

TOURISM DEVELOPMENT POLICY BASED ON DIGITAL ECONOMY IN LOMBOK NATIONAL TOURISM DESTINATION

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ABSTRACT

Lombok is one of the national priority tourism areas, which is the government's development target. One of the tourism developments in Lombok that will contribute to the community's welfare is economic development. The purpose of this study is to analyze the digital economy-based tourism development policy in Lombok's national tourism destination. The research method is descriptive qualitative data collection techniques through observation, interviews, documentation, and literature study. The method of determining the informants used purposive sampling. Test the validity and reliability of the data using data triangulation techniques. The results show that Lombok's digital economy-based tourism development policy is not yet optimal. This can be seen from the limited marketing and distribution of community products, especially for MSMEs. So, it can be concluded that there must be a policy from the government to develop digital economy-based tourism in Lombok so that the community's economy increases.

Keywords: digital economy; development; Lombok; policy; tourism

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INTRODUCTION

Currently, tourism potential has received significant attention as a factor in improving economic conditions in a region. This is because tourism is one of the world's most prospective and dynamic business potentials. Therefore, it is necessary to plan and develop targeted and sustainable tourism by considering environmental, community, and economic conditions (Streimikiene et al., 2021). Meanwhile, by taking into account the three states, it is found in a conceptual paper that sustainable tourism development can accommodate these conditions. Therefore, in building the tourism economic sector, a

sustainable alignment between tourism and sustainable development is needed both in academia and policy (Sharpley, 2020). Discussions on sustainable development are also included in the UN 2030 agenda. A series of sustainable development goals (SDGs) are set on the agenda, one of which is the tourism policy. Tourism policies are needed to regulate the use of resources, legitimacy, and actions to support the realization of sustainable tourism (Hall, 2019).

Sustainable tourism development policies can be reviewed with a theoretical approach to political economy and its application to tourism development analysis activities. The political economy involved in tourism development can

be studied by looking at the shift in the focus of tourism in an area and tracing the development of the political economy of tourism from the previous generation, which was dominated by technical analysis and empirical data on the contribution of tourism to economic growth (Sharpley, 2020). The categories of tourism development stages are divided into three stages, namely: (a) The first period (short-term period) is to implement an attraction strategy to increase tourism attractiveness; (b) The second period (medium-term period) is the period with the improvement and implementation of accessibility and tourism supporting facilities; (c) The third period (long-term period), namely the period that involves the community and other supporting strategies to maintain tourism sustainability (Suryanto & Kurniati, 2020).

In addition, tourism development must also pay attention to its management system by involving exchanges between ecosystem services and social and cultural identities to attract investors and visitors. In a study conducted by Grilli et al. in 2021, it was found that things related to the environmental care movement have more value to influence attracting visitors and investors. Tourism policy development should consider the careful management of social and ecological resources. The social resources in question are community support for sustainable tourism development, especially in the digital era. Social exchange theory and bottom-up spillover theory show that the community's socio-cultural impact from tourism development in the digital age is related to the non-material life domain of society, such as cultural change. In addition, the economic impact of tourism activities affects the material and non-material fields of life, so it is essential to consider and formulate policies between community engagement and the impact of tourism on residents (Eslami et al., 2019). Therefore, this research was conducted to analyze the digital economy-based tourism development policy in one of the national tourism destinations, namely Lombok. The method used descriptive qualitative.

LITERATURE REVIEW

Tourism Development Policy

Currently, the tourism sector is slowly starting to be developed to support the economy in a region. Various prospects for national

tourism development are developed on an international scale. This is because the development of tourism on a global scale will increase foreign exchange earnings and the industry's contribution to the gross domestic product as an essential component of the national budget (Kyrylov et al., 2020). Meanwhile, given the increasing inequality in the tourism sector during the pandemic, it is important to consider a way to make tourism, one of the world's largest industries, more inclusive. According to Scheyvens and Biddulph, (2018), developing tourism more inclusively requires an analytical framework and taking notes of the strategic locations of inclusive tourism and their relation to the potential for tourism's social and economic development. Therefore, tourism development activities require good management. In a study conducted in one of the tourist attractions in Bandung, namely Sri Baduga Fountain Tourism, three supporting factors and three inhibiting factors in the management of tourist attractions were found. The three supporting factors are 1) the interactive entertainment factor; 2) Cultural factors; 3) the Marketing factor. On the other hand, the inhibiting factors in the management of tourist attractions, namely: 1) the condition of supporting facilities; 2) the Water resources factor; and 3) the Funding factor (Syahrin et al., 2021).

Meanwhile, the rapid development of the tourism sector must be accompanied by the formulation of national government policies that stimulate and suppress the negative impacts of tourism. In a study conducted by Liu et al., 2020 in China's rural tourism areas, it was found that the role of tourism policy will help the central government to play a steering role in guiding rural tourism in the desired direction. In addition, the right policies can assist local governments in serving and directly managing their regional tourism activities and helping coordinate with businesses and residents to provide services and solve problems encountered.

Digital Economy

Digital innovation has become a part of life, including in the economic sector. In the economic sector, digital concepts are widely applied, especially in the financial industry. Meanwhile, the use of digital ideas in supporting

the economic sector in the financial sector starts from the structure, technology, and marketing model. The use application of the digital economy in the financial industry has three essential areas for policymakers to monitor and oversee, namely the misuse of public funds, public protection, personal data, and money laundering (Kurniati and Suryanto, 2022). In the tourism sector, the development of the digital economy, impacts the availability of opportunities for communication and exchange of ideas and experiences in developing tourism sites. In research conducted in Russia by Frolova et al., 2019 on tourism and the digital economy, it was found that internet platforms can help increase opportunities for the realization of tourism businesses, investment, and finding employees, partners, resources, and tourism services market. In addition to the use of internet platforms, the application of the concept of using the digital economy can also be applied to the computerization of tourism. The tourism computerization process is carried out by developing a global booking and reservation network, electronic marketing and management systems, and virtual travel design activities (Voronkova, 2018).

The development of a tourist village model using a digital economy strategy can be done by identifying the specifics of special factors, mapping each element of the digital economy, and identifying the fundamental features. The character of the digital economy consists of 12 elements, namely: 1) Knowledge; 2) Internetworking; 3) Presumption; 4) Digitalization; 5) Convergence; 6) Globalization; 7) Virtualization; 8) Disintermediation; 9) Immediacy; 10) Molecularization; 11) Innovations; and 12) Discordance. These characters will be processed and analyzed using qualitative methods in an in-depth focus group to create the right model. The digital-based tourism village model that will be designed considers the right features to be developed into prototyping with a digitization approach (Sari et al., 2021).

METHOD

The research method used in this research is descriptive with a qualitative approach—data collection techniques using literature study, observation, interviews, and documentation.

Meanwhile, the method of determining the informants used the purposive sampling technique. The informants in this study were the Head of the Tourism Office of West Nusa Tenggara Province, the Head of the Tourism Office in the Regency/City located in the NTB Province, the Head of the Office of Communication and Information and Information Technology of the Province of NTB, the Head of the Office of Communication and Information and Information Technology of the Regency/City in the province of NTB. Test the validity of the data using the data triangulation technique. The data triangulation technique was carried out to check the level of validity and reliability of qualitative data obtained from the field, namely by checking the suitability of the data obtained from the results of literature studies, observations, interviews, and documentation. The data analysis technique was carried out with data reduction, data display, and conclusion.

RESULTS AND DISCUSSION

Lombok Island is one of the islands in Indonesia adjacent to the island of Bali, an international tourist attraction for Indonesia. Administratively, Lombok Island is included in the West Nusa Tenggara province, Indonesia, with an island area of 5,435 km². Tourism in Lombok, in general, is still underdeveloped compared to tourism in Bali, which is a benchmark for developing tourism in Indonesia. Therefore, the development of tourism in Lombok is still very dependent on Bali because the location between Lombok and Bali is quite close. Lombok's difficulty in developing its tourism independently occurs because of the limited facilities for supporting tourism. This can be seen from the lack of access and infrastructure for transportation and lodging in tourist sites. In addition, based on research conducted by Kanom (2015), most of the tourists visiting Lombok are stopover tourists who have previously traveled to Bali because Bali is the distribution point of tourism to Lombok.

Meanwhile, based on Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025, it was found that Lombok is one of 50 Indonesian tourist images with the nickname "Pearl of Eastern Indonesia and Bali's Little Sister." Implementation of Government

Regulation No. 50 of 2011, the NTB provincial government established the Kuta Lombok area as a regional tourism strategic area (KSPD). This is stated in the Regional Regulation (Perda) of West Nusa Tenggara Province number 7 of 2013 concerning the Master Plan for Regional Tourism Development. In addition, this is also in line with the Regional Regulation (Perda) of the Central Lombok Regency Government number 7 of 2011 concerning the Regional Spatial Plan (RTRW) of Central Lombok Regency in 2011-2031 which states Kuta Lombok as a Provincial Strategic Area (KSP), located in Central Lombok Regency with leading sectors of tourism and industry.

The implementation of these regulations began to be seen from the start of the construction of the Mandalika Circuit as a turning point in building Lombok Island's tourism independence. The existence of the Mandalika Circuit has increased the interest of the national and international community to travel on the island of Lombok.

Increasing public interest in tourism to Lombok Island must also be balanced with tourism development. Regional tourism

development is a series of integrative development efforts with all supporting sectors that are carried out systematically and continuously to improve community welfare and increase regional income. Thus, in tourism development, it is necessary to analyze the economy and formulate the right policy directions to support increased growth and equitable distribution of the economy of the community and the region.

Economic Potential in Lombok

Gross regional domestic product describes the economic conditions in a region. The gross domestic product can also be used to perform a Location Quotient (LQ) analysis, which will be a reference in determining a sector's capacity to contribute to regional economic growth (Warlina et al., 2022).

Based on product analysis on Lombok Island, it was found that East Lombok Regency has the highest GRDP on Lombok Island. The gross regional domestic product assessment is assessed from the four components shown in Table 1.

Table 1: Comparison of GRDP based on constant prices in 2020 (Billion Rupiah)

No	Component	Regency/City				
		East Lombok	Central Lombok	West Lombok	North Lombok	Mataram
1	Agriculture, Fisheries and forestry	3862.86	2820.25	2241.34	1087.97	494.53
2	Provider of accommodation and food and drink (Tourism))	124.58	116.37	392.91	88.712	137.40
3	Wholesale and retail trade (MSMEs)	2313.54	1187.01	1367.52	456.56	2574.66
4	Processing industry	1114.81	621.73	533.85	50.05	1349.12
PDRB Total		13977.55	11571.99	10123.60	3218.91	13051.59

Source: NTB provincial government, 2021

In Table 1 above, it can be seen that East Lombok Regency has the highest gross domestic product in total. However, when viewed based on its components, it was found that the City of Mataram has an advantage in the value of GRDP in the wholesale and retail trade (MSMEs) and processing industries. On the other hand, the

components of agriculture, fisheries, and forestry are highest in East Lombok Regency and tourism in West Lombok Regency. Although seen from the comparison component of GRDP based on constant prices, Central Lombok is not quite superior to other components among regencies/cities. Central Lombok Regency has a

program to accelerate economic development. The acceleration of development in Central Lombok Regency and its surroundings refers to Government Regulation Number 52 of 2014. Based on this regulation, Mandalika is designated as a Special Economic Zone with a tourism designation.

The Mandalika region has geo-economic potential and advantages in the form of marine tourism objects, which are white sandy beaches with exotic panoramas adjacent to the island of Bali. Meanwhile, the geostrategic advantage of the Mandalika region is that it is close to Lombok International Airport. Therefore, the concept of tourism development in the Mandalika Special

Economic Zone is environmentally friendly with the development of solar power plants.

Digital Economy in Lombok

The development of the Digital economy on the island of Lombok, specifically in Central Lombok Regency, is implemented based on the Quickwins Smart City profile. Smart Economy, as part of the Digital Economy in Central Lombok Regency, applies the One Day Service profile of Nib Issuance Services for Micro and Small Businesses with Low-Risk Levels. Meanwhile, the Collaborative Smart City dimension, which is the theme of development in Mandalika on the Smart Economy dimension, is shown in Table 2.

Table 2: Relation of Smart City Dimensions with Smart City Development Theme

Smart	Dimension of Smart City	Smart City Development Theme	Goals
Smart Economy	Competitive industrial ecosystem	Prosperous and Independent	Industrial ecosystems (agriculture, horticulture, animal husbandry, fisheries and creative industries) that are competitive and improve the supply chain of the tourism industry)
	Community Welfare		The economy and tourism can improve people's welfare
	Financial Transaction Ecosystem		Financial transaction ecosystem to support the economy

Source: NTB Provincial Government, 2021

Based on Table 2, it was found that the Mandalika Area Smart City programs for the smart economy dimension with three main targets, namely a competitive industrial ecosystem, people's welfare, and the financial transaction ecosystem. Here are the seven smart city programs, namely:

1. Supply chain regulation for agriculture, horticulture, livestock, creative industries, and fisheries sectors.
2. Conservation of Agricultural Land and Sustainable Food Areas (LP2B) in the middle of Lombok Island and maximizing the role of the agricultural sector to become part of the supply chain for tourism development.
3. MSMEs in the fields (accommodation, attractions, transportation, food and

beverage providers, handicrafts/souvenirs, furniture, fashion, tourism agents, etc.) can become part of the larger tourism industry supply chain, including partnering with investors.

4. The supply of livestock and fishery products is a supply chain for the tourism industry.
5. Development of art markets, culinary centers, and MSME centers.
6. Program linking labor and tourism jobs.
7. Information systems for the superior potential of agriculture, fishery, animal husbandry, and creative industries.

Tourism Development Policy Based on Digital Economy in Lombok

The digital economy uses digital technology and computing with the internet as its basic infrastructure. In 2019, Indonesia's digital economy contributed around 2.9 percent of the Gross Domestic Product (GDP). This figure is the third highest in Southeast Asia, after Vietnam (4 percent) and Singapore (3.2 percent). E-commerce is the main pillar of the digital economy in Indonesia. The large potential for e-commerce is supported by the strength of MSMEs, which reach more than 64 million and contribute to a Gross Domestic Product (GDP) of Rp. Eight thousand five hundred seventy-three trillion or equivalent to 61.07 percent in 2020. However, MSMEs still need to be encouraged because their non-oil exports are still quite low, namely only 14.37 percent, and only 16 percent of those who have entered the e-commerce. This figure is an increase compared to before the COVID-19 pandemic. Indeed, for many business units, participation in the digital economy is the key to resilience during the pandemic: while 42 percent of MSMEs operating offline were forced to stop operations during the pandemic, only 24 percent of online MSMEs had to stop operating.

In addition to e-commerce, start-ups also strengthen the existence of financial technology (fintech), namely innovations in the financial services industry that utilize technology. The number of fintech companies at the end of the second quarter of 2020 has reached more than 362. At first, Indonesian fintech only moved in two verticals, namely digital payments (e-money) and online loans (peer-to-peer lending). They are now growing to include aggregators, digital financial innovation (innovative credit scoring), financial planners, crowdfunding services (equity crowdfunding), and project financing. By the end of the second quarter of 2020, online loans were the most dominant 44 percent among the four business model categories, followed by the digital financial innovation category with 24 percent. Then digital payments are 17 percent, followed by crowdfunding services as much as 1 percent.

The development of fintech in Indonesia is increasingly lively because fintech can be a solution to accelerate the growth of MSMEs in Indonesia. This is because fintech encourages the development of MSMEs through finding sources of funds, tools to facilitate transaction processes, expanding market access, and assisting in the preparation of financial reports (Suryanto, et al.

2020). The big challenge in developing the digital economy is network infrastructure and people's digital literacy. The people's digital literacy towards the development of the digital economy must start from Indonesian educational institutions. Indonesian educational institutions provide teaching-learning services by exploring every dimension of learning, and building links between the education sector and the professional industry, particularly in creative writing on digital economy platforms. Then, creative writing can encourage practitioners to develop marketing communication strategies. This, too, will indirectly affect the development of e-commerce in a region (Sari, 2022).

In particular, for e-commerce, the geographic and infrastructure conditions in Lombok pose challenges from a logistical point of view and the high cost of shipping goods. Another thing that is a requirement for the smooth development of the digital economy is the protection of personal data, the law of which 2021 is still being discussed in the House of Representatives. This is because the availability of guaranteed personal data protection in e-commerce with a web-based ordering system will be useful for increasing consumer confidence, saving time and ordering costs (Herikson & Kurniati, 2019).

The digital economy in Lombok's national tourism destination is a serious challenge. Likewise, tourism development in Lombok based on the digital economy will actually develop an electronic-based service system to reduce leakage and optimize revenue, organize and increase non-cash transactions in the realization of government budgets and develop non-cash payment/transaction systems in the tourism aspect. The tourism development policy in Lombok, in its implementation, is based on:

1. Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025
2. Government Regulation of the Republic of Indonesia Number 52 of 2014 concerning Mandalika Special Economic Zone
3. Presidential Regulation No. 18 of 2020 concerning the 2020-2024 National Mid-Term Development Plan
4. Regulation of the President of the Republic of Indonesia No. 84 the Year 2021 Master Plan for National Tourism Destinations Lombok-Gili Tramena 2020-2044

5. Regional Regulation of West Nusa Tenggara Province Number 3 of 2010 concerning Spatial Planning of the Province of West Nusa Tenggara 2011 – 2031
6. Regional Regulation of West Nusa Tenggara Province Number 1 of 2019 concerning the Medium-Term Development Plan of the Province of West Nusa Tenggara for 2019 – 2023

Referring to the current policy, tourism development in Lombok is still running on a normative and general basis. The digital economy policy for tourism development has not been specifically formulated but is included in the regional medium-term development plan only. Therefore, development policies based on the digital economy, in the end, did not run optimally. In addition, in the development of digital economy-based tourism, this occurs on the part of the government and the community. The government has not yet fully adopted the digital economy in every economic transaction, in addition to the lack of readiness of human resources.

This is in line with Kurniati and Suryanto, 2022, who said that in the digital economy, one of which is related to financial technology, there must be an adaptation from the government and the community. Therefore, the main objective of community digital literacy must be addressed. For example, the importance of literacy in achieving a goal is in the research conducted by Anggadini et al., 2022, on tax conditions in Indonesia, which is 62.73% of tax knowledge which has a positive effect on taxpayer compliance.

CONCLUSION

This study concludes that tourism development policies based on the digital economy have not run optimally. The existing policies are only normative and general; the development of digital economy-based tourism is only contained in the regional medium-term development plans but is not followed up with technical procedures.

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