OPTIMALISASI PENINGKATAN PENDAPATAN ASLI DAERAH MELALUI SEKTOR PARIWISATA DI KABUPATEN BENGKALIS

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pengembangan sektor pariwisata dalam meningkatkan Pendapatan Asli Daerah (PAD) di Kabupaten Bengkalis dan mengukur kontribusi sektor tersebut terhadap PAD, dilakukan di Badan Pendapatan Daerah Kabupaten Bengkalis selama empat bulan dengan menggunakan data primer dari wawancara dan data sekunder dari dokumen resmi. Hasil penelitian menunjukkan bahwa strategi pengembangan pariwisata belum optimal karena kendala seperti fasilitas penunjang yang kurang memadai, promosi yang terbatas, dan keterlibatan masyarakat lokal yang perlu ditingkatkan. Kontribusi sektor pariwisata terhadap PAD berfluktuasi dari tahun 2018 hingga 2022, dengan peningkatan signifikan pada tahun 2019 dan 2022 setelah penurunan akibat pandemi COVID-19. Kesimpulan penelitian menunjukkan bahwa meskipun strategi pengembangan pariwisata sudah ada, hasilnya belum maksimal karena keterbatasan dana dan infrastruktur. Partisipasi masyarakat dan sektor swasta cukup baik, tetapi diperlukan lebih banyak investasi dan peningkatan kualitas sumber daya manusia. Rekomendasi penelitian mencakup peningkatan promosi wisata, penguatan sistem pemungutan pajak dan retribusi, serta peningkatan kerja sama antara pemerintah, masyarakat, dan sektor swasta untuk mengoptimalkan potensi pariwisata dalam meningkatkan PAD Kabupaten Bengkalis.

Kata Kunci : Pendapatan Asli daerah, Pariwisata, Optimalisasi

OPTIMIZING THE INCREASE IN LOCAL REVENUE THROUGH THE TOURISM SECTOR IN BENGKALIS DISTRICT

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ABSTRACT

This study aims to analyze the development strategy of the tourism sector in increasing Regional Original Revenue (PAD) in Bengkalis Regency and measure the contribution of the sector to PAD, conducted at the Regional Revenue Agency of Bengkalis Regency for four months using primary data from interviews and secondary data from official documents. The results showed that the tourism development strategy has not been optimized due to constraints such as inadequate supporting facilities, limited promotion, and the involvement of local communities that need to be increased. local community involvement that needs to be improved. Contribution of the tourism sector to PAD contribution to PAD fluctuates from 2018 to 2022, with significant increases in 2019 and 2022 after a decline due to the COVID-19 pandemic. The research conclusion shows that although tourism development strategies are in place, the results have not been maximized due to limited funds and infrastructure. Community and private sector participation is good, but more investment and improvement in the quality of human resources are needed. Research recommendations include increasing tourism promotion, strengthening the tax and levy collection system, and increasing cooperation between the government, community, and private sector to optimize tourism potential in increasing PAD of Bengkalis Regency. tourism potential in increasing PAD of Bengkalis Regency.

Keywords : Regional Original Revenue, Tourism, Optimization