

Abstract

In order to realize an improvement in the community's economy while simultaneously realizing the vision of Regional Medium Term Development Plan known as RPJMD of the Lebak Regency 2019-2024 The Lebak Regency Government proposed a geopark development plan as a new way to improve the economy of the community based on tourism and the creative economy into the RPJMD 2019-2024. Geopark is a program that will be developed for the first time in Lebak Regency therefore it refers to the Regulation of PAN-RB No. 12/2011 concerning Guidelines for Managing Management Process (Business Process), Lebak Regency Government needs to formulate and adjust strategic policies which will be implemented to support the stages and process of preparing the Geopark Master Plan known as RIG. In this regard, the Regional Government is expected to be able to re-engineer the business process and then it will be set in the RPJMD 2019-2024. This study aims to identify the Business Process Re-Engineering (BPR) that is applied in the business process of the Lebak Regency Government to support the geopark development program and the potential impact on the productivity of the economy based on sustainable tourism and creative economy. This type of research is a qualitative study using a descriptive-explorative approach. Data collection and analysis uses primary and secondary data with qualitative data analysis. The results showed that BPR with the consolidated method needed to be applied through identification of the old government business process with the geopark development business process formulation. The potential impact of geopark development is a growth of the contribution of the tourism sector target to the GRDP around 6% per year through an increase in the contribution of the service sector, especially in the creative economy.

Keywords: *Business Process, Business Process Reengineering, Geopark, Tourism, Creative Economy*

Abstrak

Guna mewujudkan peningkatan perekonomian masyarakat sekaligus mewujudkan visi Rencana Pembangunan Jangka Menengah Daerah (RPJMD) Kabupaten Lebak Tahun 2019-2024, Pemerintah Kabupaten Lebak mengusulkan rencana pengembangan geopark sebagai jalan baru peningkatan perekonomian masyarakat berbasis pariwisata dan ekonomi kreatif ke dalam RPJMD 2019-2024. Geopark merupakan program yang baru pertama kali akan dikembangkan di Kabupaten Lebak, oleh sebab itu mengacu pada Permen PAN-RB No. 12 Tahun 2011 Tentang Pedoman Penataan Tatalaksana (*Business Process*), Pemkab Lebak perlu melakukan perumusan dan penyesuaian terhadap kebijakan-kebijakan strategis yang akan diimplementasikan guna mendukung tahapan dan proses penyusunan Rencana Induk Geopark (RIG). Penelitian ini bertujuan untuk mengidentifikasi *Business Process Re-Engineereeng* (BPR) yang diterapkan dalam proses tatalaksana Pemkab Lebak guna menunjang program pengembangan geopark, serta potensi dampaknya terhadap produktivitas perekonomian masyarakat berbasis pariwisata dan ekonomi kreatif secara berkelanjutan. Jenis penelitian ini adalah penelitian kualitatif dengan menggunakan pendekatan deskriptif-eksploratif. Pengumpulan dan analisa data menggunakan data primer dan sekunder dengan analisa data kualitatif. Hasil penelitian menunjukkan bahwa BPR dengan metode konsolidasi (*Consolidated Methodology*) perlu diterapkan melalui identifikasi terhadap formulasi proses bisnis pemerintahan yang lama dengan formulasi proses bisnis pengembangan geopark. Potensi dampak dari pengembangan geopark berupa target pertumbuhan kontribusi sektor pariwisata pada PDRB pada kisaran 6% per tahun melalui peningkatan kontribusi sektor jasa terutama sektor pada ekonomi kreatif.

Keywords: *Proses Tatalaksana, Proses Bisnis, Business Process Re-engineereeng, Geopark, Pariwisata, Ekonomi Kreatif*