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IMPLEMENTATION OF INVESTMENT ACTIVITIES IN THE FIELD TOURIST IN THE SAMOTA REGION REGENCY SUMBAWA

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ABSTRACT

This research aims to identify and examine the arrangements and supporting factors as well as obstacles to implementing investment activities in the tourism sector in the Samota region. This normative and empirical research uses statutory, conceptual, and practical approach methods. The results of the study show that the regulations governing investment activities in the tourism sector, especially in the Samota region, Sumbawa Regency, namely: Law Number 25 of 2007 concerning Investment , Law Number 10 of 2009 concerning Tourism , Presidential Regulation Number 97 of 2014 concerning Integrated Services One Door , Government Regulation Number 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan, Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 18 of 2016 concerning Registration of Tourism Businesses , Regulation of the Investment Coordinating Board (BKPM) Number 3 of 2021 concerning Electronically Integrated Risk-Based Business Licensing System , Investment Coordinating Board (BKPM) Regulation Number 4 of 2021 concerning Guidelines and Procedures for Risk-Based Business Licensing Services and Investment Facilities , West Nusa Tenggara Provincial Regulation Number 7 of 2013 concerning Re Regional Tourism Development Master Plan 2013-2028 , Regional Regulation of West Nusa Tenggara Province Number 3 of 2015 concerning Investment, Regional Regulation of West Nusa Tenggara Province Number 2 of 2016 concerning Halal Tourism, Regional Regulation of Sumbawa Regency Number 7 of 2018 concerning Implementation of Tourism Business as well as supporting factors that influence investors interested in investing in tourism in the Samota region, namely: the Samota region has a lot of tourism potential, there is still a lot of vacant land, the availability of supporting transportation, the availability of infrastructure and security guarantees. While the inhibiting factors for tourism investment in the Samota area are: There are many overlapping land ownership, Difficulty obtaining clean water, and lack of promotion by the Regional Government.

Keywords: *Investment; Tourism: and setting.*

INTRODUCTION

The government carries out National Development, especially economic development,which has created Lots of progress to increase the public's well-being. The objective of national

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development is to realize something development public Which fair, prosperous as well as equally based on Pancasila And The 1945 Constitution of the Republic of Indonesia in an organization the statehood of the Republic of Indonesia, which is independent, sovereign, united, and sovereign people in the composition of the nation's life Which safe, serene and peaceful.

Capital originating from productive projects is needed to accelerate economic development toward stability and growth.The money required to achieve economic development is in the form of investment. Investment is one of the necessary development instruments by something nations to increase the well-being public, including the government of Indonesia. Investment is the investment of money or capital to obtain profit. Wrong One form of investment which interests the attention of Investors For embed capital in Indonesia is an investment in field tourists. Like What We Know Together, our country, Indonesia, has a million natural beauties, cultures, and ancestral heritage that are original and diverse. (Somebody) must always echo this added value because tourism is a sector important economy in Indonesia.

One of the regions in Indonesia with a million charms of its natural beauty is the Sumbawa Island area, which is named Samota, which has an exotic area triangle. Samota is an acronym for the names of three tourist areas in Sumbawa: Bay Saleh, Island Moyo, and Mountain Tambora. Panoramic in area Samota can bring in domestic and foreign tourists. All three locations are favourites because they cover mountains up the underwater world. Tambora has Savana Doro Ncanga and Doro Bente. This destination is in the area of National Geopark Tambora. Savanna Doro Ncanga is location an expanse of paddock grass of more than 6,000 hectares. The region also becomes the location for shepherding cows, buffalo, and horses. Still, in that area of Tambora, there is Doro Bente, a caldera that is no longer active. Doro Bente's height is 80 masl and about directly by the sea. Gulf pious's depth reaches 200 meters with this own power pull alone. The region is familiar as an aquarium giant because holds the complete biota sea. Various types of coral reefs and fish species are there. The idol is manta or pari paka.

Meanwhile, Moyo Island is known to have a charm in the form of the Mata Jitu Waterfall, which has a height of 15 meters and 12 terraced pools. This area is exotic because it becomes an oasis in the middle of Savanna Island Moyo. Besides that, travellers also can find Bird Maleo along its unique nest. Moyo Island also has 16 sites or diving points. This area is famous for the angel reef and sea fan. The idols of divers who visit here are the black and white-tip sharks. In addition, these waters also have unique spots, namely the SS Sumbawa in the form of a sunken ship with a depth of 19 meters. Ship size the, i.e.,20x10x5 meters the intact condition, and complete with reef the coral.[1]

Seeing so much charm of natural wealth in the Samota region, of course, this became the main attraction for investors to carry out investment activities in the area Samota, so that based on matter the writer's interested lift title in this research regarding "IMPLEMENTATION OF INVESTMENT ACTIVITIES IN THE FIELD TOURIST IN THE SAMOTA REGION REGENCY SUMBAWA" by raising several issues, namely: how arrangement implementation activity investment in the field tourism on region Samota? And what factors are support and inhibitors in implementation activity investment in tourism in the Samota area?

METHOD

Depart from the title and formulation problem, this research is empirical legal research. Empirical legal research examines law as a norm in statutory regulations and sees its applied application to people's lives. The approach method used in this study is approach regulation

[1] https ://www. cnn indonesia.com/gaya-hidup/20180412110713-269-290258/samota-kawasan-segitiga- exotic-on-sumbawa

legislation (*statute approach*), approach conceptual (*conceptual approach*), and approach empirically. The legal materials/data sources and types used are library data and field data using library study techniques and interviews. The analysis used in this study uses qualitative research to obtain a conclusion significant to the tree problem, which is the descriptive method.

ANALYSIS AND DISCUSSION

Arrangement Implementation Activity Investment in the Field of Tourism in the Region Samota

Investment is an essential factor in the continuity of economic development. Economic development aims to create a just and prosperous society. The implementation of economic development activities in Indonesia is carried out based on independence with all the potential that exists in society, including freedom related to development funding sources, as stipulated in Article 33 paragraph (4) of the 1945 Constitution, which states that: "The national economy organized based on democracy with the principles of togetherness, efficiency with justice, sustainability, environmental insight, independence, and maintaining a balance of progress and national economic unity. [2] To create a just and prosperous society, funding is needed. One way to obtain financing is by attracting investors to invest. Investment activities consist of direct investment *and* portfolio investment. Portfolio investments include financial assets such as bonds, stocks, etc. In contrast, direct investments are made in factories, capital goods, land, etc. [3] One sector that is strategic and has the potential to manage, developed, and market investment activities in Indonesia is the tourism sector because the potential for tourism in Indonesia is enormous, considering that Indonesia consists of tens of thousands of separate islands, has abundant biodiversity and surrounds two continents. It was causing sufficient cultural influence to add to the cultural richness of the archipelago in addition to the original culture of the population that is not influenced by an outside culture.[4]

Tourism is one of the essential things for a country, especially Indonesia. With this tourism, a country specifically, the local government where the tourist attraction is located will get income from the income of each tourist attraction. Tourism is also a commodity needed by every individual. Travel activities can increase creative power, eliminate work boredom, relax, shop, do business, know a particular ethnicity's historical and cultural heritage, health, and spiritualism tourism.

One of the regions in Indonesia with a million charms of natural beauty is the Sumbawa Island named Samota. Samota is an acronym for three areas in Sumbawa: Saleh Bay, Moyo Island, and Mount Tambora. Saleh Bay has located at positions 117-118 East Longitude and 8.8-8.1 South Latitude, a semi-enclosed water directly related to Flores. The seas of Saleh Bay have an area of 1495 square kilometres and a long coastline of 732 km. It has high marine biodiversity, especially the beauty of the underwater panorama. The following are various kinds of tourism activities that can sell through aquatic tourism activities in the pious bay, namely:

1. Snorkelling

   Enjoying underwater scenery in locations with biodiversity and relatively weak waves and currents is a tourism activity. The beautiful underwater set includes expanses of coral reefs,

[2]Iyah Faniyah, *Sharia Investment in Indonesia's Economic Development*, Deepublish, Yogyakarta, 2017, p. 1.

[3]Faurani I Santi Singagerda, Rina Oktaviani, Dedi Budiman Hakim, and Reni Kustiari, *Analysis of Investment Flows and Indonesian Tourism Trade* , Economic Development Scientific Magazine, Faculty of Economics Unpar, Volume 17, Number 2, August 2013, p. 62

[4]Putu Ika Wahyuni, et al. *Indonesian Tourism Investment.* Makassar: Tohar Media, 2021, p. 2

ornamental fish/reef fish, and various other marine biotas that inhabit the bottom and seabed, including groups of molluscs (shellfish and snails), coelenterates (jellyfish), echinoderms (sea stars). Sea urchins, sea cucumbers, sea lilies, and sand dollars). Snorkelling activities can be carried out in relatively shallow waters to still enjoy underwater views. Several snorkelling locations in Saleh Bay include Tanjung Pasir, Gili Dangar Ode, and Gili Dangar Rea.

2. Diving

   In deeper waters, scuba diving can use complete diving equipment such as masks, snorkels, regulators, air tubes, BCD, coral shoes, fins, and wetsuits. Locations suitable for diving include Moyo Island waters, around Cape Crying, and several places in the inner bay.

3. Glass Boat

   Sea views can also be enjoyed using a glass boat. Tourists can observe the underwater scenery through the glass installed under the boat. This glass boat can minimize the risk of damage to coral reefs and other marine biodata because it does not touch the bottom of the water as long as the shop does not drop anchor or crash into shallow coral reef areas. This activity has the potential to implement in the Saleh Bay area, which has an exotic coral reef ecosystem in its shallow waters.

4. Fishing Tour

   This activity is not carried out for exploitation activities but is fishing limited to certain areas where the population and diversity of fish are still relatively high. This activity should be monitored correctly to prevent high fish population declines and species extinction.

5. Other Marine Tourism

   You can do water sky and the banana boat in a wave-free area, where visitors can enjoy and safely glide on the water's surface. This activity has little risk of environmental damage.

Furthermore, the next tourist spot included in part of Samota is Moyo Island. Administratively, Moyo Island is included in the Labuhan Badas sub-district, Sumbawa Regency, which is geographically located at the coordinates 08013'46" and 117033'54" East Longitude with boundaries to the west and north: Flores Sea, to the east: Saleh Bay, and to the east: Teluk Saleh, South: Sumbawa strait. From a tourism perspective, Moyo Island is strategic position because it is a tourist itinerary for cruise ships starting from Bali-Lombok-Moyo Island-Satnda Island-Labuan Bajo-Komodo Island. Moyo Island is flank two mountains: Mount Rinjani to the west and Mount Tambora to the east. In addition, Moyo Island is located between two very exotic seas, namely the Flores Sea, which has natural and beautiful coral reefs in the west and north. In the south lies Saleh Bay, the world's aquarium.

So that Moyo Island is a paradise for nature lovers and the underwater world because Moyo Island has a well-maintained environment with dense forests accompanied by grasslands which are home to all kinds of wildlife and surrounded by beautiful coral reefs that are still in good condition. It is ideal for snorkelling and scuba diving. Sail accompanied by dolphins, swim with white snout reef sharks, dive with green turtles, play with colourful tropical fish, and lie in the warm sun while looking at the blue sky in the clean air or enjoying the sunset. Here are some tourist attractions on Moyo Island:

a. Amanwana Beach

   Namely a sloping beach and white sand surrounded by natural coral reefs in the Flores Sea.

b. Mata Jitu Waterfall

   Namely waterfalls with beautiful terraces and natural pools that are clear and free from pollution, surrounded by calm and enchanting forests. The sharp eye waterfall enters the Moyo Island Hunting Park area.

c. Sand Cape

That is located at the southern tip of the island of Moyo. The tourist attraction of the Tanjung Pasir is the long white sand beaches on both the west, and east sides, charming underwater scenery with various types of fish and pristine coral reefs, and from the cape, the tourists can enjoy beautiful views of Mount Tambora and the scenery towards Saleh Bay with the silhouette of Dangar Island.

d. Ai Sweet

Namely, a white sand beach in the southern part of the Moyo has beautiful underwater views with brilliant corals and tropical fish, one of the best locations for snorkelling or diving. Another attraction on the Ai Manis, beach is enjoying the sunset over the Flores Sea, and not far from Ai Manis there is a path leading to the savanna with a very enchanting panorama.

e. King Sua

Located in the southern part of Moyo Island, it has characteristics like rocky cliffs interspersed with small depressions of white sand beaches with a savanna background. It faced the weeping headland, separated by a narrow strait that often crossed herds of dolphins. The attraction of the Raja Sua area is the beauty of the underwater world, which has a diversity of flora and fauna in the form of a wide variety of ornamental fish and coral reefs. The integrity of the coral is still well preserved, and there is no effect of draining the river, and the local community such as visits it for trawling or fishing.

Seeing so much natural potential that the Samota area has, makes this an attraction for both foreign and domestic investors to carry out investment activities in the tourism sector. In carrying out investment activities in the tourism sector, especially in the Samota area, investors must understand and comply with the provisions of the applicable laws and regulations. The following are some of the rules governing investment activities in the tourism sector, especially in the Samota area, Sumbawa Regency:

1) Law Number 25 of 2007 concerning Investment
2) Law Number 10 of 2009 concerning Tourism
3) Presidential Regulation Number 97 of 2014 concerning One-Stop Integrated Services
4) Government Regulation Number 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan
5) Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 18 of 2016 concerning the Registration of Tourism Businesses
6) Investment Coordinating Board (BKPM) Regulation Number 3 of 2021 concerning Electronically Integrated Risk-Based Business Licensing Systems
7) The regulation of the Investment Coordinating Board (BKPM) Number 4 of 2021 concerning Guidelines and Procedures for Risk-Based Business Licensing Services and Investment Facilities
8) Regional Regulation of West Nusa Tenggara Province Number 7 of 2013 concerning the 2013-2028 Regional Tourism Development Master Plan
9) Regional Regulation of West Nusa Tenggara Province Number 3 of 2015 concerning Investment.
10) West Nusa Tenggara Provincial Regulation Number 2 of 2016 concerning Halal Tourism
11) Sumbawa Regency Regional Regulation Number 7 of 2018 concerning the Implementation of Tourism Businesses

Factor Supporters and inhibitor in Implementation Activity Investment Tourism in Samata Region

Tourism is a sector that plays an essential role in supporting a country's economy. Indonesia is a country that has natural beauty and cultural diversity, so there needs to be an increase in the tourism sector. Tourism is a sector considered profitable and has the potential to develop as one of the assets used as a source of income for the country. The development of the tourism sector is still one of the priority developments by both the central and regional governments because it is considered capable of being a driving force for the nation's economy. The development of the tourism sector continues to be carried out by the government through the establishment of various policies because it contributes to foreign exchange earnings and regional income, creates jobs, and absorbs investment in the development of scattered businesses. In addition, tourism is also a commodity that every individual needs. The reason is that travel activities can increase creative power, eliminate work boredom, relax, shop, do business, know a particular etchnity's historical and cultural heritage, health and tourism.

Tourism development in an area will bring economic, social, and cultural benefits to the community. From a financial point of view, tourism activities can contribute to regional revenues sourced from taxes, parking fees and tickets or bring in foreign exchange from visiting foreign tourists. The existence of tourism will also foster economic businesses that link together and support their activities so that they can increase people's income.

From a social point of view, tourism activities will expand employment opportunities from facilities infrastructure development activities and various business sectors directly or indirectly related to tourism. Tourism will be able to grow and increase the recognition and love of their homeland so that it can motivate an attitude of tolerance in an association which is a strength in nation-building. Besides that, tourism is also able to broaden the horizons of personal views on the values of life.

Development of the tourism sector includes the tourism industry, tourism destinations, tourism marketing, and tourism institutions. Tourism is a service industrial, not a heavy industry that produces technological goods. Even referred to as the service industry. Within the tourism, industry complex are the hotel industry, the restaurant industry, the handicraft/ souvenir industry, the travel industry, and so on. The main sectors of the tourism industry are the attraction, accommodation, transportation, travel business, and destination organization.

In developing the tourism industry must also optimize tourist destinations. Tourist destinations, have tourist objects supported by tourism infrastructure and the community. According to Gamal Suwantoro, in optimizing tourist destinations many things need to be prepared, namely investing in tourist objects and interests in areas that can be targeted for tourist visits, preparing roads to tourist objects and attractions, and preparing the community to receive tourists by displaying friendliness, security, comfort, and friendliness.

In developing the tourism sector, it is necessary to create a tourism scheme to be able to map the condition of tourist destinations known as 5A, namely:[5]

1. Accessibility

   Namely, easy access to tourist attraction locations, either by land, sea, or air. The condition of infrastructure, such as the quality of roads and the condition of transportation facilities (ships, planes, trains, buses, etc.), are also determining factors.

2. Accommodation

   Namely, the ease of getting a place to stay that is decent, safe, comfortable, and clean/ has met sanitary requirements, such as hotels, inns, guest houses, homestays, etc.

3. Attraction

   Namely, the availability of attractions managed by the government and the local community that is feasible and safe for tourists to visit or dom, such as local traditional art, historical sites, etc.

[5]Central Java Provincial Investment and One-Stop Services Office, *Potential and Investment Opportunity Profile of the Tourism Sector* , Semarang, 2018, p. 8-9

4. Activities

   Namely the availability of facilities to carry out fun activities that tourists can do safely and can monitor their safety. Such as mountain climbing, swimming, enjoying the scenery, etc.
5. Amenities

   Namely, tourism support facilities such as banks, money changers, ATMs, toilets, restaurants, etc.

One of the regions in Indonesia with a million charms of natural beauty namely is the Sumbawa Island named Samota. Samota is an acronym for the names of three tourist areas in Sumbawa: Bay Saleh, Island Moyo, and Mountain Tambora. Panoramic in area Samota the potential to bring in local and foreign. Tourists' tourism activities are, of course, based on different reasons depending on their motivation. Tourist motivation is a psychological drive that directs a person toward a destination, which is the reason to visit tourist attractions. Here are some forms of travel motivation for tourists, namely:[6]

a. Physical motivation (physical motivation),

   That is the goal of restoring physical condition, how to rest, relax or exercise so that enthusiasm for activities arises again.
b. Cultural motivations,

   The goal is closely related to the desire to see and know other countries, their inhabitants and different ways of life.
c. Interpersonal motivations

   That is related to the desire to meet with family, friends, and neighbours, meet certain people, see famous figures, sing, and film stars.

As for the types of tourists objects that tourist can visit, they are divided into several types, namely:[7]

1) Natural tourist objects and attractions, in the form of natural tourist objects such as rivers, lakes, mountains, forests, and so on, and there are also natural tourist objects that receive human intervention, such as rice fields, artificial lakes, irrigation canals, and so on.
2) The objects and attractions of cultural tourism are all elements of creation and human initiative implemented in traditional ceremonies or other traditional elements.
3) Artificial tourist objects and attractions are objects built for tourism such as playgrounds and play areas.

The tourism potential that is superior in the Samota region is its natural tourism potential. The birth tourism potential in the Samota region includes cliff waterfalls, white sandy beaches, mountains, savanna, hunting forests, and underwater beauty. One of the breakthroughs made by the Governor of NTB was introducing and promoting tourism in the Sumbawa Regency area by carrying out international-scale activities such as the MXGP at Samota. The implementation of the MXGP will attract local and foreign tourists to find out a lot about the tourism potential that exists in the Samota area. Seeing so much potential for nature tourism in the Samota area, this is the primary capital to attract investors to want to invest. Investment is an investment made either by domestic investors or foreign investors. Investment decisions for an investor regarding the future contain uncertainty, which includes an element of risk for investors. A rational investor, before making an investment decision, must consider the expected return *and* the risk *contained* in the investment alternatives he makes. In general, there is always a risk in every investment alternative, but the size of the risk depends on the type of investment.[8]

Several factors influence investors in carrying out their investment activities, namely:

[6]Yoeti Oka A, *Introduction to Tourism Science* , Bandung: PT. Angkasa, 1996, p. 82

[7]Nurhayati, *Tourism Sector Investment Analysis by Batam City Government in 2014* , page 10

[8]Nurdin in Anifatul Hanim and Ragiman, Factors Influencing Interest in Investment in the Regions, Journal of Kajtan Economics and Finance, Volume 14 No. 3 of 2010, p. 8

a) Domestic political stability and security.

The occurrence of many security disturbances, such as riots, either caused by political aspects, social jealousy between regions, or because of personal/group ambitions and terrorist threats, can weaken the attractiveness of investment in the area;

b) Law enforcement (Legal Certainty).

Namely the government's consistency in implementing regulations that apply in the area. Such as enforcing judicial decisions, the speed with which the apparatus copes with and responds to ongoing security threats, and how many illegal levies are outside the procedures that apply in local and central government, The absence of legal certainty will cause investors to be reluctant to invest in the region;

c) The level of *purchasing power* of a region against other regions.

Investors generally choose investment areas that experience high market growth both in local and international markets, low production costs, and the availability of relatively cheap and sufficient labour.

d) Local regulation

Regarding the clarity of tariffs and their suitability between the provisions and the collection, how clear is the procedure for obtaining permits for payment of levies. The problem that often arises when wanting to carry out licensing is the difference between the regulations that apply to the stipulations regarding application in the field related to the procedures that must follow, management and adjustment time provisions, and the number of costs at the time of implementation.

e) Infrastructure

Physical infrastructure is a tool that can help the community to improve the wheels of the economy in carrying out various types of business and trading activities. Physical infrastructure is conducive for humans so that can achieve smooth trade, can achieve deliveries of goods between regions and to various parts of the world. Physical infrastructure factors divide into two, namely:

(1) Availability of Physical Infrastructure
(2) Adequate physical infrastructure is needed to ensure the smooth running of various business activities. The availability of physical infrastructure will significantly affect the optimal running of the economy. Physical infrastructure can be seaports, airports, roads, transportation facilities, communication facilities, and energy.
(3) Quality and Access to Physical Infrastructure
(4) The availability of adequate physical infrastructure is only sometimes capable of facilitating existing economic activities, this means that the quality of service from the available physical infrastructure must be maintained and utilized correctly. The quality of physical infrastructure can see from the ease with which the community can access the public physical infrastructure.

The physical infrastructure factor is one type of factor that must be appropriately considered when investing in a business activity. Good infrastructure will assist business activities in improving the performance and productivity of other factors to increase business. If the business has become very large, the need for infrastructure is greater when compared to other businesses. For example, if a region wants to attract large investors to its area, the regional government is obliged to improve the physical infrastructure in the area so that the activities of these investors can be properly supported.

f) Licensing Bureaucracy

Countries that have complicated licensing bureaucracy will find it difficult for investors to come. Because according to investors, a long bureaucracy will make them have to pay more. Whereas for an entrepreneur or investor time is money that must be put to good use. In several cases, the lengthy bureaucracy was also accompanied by unscrupulous government officials who took bribes from businessmen.

The forms of investment that can be made by investors in the tourism industry, especially for the Samota region, are as follows:

1. The accommodation industry is a place for somebody to stay temporarily, accommodation thiscan form the hotels, inns, *guest house,* cottage, *cottages, inn*, camp, etc.
2. The service industry satisfied or restaurant is an industry service which moves in the field of provision of food and drink, which is managed in a manner commercial. Type business this can be differentiated in management, namely how to manage it, whether it is managed independently or related to business other.
3. The transportation industry or transportation services is a service business sector that is engaged in transport. Service transportation this can be done be land, sea, and air. The management can be carried out by the private sector or BUMN (Owned Enterprises). Country).
4. The place for exchanging foreign currency (*money changer*) has now developed rapidly, the exchange of money is not only done at the bank but also the company money changer spread in place- place strategic especially in the city big.
5. These tourist attractions can be in the form of dance performances, music, and appropriate traditional ceremonies with culture local. Show this can be traditional or modern.
6. Souvenirs *(souvenirs)* are souvenirs or mementoes that can be brought by tourists when they return to their place of origin. These souvenirs are usually in the form of objects and handicrafts that are formed in such a way that gives an artistic beauty and is characteristic for each area.
7. A travel agency is a business entity whose operations include services for all travel processes from a person from leaving to returning, so they feel comfortable on the way. [12]

Investors in carrying out investment activities in the tourism sector, including in the Samota area, must have a tourism business license. The Tourism Business Permit is a permit required by every business actor engaged in the tourism business. The tourism business license is issued by the OSS Institution after the business actor has completed registration and has started a business activity as well as commercial or operational implementation by fulfilling various specified requirements.

The following are several supporting factors that influence investors to be interested in carrying out investment activities in the tourism sector in the Samota region, namely:[9]

a) Samota region has a lot of tourism potential

The tourism potential possessed by the Samota region is its natural tourism potential, for example, Moyo Island has land and sea tourism objects, tropical forests in which there are deer, wild cattle, wild boar and charred birds (Megapodius), there is also a multilevel Mata Jitu waterfall. As well as having marine tourism which provides beautiful underwater panoramas for diving activities (snorkelling and scuba diving). Likewise, Saleh Bay is a cluster of white sand with beautiful coral and a variety of ornamental fish with calm waters, very suitable as a place for swimming and diving to see underwater scenery.

b) There are still lots of vacant lands

With so much available vacant land in the Samota area, of course, investors have many choices in determining the location where they will carry out investment activities, especially in the tourism sector.

[9]Interview with Mr. Ir. Zulqifli, As Head of the Investment and One-Stop Services Office for Sumbawa Regency, July 29 2022, 10.00 WITA

c) Availability of Support Transportation

For supporting transportation for tourism activities, especially to the Samota area, the Sumbawa government has provided various choices of transportation models that can be used, such as land, sea and air transportation.

d) Availability of Infrastructure

The Sumbawa Regency Government has provided various infrastructures to support tourism development in the Samota area, namely in the form of road and bridge infrastructure. The existence of road and bridge infrastructure in the Samota area, it makes it easier for people to visit tourist objects in the area.

e) Security Guarantee

The Sumbawa district government guarantees the creation of conducive conditions in the Sumbawa region including the Samota region by coordinating and establishing communication/cooperation with security forces such as the Sumbawa Resort Police, the Sumbawa District Military Command (KODIM) and other related ranks as well as community support in creating a sense of security and comfort.

While the inhibiting factors for investment activities by investors in the Samota region are:[10]

1) There is a lot of overlapping land ownership.

Overlapping ownership of land rights is ownership of a plot of land owned by more than one person for the same object. In the Samota region, there are many cases of land disputes related to overlapping land ownership. So that investors who want to buy land must trace the legal status of the land purchased

2) Difficulty getting clean water

Some areas in the Samota area have difficulty getting clean water because they are far from springs and are in a coastal area, so the way they can get clean water is by bringing in clean water using water tankers.

3) Lack of promotion by the local government

As a result of the lack of promotion by the Sumbawa regional government, investors do not know much about prospective areas for investment activities, especially in the tourism sector in the Samota region.

CONCLUSION

a. Arrangements governing investment activities in the tourism sector, especially in the Samota region, Sumbawa Regency, namely:
   1) Law Number 25 of 2007 concerning Investment
   2) Law Number 10 of 2009 concerning Tourism
   3) Presidential Regulation Number 97 of 2014 concerning One-Stop Integrated Services
   4) Government Regulation Number 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan
   5) Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 18 of 2016 concerning the Registration of Tourism Businesses
   6) Investment Coordinating Board (BKPM) Regulation Number 3 of 2021 concerning Electronically Integrated Risk-Based Business Licensing Systems
   7) Regulation of the Investment Coordinating Board (BKPM) Number 4 of 2021 concerning Guidelines and Procedures for Risk-Based Business Licensing Services and Investment Facilities

[10]Ibid

8) Regional Regulation of West Nusa Tenggara Province Number 7 of 2013 concerning the 2013-2028 Regional Tourism Development Master Plan
9) Regional Regulation of West Nusa Tenggara Province Number 3 of 2015 concerning Investment.
10) West Nusa Tenggara Provincial Regulation Number 2 of 2016 concerning Halal Tourism
11) Sumbawa Regency Regional Regulation Number 7 of 2018 concerning the Implementation of Tourism Businesses

b. Supporting factors that influence investors interested in investing in tourism in the Samota region are: the Samota region has a lot of tourism potential, there is still a lot of vacant lands, the availability of supporting transportation, the availability of infrastructure and security guarantees. While the inhibiting factors for tourism investment in the Samota area are: There are many overlapping land ownership, Difficulty obtaining clean water, and lack of promotion by the Regional Government.

Acknowledgments

For the regional government of Sumbawa district so that investors are interested in investing in the tourism sector, they must immediately make improvements to the causal factors that hinder developing investment in Sumbawa Regency, especially in the tourism sector.

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