows (Domestic Investors (PMDN) and Foreign Investment (PMA) and *brand image* Banyuwangi on the world stage (Fadhulloh, 2014).

Some of the events to promote tourism in Banyuwangi held in 2012 are *Banyuwangi Ethno Carnival* (BEC), *Tour de Ijen*, and Gandrung Sewu Performance, Culinary Festival, Seblang Olehsari and Seblang Bakungan. BEC was first held in 2011 which is held annually with the government's efforts to promote tourism and improve the image of Banyuwangi. The BEC is held with a different theme every year. Starting in 2011 with the theme of Damarwulan, Gandrung, and Kundaran, in 2012 Re-Barong Using, in 2013 *The Legend of Kebo-Keboan*, in 2014 *The Mystic Dance of Seblang*, in 2015 *The Usingnese Royal Wedding*, in 2016 *The Legend of Sri Tanjung Sidopekso*, in 2017 *Majestic Ijen*, in 2018 Puter kayun, in 2019 *The Kingdom of Blambangan*. Every year, the BEC event is honored by presenting several national and international figures to attend and enjoy the beauty and privileges of the show. In addition to the BEC event, Gandrung Sewu is also one of the activities in promoting tourism in Banyuwangi. Since 2012, Gandrung Sewu has become one of the highly anticipated annual cultural events in Banyuwangi. This event was held as part of the local government's efforts to introduce and preserve the traditional art of gandrung, which is an important part of Banyuwangi's cultural heritage. In a discussion at the commemoration of National Press Day (HPN) in 2018 in Padang, West Sumatra, it was discussed that the progress of tourism in Banyuwangi is greatly influenced by its unique approach, which involves active community participation. So, local residents participate in various initiatives, so that the community also owns the program (Anas, 2018).

After 2012, there was a change in the name of the Gandrung Sewu event which is part of the Banyuwangi Festival. In 2012, the event was known as the Gandrung Sewu Parade, then changed its name to Paju Gandrung Sewu in 2013. After the local government took over in 2014, the event reused the name Gandrung Sewu Festival until 2021. The holding of the Gandrung Sewu festival also has an impact on tourism in Banyuwangi Regency. Through the Banyuwangi Festival which is one of the promotional strategies carried out by the government to optimize tourist visits in Banyuwangi Regency. Gandrung Sewu is an activity organized by the Banyuwangi government which is attended by 1000 Gandrung dancers. Abdullah Azwar Anas has been proven to increase the popularity of traditional arts and increase the number of significant tourist visits and provide opportunities for traditional arts actors to socialize and market their products (Anoegrajekti, 2015). Not only through BEC and Gandrung Sewu, the Banyuwangi regency government also introduces tourism through international sports events, namely *the Tour de Ijen*. *The Tour de Ijen* itself was first held in Banyuwangi, in 2011 and 2013. *Tour de Ijen* is an international bicycle racing event held annually in Banyuwangi Regency, East Java. The event is a means of promoting Banyuwangi tourism with the combination of bicycle racing sports and tourism (*Sport Tourism*) is an interesting strategy in the development of tourism destinations. The cyclists who participated in the international racing tournament came from Germany, Denmark, and 13 other teams from abroad. According to *the Tour de Ijen Race Director*, Jamaludin, the presence of many

leading teams from abroad can be explained by their interest in the beauty of Ijen Crater which has gained popularity in Europe. Until 2015, Banyuwangi Festival consistently held 36 tourism events throughout the year with various packaging. (Irawan, 2015).

One of the cultural events that is carried out every year is the Seblang Olehsari and Seblang Bakungan Rituals. The Seblang dance is believed to have emerged around the 1770s, with the influence of Pre-Hindu culture in Bali. The cultural performance is a trace of cultural heritage based on rural agrarianism, Seblang Olehsari itself is held in Olehsari Village and Seblang Bakungan is held in Bakungan Village, Glagah, Banyuwangi. The Seblang Olehsari ritual is especially located in the dance performance performed by the Seblang Dancers. The Seblang Olehsari dance performance is held every Eid al-Fitr, which is three or four days after. The performance of the seblang dance starts at 13.00 to 16.00 for one week (Sutarto, 2006). This dance can only be performed by them in a *trance* or trance. Seblang Bakungan is one of the rituals that is held every week after Eid al-Adha. The difference between Seblang Olehsari and Seblang Bakungan lies in the dancers. Unlike Seblang Olehsari which is performed by young dancers, Seblang Bakungan is performed by dancers who are 50 years old and have experienced menopause. Starting in 2012, cultural activities have been facilitated through an initiative known as the Banyuwangi Festival Calendar (B-Fest). The goal is to make Banyuwangi the center of the festival. Through this festival platform, branding efforts and development strategies are carried out by taking advantage of the potential of cultural events. One approach is to gather various cultural events into one calendar, including traditional rituals such as Seblang Olehsari in Banyuwangi. Seblang Olehsari itself is a program held by the government to increase foreign tourist visits to local tourists. In 2018, there was a modification in the series of Seblang Olehsari events, where the Gandrung Sewu Dance was added to welcome the arrival of special guests. Various events were held to increase tourism visits in Banyuwangi from 2012 to 2021.

Continuing the regent program in the previous period, namely in the era of the regent Samsul Hadi. Ijen Crater is one of the superior tourism objects that is promoted by being named as a diamond triangle (*Triangle Diamond*). Other tourist attractions that are included as diamond triangle objects are Sukomade Beach in the Meru Betiri Pesanggaran National Park area, and Plengkung Beach in the Alas Purwo Tegaldlimo National Park area. In addition, in order to further introduce tourism in Banyuwangi to the world community, the Regent asked that *the tourism website* in Banyuwangi continue to be improved. *Banyuwangi Tourism* is an official website launched in 2013. The website is a step taken by the Banyuwangi Regency Government to promote the potential of regional tourism to local communities and foreign tourists. *Banyuwangi Tourism* is one of the websites used by the Banyuwangi Regency government which is managed by the Culture and Tourism Office to promote tourism in Banyuwangi Regency.

Promotion is a key element in the branding marketing strategy emphasized by the local government to develop tourist attractions as an integral part of Banyuwangi Regency tourist destinations. The distribution of this content refers to the product portfolio through communication channels owned by the Banyuwangi Regency government as well as cooperation with external bureaucratic parties. In a series of policies, the Banyuwangi Regency government chose the "POSE" approach which includes *paid media*, *owned media*, *social media*, and *endorsers/influencers* (Banyuwangi Regency Government, 2017). The Banyuwangi Regency Culture and Tourism Office is responsible for the management of the website, the *Banyuwangi in Hand* android application, and several social media accounts including Facebook, Twitter, Path, Instagram, and Google Plus for promotional purposes. Through the promotions carried out, of course, it has an impact on the cooperation of other industries to improve the quality of facilities and supporting infrastructure for tourists who visit.

The existence of a promotional strategy carried out by the Banyuwangi Regency government in encouraging the tourism sector has certainly yielded results. Where in 2021 through an annual event held in the form of the "Banyuwangi Festival", Banyuwangi Regency added several festival activities to attract tourists. Although in 2020 tourist visits decreased because in that year the Covid-19 pandemic occurred which made domestic tourist visits decrease to 2,727,594 while foreign tourists reached 86,105 (Banyuwangi Regency Culture and Tourism Office, 2020). This makes the Banyuwangi Regency government strive to use this opportunity as a momentum to revitalize and improve, ensuring that when the situation recovers, tourist destinations will be more eager to welcome tourists with a better experience. It is evident that in 2021 tourist attractions in Banyuwangi will begin to reopen by meeting the requirements of health and *social distancing* protocols. In addition, the National Economic Recovery (PEN) program since 2021 also includes assistance for the tourism and creative economy sectors, as an effort to support economic growth and the quality of human resources in Banyuwangi. This program also provides support for the development of tourism destinations and marketing strategies, as seen in the launch of the Banyuwangi Calendar of Events (CoE) 2020 which includes 123 events.

The Role of the Government, the Private, and the People of Banyuwangi in the Development of the Banyuwangi Tourism Sector

During the administration of Banyuwangi Regent Abdullah Azwar Anas, he began to realize how important it is to build institutions from the bottom. After leading Banyuwangi for two terms, it grew to understand that designing regulations and policies only from the top level was not enough. Therefore, synchronization is needed in sectoral development in the Banyuwangi Regency area. During the administration of Banyuwangi Regent Abdullah Azwar Anas, various steps were taken to improve the tourism sector in response to the challenges faced in the previous leadership era. Improvement efforts involve increasing tourism promotion strategies, improving

transportation infrastructure, encouraging to improve accommodation standards, and developing supporting infrastructure in tourism destinations. In addition, the government can also implement policies that support the development of the tourism sector. One of the government's roles in improving the tourism sector in Banyuwangi is to add facilities and infrastructure as done in one of the tourist attractions, namely Meru Betiri National Park or Sukamade Beach. The tourist attraction provides tourist lodges, pavilions, campsites, *shelters*, souvenir shops, information centers, and turtle laboratory repairs. Not only that, the Banyuwangi government has also improved several directions to make it easier for tourists who will visit tourist attractions in Banyuwangi. Then, the Banyuwangi government also added several festival events every year that aim to attract tourists.

In addition to the initiatives that have been launched by the Banyuwangi government, there is also a program to increase attraction for investors to support the tourism sector in the area. The program to increase investor attraction in Banyuwangi Regency aims to stimulate an increase in the amount and value of investment in a significant way, especially in the tourism sector. The government's main goal is to create a conducive investment climate, the support is based on an efficient and effective investment service system. The role of investors in supporting regional economic growth has begun to appear, especially through the contribution of large companies such as PT Semen Gresik Tbk and PT Semen Bosowa who have invested in Banyuwangi. This action reflects investors' confidence in the potential of this area and has a positive impact on local economic development.

Table 2. Numbers of Foreign Tourist to visit Banyuwangi each Month in 2011-2022

Bulan	2013	2014	2015	2016	2017	2018	2019	2020	2021
Januari	3,030	1,759	2,877	2,587	2,954	3,268	3,968	2,715	144
Februari	4,493	2,016	2,643	2,640	3,509	3,656	3,783	4,524	96
Maret	4,185	2,293	3,246	2,930	3,652	3,800	4,170	2,437	88
April	4,329	2,833	3,367	3,246	4,438	4,997	5,162	172	336
Mei	4,815	3,964	4,840	5,305	4,997	5,542	3,426	123	148
Juni	3,263	3,486	4,386	5,026	5,800	6,077	5,843	165	131
Juli	4,825	5,909	7,840	8,542	6,911	7,379	7,052	172	221
Agustus	5,368	5,992	9,151	9,685	6,371	7,881	6,849	199	47
September	4,624	7,719	7,182	7,755	7,947	8,256	8,773	238	166
Oktober	6,452	5,389	6,628	6,478	7,083	8,885	10,077	346	137
November	3,050	4,358	4,424	5,359	7,993	9,874	7,146	312	139
Desember	3,610	6,049	3,013	4,549	9,616	10,854	10,949	304	119
Jumlah	52,044	51,767	59,597	64,102	71,271	80,469	77,198	11,707	1,772

Sumber : Dinas Kebudayaan dan Pariwisata Kabupaten Banyuwangi

Source: Banyuwangi Central Statistics Agency, 2021

The Banyuwangi government also collaborates with various private companies to increase the amount and value of investment, namely PT. Source of yala Samudra, PT. Avilla Prima Intra Makmur, PT. Maya Muncar, CV. Pacivic Harvest, and Basuki Rahmat Paper Mill (Bappeda, 2013). The 5 private entities that have been established in Banyuwangi district have a considerable investment value with an investment range from 1 to 10 billion Rupiah. One of the efforts made by the government is to improve one of the facilities in Banyuwangi, namely Blimbingsari Airport. Blimbingsari Airport itself began operating in 2011 with the Banyuwangi-Surabaya travel route with airlines in the form of Merpati Airlines and Wings Air (Bappeda, 2013: 79-80). The existence of the air transportation route itself has a positive impact on the consideration of investors to invest a considerable amount of investment in Banyuwangi Regency.

The role of the government in promoting tourism in Banyuwangi can be seen in the table above, which shows an increase in local tourists to foreign tourists. Then to increase tourist visits in 2021, the Banyuwangi Regency government has developed a strategy to further innovate in developing tourism. One of the efforts made is to collaborate with tourism awareness groups (Pokdarwis) to help in promoting tourism in Banyuwangi. Pokdarwis Banyuwangi stands for "Banyuwangi Tourism Awareness Group." This group is a community initiative engaged in tourism development in the Banyuwangi area, East Java. This group plays a role in promoting local tourism potential, preserving culture, and empowering local communities through tourism activities. Pokdarwis Banyuwangi often collaborates with local governments and various related parties to improve the tourism sector in the region. Community participation is also driven through the local government's policy that prohibits the construction of hotels in tourist attractions. The beaches in Banyuwangi Regency are also managed by the Tourism Awareness Group (Pokdarwis). The role of the community in the development of tourism and promotion in Banyuwangi Regency is also involved in it. In the Banyuwangi Festival activities, the community is also directed to help supervise so that it is not damaged, not dirty, and there is no water, which of course gives the spirit to the community that participation in Banyuwangi Festival activities is also involved in it.

CONCLUSION

The Banyuwangi Regency Government has a very important role in promoting tourism and developing infrastructure that supports the growth of the tourism sector. With the inclusion of Banyuwangi in the National Development Plan since 2004, the government has provided legal support for national development planning, including tourism development. Collaboration between the government and the private sector is also key in increasing investment and stimulating local economic development. The development of various cultural programs such as the Gandrung Sewu Festival and the Banyuwangi Festival is proof of the government's commitment to preserving and promoting regional cultural heritage. Through these events,

Banyuwangi has succeeded in increasing the visibility of the tourism sector, attracting investors, and strengthening Banyuwangi's brand image as an attractive tourism destination. Annual events such as the Banyuwangi Ethno Carnival (BEC), Tour de Ijen, and Gandrung Sewu Culinary Festival Performance, Seblang Olehsari and Seblang Bakungan which are held in the Banyuwangi Festival Event are also important platforms in promoting tourism in Banyuwangi. The promotion strategy is not only carried out through festival performances, but the Banyuwangi Regency government continues to try to introduce tourism by using social media including Facebook, Twitter, Path, Instagram, and Google Plus for promotional purposes. One of the websites, namely *Banyuwangi Tourism* which is managed directly by the Banyuwangi Tourism and Culture Office, is used as an online promotional medium by the Banyuwangi Government. Not only that, community participation, both through community organizations such as Pokdarwis (Tourism Awareness Group) also plays an important role in the development of tourism in Banyuwangi.

To develop tourism, Banyuwangi also participates in international forums to strengthen cooperation and gain new insights into tourism management. By continuing to innovate and take advantage of its various potentials, Banyuwangi has great potential to become a popular tourism destination not only at the national level but also at the international level. Overall, tourism promotion in Banyuwangi has had a positive impact on economic growth, GDP, PAD, and employment in the region. Through collaboration between the government, the private sector, and community participation, Banyuwangi has succeeded in sustainably developing the tourism industry, improving community welfare, and strengthening Banyuwangi's brand image as an attractive tourism destination.

Tourism is one of the sectors that has great potential in supporting the economic growth of a country and promoting the natural beauty and cultural wealth of a region. However, to successfully attract tourists' attention and obtain maximum economic benefits, an effective and well-planned promotional strategy is required. Tourism promotion strategies are an important key in increasing tourist visits, both domestic and foreign, to certain tourist destinations. Banyuwangi Regency is one of the districts located at the eastern tip of Java Island where it has many tourist attractions in it. The Banyuwangi Regency Government is trying to introduce tourist attractions that existed before 2012 until the reign of Regent Abdullah Azwar Anas. Events began to be held to introduce tourism and culture in Banyuwangi. Through various activities carried out in 2012, namely the Banyuwangi Festival or B-fest.

The series of activities organized by the Banyuwangi Regency government oversees various activities such as Banyuwangi Ethno Carnaval, Tour dr Ijen, Gandrung Sewu, Kebo-keboan and many other activities that are carried out every week. The article to support the writing was written by Chintiya Betari Avinda, et al. (2016) entitled "Banyuwangi Promotion Strategy as a Tourist Destination (Case Study on the Culture and Tourism Office)". The research

discusses the promotion strategy implemented by the Banyuwangi Regency Culture and Tourism Office as a tourist destination. The results of the study revealed that the promotion strategy through the promotion mix has had a positive impact on tourist visits but has not been effective enough in distributing tourist visits evenly and increasing the length of stay. The second library is an article entitled "Innovation of Banyuwangi Regency Rulers Through Citi Branding "*The Sunrise Of Java*" as a Tourism Marketing Strategy" written by Haidar Fikiri (2017). The article discusses Banyuwangi Regency governance innovations in marketing tourism through city branding "*The Sunrise of Java.*" The government and the community collaborate to promote the area using various media platforms such as websites, social media, and mobile applications. The branding strategy has a positive impact on Banyuwangi by increasing the number of local and international tourists and gaining international recognition.

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