

ABSTRAK

PERIZINAN USAHA BIRO PERJALANAN PARIWISATA DI KOTA BANDAR LAMPUNG

OLEH

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Pemerintah Kota Bandar Lampung telah menerbitkan Peraturan Daerah Kota Bandar Lampung Nomor 3 Tahun 2017 tentang Kepariwisata sebagai landasan dalam pelaksanaan industri pariwisata. Perizinan usaha biro perjalanan pariwisata di Kota Bandar Lampung menjadi fokus utama dalam upaya meningkatkan regulasi dan pengawasan terhadap industri pariwisata lokal. Akan tetapi, dalam pelaksanaannya masih ditemukan berbagai kendala, seperti kurangnya sosialisasi kebijakan kepada pelaku usaha, prosedur birokrasi yang rumit, serta keterbatasan sumber daya dalam pengawasan lapangan.

Permasalahan dalam penelitian ini adalah: (1) Bagaimana penerapan kebijakan perizinan usaha biro perjalanan pariwisata di Bandar Lampung (2) Apa faktor yang mempengaruhi penerapan kebijakan perizinan usaha biro perjalanan pariwisata di Bandar Lampung. Penelitian ini menggunakan jenis penelitian normatif empiris. Data diperoleh melalui wawancara dengan pemangku kepentingan dan observasi langsung terhadap praktik perizinan di lapangan.

Hasil penelitian menunjukkan bahwa (1) Penerapan kebijakan perizinan usaha biro perjalanan pariwisata di Kota Bandar Lampung menunjukkan kemajuan melalui kolaborasi antarinstansi dan penggunaan sistem OSS. Proses verifikasi tetap melibatkan pihak kelurahan, kecamatan, dan instansi teknis. (2) Kendala yang dihadapi meliputi kurangnya literasi digital, sinkronisasi data, serta minimnya sosialisasi regulasi. Faktor hukum, penegakan yang konsisten, dan fasilitas pendukung menjadi penentu utama efektivitas kebijakan. Studi pada CV. Satria Wisata dan Cakrawala Tour menunjukkan kepatuhan tinggi pelaku usaha, namun dibutuhkan peningkatan kapasitas, transparansi, dan edukasi demi mendukung pertumbuhan sektor pariwisata secara legal dan profesional.

**Kata Kunci : Perizinan Usaha, Biro Perjalanan Pariwisata, Kota Bandar
Lampung**

ABSTRACT

IMPLEMENTATION OF TOURISM TRAVEL AGENCY BUSINESS LICENSING IN BANDAR LAMPUNG CITY

By

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The Bandar Lampung City Government has issued Bandar Lampung City Regional Regulation Number 3 of 2017 concerning Tourism as a foundation in the implementation of the tourism industri. Business licensing of tourism travel agencies in Bandar Lampung City is the main focus in efforts to improve regulation and supervision of the local tourism industri. However, in its implementation, various obstacles are still found, such as lack of policy socialization to business actors, complicated bureaucratic procedures, and limited resources in field supervision.

The problems in this study are: (1) How is the implementation of the business licensing policy of the tourism agency in Bandar Lampung (2) What are the factors that affect the implementation of the business licensing policy of the tourism agency in Bandar Lampung. This study uses a type of empirical normative research. Data was obtained through interviews with stakeholders and direct observation of licensing practices in the field.

The results of the study show that (1)the implementation of the tourism travel agency business licensing policy in Bandar Lampung City shows progress through collaboration between agencies and the use of the OSS system. The verification process still involves the villages, sub-districts, and technical agencies. (2) The obstacles faced include a lack of digital literacy, data synchronization, and a lack of regulatory socialization. Legal factors, consistent enforcement, and supporting facilities are the main determinants of policy effectiveness. Study on CV. Satria Wisata and Cakrawala Tour show high compliance of business actors, but capacity building, transparency, and education are needed to support the growth of the tourism sector legally and professionally.

**Keywords : Business Licensing, Tourism Travel Bureau, Kota Bandar
Lampung**