

Community Perception on the Development of the Tourism Industry in Improving the Welfare of the Community in Mandalika KEK

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Abstract

Apart from the increasing progress of the tourism sector, good tourism management will benefit industry players who have an impact on overcoming unemployment and poverty. The purpose of this study is to find out how the public's perception of the development of the tourism industry in improving the welfare of the community in the Special Economic Zone (SEZ) Mandalika. The analytical technique used in this research is using convenience sampling technique which is rarely used in previous tourism research on Lombok Island in general. The results showed that the development of the tourism industry in improving the welfare of the people in the Mandalika SEZ got the highest perception and there was also the lowest perception of the average value of 281 sample respondents. The findings from this study, the perception of both the public and the private sector on the sustainability of the development of the tourism industry has a direct and insignificant effect on the welfare of the community. This shows that the existence of the Mandalika Special Economic Zone (SEZ) does not play a significant role in the welfare of the community. This means that both the community and the private sector in the development of the Mandalika Special Economic Zone (SEZ) can strengthen cooperation and have dual functions.

Keywords: Public Perception, Development of the Tourism Industry and Community Welfare.

1. Introduction

The development of Indonesian tourism must be preceded by an understanding of the various challenges and obstacles that must be faced in planning and implementing the development of Indonesian tourism. The expectation from the implementation of the concept of tourism development is an increase in community welfare (Ministry of People's Welfare Coordination, 2011). To achieve community welfare, it can be done by carrying out physical development in the form of facilities and infrastructure as well as non-physical development such as education, health, and so on. The existence of human resources plays an important role in tourism development. Tourism human resources include tourists/tourists (tourists) or as workers (employment) (Evans, N., Campbell, D., & Stonehouse, 2013). The low quality of human resources will result in decreased work productivity. Furthermore, work productivity will affect income generation. Low income is the cause of the high number of poor people (Purbadharmaja, et al, 2014). With the high number and percentage of poor people and barren geographical conditions, the alternative for improving the welfare of the population is the tourism industry (Ministry of Culture and Tourism of the Republic of Indonesia in Sapta Pesona, 2011). The Indonesian Central Statistics Agency (BPS) reported that the percentage of poor people in September 2019 decreased to 9.22 percent, as shown in Figure 1. as follows.

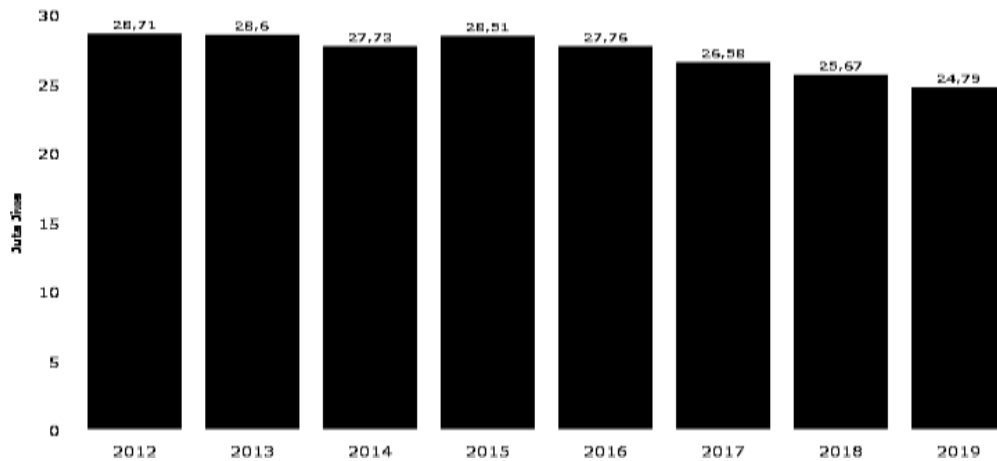


Figure 1. Percentage of Indonesia's Poor in 2019

Source: Indonesia's Central Statistics Agency (BPS) in figures, Year 2020

BPS Indonesia in 2019 in Figure 1.1 recorded a decrease in the poverty rate in Indonesia in September 2019. From the survey results, the poverty rate was recorded at 9.22 percent or equivalent to 24.79 million people. The decline can be seen from the poverty rate recorded in March 2019 of 25.14 million people or 0.19 percent. The number of poor people from March to September decreased by 360 thousand people. Despite the decline, Indonesia still faced with many problems related to the level of poverty in the country. Among them, the differences in poverty levels in rural and urban areas are still clearly visible. It is evident from the survey results, in September 2019 the percentage of poverty in urban areas was 6.56 percent, in villages it was almost twice that of 12.60 percent. So, the government still needs to work harder to reduce poverty in villages, the majority of which work in the agricultural sector (BPS Indonesia in figures, 2020).

Ferezagia (2018) conducted a study by grouping provinces in Indonesia based on poverty indicators. Based on the results of the analysis, it can be concluded that poverty at the provincial level is grouped into 3 (three) clusters, namely for cluster 1 (one) the largest group of poor provinces is Papua 27.76 percent, West Papua 23.12 percent, East Nusa Tenggara 21.38 percent, Maluku 18.29 percent and Gorontalo 17.14 percent. Cluster 2 (two) is a group of medium poor provinces consisting of 13 provinces, and cluster 3 (three) is a group of non-poor provinces consisting of 18 provinces including DKI Jakarta. West Nusa Tenggara Province with a percentage of poor people of 15.05 percent is included in cluster 2 (two) with a medium-poor provincial level followed by Aceh, South Sumatra, Bengkulu, Lampung, Central Java, DI Yogyakarta, East Java, Central Sulawesi, Sulawesi Southeast, Gorontalo, West Sulawesi, and Maluku.

The Province of West Nusa Tenggara (NTB) is making full efforts to accelerate poverty reduction by accelerating development and a number of other sectors. The total number of poor people in West Nusa Tenggara (NTB) in 8 (eight) regencies and 2 (two) cities namely: Mataram City and Bima City in March 2018 reached 737,460 thousand people (16.07 percent), as shown in Table 1 as follows.

Table 1. Number of Poor Population by Period (Thousand People) NTB Province 2014-2018

Year	Month	Total
2014	Maret	820.820
	September	816.620
2015	Maret	823.890
	September	802.290
2016	Maret	804.450
	September	786.580
2017	Maret	793.780
	September	748.120
2018	Maret	737.460
	September	735.620

Source: BPS West Nusa Tenggara Province in figures, Year 2019

Table 1 shows that the number of poor people in West Nusa Tenggara (NTB) in March 2017 was recorded at 793,780 thousand people (14.56 percent). In September 2018, the number of poor people in West Nusa Tenggara (NTB) was 735,620 thousand people (14.63 percent). There was a decrease in the percentage of the poor during the period March 2017 – September 2018 which was 0.06 percent. Although there has been a decline, the figure is not too significant and the local government's optimism to continue reducing poverty in NTB is still being built (Najamuddin, 2020).

The government has prepared ways to reduce poverty and unemployment despite the Covid-19 outbreak this year. The method prepared is by budgeting the cost of the National Economic Recovery (PEN) from two sides, namely the demand side and the supply side. The demand side is needed so that people's purchasing power is maintained which ultimately reduces the poverty rate, while the supply side is to reduce the unemployment rate (Ministry of Finance, 2020). Some of the sectors that lost the most jobs were trade, manufacturing, construction, services and accommodation. Naturally, if this reality eventually becomes a problem (Head of the Central Lombok Manpower and Transmigration Office, 2018). More precisely, this problem gave birth to a lot of new unemployment thereby increasing the number of poverty rates, as shown in Table 2 Open Unemployment Rates in the Regency/City of West Nusa Tenggara (NTB) Province in 2017.

Table 2. Unemployment Rates for Districts/Cities of NTB Province in 2017

Region	Employment	Unemployment	Housewife	Others
Lombok Barat	316.827	10.749	37.171	16.532
Lombok Tengah	446.246	13.338	56.089	24.387
Lombok Timur	540.513	20.422	49.335	42.830
Sumbawa	205.672	8.522	20.223	12.383
Dompu	103.112	2.488	14.044	2.502
Bima	243.632	3.836	23.621	10.217
Sumbawa Barat	583.600	3.168	8.422	3.758
Lombok Utara	106.043	1.877	9.899	5.623
Mataram	212.434	12.000	44.179	12.737
Kota Bima	83.905	3.049	10.357	2.614
Total	2.316.720	79.449	273.340	133.583

Source: BPS West Nusa Tenggara Province in figures, 2018

Table 2 shows that the labor force in August 2017 was 2,396,169 people. In August 2017, 13,338 residents in Central Lombok Regency were unemployed and taking care of the household, which was bigger than other districts, which was 56,089 residents. During the last year from Table 1.2 above, the sectors that experienced an increase in the percentage of the working population were the Industrial Sector (2.91 percent points), the Trade, Restaurant and Accommodation Services Sector (2.84 percent points), and the Construction Sector (0 ,90 percent points). In August 2017, there were 36.93 percent of the population working part-time (working hours of less than 35 hours a week) including 17.27 percent of underemployed and 19.66 percent of part-time workers. Efforts to reduce the open unemployment rate need to be carried out in an integrated manner by the local government with the business world and the industrial world (Head of the Central Lombok Manpower and Transmigration Office, 2018). Unemployment is a factor of poverty in the community, due to the lack of employment opportunities for them to seek income to meet their daily needs. The absence of equal distribution of employment is also the cause of quite a lot of unemployment (Tambunan, 2011). High open unemployment triggers high poverty rates. The Central Lombok Regency Government continues to take various steps to reduce poverty. However, the decline in the poverty rate from year to year is still minimal, as shown in Table 3 Poverty Lines and the Poor Population of Central Lombok Regency in 2016-2019 are as follows.

Table 3. Number of Poor People in Central Lombok Regency in 2016-2019

Poverty	Poverty			
	2016	2017	2018	2019
Number of Poor Population	145,37	142,14	130,00	128,82
Percentage of Poor Population	15,80	15,31	13,87	13,63
Depth Index Kemiskinan	2,74	2,81	2,31	2,33
Poverty Severity Index	0,64	0,75	0,54	0,25

Source: Central Lombok Regency BPS in figures, 2021

Table 3 shows that the percentage of poor people in Central Lombok Regency is claimed to have decreased from year to year which has not been maximized. If there is a decrease in 2019 compared to 2018, the figure is still above the national figure. When viewed in the 2019 period, the number of poor people decreased by a minimum of 128,820 thousand people (13.63 percent), due to the synchronization of the programs of the district government, provincial government and central government so far not fully realized. The local government has tried its best and has become a material for future government evaluations (BPS Lombok Tengah, 2021).

This condition makes efforts to reduce the poverty rate in the Loteng difficult, because the hidden poverty rate is still quite high (Amin, 2018). It is said that poverty is disguised, because in terms of quantity and continuity of work already exists, only in terms of quality which is still low. In other words, already have a job, the income is also there and still exists every month, but in terms of the quality of the income is still low. Ironically, the current situation in Central Lombok Regency shows that this low-income workforce is dominated by educated workers, such as teachers and other scholars, for example Non-Permanent Teachers (GTT) and honorary teachers. In terms of quantity and continuity of work they have, but seen from the minimum wage income (UMR) earned every month is far below the existing standard.

Breakthroughs in increasing employment opportunities, one of which is the tourism industry sector. The tourism industry that is currently developing in Indonesia is a Special Economic Zone (SEZ). Until 2020 there are 15 SEZs in Indonesia with details as follows: (1) SEZs that have been operating: SEI Mangkei SEZ (Simalungun Regency, North Sumatra), Tanjung Lesung SEZ (Pandeglang, Banten), Palu SEZ (Palu City, Central Sulawesi), Mandalika SEZ (Loteng Regency, NTB), Galang Batang SEZ (Bintan Regency, Riau Islands), Arun Lhokseumawe SEZ (North Aceh), Tanjung Kelayang SEZ (Belitung Regency, Bangka Belitung), Bitung SEZ (Bitung City, North Sulawesi), Morotai SEZ (Morotai Island Regency, North Maluku), Maloy Batuta Trans Kalimantan SEZ (East Kutai Regency, East Kalimantan), and Sorong SEZ (Sorong, West Papua), (2) SEZ in Development Stage: Tanjung Api-Api SEZ (Banyuasin, South Sumatra), Singhasari SEZ (Malang Regency, East Java), Kendal SEZ (Kendal Regency, Central Java), and Likupang SEZ (North Minahasa Regency, North Sulawesi) (Indonesian SEZ National Council, 2020).

The Mandalika Special Economic Zone (SEZ) in Central Lombok Regency, was built in 2016 since it was inaugurated by the President of the Republic of Indonesia Ir. Joko Widodo, showed that the last 2 (two) years from 2016-2018 the number of poor people was still in the position of 145,300 people. In general, there are some very basic problems that cause poor people in Central Lombok Regency, namely the limited employment opportunities and the lack of special attention from the government in empowering the community in development. Therefore, local governments must continue to strive to reduce unemployment and reduce poverty by encouraging the improvement of the quality of existing human resources (HR). The goal is to be able to absorb jobs or create their own jobs. Especially with the start of the Mandalika Special Economic Zone (SEZ) development activity, so it is hoped that it will open up wider opportunities and job opportunities for the Central Lombok Regency area (Head of the Loteng Regency Manpower and Transmigration Office, 2018).

The existence of tourism development in the Mandalika Special Economic Zone (SEZ) in Central Lombok Regency, for ordinary people the development of the area has positive and negative impacts on their welfare, including; This is felt by the families of fishermen who will be relocated as well as street vendors, vegetables and small kiosks because since the development of modern retail they have made individual losses but have less value for income but can build their infrastructure. With this, the Central Lombok Regency government can build competitiveness, step proactively, innovatively, and constructively, of course by prioritizing the spirit and synergistic cooperation between local governments, the business world and the community, so that together they can build sustainable competitiveness (NGO Loteng, 2018).

The concept of welfare cannot be separated from the quality of life of the community (Widyastuti, 2012). Welfare as a human goal encourages the emergence of various measurement systems. The welfare measurement model is strongly influenced by how to interpret and define it, which in turn will influence how policies are to achieve it. As stated by Stiglitz and Sen (2011), "What we measure affects what we do, and if our measurements are flawed, decisions can be distorted. What we want to measure shapes what we want to achieve collectively and what we want to achieve determines what we want to measure" (What we measure affects what we do, and if our measurements are flawed, decisions can be distorted. What we want to measure shapes what we want to achieve collectively and what we want to achieve determines what we want to measure). that we want to measure).

Indonesia is currently in the stage of developing and enhancing development, one of which is the tourism industry. According to a study by the World Tourism Organization (WTO), the number of world tourists in 2020 will reach 1.5 billion (Putu Gelgel, 2006). The tourism industry is a collection of interrelated tourism businesses in order to produce goods and/or services to fulfill the needs of tourists in the administration of tourism (Tourism Law no. 10 of 2009). The classic definition

of the tourism industry as a group of business entities that produce goods is more modern. An industry is considered by consumers to support each other perfectly, although physically the industry may be different. The definition can also be expanded to include business entities that produce a type of production through the same process. The growth of the tourism industry provides many facilities needed by tourists (Redzuan and Norlida, 2010).

The tourism sector as one of the *prima donnas* in industrial development is developed in order to further increase the pace of national development. The tourism sector has proven to be able to support the people's economy and now its existence is very necessary and is one of the important sectors to earn foreign exchange and increase government revenues outside of oil and gas. Tourism products are produced by various companies such as hotel services, transportation services, entertainment services, tour organizing services and so on. Provided by the community include roads and people's hospitality. Provided by nature such as natural scenery, beaches, oceans and so on. For this reason, it is necessary for the government to continuously improve resilience, policies, and improve tourism development with a view to further developing the people's economy and achieving strategic things between income and equal distribution of employment opportunities, encouraging regional development, utilization of natural resources, and developing arts and culture through the tourism industry (Lukmanul Hakim, 2010).

Referring to the results of research by Siddiqui and Rajesh (2004) which examines the economic value of the tourism industry in India, by looking at how tourism can become an important sector in India, its relation to the contribution it makes to economic growth and employment opportunities and studying the impact of the increase in value. Adding the tourism sector to overall economic growth and also to employment opportunities in the tourism sector, it was found that the tourism sector contributed 5.8 percent to economic growth and 8.3 percent to job opportunities, which means that tourism is still one of the industries. important in India.

In general, people see that industry is synonymous with factory buildings that continuously carry out the production process using machines and various technologies. But it will be very much different when you know the tourism industry. G. A. Schmool in his book (Yoeti, 2006) states that the tourism industry is not an industry that stands alone, but is an industry consisting of a series of companies that produce services or products that are different from one another. Bagyono (2007:25-28) tourism services business is a business business whose main activities include selling tourism services to tourists, both domestic tourists and foreign tourists. The business of tourism facilities is the provision of accommodation, food and beverages, tourist transportation, tourist facilities, and tourism areas. This includes all facilities or completeness of tourist destinations needed to serve the needs of tourists and enjoy their travels, as well as provide services to tourists to meet their diverse needs.

Research by Norlida Hanim, et al, 2009, on "An Analysis of the Relationships between Tourism Development and Foreign Direct Investment: An Empirical Study in Selected Major Asian Countries", found that the development of the tourism industry affects foreign direct investment in Malaysia, Thailand and Hong Kong. The development of the tourism industry is more significant in influencing foreign direct investment and not vice versa for Malaysia and Thailand. However, for Hong Kong, there is a two-way relationship for both variables. Thus, to stimulate sustainable economic growth, tourism development that brings in arrivals must be carried out because it has the potential to generate economy and attract investment from abroad.

Increased economic activity in an area as a result of increased performance of the tourism industry will increase people's income, either directly or indirectly through the multiplier effect. Increasing people's income will increase their access to education and health services so that people's

quality of life increases (World Bank, 2018). Tourism is a major activity in society and an increasingly important sector in terms of economic development (Giaoutzi and Nijkamp 2007).

According to Sedarmayanti (2014), there are three main components of actors that drive the wheels of tourism development, namely: the business/industry world, the community (including community/religious leaders, the press, NGOs, academics), the government. In this case, the government acts more as a facilitator, while the business/industry world and the community are the direct actors of tourism activities. Indonesian tourism implemented in this conception is multidimensional, interdisciplinary, and participatory in a complete and integrated system. Through tourism development, which is carried out comprehensively and integrally, by utilizing the wealth of natural resources, culture and geographical conditions of Indonesia wisely, a social, national and state life will be created for all Indonesian people.

Based on the background of the problem of community welfare conditions in Central Lombok Regency, as well as its relevance to the literature references described above, this study formulates a research problem as well as attempts to establish a problem-solving model which is described as the renewal of this dissertation. The research problem formulated is that the public's perception of the development of the tourism industry has an impact on the level of both income, education and quality of education in their current life which is still very concerning. The United Nations World Tourism Organization (UN-WTO) states that "The progress of the tourism sector is able to overcome poverty. Good tourism management will be beneficial for industry players to tour operators". Based on the background and problem formulation that have been described previously, the research was conducted with the aim of to find out how the public perception of the development of the tourism industry in improving the welfare of the community in the Special Economic Zone (SEZ) Mandalika.

2. Methods

This research is a descriptive study that describes the public's perception of the development of community participation in improving the welfare of the community in the Special Economic Zone (SEZ) Mandalika. Data collection techniques used in this study are observation, documentation, interviews, in-depth interviews. The research population is the people who live in 16 villages in Pujut District, Central Lombok Regency and industrial players in the Mandalika Special Economic Zone (KEK). The sample was determined by the convenience method, the samples were community leaders and village heads as many as 16 respondents and industry players as many as 265 respondents, a total of 281 respondents. The analysis technique used is descriptive qualitative level, which describes qualitative data in the form of public perceptions in the Mandalika Special Economic Zone (SEZ).

3. Results and Discussion

Central Lombok Regency is one of the tourist destinations that is increasingly popular among tourists, both domestic tourists and foreign tourists with the existence of the Mandalika Special Economic Zone (SEZ). The Central Lombok Regency Government is increasingly promoting various kinds of tourist attractions in Central Lombok Regency located in Pujut District, namely the construction of the Mandalika Special Economic Zone (SEZ). This incessant promotion will certainly attract more and more tourists. For this reason, adequate facilities are needed such as hotels, restaurants, art shops and other accommodations to accommodate tourists, which are increasing every year (BPS Loteng, 2017).

In 2010, which was around September and October, Central Lombok Regency experienced the expansion of the village area as many as 15 villages, so that the number of villages in Central Lombok

Regency was 139 villages, while the number of sub-districts remained 12 sub-districts with an area ranging from 50 to 234 km². . Pujut District is one of the largest sub-districts with an area reaching 19.33 percent of the district's area, followed by North Batukliang, West Praya and Southwest Praya sub-districts with percentages of 15.06, 12.64 and 10.34 percent respectively, meanwhile Other sub-districts have an area percentage of below seven percent with a population and tourist destinations based on the District of Central Lombok Regency which is presented in Table 1.4 below.

Table 4. Name of District of Central Lombok Regency with Total Population and Number of Tourist Destinations in 2018

Districts	Total Village	Total population	Total
Praya Barat	10	74,409	5
Praya Barat Daya	11	54,833	7
Pujut	16	103,656	13
Praya Timur	10	66,700	1
Janapria	12	75,530	2
Kopang	11	79,938	2
Praya	15	111,785	-
Praya Tengah	12	64,344	2
Jonggat	12	94,736	-
Pringgarata	11	69,064	-
Batukliang	10	75,764	2
Batukliang Utara	9	51,329	-
Lombok Tengah	139	922 088	34

Source: BPS Loft in figures, Year 2019

Table 4 describes that Pujut District has 16 villages and the most in 12 sub-districts in Central Lombok Regency. Pujut District has the most tourist destinations in Central Lombok Regency which has 13, namely: (1) Awang Beach, (2) Bumbang Beach, (3) Beach Gerupak, (4) Aan Beach, (5) Kuta Beach, (6) Sunut Beach, (7) Seger Beach, (8) Serenting Beach, (9) Sade Village, (10) Bau Nyale, (11) Sade Traditional Weaving, (12) Rembitan Ancient Mosque, and (13) Majdi Gunung Pujut. Tourist destinations that are quite popular today with the existence of the Mandalika SEZ are Kuta Beach and Sade Village. Kuta Beach Destinations and Sade Village which received the most tourist visits among tourist destinations in Central Lombok Regency.

Respondents' Perceptions of the Development of the Tourism Industry

The development of the tourism industry in this study perceives those economic activities in the tourism sector can encourage the growth of other sectors, so that the expansion of employment opportunities will increase and new jobs will be opened in the sector. The answers given by

respondents who tends to reflect that the respondents gave a good perception of the statements proposed in Table 5.

Table 5. Respondents' Perceptions of the Development of the Tourism Industry (Z1)

Statement	Strongly Agree Agree (SS)	(S)	Neutral (N)	Disagree (TS)	Strongly Disagree (STS)	Total (Percentage)
1. Development of the number of hotels	46,6	33,3	14,0	4,0	2,0	100
2. Development of the number "homestay"	50,0	31,3	11,0	4,3	3,3	100
3. Development of the number Restaurant	46,0	40,0	8,6	3,3	2,0	100
4. Development of the number Artshop	50,0	36,6	6,6	3,3	3,3	100
5. Development of the number Guide	48,3	35,0	13,3	3,0	2,0	100

Source: Appendix 4

Based on Table 5, it can be explained that descriptive data shows indicators of the development of the number of "homestays", namely the development of the number of "homestays" in the Mandalika SEZ supporting the development of the tourism industry in the region and the development of the number of art shops, namely the development of the number of art shops in the Mandalika SEZ supporting the development of the tourism industry in the region. The respondents received the highest perception, namely strongly agree (SS) with an average value of 150 respondents or as much as 50.0 percent. This reflects that indicator of the development of "homestays" and artshops play a very important role in supporting the development of Mandalika SEZ tourism. The higher the homestay and art shop occupancy rate, the homestay and art shop income will increase, so that it will increase local revenue through income taxes.

The lowest perception is an indicator of the development of the number of hotels, namely the development of the number of hotels in the Mandalika SEZ supporting the development of the tourism industry in the region, the development of the number of restaurants, namely the development of the number of restaurants in the Mandalika SEZ supporting the development of the tourism industry in the area and the development of the number of tour guides, namely the development tour guides in the Mandalika SEZ supporting the development of the tourism industry in the region received the lowest perception of strongly disagree (STS) with an average value of 6 respondents or 2.0 percent. This reflects that the development of hotels, restaurants and tour guides does not play a role. It is known, the function of the hotel is not only as a place to stay and the restaurant is not a tourist destination but for other purposes such as carrying out business activities, holding seminars, or just to get peace. Hotels and restaurants have a role as a driver of tourism development, so they need to be developed properly and correctly in order to increase people's income, PAD, employment and expansion of hotels and restaurants in the Mandalika Special Economic Zone (SEZ). Hotels and restaurants are one type of business that provides services for the public and tourists. Likewise, tour

guides can synergistically facilitate and assist entrepreneurs, both hotels, homestays, restaurants, and artshops in providing information to domestic and foreign tourists quickly and accurately.

Respondents' Perception of Community Welfare

The welfare of the community in this study perceives that the support from the role of the government, community participation, and the development of the tourism industry in the Special Economic Zone (SEZ) of Mandalika greatly determines the welfare of the community. In general, the income level of the community is one of the important factors that determine their level of welfare. The current condition of society, for the most part, is still in the form of hopes and dreams and is far from reality. The answers given by the respondents tended to reflect that the respondents gave a good perception of the statements submitted. Respondents' perceptions of community welfare are presented in Table 6.

Table 6. Respondents' Perception of Community Welfare

Statement	Strongly Agree (SS)	Agree (S)	Neutral (N)	Disagree (TS)	Strongly Disagree (STS)	Total (Percentage)
1. Community Education Level (Y _{1.1})	1,6	1,6	20,0	35,0	41,6	100
2. Income Level (Y _{1.2})	3,3	3,3	21,6	33,3	40,0	100
3. Community Health Quality (Y _{1.3})	1,6	1,6	21,6	33,3	41,6	100

Source: Appendix 4

Based on Table 6, it can be explained that the average value of 125 respondents or 41.6 percent means that overall respondents tend to strongly disagree (STS) on indicator statements from latent variables of community welfare in increasing people's education levels, income community and the quality of public health with the existence of the Mandalika Special Economic Zone (SEZ) in Central Lombok Regency. This shows that the existence of the Mandalika Special Economic Zone (SEZ) does not play a significant role in the welfare of the community at this time.

The average value of the perspective on the indicator statements of some respondents who gave a strongly agree response (SS) with an average value of 5 respondents or 1.6 percent indicates that the latent variable Community welfare plays a very important role in improving education, income and the quality of public health with the existence of the Mandalika Special Economic Zone (SEZ) in Central Lombok Regency.

Discussion

The tourism industry is one of the alternatives for the economic development of a country. The tourism industry can be used as an instrument of diplomacy to introduce the country's potential in foreign countries. As explained by Joseph Nye (2017) in his book *Soft Power: "The Means to Success*

in World Politics”. Soft power is defined as the ability to create choices for others, namely the ability to lure other parties to be willing to choose to do something they want without the need to ask for it. In this context the tourism industry has the ability to attract attention through its natural wealth and cultural arts. In-depth interview with ITDC, represented by Mr. ILB (5), on November 1, 2019, in his room at the ITDC Kuta Central Lombok Office, at 12.00 WITA, between his breaks. He stated that tourism itself is a service industry that has a complex regulatory mechanism because it includes regulating the movement of tourists from the region or country of origin to tourist destinations, to return to their home countries involving various components such as travel agents, tour guides (guide), tour operators, accommodation, restaurants, art shops, moneychangers, transportation and others. Tourism in the Mandalika SEZ also offers various types of products and tours, ranging from natural tourism, cultural tourism, historical tourism, artificial tourism, to various special interest tours.

Based on the results of in-depth interviews above, by looking at increasingly global conditions in terms of competition in the tourism industry, each country must have advantages that can be promoted. One that can be displayed is some of the superior tourism products owned by each region or country. Indonesia has capabilities in terms of natural, human and cultural resources as well as in the arts. In addition, there is some support from the government that can improve the image or nation branding. Nation branding is defined as a country's brand strategy that determines the most realistic, competitive, and attractive strategic vision, and ensures that that vision is supported, strengthened, and enriched by every communication action taken by that country to the rest of the world (Sri Rahayu & Reni Kristina Arianti, 2014).

Julia Winfield (2005) points out in her research that the development of city branding is an aspect of City Branding Exploration and it is important to create a Brand Image. In order for a city to build a good branding, the city must have characteristics that can be immediately identified. This branding program is functional and non-functional. Winfield also mentioned that a city has a good branding, the city must have a good reputation with different characteristics.

The same thing by research by Simon Anholt (2009) states that nation branding is a way to form perceptions of a target certain community groups through 6 aspects, namely: tourism, exports, society, government, culture and cultural heritage, as well as investment and immigration. This has a correlation with the conditions that exist in Indonesia at this time. Where, Indonesia is currently in the process of developing and enhancing the development of one of the tourism industries. According to a study by the World Tourism Organization (WTO), the number of world tourists in 2020 will reach 1.5 billion (Putu Gelgel, 2006).

The aspect of human resources is becoming increasingly important as the foundation of tourism in building tourism competitive advantage through branding. The involvement of the dominant participation of urban communities, local governments and investors must be able to create awareness in tourism development in the digital era. Aspects of the role of tourism marketing is as the main basis in building tourist trust. The goal is to create a selling point and empower awareness in the branding of national tourism development. With hard efforts to preserve, maintain and develop tourism products and services, it is to continue to improve public services in the development of sustainable tourism in every region in Indonesia must be developed (Isdarmanto, 2020)

Research by Zain (2005) can also be used as a reference. The Malaysian Tourism Promotion Board was established to promote the tourism industry and stimulate the number of international visitor arrivals to Malaysia. In 2005, Malaysia was named the second most visited destination in Asia with a record 16.4 million visitors. In 2008 foreign tourist arrivals increased to 19.9 million. This remarkable record sparked the interest of researchers to investigate the tourism industry in Malaysia. The tourism industry has become the subject of discussion in international meetings. The Ministry of Tourism (2015) in the Rio Summit+20 meeting, said that tourism is one sector that can realize

sustainable development, and UNWTO as part of the United Nations has determined that tourism development is responsible and sustainable development (Sustainable and Responsible Tourism). Tourism activities contribute to foreign exchange earnings for the country every year. State revenues from this industry have increased in recent years. On the other hand, the development of the tourism industry can be seen from the flow of services and global income which has increased significantly.

4. Conclusion

What can be concluded in this study is that the better the cooperation between the community, the government and the private sector, namely ITDC, the better the development of the tourism industry in the Mandalika Special Economic Zone (SEZ). Based on the conclusions of the research, it is suggested to the government that the existence of the Mandalika Special Economic Zone (SEZ) based on the community is a solution for the development of tourism areas in Central Lombok Regency in improving people's welfare. The community is the basis in the development of tourist destinations. The involvement of local communities in tourism development should be further enhanced by strengthening organizations in the field of tourism, such as forming culinary and souvenir or souvenir groups which are the main source of livelihood for the people of Central Lombok Regency. Art studios must also be developed by the government, so that people can maintain their culture and customs in tourism development. The role of the private sector must be further enhanced, emphasized by local regulations, which regulate the role of the private sector in tourism development in Central Lombok Regency. In this case, the role of the private sector, namely the Indonesia Tourism Development Corporation (ITDC) must be more optimal in promoting tourism in the Mandalika Special Economic Zone (SEZ) through print or electronic media and holding tourism events continuously. The private sector must also partner and synergize with the government and relevant stakeholders as well as the community in building the accessibility of the tourism industry in the Mandalika Special Economic Zone (SEZ) in Central Lombok Regency.

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