

## Implementation of Cirebon City Regional Regulation Number 4 of 2020 Concerning Tourism (Case Study on Water Front City Maritime Tourism in Cirebon City)



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**ABSTRACT:** Marine tourism development in the coastal area of Cirebon City is done by making the concept of Water Front City. This coastal development is a sustainable development, which is a broad and long-term development that involves several stake holders in the city of Cirebon, namely the Cirebon City Government, the private sector and the Community.

This study uses qualitative research methods by examining the role of government in marine tourism development policies in the city of Cirebon. The research focuses on assessing aspects of policy implementation in the form of communication patterns, resources, disposition, and bureaucratic structure within the Cirebon City Tourism Office with data sources in the form of interviews, observation data in the Cirebon City marine tourism area, documentation study data in the form of policy documents at the Cirebon City Tourism Office.

The data were then analysed using triangulation techniques followed by thematic narrative preparation. The research produced a synthesis in the form of the implementation of the construction and development of marine tourism in Cirebon City as a Water Front City has been carried out in accordance with Cirebon City Regional Regulation Number 4 of 2020.

There are two aspects of policy implementation that are located in: a). Resources, specifically in the aspect of staff who are a little less responsible because there are internal dynamics of the policy implementing organisation, and; b). Bureaucratic structure, especially in the context of standard operating procedures (SOPs). Research suggestions and recommendations in the form of: a) Efforts to maintain successful patterns in each variable of policy implementation with the aim of achieving optimised development in the city of Cirebon according to the vision, mission and objectives; b) Risk management efforts to minimise the possibility of obstacles that may occur during the development of tourism aspects in the city especially with the current conditions in which there is a pandemic that has resulted in paralysis of the tourism sector, and; c) Efforts to intensify coaching and motivation for these staff so that performance can be achieved more optimally.

**KEYWORDS:** Implementation, Water Front City, Maritime Tourism

### INTRODUCTION

The Ministry of Maritime Affairs and Fisheries (KKP) has developed the marine tourism sector by encouraging the concept of tourism villages that apply sustainability principles related to various locations of the national coastal area. The Ministry's Director General of Spatial Management, Haeru Rahayu, stated that the development of coastal and marine areas, through the development of marine tourism, must be managed based on the principles of ecosystem and environmental sustainability. In addition, Heru Rahayu added that the development of marine tourism must also provide added economic value to the community, and continue to preserve the culture, local wisdom of each region (Rahayu, 2020).

Coastal or marine areas themselves have strategic significance because they are transitional areas between terrestrial and marine ecosystems, and have the potential for very rich natural resources and environmental services. Then according to Kay and Alder (1999) the coast is a unique area, because in the context of the landscape, coastal areas are where land and sea meet. The transition between land and ocean in this coastal area has formed a diverse and highly productive ecosystem and provides extensive economic value to humans (Kay and Alder, 1999). In realising the welfare of coastal communities, there is a need for sustainable coastal development planning by considering the development of urban areas where the coastal area is located. Sustainable management of coastal areas can be done in various ways, one of which is the development of Water Front City.

Water Front City is an area located on the edge of the water that provides access for the public to enjoy the atmosphere in this waterfront area (Carr, 1992). This area is intended to fulfil the main needs of the community that are directly related to the existence of water, namely as a place for sailing or fishing. The functions of this waterfront area are (NRPA, 2002 in Aulia): (1)

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Natural Water Front, which is an area intended to protect and preserve natural resources in the Water Front area such as rivers, wetlands, habitats and ecosystems of animals and vegetation as well as water resources themselves; (2) Public Water Front, an area intended to meet public needs for relaxation and recreation such as plazas or parks. This area is expected to create public access to enjoy the atmosphere offered by the Water Front area such as visual, physical and recreational access; (3) Working Water Front, which is an area intended to provide maritime and industrial facilities, ports / docks and their workers, cruise / shipping commercialisation and transportation (ships, air bases and helicopters, and four-wheeled vehicles); and (4) Redeveloping Water Front, which is the existence of zones in the Water Front area aimed at revitalising the area such as residential, commercial and office zones.

Waterfront areas are divided into several typologies based on the main function of the Waterfront Public Space Study Area, namely recreational areas, commercial areas, historic areas, protected areas, residential areas and multifunctional areas (Marquette City, 2002 and NRPA, 2002 in Aulia, 2005). Therefore, it can be concluded that the definition of Water Front development is the processing of waterfront areas, namely the meeting area between land and water by providing active activities at the meeting. The waters in question can be natural water (sea, river, lake) or artificial water elements (ponds, artificial lakes). The activity load can be in the form of water activities such as boating or other activities that utilise the scenery around the water area. Some cities certainly dream of their Water Front area as a public space that can be visited by its citizens with various supporting facilities as an attraction for people to visit and enjoy it. Among them is the City of Cirebon in West Java Province.

Cirebon City is located in the coastal area and has a length of +- 7 km, with the enactment of regional autonomy, the region has the authority to manage the sea area up to 4 miles, and makes Cirebon has a water area of 51.86 km<sup>2</sup> or 58.13% of the total land and sea area which causes the majority of coastal communities to work as fishermen. The most common problem that dominates the lives of people who work as fishermen is poverty. For example, in Lemahwungkuk Sub-district there are 2,6944 poor families and in Kejaksan Sub-district there are 2,751 poor families (Kota Cirebon Dalam Angka Tahun 2022).

Another problem faced by the city of Cirebon today is its small administrative area and the potential of the city of Cirebon is less developed due to limited infrastructure. The poor condition of the coastal area due to the abrasion of sea waves and the absence of arrangement in the coastal area is also one of the problems faced by this city. Even so, Cirebon City as an area whose geographical condition is lowland has coastal conditions that can be developed, such as potential in the field of history and historical relics such as palaces and sunan tombs can be a special attraction for the city of Cirebon.

One of the plans for the development of marine tourism in the city of Cirebon coastal arrangement by creating the concept of Water Front City in the Cirebon City Coastal area. To run the concept of Water Front City, the city of Cirebon requires an expansion of the administrative area. This coastal development is a sustainable development, that is, its development is broad and in the long term. The development of Water Front City in the city of Cirebon involves several stake holders in the city of Cirebon, namely the Cirebon City Government, the private sector and the Community. Water Front City will be built on the reclaimed land and urban planning needs to be considered in building Water Front City on the coast of Cirebon. So, the development can fulfil the objectives to be achieved, namely increasing and developing the potential that exists on the coast of the city of Cirebon.

Cirebon city's coastal accessibility relies on the existence of Cirebon Port. Optimisation of Cirebon Port will increase activities in the port. This needs to be supported by adequate infrastructure in the port. In addition, facilities and infrastructure are also needed around the port to increase activity on the coast of Cirebon city because this will have an impact on the success of the Water Front City Concept itself. Conditions around the coast that will be built Water Front City also need to be considered. The state of sea waves on the north coast of Cirebon city, sedimentation patterns that occur and various other things need to be reviewed in development planning to protect the beach by providing offshore breakwaters. Offshore breakwaters are buildings separated from the coast and parallel to the coastline. Waves heading towards the shore are blocked by the structure so that the waves reaching the shore have been reduced and the energy to damage the shore is reduced. The area behind the structure becomes calm. Sediment transport along the coast from the surrounding area will be deposited behind the building. The deposition causes the formation of a salient. If the structure is long enough relative to its distance from the shoreline, a tombolo will form. Offshore breakwaters consist of a series of breakwaters. The river estuary area which is used as a place for fishing boats to dock also needs to be protected from sedimentation by building a jetty.

Jetty is a building perpendicular to the coast that is placed on both sides of the river mouth which functions to hold sediment or sand that moves along the coast into and settles at the mouth of the river. In the use of river estuaries as shipping lanes, deposition in the estuary can interfere with ship traffic. For this purpose, the jetty is designed to be long until its end is outside the breaking wave. A long jetty allows sediment transport along the coast to be arrested. Wave conditions in the shipping channel do not break, allowing ships to enter the river mouth. The construction of a Jetty or breakwater can protect the coastal reclamation area on which the Water Front City will be built. This can reduce abrasion in the reclamation area. If the reclamation area is protected, then

In the concept of Water Front City that will be built, the first thing in it is a fisherman's settlement. Fishermen's settlement is one of the important icons in the development of Water Front City, because the uneven distribution of population and the number of fishing villages that can be said to be slums is one of the problems for the Cirebon district government itself. The development

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of fishermen's settlements in the Water Front City is expected to be a solution for the city government in regulating coastal settlements in the area. Secondly, shrimp ponds are a very important commodity and one of the largest sources of regional income. The presence of shrimp ponds in Water Front City is expected to increase the effectiveness of production and distribution of the ponds. In addition, Water Front City can be one of the accesses to the harbour.

Then the Cultural Centre, Cirebon has a very rich culture, batik trusmi which is one of the strongest attractions. Its distinctive motifs make Trusmi batik sought after by tourists as souvenirs. The construction of a cultural centre in Water Front City is expected to be one of the promotional events for the city of Cirebon, especially in the field of tourism and culture. Then there needs to be a Green Open Space in which there are recreation areas, cultural centres and economic centres in the Water Front City. In addition, this green open space can function as a car park and assembly point in case of urgency. Then there needs to be an independent waste treatment site in it as a step to minimise the negative impact of development activities by building a waste treatment tool in the Water Front area, so that existing waste does not go directly to the sea but through processing activities first so as not to pollute the coastal area. The following is a lay out of Water Front City Development in Cirebon City.

Another thing that needs to be in the Water Front City is the Market, which is a very important and promising economic centre for the coastal community itself. Buying and selling activities, both sea products, pond products, processed marine products, even the results of community creativity in the form of souvenirs can be sold here. Another important thing that needs to exist in the Water Front City is the processing of marine products. Where processed seafood in the form of shrimp paste is a superior product owned by the City of Cirebon. The construction of a seafood processing site that is directly connected to the centre of fishing and marketing activities is expected to maximise the productivity of craftsmen who will affect the standard of living of the community itself. Then there is a need for recreation. Cirebon North Beach which is classified as rundown and poor in its arrangement if handled seriously is not impossible to be an attraction for tourists. The recreation area is at the end of the Water Front City near the water. In addition, in this area there will be a performance stage and an icon of the city of Cirebon itself that allows it to become a promising new tourist attraction. And the last is the centre of fishermen's activities. At the centre of this fishermen's activity there is a Fish Auction Place (TPI), loading and unloading activities, maintenance of nets, and other fishing gear, as well as sorting of marine catches. This area is used as a centre of activity for fishermen who will come and go to sea.

Cirebon City is basically part of the city in West Java which has the largest tourist destination and a fairly complete tourist attraction in terms of existing tourist attractions. The development of tourist attractions is of course inseparable from the attention of organisers, especially to the Department of Youth Sports Culture and Tourism of Cirebon and the local community and knowledge of conditions, facilities and infrastructure. This is very influential in improving the process of attractions that really need to be supported by conditions in accordance with what tourists want. The attraction of the people of Cirebon city to visit this beach was very lacking, in addition to the irregular beaches around the beach there were no adequate infrastructure facilities, even people prefer to go to the beach outside Cirebon. The obvious problem is the lack of attraction of the number of domestic tourists compared to foreign tourists because people know that the tourist attractions have not been interesting to visit and make a tourist spot. As stated in Law Number 10 of 2009 Chapter III article 5 that tourism is organised with the principle of preserving nature and the environment and empowering local communities.

Peraturan Daerah Kota Cirebon Nomor 4 Tahun 2020 tentang Kepariwisata menjelaskan bahwa usaha wisata bahari adalah penyelenggaraan wisata dan olahraga air, termasuk penyediaan sarana dan prasarana serta jasa lainnya yang dikelola secara komersial di perairan laut (Peraturan Daerah Kota Cirebon Nomor 4 Tahun 2020).

The development of marine tourism in the city of Cirebon is also confirmed in Cirebon City Regional Regulation Number 7 of 2019 concerning the Cirebon City Regional Tourism Development Master Plan 2019-2025 in article 10 states that the Tourism Regional Development Plan includes: (a) Tourism Regional Structure Plan; and (b) Tourism Development Area Plan (KPP) and Tourism Strategic Area (KSP).

Article 11 of Cirebon City Regional Regulation Number 7 of 2019 concerning the Cirebon City Regional Tourism Development Master Plan 2019-2025 explains that the Tourism Regional Structure Plan consists of: (a) The city's primary service centre which functions as the city gate, the center for the provision of tourism facilities, and the center for the spread of tourism activities to parts of the city, including the Kasepuhan Palace area, Kanoman Palace, Kacirebonan Palace, Keprabonan Palace, Chinatown and Arab Village; (b) The city's secondary service centres that serve as the centre of tourism growth in certain parts of the region, including the Sunyaragi Cave Park, Kalijaga Monkey Park Site, Cirebon Water Land Artificial Tourism, Kejawan Beach Area, Culinary Tourism and Shopping, Integrated Maritime Tourism Kesenden Beach, and Ecotourism Tourism Argasunya Area; and (c) The entire city road network that connects service centres with tourism areas of the city.

Article 13 of the Regional Regulation states that the Tourism Regional Cluster Development includes: (a) Cultural tourism cluster with the main attraction of Kasepuhan Palace; (b) Artificial tourism cluster with the main attraction of Cirebon Water Land; (c) Coastal tourism cluster with the main attraction of Kejawan Beach; (d) Historical tourism cluster with the main attraction of Chinatown Village Area; (e) Culinary cluster with the main attraction of typical food; (f) Shopping cluster with the main attraction of traditional markets and malls; and (g) Creative economy cluster with the main attraction of mask crafts and glass paintings.

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Based on the above background, the author is interested in researching the development of marine tourism in the city of Cirebon associated with the conception of Water Front City. Cirebon City as an area whose geography is in the form of lowlands has coastal conditions that need to be developed to support economic growth. Cirebon city coast is very close to the city centre, but less attention so that the coastal area was only the location of the crossing of large trucks carrying cargo from the port of Cirebon. The coastal potential of the city of Cirebon can be improved by building a Water Front City. The problem faced by the city of Cirebon today is the small administrative area of the city and the potential of the city of Cirebon is less developed due to limited facilities and infrastructure. Cirebon City has a poor condition of coastal areas (Prisca, 2015). This is due to the lack of arrangement in the coastal area. These problems underlie the idea of the construction of Water Front City in Cirebon City.

### **RESEARCH METHOD**

This research, the author uses a qualitative descriptive approach. Descriptive qualitative research, descriptive is a problem formulation that guides research to explore or portray the social situation to be studied thoroughly, broadly and in depth. According to Bogdan and Taylor quoted by Lexy.J. Moleong, a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behaviour. Qualitative research focuses on social phenomena, giving voice to the feelings and perceptions of the participants under study Moleong (2007).

This research uses case studies in an effort to understand the implementation of the Water Front City marine tourism development policy in Cirebon City. Creswell explained that the focus of case studies is the specification of cases in an event that includes individuals, cultural groups or a portrait of life that has several characteristics: (1) identify a 'case' for a study; (2) the case is a 'system bound' by time and place; (3) case studies use various sources of information in their data collection to provide a detailed and in-depth description of the response of an event and (4) using a case study approach, researchers will 'spend time' in describing the context or setting for a case.

The data analysis technique used in this qualitative research is clear, namely by using qualitative analysis techniques, where by collecting data, observing, interviewing and concluding the data taken. The model in data collection used in this research is the Miles and Huberman model. Data analysis using several steps according to the theory of Miles, Huberman and Saldana (2014), namely analysing data with three steps: data condensation, presenting data (data display), and drawing conclusions or verification. Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming data.

### **RESULTS AND DISCUSSION**

The problem faced by the city of Cirebon is the small administrative area of 37.35 km<sup>2</sup> or 3,735.8 hectares. The Cirebon City Government considers that such a small area cannot fulfil the growth in the city of Cirebon. The population density in the coastal area or in Lemahwungkuk District is less than in the centre of Cirebon City or in Pekalipan District. The geography of Cirebon City affects the structural pattern of Cirebon City (Kusliansyah, Y. Karyadi, 2022). The problem faced is that the North Coast of Cirebon City is vulnerable to abrasion from sea waves. Cirebon City also has four rivers that spread evenly throughout the region, namely the Kedung Pane River, Sukalila River, Kesunean (Kriyan) River, and Kalijaga River. Sukalila River in the north and Kesunean River in the south are influenced by the tides.

The condition of the Cirebon City coastline is also getting worse. Due to coastal abrasion, the Cirebon City coastline is no longer suitable as a tourist spot. Several problem solving needs to be done to overcome coastal abrasion and restore the condition of the Cirebon City coastline. However, Cirebon City is a city that has a lot of potential that can be developed. The strategic potential of the location makes Cirebon City easily accessible from the capital city of Jakarta. The potential in the field of history and historical relics such as palaces and the tombs of Sunan can be a special attraction for Cirebon City. In addition, there is also potential in the fields of culinary, natural resources, and human resources. The potential for fisheries and marine affairs in Cirebon City can also be developed. Moreover, Cirebon City has a coastline of 7.2 kilometers. This potential is mainly in marine commodities and pond cultivation. Cirebon City is known as the Shrimp City because of its large shrimp production. Pond cultivation has great potential, especially shrimp because the demand for shrimp exports has increased from year to year. The greatest potential for fisheries and marine affairs is in its sea waters. Cirebon City produces a lot of fish commodities. According to the West Java Provincial Fisheries Service, in 2023, the potential for marine fish catches in the coastal areas of Cirebon City will reach a total of 7,014,000 tons per year.

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Cirebon City has a port located in Lemahwungkuk District. The existence of this port opens access from outside Cirebon City to enter Cirebon City. Historically, near Cirebon Port there is a fishing village. This village is located near the Sukalila River as a residential zone to support port activities.

The accessibility of the Cirebon City coastline relies on the existence of Cirebon Port. Optimizing Cirebon Port will increase activity in the port. This needs to be supported by adequate infrastructure in the port. In addition, facilities and infrastructure around the port are also needed to increase activity on the coast of Cirebon City. Another attraction that has potential is Cirebon city tourism. One of the tourist attractions in the coastal area of Cirebon is Ade Irma Suryani Park or formerly called Cirebon Traffic Garden. This potential is underdeveloped because it is no longer productive and neglected. The revival of tourist attractions on the coast of Cirebon can improve the economy of the coastal communities of Cirebon city.

The expansion of the coastal area is planned to be carried out on the coast of Lemahwungkuk and Kejaksaan Districts. The development of this coastal area is a sustainable development, namely the development is extensive and long-term. Water Front City will be built on the land and the city's spatial planning needs to be considered in building Water Front City on the coast of Cirebon City. So that its development can meet the objectives to be achieved, namely to increase and develop the potential that exists on the coast of Cirebon City. The conditions around the coast where Water Front City will be built also need to be considered. The condition of the sea waves on the north coast of Cirebon City, the sedimentation patterns that occur and various other things need to be reviewed in development planning to protect the coast by providing offshore breakwaters. Offshore breakwaters are buildings that are separate from the coast and parallel to the coastline. Waves heading towards the coast are blocked by the building so that the waves that reach the coast are smaller and the energy to damage the coast is reduced. The area behind the building becomes calm. Sediment transport along the coast from the surrounding area will be deposited behind the building. This sedimentation causes the formation of a salient. If the building is long enough in relation to its distance from the coastline, a Tombolo will be formed. Offshore breakwaters consist of a series of breakwaters.

The river estuary area which is used as a place for fishing boats to anchor also needs to be protected to prevent sedimentation, namely by building a Jetty. A Jetty is a perpendicular building to the coast that is placed on both sides of the river estuary which functions to hold sediment or sand that moves along the coast into and settles in the river estuary. When using a river estuary as a shipping lane, sedimentation in the estuary can disrupt ship traffic. For this purpose, the Jetty is designed to be long until its end is outside the breaking waves. A long Jetty can hold back sediment transport along the coast. The wave conditions in the shipping lane do not break, allowing ships to enter the river estuary. The construction of a Jetty or breakwater can protect the coastal reclamation area on which the Water Front City will be built. This can reduce abrasion in the reclamation area. If the reclamation area is protected, the planning stage is continued by arranging a new city on the coast or Water Front City.

The following are the details of the planning of development elements above Water Front City.

### **1. Fishermen's settlement**

The fishermen's settlement is one of the important icons in the development of Water Front City, because the uneven distribution of the population and the many slums of fishermen's villages are one of the problems for the Cirebon City government itself.

The development of fishermen's settlements in Water Front City is expected to be a solution for the City Government in regulating settlement planning.

### **2. Shrimp ponds**

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Shrimp ponds are a very important commodity and are one of the largest sources of regional income. With the presence of shrimp ponds in Water Front City, it is hoped that it can increase the effectiveness of production and distribution. Water Front City is one of the accesses to the port.

### **3. Cultural center**

Cirebon has a very rich culture, Trusmi batik is one of the strongest attractions. Its distinctive motifs make Trusmi batik much sought after by tourists to be used as souvenirs. The development of a cultural center in Water Front City is expected to be one of the promotional events for the city of Cirebon, especially in the fields of tourism and culture.

### **4. Green open space**

The development of cultural, recreational and economic centers in Water Front City encourages the development of an open and green area. In addition, this open space can function as a parking lot and assembly point in case of an emergency.

### **5. Independent waste processing facility**

One effort that can be made to minimize the negative impact of development activities is by building a waste processing facility in the Water Front area, so that the waste does not go directly to the sea but goes through processing activities first so as not to pollute the coastal area.

### **6. Market**

The market is a very important and promising economic center for coastal communities themselves. Buying and selling activities, both seafood, pond products, processed seafood, and even the results of community creativity in the form of souvenirs also occur here.

### **7. Seafood processing facility**

Processed seafood in the form of shrimp paste is a superior product owned by the city of Cirebon. The development of a seafood processing facility that is directly connected to the center of fishing activities and marketing is expected to maximize the productivity of craftsmen which will affect the standard of living of the community itself.

### **8. Recreational area**

The northern coast of Cirebon, which is relatively dirty and poorly organized, if handled seriously, it is possible that it will become one of the attractions for tourists. The recreation area is at the end of the Water Front near the waters. In addition, in this area there is a performance stage and the icon of the city of Cirebon itself which could become a promising new tourist attraction.

### **9. Fishermen's activity center**

In this fishing activity center, there is a Fish Auction Place (TPI), loading and unloading activities, maintenance of nets, and other fishing gear, and sorting of sea catches. This area is used as the center of fishermen's activities who will come and go to sea.

In "Implementation of Cirebon City Regional Regulation Number 4 of 2020 Concerning Tourism, Case Study on Water Front City Marine Tourism in Cirebon City", optimization of implementation from the perspective of the policy is based on the existence of 4 main aspects of public policy implementation. These aspects include communication patterns, resources, disposition, and bureaucratic structure. The existence of Cirebon City Regional Regulation Number 4 of 2020 Concerning Tourism and Cirebon City Regional Regulation Number 7 of 2019 Concerning the Master Plan for Regional Tourism Development in Cirebon City 2019-2025, has become a guideline for how policy implementers, in this case the local government in Cirebon City, optimize policy implementation, which specifically today examines the implementation of marine tourism development as Water Front City in Cirebon City. Technically, researchers conduct interviews and observations that are in accordance with the predetermined research focus. Cirebon City Regional Regulation Number 4 of 2020 concerning Tourism explains that marine tourism business is the organization of tourism and water sports, including the provision of facilities and infrastructure and other services that are managed commercially in sea waters (Cirebon City Regional Regulation Number 4 of 2020). The development of marine tourism in Cirebon City is also emphasized in Cirebon City Regional Regulation Number 7 of 2019 concerning the Master Plan for Regional Tourism Development of Cirebon City for 2019-2025 in Article 10 which states that the Tourism Regional Development Plan includes: (a) Tourism Regional Structure Plan; and (b) Tourism Development Area Plan (KPP) and Tourism Strategic Area (KSP). Article 11 of Cirebon City Regional Regulation Number 7 of 2019 concerning the Master Plan for Regional Tourism Development of Cirebon City for 2019-2025 explains that the Tourism Regional Structure Plan consists of: (a) The city's primary service center which functions as the city's gateway, a center for providing tourism facilities, and a center for distributing tourism activities to parts of the city, including the Kasepuhan Palace, Kanoman Palace, Kacirebonan Palace, Keprabonan Palace, Chinatown and Arab Village; (b) The city's secondary service center which functions as a center for tourism growth in certain areas including the Sunyaragi Cave Park, Kalijaga Monkey Park Site, Cirebon Water Land Artificial Tourism, Kejawan Beach Area, Culinary and Shopping Tourism, Integrated Marine Tourism of Kesenden Beach, and Argasunya Ecotourism Area; and (c) The entire city road network connecting service centers with the city's tourism areas.

Article 13 of the Regional Regulation states that the Development of Regional Tourism Clusters includes: (a) Cultural tourism cluster with the main attraction of the Kasepuhan Palace; (b) Artificial tourism cluster with the main attraction of Cirebon

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Water Land; (c) Coastal tourism cluster with the main attraction of Kejawanan Beach; (d) Historical tourism cluster with the main attraction of the Chinatown Area; (e) Culinary Cluster with the main attraction of typical food; (f) Shopping cluster with the main attraction of traditional markets and malls; and (g) Creative economy cluster with the main attraction of mask crafts and glass paintings. In its development, Cirebon City has a strong identity as a coastal city in the northern part of West Java. The history of the formation of Cirebon City also shows that coastal communities became the starting point for the development of the city, until now it has become a city of trade and services. Administratively, the coastline of Cirebon City stretches for  $\pm 7.2$  km. As a city with a geographical location bordering the sea, the coastal area of Cirebon City is considered not to have been managed well enough. This is indicated by problems such as slums and environmental degradation. In 2022, slums on the coast, precisely in Kejaksan and Lemahwungkuk Districts, there are 6 slum areas with an area of 115.22 hectares. The problem of coastal environmental degradation is indicated by the phenomenon of landslides and rob. Coastal areas naturally have special characteristics with biological diversity and human activities that must be maintained in balance (Rudianto, 2017). Water Front City is a concept that can be developed in coastal areas. The Water Front City concept is limited by water from its community which in its development is able to enter.

### CONCLUSION

Based on the results of research and discussion on the implementation of marine tourism development and development as a Water Front City in Cirebon City, the following conclusions can be drawn:

1. The implementation of marine tourism development and development as a Water Front City in Cirebon City has been carried out in accordance with CIREBON CITY REGIONAL REGULATION NUMBER 4 OF 2020 CONCERNING TOURISM. In implementing the role, the implementer, in this case the stakeholder in the Cirebon City Disporapar, has carried out the role in accordance with Regional Regulation Number 7 of 2016 concerning the Formation and Composition of the Cirebon City Regional Apparatus which was then detailed again with the Cirebon City Mayor Regulation Number 40 of 2021 concerning the Position, Organizational Structure, Duties and Functions, and Work Procedures of the Sub-district in the Cirebon City Regional Government.
2. Almost all variables show significant positive results related to the implementation of marine tourism development and development as a Water Front City in Cirebon City. There are only a few problems in 2 aspects of variables, but they do not really hinder the performance efforts of tourism development and development. 3. In the implementation of marine tourism development and development as a Water Front City in Cirebon City, based on the conclusions of the first and second points, the problem in the form of suboptimal policy implementation lies in several factors, namely: a). Resources, specifically in the aspect of staff who are slightly less responsible because there are internal dynamics of the policy implementing organization, and; b). Bureaucratic structure, especially in the context of standard operating procedures (SOP). Both of these conditions were once problems, but in the end they returned to the vision, mission, and objectives of the Cirebon City Disporapar, which in this case is in the form of policy implementation that must be implemented in order to achieve success for all parties.

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