

## Implementation of The Spice Route Program in Aceh Province: Opportunities and Challenges as a World Cultural Heritage

Faez Syahroni<sup>1\*</sup>, Ulung Pribadi<sup>2</sup>, Suranto<sup>3</sup>

<sup>1,2,3,4</sup> Universitas Muhammadiyah Yogyakarta, Indonesia

Corresponding Author: [faezsyahroni97@gmail.com](mailto:faezsyahroni97@gmail.com)

### Article Info

#### Article History;

**Received:**

2022-10-01

**Revised:**

2023-01-06

**Accepted:**

2023-02-03

**Abstract:** This study aims to see how the implementation, opportunities and challenges of the Spice Route program in Aceh Province as a world cultural heritage with several indicators, namely Bureaucratic Structure, Resources, Disposition, Communication, Program Content and Context. Qualitative method with a case study approach and NVivo 12 Plus as a supporter of the analysis. The findings of this study indicate that the implementation of the Spice Route program in Aceh Province has not been fully running well, there are many weaknesses in terms of the bureaucratic structure and budgetary resources as well as human resources, commitments are still minimal and do not meet standards. Furthermore, in terms of activities, it was found that there were still many activities that were ceremonial in nature and did not lead to physical activities, such as the construction of a spice botanical garden as a center for agro-tourism and agro-industry of Aceh spices. In terms of opportunities, it has great potential to be used as a world cultural heritage with historical evidence of its spices and its location as a gateway to the Straits of Malacca and the Indian Ocean for international trade routes. In terms of challenges, there is no good cooperation between agencies, both vertical agencies and the Aceh government and the Aceh government and the Regency / City Government.

**Keyword:** Program Implementation; Spice Route; Opportunities; Challenges; Cultural Heritage

DOI: <https://doi.org/10.18196/jgpp.v10i1.16371>



This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

## INTRODUCTION

The Aceh government reformulated various types of regional cultural administration into Qanun on Acehnese culture Number 12 of 2004 in order to implement and fulfill the objectives of the law on special privileges and autonomy (Annafie & Nurmandi, 2016). Cultural development can not only help the economic and social development of a country, but can also be seen as an investment in the country's civilization (Putri & Amri, 2017). Cultural development began to emerge as a separate concern in the context of progressing national development as a result of this awareness, one of which is the GPA (Cultural Development Index) (Ayuningtyas & dkk, 2018).

Based on the calculation of the GPA carried out, Aceh is ranked 19th out of 34 provinces in terms of GPA, far below the national IPK. Three variables have index values greater than the national figure: education ranked fourth, cultural expression ranked ninth, and cultural literacy

ranked sixth. While the other four components are still far below the national average, the cultural economy dimension has the lowest index value and ranks 25<sup>th</sup> (Zuriatina, 2020).

Various efforts have been made by the government to provide services that please service recipients, including the preparation of regulations, coordination, implementation of education and training, seminars, system updates, provision of buildings and infrastructure, and so on (Christianingsih, 2017). However, there are still challenges in its implementation, such as lack of regulatory communication, inadequate human resources, financing and facilities, misaligned dispositions, and bureaucratic structures that need to be changed (Widiawati et al., 2021).

Aceh is strategically located because of its port which was often visited by traders from various countries before the arrival of Islam until the arrival of colonialism. Aceh establishes relations with other countries because it produces a number of commodities that are in great demand by traders from outside the Aceh region. Pepper is one of the most important products (Setyawati, 2016). Sultan Iskandar Muda's political and economic policies stretched to the Malacca Peninsula at the height of Aceh's splendor under his leadership. Aceh is a kingdom with a commodity trade surplus base from rural districts, as well as an additional source of income from trading activities in Bandar Aceh Darussalam (Muhzinat, 2020).

In the past year, the spice route has re-emerged in discussions about the cultural history of the archipelago. Whereas the emerging discourse still sees the spice trade as a network built by the history of contact and interaction with West Asian explorers, Chinese, and especially European immigrants (Inagurasi, 2017). Basically there is little discussion considering the possibility of this trade route starting and developing much earlier (Ririmasse, 2017).

In 2021, the Directorate General of Culture of the Ministry of Education and Culture (Kemdikbud) has determined the Spice Route as one of its priority programs, with a focus on improvement to support its recognition as a world cultural heritage (Marihandono & Kanumoyoso, 2016). The Spice Route is a priority program that aims to review the potential of the spice trade route and revive the traces of globalization from the spice trade in the past that created cross-cultural relationships, so that it becomes a series of shared memories in an effort to improve the welfare of the people today and in the future (Rahman, 2019).

The implementation of public policy in Merilee S. Grindle's theory is influenced by two major variables: the content of policy; and the implementation environment (context of implementation). These variables include the extent to which the interests of the target group are contained in the content of the policy; the types of benefits received by the target group; the extent of the desired change in a policy; whether the placement of the program location is correct; whether a policy has specified its implementers in detail; and whether a program is supported by adequate resources (Subarsono, 2011). Then, George C Edwards III also argues that the success of policy implementation is influenced by the following aspects of the policy implementation model (Alamsyah, 2016): a). Bureaucratic structure: concerning the adequacy of bureaucratic institutions in charge of implementing public policies. The problem is avoiding bureaucratic fragmentation because this structure makes the implementation process ineffective. Due to the lack of coordination and cooperation between state and/or government agencies in Indonesia, policy implementation is often unsuccessful; b). Resources: in terms of the availability of supporting resources, especially human resources. This relates to the ability of policy implementers to implement policies effectively; c). Disposition: in terms of the willingness of the implementers to implement public policies, skills alone are not enough; they must also be willing and committed to doing so; d). Communication: describes how the policy is presented to the organization and/or the public, the availability of resources to implement the policy, the attitude, and responsiveness of the people involved, and how the policy is implemented organizationally.

The implementation of the spice route program in Aceh Province has been running in tandem with the implementation of the national spice route program, but an in-depth assessment is needed at the implementation stage to ensure the spice route program in Aceh Province is even better and in sync with the standard value of the spice route implementation. Furthermore, the researcher found that there were no scientific publications that attempted to assess the extent to which the Spice Route program had been implemented in Aceh Province.

Based on tracing previous research, the authors found that the implementation of the spice route program was generally seen from the side of public services, health, education and the implementation of economic policies, foreign policy and the implementation of marine / maritime policies. As for the novelty in this research, the authors examine the "Implementation of the Spice Route Program in Aceh Province: Opportunities and Challenges as a World Cultural Heritage".

## **RESEARCH METHOD**

This type of research uses qualitative methods. Researchers use a clear, disciplined, and methodical methodology, one of the criteria for qualitative research, and are intended to ensure that research results are accurate (Haradhan, 2018). Because the author's research is focused on understanding how the Spice Route program is implemented in Aceh Province, the authors use qualitative and descriptive methods. The study's data sources consisted of two primary and secondary sources. The primary data used are interviews with Aceh government officials and stakeholders involved in program implementation.

Secondary data is a collection of information collected from sources other than primary data sources (Shidiq & Choiri, 2019). Secondary data can be in the form of books, journals, proceedings, online media, and attachments from official government institutions. Then, this is the last step in the data analysis process. Conclusions are reached through an interpretive process, which requires determining the significance of the evidence provided (Samsu, 2017). In this scenario, using software to analyze the data is an alternative method that can be used. One of the computer applications that can be used with the latest version of the Nvivo application 12 plus (O'neill et al., 2018).

## **RESULT AND DICUSSION**

### **Implementation of the Spice Route Program in Aceh Province**

Program implementation is the stage of implementing activities to achieve the objectives of the program to be executed. In terms of the spice route, various efforts have been made by the Aceh government through the Bureau of Privileges and People's Welfare (Isra) of the Aceh Regional Secretariat (Setda), Aceh Bappeda and Aceh Disbudpar in implementing the spice route program in the field (Amanda, 2016).

The objects of cultural heritage sites and the potential for spice tourism in Aceh Province are a source of regional foreign exchange income which on the one hand can also provide economic opportunities for many groups of people including small and medium enterprises. With the return of glory and the construction of the spice route, it is hoped that it will result in strengthening the people's economy at both the Acehnese, national, and even international levels (Salam & Fadhi, 2020).

This research examines the implementation of the Spice Route Program in Aceh Province in line with Aceh Governor Regulation (Pergub) Number 10 of 2022 concerning the Implementation of the Aceh Spice Route using the Marilee S. Grindle approach in program implementation (Aceh, 2022). To find out whether the elements influencing program implementation are sufficient to support the implementation of the Aceh Spice Route Program or not, a more detailed program implementation model would be very useful (Grindle, 2017). The implementation of the Spice Route Program in Aceh Province can be described as follows:

### **Contents of the Spice Route Program in Aceh Province**

#### ***Interests Affected in the Implementation of the Aceh Spice Route***

In the Aceh spice route program, there are three parties that have an interest in its implementation, namely the Government of Indonesia through the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia (Kemendikbudristek RI) in this case the UPT. The Aceh-North Sumatra Province Cultural Value Preservation Center (BPNB) has an interest in synergizing with the Aceh government in supporting a national strategic program titled reconstruction and revitalization of the archipelago's spice routes in order to strengthen Indonesia's geopolitical and geoeconomic diplomacy position on the global stage is targeted to be

recognized in 2024 and designated as a World Cultural Heritage by UNESCO. Then the second party, the government of Aceh itself in this case the Aceh Province Culture and Tourism Office together with the Aceh Regional Development Planning Agency (BAPPEDA) and the Bureau of Privileges and People's Welfare of the Aceh Secretariat who have an interest in developing the Spice Agroindustry and Agrotourism of the Aceh Spice Botanical Garden in supporting the reconstruction and revitalization of the Archipelago Spice Route in Aceh. While the second party with an interest in this program is the people of Aceh Province who expect facilities and infrastructure for the cultivation of spices and the development of various products and services for their derivatives as a strengthening of the people's economy with the potential of the spice route that exists in the implementation of the Aceh spice route.

The implementation of the Aceh Spice Route Program can run smoothly because of the many interests involved, especially the interests of the central government and the Aceh government, in this case, the BPNB Aceh-North Sumatra together with the Culture and Tourism Office, and the interests of community groups as the target group. The implementation of this program does not involve a conflict of interest. In addition, the interests of the three parties are compatible or aligned. This compliance facilitates and expedites the smooth running of the program implementation process.

The Aceh Culture and Tourism Office (Disbudpar) as the leading sector in the implementation of the Aceh spice route will make the development of the Aceh spice route more advanced and directed towards achieving the goals of the spice route program in Aceh Province. So that in the end, the vision of "Development of the Spice Agroindustry and Agrotourism of the Aceh Spice Botanical Garden to Support the Reconstruction and Revitalization of the Archipelago Spice Route in Aceh" can be realized.

### **Types of Benefits in the Implementation of the Aceh Spice Route**

In implementing the Aceh Spice Route Program, implementation is carried out through various activities as table 1.

**Table 1.** Matrix of Activities and Themes of the Aceh Spice Route Program

No.	Year	Program	Context	Scale
1.	2021	Talkshow Radio Bincang Budaya	The Role of the Government of Aceh in the Success of the National Program of Spice Routes into World Cultural Heritage 2024	Aceh Province
2.	2021	Talkshow Interaktif	Aceh Spice Path in Cultural Perspective	Aceh Province
3.	2021	Seminar Jalur Rempah Nusantara	Aceh as the World's Spice Route: Fact or Myth	Aceh Province
4.	2021	Talkshow Interaktif	The World Spice Route and Aceh's Great Economic Development	Aceh Province
5.	2021	Talkshow Interaktif	Tracing Acehnese Spices in Acehnese Manuscripts and Cultural Heritage	Aceh Province
6.	2021	Lomba Jalur Rempah Aceh	Essay Writing Competition, Photography Competition and Documentary Film Competition with the theme of Aceh's position and potential in the World Spice Path	Aceh Province
7.	2021	Festival Bumi Rempah Nusantara untuk Dunia	An online festival that raises the diversity of 13 points on the Spice Road with the scope of Aceh, namely: <ol style="list-style-type: none"> <li>1. Medicinal spices in Acehnese Manuscripts</li> <li>2. Wastra and Acehnese Culinary</li> </ol>	National
8.	2022	Muhibbah Budaya Jalur Rempah	The movement to preserve Indonesian Culture in every spice-producing region. The cruise activity uses the Republic of Indonesia Ship (KRI) Dewaruci, a Navy training ship carrying selected young people from 34 provinces with the aim of retracing the Nusantara Spice Route by sailing across the ocean along six points of the Spice Route: 1) Surabaya, 2) Makassar, 3) Baubau-Buton, 4) Ternate-Tidore, 5) Banda, and 6) Kupang.	National
9.	2022	Talkshow	Art Trails and Spice Themes in the Creation of Artworks in Aceh	Aceh Province
10.	2022	Talkshow Interaktif	Spot and Point of Archaeological Heritage of Aceh Spice Route	Aceh Province
11.	2022	Talkshow	Acehnese Spices in Manuscripts	Aceh Province
12.	2022	Talkshow	The greatness of the past to build the future Aceh	Aceh Province

**Source:** Processed by the Author, 2022

A policy made by the government must be able to provide useful results and have a positive impact and can change for the better. The benefits that can be obtained from a policy will also determine the acceptance of the policy itself. The more useful a policy is, is collective in nature, and can be felt in the short term, the easier it will be to implement it. And vice versa, it will be difficult to implement policies where there are no clear benefits, are particularistic in nature and the results will be felt in the long term (Bailah, 2019).

Based on the table above, it is clear that the Aceh Spice Route Program offers benefits that can be felt, both directly and indirectly, both by the government as program implementer, and the target group in this case, community groups in Aceh Province. The motivation behind implementing this simpler program is the direct benefit to the community, the target group.

For the Government of Aceh, the implementation of the Spice Route program will provide a major boost to the Aceh Spice Garden Agrotourism program and the spice agro-industry, making it strategically important at both the Aceh and national levels. The Krueng Baru Watershed (DAS) covers two districts, Abdy, and South Aceh, and is the location for the Aceh Spice Botanical Garden agrotourism destination development program. It was built using an integrated framework that considered technical factors for "agriculture", "tourism", "community reaction and readiness", "beneficiary character", "conservation value", and "supporting infrastructure". Other districts (Aceh Jaya, Aceh Barat, and Nagan Raya) are buffer zones and supporting areas for Aceh's spice agro-industry, while these two districts are the main areas for the development of the Aceh Spice Botanical Garden.

#### ***Desired Degree of Change in the Implementation of the Aceh Spice Route***

Through the implementation of the Spice Route Program, the Aceh government, especially the Department of Culture and Tourism, hopes to change people's welfare. This is intended so that providing sufficient infrastructure and affordable facilities will help the community in increasing its income. It is hoped that when the welfare of the people in Aceh Province increases, their income will also increase.

Given the degree of change required, it appears that the anticipated adjustments could facilitate the implementation of the Aceh Spice Route Program. Some believe that the implementation of the Aceh spice route can increase their income and welfare by increasing the economy with the potential of the existing spice route and historical heritage. This argument is supported by research findings. Nonetheless, it is difficult to say that this initiative has succeeded in increasing people's welfare. Due to the adoption of the Aceh spice route, currently, there are no facilities or infrastructure available to measure or evaluate people's welfare.

The degree of change to be achieved from the Aceh spice route program is listed in the goals and objectives including, Objective: 1). Support and succeed in the national strategic goal of rebuilding and reviving the archipelago's spice routes within the framework of global economic and cultural diplomacy; 2). Restoring the historical splendor of spices while enhancing Aceh's position as a global hub for spice production, including all related items; 3). Cultivation of profitable sectors focused on tourism and agriculture can help Aceh's economy thrive, fight unemployment and alleviate poverty. Then the goal is: "Development of the Spice Agroindustry and Agrotourism of the Aceh Spice Botanical Garden" which is expected to be a catalyst in solving Aceh's important problems, namely poverty, unemployment, and low economic growth. As a result, the program design must be able to greatly assist the vulnerable Acehnese poor, MSME actors, and local business owners.

The west-south part of Aceh will be the focal point for the growth of the spice agro-industry and the Aceh Spice Botanical Garden agro-tourism. This program is expected to increase the income of farmers, communities, and business owners in the agricultural sector as well as provide a multiplier effect for other industries. This will also be a lever for other productive sectors in the region to encourage regional economic growth and become a symbol of the greatness of the history of the archipelago's spice trade. The degree of change expected as a result of the implementation of the spice route program in Aceh Province has not been optimal, based on the condition of fulfilling the goals and objectives.

### ***Location of Decision-Making in the Implementation of the Aceh Spice Route***

In implementing the Aceh spice route program, the Aceh Culture and Tourism Office is the implementor of the majority of existing programs and activities. However, in order to implement the programs and activities that have been prepared, it is necessary to go through prior discussions regarding priority programs and activities with the Regional Development Planning Agency (BAPPEDA) together with other Aceh Working Units (SKPA) in Aceh Province.

The Aceh Regional Development Planning Agency (BAPPEDA) is the agency that has the authority to decide which programs and activities are prioritized to be implemented based on proposals from SKPAs in Aceh Province, one of which is the Aceh Culture and Tourism Office, to be discussed at the legislative level regarding the Aceh Revenue and Expenditure Budget (APBA). Based on the main ideas that will become the priority Aceh regional legislation program (Prolegda) in 2019-2024, including: 1). Draft Aceh Qanun on Acehnese Culture and Arts; 2). Draft Aceh Qanun on Aceh Cultural Week; 3). Draft Aceh Qanun on the Advancement of Acehnese Culture.

The main ideas that have been determined as a priority Aceh regional legislation program (Prolegda) in 2019-2024 show that development in the cultural sector is a priority that regulates several things, including the Aceh Cultural Council, a team of cultural experts, cultural ecosystems, cultural heritage, customs, Intangible Cultural Heritage (WBTB), HR certification, databases, cultural gifts, cultural institutions, Aceh arts, and others. The 3 development priority points 1 them is related to development in the cultural heritage sector which will include the spice route later. So that the Aceh Culture and Tourism Office should be able to improve the achievements of the implementation of the Aceh Province spice route program in the future.

Based on this, it can be seen that the goals set by the Governor of Aceh Regulation Number 10 of 2022 concerning the Implementation of the Spice Route in Aceh Province have not achieved the objectives to be achieved, namely that good management has not been achieved and the Aceh spice route has not been running according to its function.

### ***Program Implementer in the Implementation of the Aceh Spice Route***

In the case of actors in the implementation of the Aceh spice route, namely the Culture and Tourism Office as the executor who holds full power over the implementation of the Aceh spice route, the Culture and Tourism Office coordinates and cooperates with the Aceh Spice Route Expert Team formed based on Aceh Governor Regulation (Pergub) Number 520 /1630/2020 in carrying out the program in accordance with Aceh Governor Regulation (Pergub) Number 10 of 2022 concerning the Implementation of the Aceh Spice Route. The executors of the Aceh Pergub are the Aceh Culture and Tourism Office, the Aceh Education Office, the Aceh Agriculture and Plantations Office, the Aceh Secretary's Privileges and People's Welfare Bureau, the Mayor of Banda Aceh and the Regent of North Aceh.

The Aceh Province Culture and Tourism Office as the leading sector is the implementer of most of the programs in the Spice Route Program. As a program implementing agency related to the Aceh spice route program, it should have expertise related to understanding the concept of the program to be implemented. However, in the current condition, the number of personnel who have background knowledge in the field of mapping the spice route concept within the Aceh Province Disbudpar is still minimal. So that the implementation of programs related to the spice route program in Aceh Province has not been optimal.

### ***Resources Involved in the Implementation of the Aceh Spice Route***

Judging from the aspect of existing resources in the data from the Decree of the Governor of Aceh for the Aceh Spice Route Team at the Bureau of Privileges and Welfare of the Aceh Regional Secretariat, for 2020 there are 63 human resources consisting of 6 Directors, 7 Expert Teams, 6 implementers, 7 research staff, 10 outreach, and campaign staff, 10 cooperation staff, 8 Aceh Culture Week (PKA) theme department, and 9 regulatory staff. With a large number of personnel, in terms of quality, activities can still be carried out properly. This is evidenced by the well-organized implementation of all the activities of the Aceh Spice Route Program.

As a potential for spice farming, natural and cultural resources are still scattered throughout Aceh, especially on the southwest coast and northeast coast. Apart from producing raw materials for spices, currently, Aceh is also a producer of essential oils for the best perfume industry raw materials in the world, which are sourced from three spice commodities namely nutmeg, cloves, citronella, and patchouli. This great potential has not yet made a significant contribution to the welfare of the people of Aceh because Aceh is still selling commodities in the form of raw materials, not yet processed products with high selling value. So, this is a very concrete reason for building agro-industry and spice agro-tourism, as well as making Aceh the main spice-producing region in the world.

Budgetary/funding resources are one of the most decisive sources in the implementation of a program, as well as the implementation of the spice route program in Aceh Province. Where the financial resources allocated by the Aceh government for the development of the reconstruction and revitalization of the spice route are not yet available, so not all planned programs and activities related to the spice route program in Aceh Province can be implemented.

Based on the condition of human resources, natural and cultural resources, as well as budgetary/financial resources, it can be concluded that the allocated resource factor is one of the factors that has caused the implementation of the Spice Route Program in Aceh Province to have not been carried out optimally.

### **The Context of the Spice Route Program in Aceh Province**

#### ***The Powers, Interests, and Strategies of the Actors Involved in the Implementation of the Aceh Spice Route***

The spice route is a mainstay sector for regional development in Aceh Province, this can be seen from the vision in the Aceh Governor Regulation (Pergub) Number 10 of 2022 concerning the Implementation of the Aceh Spice Route. With this vision, it becomes a strength for the Aceh Culture and Tourism Office together with other Aceh Regional Work Units (SKPA) and stakeholders involved in implementing the Aceh spice route program.

The Aceh government, especially the Aceh Culture and Tourism Office as the leading sector, has an interest in implementing the Aceh spice route program in an effort to realize the goals of the Aceh Governor's Regulation, namely by carrying out the strategy outlined in the Aceh Governor's Regulation and the Aceh Culture and Tourism Office's Strategic Plan referring to the goals and objectives which has been stipulated in the Aceh Governor Regulation.

#### ***Characteristics of Institutions and Rulers in the Implementation of the Aceh Spice Route***

Consistency from the Aceh Culture and Tourism Office is a key factor in implementing the spice route program considering that the Aceh Culture and Tourism Office is the leading sector in the reconstruction and revitalization of the archipelago spice route in Aceh so it is consistent in implementing each program and activity according to the Aceh Governor's Regulations to achieve goals and objectives. The existence of support at the legislative level of the Aceh province for the spice route will facilitate the steps of the Aceh Culture and Tourism Office in optimizing the implementation of the spice route program in Aceh Province.

#### ***Compliance and Responsiveness in the Implementation of the Aceh Spice Route***

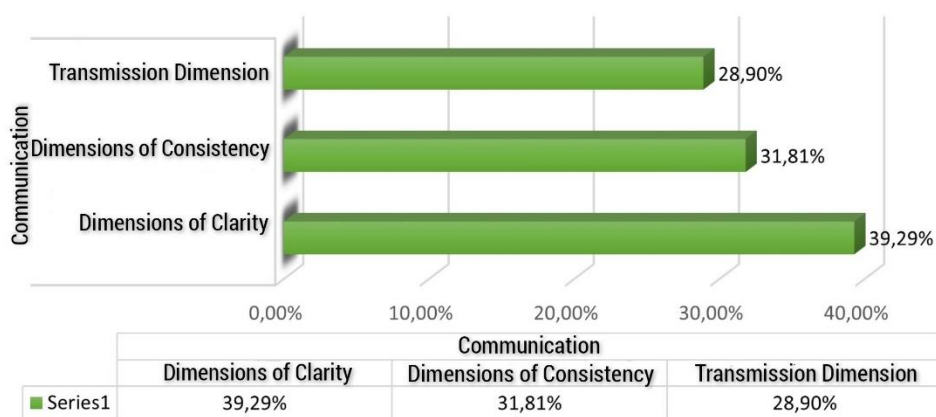
The compliance of the Aceh Culture and Tourism Office can be seen from the existence of a strategic plan that was prepared as a strategy to follow up on the direction of the Aceh spice route program as stipulated in the Aceh Disbudpar Strategic Plan. In addition to preparing the Strategic Plan, the Aceh Disbudpar also prepares a work plan that contains programs and activities to be implemented as a follow-up to achieving the goals and objectives of the Aceh Governor's Regulation.

As a form of responsiveness as an implementer, the Aceh Disbudpar carries out an evaluation at the end of each year to see the realization of the targets that have been set in an effort to achieve the goals and objectives that have been mandated in the Pergub Aceh.

To measure the implementation of the spice route in Aceh Province, it can be seen from several aspects of the research indicators have been determined previously. The followings are the findings and discussion of the research results:

### Factors Influencing the Implementation of the Spice Route Program in Aceh Province Communication

Communication is described as "the process of imparting communicator knowledge to the communicant" by Edward (Purba et al., 2019). Information about public policy needs to be communicated to policy actors so that actors can know what they need to prepare and do to implement the policy so that the aims and objectives can be realized as planned. Policy communication has several dimensions, including the dimensions of transmission, clarity, and consistency (Mujiburrahman & Sofyandi, 2021).



**Figure 1.** Communication of the Implementation of the Aceh Spice Route Program in Numbers

*Source : Processed by the author with NVIVO 12 Plus*

Based on the picture above, explains that there is a dimension of clarity in the implementation of the spice route in Aceh with a percentage of 39.29%, then a dimension of consistency with a percentage of 31.81%, and a lack of dimensions of transmission with a percentage of 28.90%. The following is an explanation of the aspects contained in the communication related to the implementation of the Aceh spice route program, namely:

#### Transmission Dimensions

The transmission aspect is in the form of tiered socialization about the Aceh spice route which refers to the Aceh Governor Regulation No. 10 of 2022 has not been effective, because tiered socialization in the spice route sector as a cultural heritage from policymakers at the Center, namely the Ministry of Education, Culture, Research, and Technology has only reached program implementers at the Aceh Provincial level, namely UPT. The Aceh-North Sumatra Cultural Value Preservation Center (BPNB), the Aceh Regional Secretariat's Privileges and People's Welfare Bureau, the Aceh Culture and Tourism Office, and the Aceh Regional Development Planning Agency (BAPPEDA) are still general in nature, and not specific to indicators. Socialization from related agencies to the whole community, some have not yet implemented it. Almost all agencies have carried out socialization on the occasion of routine monthly mini-workshops and campaigns at the provincial level, but this has not yet been carried out at the district/city level. Elections for the army of spices and races for the route of spices were also carried out in the province. Socialization from UPT. BPNB Aceh-North Sumatra together with the Bureau of Privileges and People's Welfare of the Aceh Secretariat and the Aceh Disbudpar to cross-sectors and networks namely, District/City Disbudpar, NGOs related to implementation within the framework of the Aceh spice route have not been implemented. The following is an excerpt of an interview conducted with Mr. Imam Juwaini, M.A as an Aceh artist:

*"Maybe if I see it's still fifty-fifty, it means as we said earlier, it means we haven't, if the action isn't booming yet, maybe not all people understand this, if I look at it more than*



*fifty-fifty, it means that between the government and the people, maybe even in Banda Aceh, not all people understand what is meant by the spice route, let alone the wider community. This means that it is still rolling among the government and campus circles.” (January 30, 2022 at 10.54 WIB).*

Based on the interview, in carrying out a program from the existing spice route, many parties must be involved. Like the Governor of Aceh Regulation, No. 10 of 2022 must indeed encourage the growth and development of community participation in the implementation of the Aceh Spice Route.

Formal and informal communication is needed in preparation for the implementation of the Aceh Spice Route to work around this. When communicating formally, such as between program administrators and policymakers, rules and procedures are followed. Instructions prompt, and explanations are used by policymakers in their communications with cross-sectoral and community program participants. Social media can be used for informal communication. The delay in formal communication will be resolved through informal communication.

### ***Dimensions of Consistency***

The dimension of consistency is needed so that policy implementers, target communities, and interested parties are not confused by the actions taken.

In the aspect of consistency, results were not consistent between the policies set by the stakeholders at the Center, in this case, the Ministry of Education, Culture, Research, and Technology, and the implementers in the regions, namely the UPT. BPNB Aceh-North Sumatra and the Aceh Culture and Tourism Office. Performance indicators for the implementation of the Aceh spice route do not include good indicators and still refer to the concept level only. This is because there is no directive as to who will become the leading sector in the spice route sector as an indicator of the performance of the spice route in Aceh. The following is an excerpt of the interview conducted with Mr. Nabhany AS as an Acehnese humanist as follows:

*“The implementation, right, is like what we said earlier, what should have given birth to concepts, what strategies have to have been born, because so far the focus has only been on legality that Aceh is indeed one of the spice routes in the archipelago. Yes, that's actually from the start, no, it's no longer a debate whatsoever. The story of the Malacca Strait is one of the entrances that connect the western hemisphere with the eastern hemisphere. So all world traders who want to have contact with the eastern world, the far east, of course, have to pass through the Malacca Strait and vice versa, the eastern route must also pass through the Malacca Strait. That's why the Malacca Strait was a strategic trade route in classical centuries and this has actually been established since the Samudra Pasai kingdom. What Pasai's relationship with China means today can be seen in the cakradonya bell. So it was impossible for the Ming dynasty, which was represented at that time, if there wasn't a harmonious relationship between the two kingdoms, it's impossible for them to give gifts as well as pasai, so the Chinese kingdom is one of the proofs, so talking about spices in Aceh is final.” (27 January 2022 at 12.41 WIB).*

Based on the interview above, the aspect of consistency in terms of organizing the Aceh spice route so far has only focused on Aceh's legality as one of the archipelago's spice routes. Looking back on history, the implementation of the Aceh spice route should no longer be a debate and is final with existing historical evidence such as the cakrado bells as proof of the diplomatic relations between Aceh and China.

### ***Dimensions of Clarity***

The aspect of clarity for the Government of Aceh as a determinant of the program is complete and clear, the Aceh Governor Regulation Number 10 of 2022 consists of the General

Guidelines for the Implementation of the Aceh Spice Route and Technical Guidelines for Strengthening and Preserving the Aceh Spice Route is sufficient to become the basis for program implementation, plus for the technical implementation of the program specifically, the development of the spice agro-industry and the Aceh spice botanical garden agro-tourism has been equipped with the results of an analysis of a strategic issue and a policy in the form of a short text, to convince policymakers to adopt the proposed alternative options. While other implementations such as outreach, essay writing competitions, documentaries, and talk shows are complete up to program indicators. Good synergy for executors has not been built and carried out. The interviews conducted with Mr. Mawardi Umar as Chairman of the Indonesian Society of Historians (MSI) Aceh Province are as follows:

*"For the government of Aceh, from the start, it has received an extraordinary welcome. We have held several meetings, and they support us well and are accompanied by two central institutions, yes, there is the BPNB-BPCB, right? The essay Writing contest, the film then one more yes there are three for that competition yes there is a radio, talk show yes it has been done actually yes at first yes but more what is the name the most important is the spice route for this what is it just coordination the drawbacks maybe, because the spice route is not only carried out by the Culture Office, but involves many other Aceh Work Units (SKPA), for example, to strengthen access, so it must involve PUPR, that's all that is still lacking, especially what the ISRA Bureau with the culture service have done this but the other Aceh Working Units (SKPA) are still not like that right, so there is no coordination yet, that's still it not enough." (28 January 2022 at 11.53 WIB).*

Based on the interview above, the aspect of the policy objective is to increase program access to the implementation of a comprehensive Aceh spice route, including promotive, preventive, curative, and rehabilitative services and indicators of success.

### Resources

The resources owned by the executor and the clarity of information determine the success of implementing a policy. Policy implementation will not work properly without adequate resources (Ridwan, 2010). Resources to support policy implementation can be in the form of financial resources or human resources, especially implementing competencies (Mujiburrahman & Sofyandi, 2021). The role of resources in the implementation of the spice route program in Aceh is very important in supporting or influencing the success of program implementation with several aspects, namely:



**Figure 2.** Resources for Implementation of the Aceh Spice Route Program in Numbers

*Souce : Processed by the author with NVIVO 12 Plus*

The picture above shows that there is no clear budget allocation for the Aceh spice route program with a percentage of budget resources of 7.35%. Besides the lack of clarity on the budget,

the insufficiency of human resources is also a serious concern for implementation in the Aceh spice route with a percentage of 22.51%. Available facilities and infrastructure such as the potential for spices and authentic evidence give confidence in the implementation of the spice route in Aceh with a percentage of 37.44%. This has further convinced the Aceh government in revitalizing and reconstructing the Aceh spice route with a source of authority protecting cultural heritage with a percentage of 32.70%. The following is an explanation of the aspects contained in the resources related to the implementation of the Aceh spice route program, namely:

### **Human Resources**

Human Resources (HR) in terms of quantity seen from the number of Aceh spice route administrators available in Aceh province have been sufficient to prepare for the implementation of the Aceh spice route program. Meanwhile, in terms of quality, it is not enough in terms of the implementation that should be given, namely still at the level of concepts, socialization, and campaigns, as well as ceremonial activities only.

According to an interview with Mr. Ambo S. Ajie an employee at the Aceh-North Sumatra Province Cultural Heritage Preservation Center (BPCB):

*"The Aceh government moved quickly, as far as I know, the Governor immediately made a Governor's Decree (Keppub) for the spice route team through the Aceh Governor's Decree. This idea was welcomed by the Aceh government regarding the spice route as a world heritage. Furthermore, the Aceh government has also prepared a budget plot for 2021 with various activities related to the spice route from making films, outreach, and seminars." (22 January 2022 at 18.50 WIB).*

Based on the interview above, the Aceh government welcomes the implementation of the spice route in Aceh. This is evidenced by the formation of the Aceh Spice Route Expert Team as stated in the Governor of Aceh Decree Number 520/1630/2020.

### **Resources Authority**

In organizing the Aceh spice route, there are interesting things related to the authority where the Culture and Tourism Office should be the leading sector of the program, the Aceh Regional Secretariat's People's Welfare and Privileges Bureau as a coordinating regional apparatus organization (OPD) also takes part in organizing spice route activities Aceh. According to an interview with Ms. Kemalawati the Head of the Culture and Customs Development Subdivision of the Bureau of Privileges and People's Welfare of the Aceh Secretariat:

*"First, do a study. We made a study of the spice route. Well, the study can be here, it can be in Disbudpar. Because actually, the leading sector is definitely Disbudpar. Because they are technical SKPA is in charge of cultural issues. Then the spice route campaign, considering that at the end of 2020, the spice route will get funding for 2021, through the spice route campaign. In addition to holding the first spice route seminar in 2021 in early April involving 23 regencies/cities. Another thing is making talk shows on radio and TV, through collaboration with Radio Serambi Indonesia with various themes, including those who fill them are indeed experts, for example, for history, we invite Pak Mawardi to talk about the history of the spice route. Then, for cultural issues, we invite a team of experts and the Cultural Heritage Preservation Center." (25 January 2022 at 15.59 WIB).*

Based on the interview above, there is a lot of authority is exercised by the Aceh government by involving existing resources in Aceh such as academics, cultural observers, and community leaders in organizing the Aceh spice route.

### **Equipment Resources**

Resource facilities or equipment available to operationalize the implementation of the spice route program in Aceh are important to the success of the program. The Aceh government through the Aceh Regional Planning and Development Agency (BAPPEDA) built a spice botanical garden in an effort to develop revitalization of the archipelago's spice routes in Aceh. The following is an excerpt from an interview with Ms. Hasrati as a Functional Planner Young and Expert in the Field of Economics and Natural Resources BAPPEDA Aceh:

*"We are planning to build a herb botanical garden. So, like this, the model for the Botanical Garden in Bogor, for example, isn't it, Bogor Botanical Gardens? But this, later there will be a botanical garden that will contain allspice commodities, all the spice plants will be there. Then, if what we make agro-industrial commodities is of course in other gardens, right, this is for a collection of plants where if people come to see Aceh with its past, with its glorious spices, where? You see, that's what we're trying to do." (21 January 2022 at 16.29 WIB).*

Based on the interview above, the implementation of the Aceh spice trail is not just to restore the glory of spices to their past. However, the development of the revitalization of the spice route with the facilities and evidence of the spice commodity is the main goal.

### **Budget Resources**

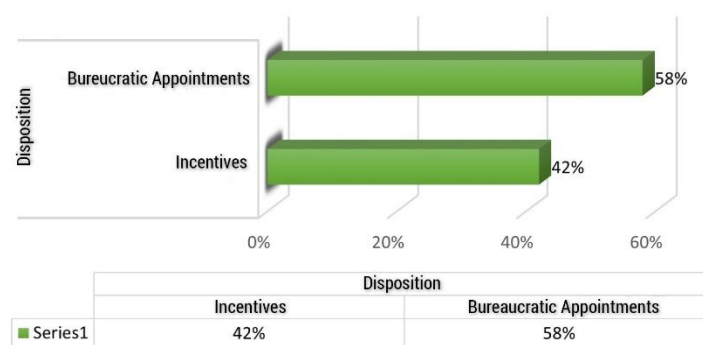
The success of implementing the Aceh spice route program was influenced by the unavailability of a budget in the Aceh Revenue Expenditure Budget (APBA). The unavailability of the budget also results in a low disposition of program actors, so the program cannot be implemented as well as possible. As stated in the interview with Mrs. Hasrati as the Functional Young Expert Planner for BAPPEDA Aceh and Mr. Ambo S. Ajie as the Aceh-North Sumatra BPCB Non-PNS Officer:

*"So that's the year we prepared documents, those documents can't necessarily go into 2022, meaning the budget can't go into 2022 all of a sudden. Because, for example, the document will only be completed in the middle or toward the end of 2021. Meanwhile, the planning process for setting the 2022 budget has started from the beginning of the year. So at the same time, we have prepared a budget for 2023, so now it will be included in 2022 early, but to include it early. When the issue is booming, we can no longer include it in the 2022 budget. It has been allocated in the budget, there are already activities to support the spice route, and there is already stakeholder cooperation. So, BPCB is involved, campuses are involved, and campuses for example UIN, and Unsyiah, are involved in the Aceh spice route team. Then, the involvement of the Provincial Work Unit (SKPK)." (25 January 2022 at 15.59 WIB) and (22 January 2022 at 18.50 WIB).*

Based on the interview above, the budget allocation for the implementation of the Aceh spice route for the 2022 fiscal year is not yet available because the spice route program is a crucial issue in 2021 so the budget allocation for 2022 is prepared and planned to be determined in the 2023 budget year.

### **Disposition**

Edward defines a disposition as "the will, desire, and tendency of policy actors to implement policies seriously so that what is the goal of the policy can be fulfilled (Desrinelti et al., 2021). In order for policy implementation to be carried out effectively and efficiently, implementers must not only be aware of what must be done and have the necessary skills but also have the motivation to carry it out (Riswandi, 2020). The following are the elements that contributed to the dispositional success of the Aceh Spice Route program:



**Figure 3.** Disposition of the Implementation of the Aceh Spice Route Program in Numbers  
**Source :** Processed by the author with NVIVO 12 Plus

The picture above explains that there is a bureaucratic appointment in the implementation of the Aceh spice route with a percentage of 58% and incentives given with a percentage of 42%. Following is an explanation of the aspects contained in the disposition related to the implementation of the Aceh spice route program, namely:

### **Incentives**

The Aceh government has not yet provided incentives for individuals or stakeholders involved in organizing the Aceh spice route, for program implementers, both individuals and institutions. According to an interview with Mr. Ambo S. Ajie a Non-PNS Employee at the Aceh Cultural Heritage Preservation Center (BPCB):

*"Prepare funds, funds for intensive assistance to farmers, build good ports, enforce regulations, so regulations are in place, budget funds are available, it will definitely work, now it's not yet. Because the fourth stage has not yet reached it, the four stages are still talking about its past, at present, there are no regulations regarding the present, the proof is that there has been no policy issued by the Ministry to expand the area of pepper plants, only farmers are busy owner's equity." (22 January 2022 at 18.50 WIB).*

Based on the interview above, there is no incentive fund for organizers involved in organizing the Aceh spice route due to the absence of a special budget for the Aceh spice route in the APBA and the lack of enforcement of regulations. The implementation of the archipelago spice route, both at the ministry level and by the Aceh government, is still talking about the past and has not yet led to physical development.

### **Bureaucratic Appointments**

The results of the study found that the attitude of the program implementers was owned by the Aceh Culture and Tourism Office, the Aceh Spice Path Expert Team, UPT. Aceh-North Sumatra Cultural Value Preservation Center (BPNB), UPT. The Aceh-North Sumatra Province Cultural Heritage Preservation Center (BPCB), the Bureau of Privileges and People's Welfare of the Aceh Regional Secretariat, and the Aceh Regional Planning Agency support and are committed to the readiness to implement the spice route program in Aceh Province. Program holders are committed to being ready to work together to handle it with cross-sectors, have a positive attitude, and will assist in program implementation. As stated in an interview with Mr. Bulman Satar the Head of the History Section of the Aceh Province Culture and Tourism Service (Disbudpar):

*"We have actually started this program since last year, meaning that there have been many advocacy efforts to revive the Aceh spice route program, there have been outreach programs and campaigns, and there have been many FGD seminars that we have conducted related to spices. then we have also drawn up a gubernatorial regulation on*

*the Aceh spice route I am involved in then going forward we will develop this program, developing the agrotourism destination of the spice botanical garden. The design has been completed, this is program consolidation and then also an introduction to the younger generation, for essay competitions, film competitions." (26 January 2022 at 10.22 WIB).*

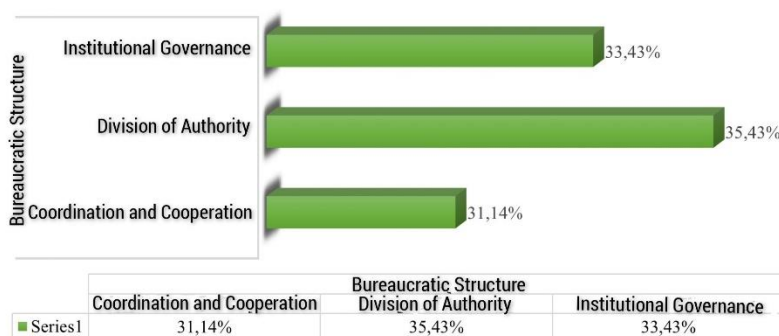
Based on the interview above, some of the activities that have been carried out by the Aceh Culture and Tourism Office as a leading sector are proof of its strong commitment in organizing the Aceh spice trail program starting from outreach, holding competitions, and of course with the main program for developing agro-tourism destinations for the Aceh spice botanical garden.

### **Bureaucratic Structure**

An organizational structure called the bureaucracy is in charge of enforcing laws that have a major impact on how those laws are enforced. A standard operating procedure (Standard Operational Procedures, or SOP) is required to support the successful implementation of the policy. Standard Operational Procedures (SOP) are required for every policy implementer as operational guidelines (Subekti et al., 2017).

The bureaucratic structure that implements the spice route program in Aceh Province is not only one agency or institution that is responsible, but there are several agencies that are also responsible (Cecep Kurniawan, Setyawan Widyarto, 2018). The involvement of other agencies is very important because it can support the successful implementation of the spice route program in Aceh Province, including the Governor of Aceh. as the one giving the authority, among other things, such as compiling and establishing plans for the development and revitalization of the Aceh spice route as well as carrying out the registration, recording, and recording of the registration of tourism businesses in Aceh Province. The Governor of Aceh also facilitated the development and promotion of spice tourism, organized community awareness guidance on spices, and allocated a budget for the spice route which was then handed over to the relevant agencies.

In implementing the spice route program in Aceh, there are several aspects that support the bureaucratic structure in implementing the spice route in Aceh, namely, institutional governance, division of authority, and coordination and cooperation.



**Figure 4.** Aceh Spice Route Implementation Bureaucratic Structure in Numbers

*Source : Processed by the author with NVIVO 12 Plus*

Based on the figure above, provides evidence of the division of authority in the Aceh spice route program with a percentage of 35.43%, then followed by institutional governance with a percentage of 33.43%, and coordination and collaboration between agencies with a percentage of 31.14% have not been maximized. Following is an explanation of the aspects contained in the bureaucratic structure related to the implementation of the Aceh spice route program, namely:

### **Institutional Governance**

Institutional governance in the successful implementation of the Aceh spice route has made the Aceh Regional Planning and Development Agency (BAPPEDA) the main actor in managing

activities related to the Aceh spice route program. The Aceh Bappeda also manages the Aceh Government Regional Apparatus Organization (OPD) to become the leading sector in the Aceh spice route. As stated in the interview with Mrs. Hasrati as the Functional Planner Young Expert of the Aceh Bappeda:

*"We see from two contexts, now there are two ministries that carry out the issue of the archipelago's spice route, the first being the ministry of culture. Education and culture, that carries heritage issues, so historical issues, and cultural issues, like the spice route. And this spice route will be established, it is being proposed to become a world cultural heritage by UNESCO, that is what is being fought for. So we carry out an institutional function. Furthermore, how does the industrial service process the spices into a product. Then Bappeda can incorporate all of this into a complete plan that will be implemented by the Aceh government later." (21 January 2022 at 16.29 WIB).*

Based on the interview above, the spice route program is carried out by two ministries nationally, namely, the Ministry of Education, Culture, Research and Technology which carries historical and cultural issues. Meanwhile, the Ministry of Tourism and Creative Economy issues spice route tourism. The Aceh Bappeda plays an important role in turning the program into a complete plan for the Aceh government to implement the program.

#### **Devision of Authority**

The results of the research prove that progress in the implementation of the spice route is inseparable from the success of the division of authority from the Ministry of Education, Culture, Research, and Technology through the UPT. The Aceh-North Sumatra Cultural Value Preservation Center (BPNB) conveyed the priority program for the archipelago's spice route to the Government of Aceh. The following is an interview with Ms. Kemalawati the Head of the Culture and Customs Development Subdivision of the Bureau of Privileges and People's Welfare (ISRA) of the Aceh Regional Secretariat:

*"The pure spice route from the ministry was only determined by two points, including in Aceh, two starting points. That is, later it could have moved from two points to twenty, but there are already twenty-two. Well, the Aceh government is currently being offered this program to be delivered to the Aceh government through Assistant II to the Aceh Regional Secretariat at that time by Mrs. Iriani from BPNB, BPNB is an extension of the ministry, yes the Aceh Cultural Value Preservation Center represents Banda Aceh and the Provinces of Aceh and North Sumatra there are two provinces, several people were invited by Mrs. Rini for a friendly visit to the Aceh government by sending a letter to the Assistant of two Mr. Ahmad Dadek. At that time, Mr. Dadek assign the ISRA Aceh Secretariat Bureau to facilitate the meeting and during the meeting, Mr. Dadek immediately said that the Aceh government welcomed this national program so that we would indeed make it a world cultural heritage. This means that the Aceh government does not work alone but, the two UPTs of the Ministry of Education and Culture in Aceh are our partners. They are on a team of experts, so when we didn't know about the national program, the ones who gave us input were these two people, the heads of BPCB and the heads of BPNB. So, we conducted a study, the initial study was at the seminar, then we made a campaign, we have also carried out this, the most important is the Pergub on the spice route." (25 January 2022 at 15.59 WIB).*

Based on the interview above, there is a division of authority in the priority program for the archipelago spice route in Aceh from the Ministry of Education, Culture, Research, and Technology through the UPT. BPNB Aceh-North Sumatra to the Government of Aceh facilitated by the Bureau of Privileges and People's Welfare of the Aceh Secretariat.

### Coordination and Cooperation

The results of the study make it clear that the success of organizing the Aceh spice route is largely determined by the coordination and cooperation between the elites and the agencies involved. This is evidenced by the coordination that has been established at the Bureau of Privileges and People's Welfare (ISRA) of the Aceh Regional Secretariat as the facilitator for conveying the spice route program to the Aceh government. As stated in an interview with Mr. Bustami Abubakar as Chair of the Indonesian Anthropological Association (AAI) Aceh Province / Aceh Spice Path Expert Team:

*"Even though the ISRA Bureau is only for coordination because from the start we designed it so that the coordination would be in the ISRA Bureau. Then, in its implementation, most of them are in the culture and tourism service, then there are several other agencies that are involved but have not yet directed implementation." (25 January 2022 at 11.20 WIB).*

Based on the interview above, there is coordination and cooperation between the relevant agencies involved in organizing the Aceh spice route. In terms of implementation, it is the full responsibility of the Aceh Culture and Tourism Office together with other related agencies or agencies, but the implementation has not been led.

### Opportunities and Challenges of the Aceh Spice Route

The Aceh spice route has an important role. This section describes the current conditions related to the general picture related to the opportunities and challenges of the Aceh spice route, namely:

**Table 2.** Matrix of Opportunities and Challenges for the Aceh Spice Route Program

Aceh Spice Route Program		
Indicator	Opportunity	Challenge
<b>Bureaucratic Structure</b>	There is coordination and cooperation between the vertical agencies of the Ministry of Education and Culture UPT BPNB-BPCB Aceh and the Aceh Government.	There is no common perception between the vertical agencies of the Ministry of Education and Culture UPT BPNB-BPCB Aceh and the Aceh Government even though there has been an agreement on the development of the Aceh spice route.
<b>Resource</b>	The existence of historical evidence and manuscripts as supporters in the revitalization and reconstruction of the Aceh spice route.	There is no budget plot to support the Aceh spice route program, both in the APBN and APBA.
<b>Disposition</b>	The existence of the Aceh Spice Route Team was formed as an acceleration of the revitalization and reconstruction of the spice route.	There has not been a good commitment between the Aceh Government Work Units (SKPA), only the Isra Bureau and the Aceh Disbudpar are seen working.
<b>Communication</b>	There are activities carried out such as socialization/campaigns, seminars, competitions, and also program clarity such as the development of agro-tourism and agro-industry of spice botanical gardens.	The activities carried out are still limited to theory and events, not yet leading to physical activities.

*Source: Processed by the Author (2022).*

### Internal and External Opportunities for the Aceh Spice Route Program

The implementation of the Aceh spice route program has an internal opportunity to be proposed as a world cultural heritage, namely, there is great potential, and is not only designated as a tourist attraction. However, it also embodies how Aceh can return to being a spice-producing



area, past glories really want to be repeated. Moreover, the potential is because the west-south coast is directly facing the Indian Ocean international trade route. Then, external opportunities are also supported by evidence of Aceh's spice history in well-known manuscripts such as sicupak pepper, cloves, nutmeg, ginger, and other spice commodities as evidence of Aceh's economic and cultural trade diplomacy with European countries and even the world, especially with Turkey.

### ***Internal and External Challenges of the Aceh Spice Route Program***

Aceh's spice route aside from having internal and external opportunities also has internal and external challenges in its implementation. The internal challenge in the implementation of the spice route in Aceh is that there is no common perception between program implementers and the impression that each is still working and running. The external challenges, and the lack of strong cooperation between the Aceh government and district/city governments, make it difficult to disseminate insights and provide public understanding regarding the Aceh spice route program in districts/cities.

## **CONCLUSION**

In terms of the spice route, various efforts have been made by the Aceh government through the Bureau of Privileges and People's Welfare (ISRA) of the Aceh Regional Secretariat (SETDA), Aceh Bappeda and Aceh Disbudpar in implementing the spice route program in the field. There is clarity about the contents of the Aceh spice route program which is contained in the concept of developing the spice agro-industry and the Aceh spice botanical garden agro-tourism. Then, there is clarity from the context of the program which is strengthened by the Governor of Aceh Regulation Number 10 of 2022 concerning the implementation of the Aceh spice route as the implementing force in carrying out the program. The bureaucratic structure that implements the spice route program in Aceh Province is not only one agency or institution that is responsible, but there are several agencies that are also responsible. The involvement of other agencies is very important because it can support the successful implementation of the spice route program in Aceh Province, including the Governor of Aceh. as the one giving the authority, among other things, such as compiling and establishing plans for the development and revitalization of the Aceh spice route as well as carrying out the registration, recording, and recording of the registration of tourism businesses in Aceh Province. The Governor of Aceh also facilitated the development and promotion of spice tourism, organized community awareness guidance on spices, and allocated a budget for the spice route which was then handed over to the relevant agencies. In implementing the spice route program in Aceh, there are several aspects that support the bureaucratic structure in implementing the spice route in Aceh, namely, institutional governance, division of authority, and coordination and cooperation.

Internal and External Opportunities for the Aceh Spice Route Program Implementation of the Aceh spice route program has an internal opportunity to be proposed as a world cultural heritage, namely, there is great potential and is not only designated as a tourist attraction. Then, external opportunities are also supported by evidence of Aceh's spice history in well-known manuscripts such as sicupak pepper, cloves, nutmeg, ginger, and other spice commodities as evidence of Aceh's economic and cultural trade diplomacy with European countries and even the world, especially with Turkey. The internal challenge in the implementation of the spice route in Aceh is that there is no common perception between program implementers and the impression that each is still working and running. The external challenges and the lack of strong cooperation between the Aceh government and district/city governments have been established, making it difficult to disseminate insights and provide public understanding regarding the Aceh spice route program in districts/cities.

## **ACKNOWLEDGEMENT**

We thank our supervisors and Muhammadiyah University of Yogyakarta who have supported this research.

## REFERENCE

- Aceh, G. (2022). *Peraturan Gubernur Aceh Nomor 10 Tahun 2022*.
- Alamsyah, K. (2016). Kebijakan Publik Konsep dan Aplikasi. In *Media Citra Mandiri Press*.  
[http://repository.unpas.ac.id/42249/3/Buku\\_Kebijakan\\_Publik\\_REV\\_15\\_nov.pdf](http://repository.unpas.ac.id/42249/3/Buku_Kebijakan_Publik_REV_15_nov.pdf)
- Amanda, P. I. (2016). Kebijakan Publik (Teori, Analisis, Implementasi Dan Evaluasi Kebijakan).  
*TheJournalish: Social and Government*, 1, 34–38.  
<http://thejournalish.com/ojs/index.php/thejournalish/article/view/7>
- Annafie, K., & Nurmandi, A. (2016). Kelembagaan Otonomi Khusus (Otsus) Dalam Mempertahankan Nilai-Nilai Kebudayaan Di Provinsi Daerah Istimewa Yogyakarta. *Journal of Governance and Public Policy*, 3(2), 304–338. <https://doi.org/10.18196/jgpp.2016.0061>
- Ayuningtyas, A., & dkk. (2018). Indeks Pembangunan Kebudayaan 2018. In *Book*.
- Bailah. (2019). Implementasi Tujuan Jangka Menengah Dan Jangka Panjang Proyek Perubahan Oleh Camat Alumni Diklat Kepemimpinan Tingkat III di Kota Jambi. *Jurnal Sains Sosio Humaniora*, 3(2), 151–166. <https://doi.org/10.22437/jssh.v3i2.8120>
- Cecep Kurniawan, Setyawan Widyarto, L. Y. P. (2018). Implementasi Struktur Birokrasi Strategi Pertahanan Laut Menghadapi Ancaman di Perairan Provinsi Sulawesi Tenggara. *Strategi Pertahanan Laut*, 4(1), 1–18.
- Christianingsih, E. (2017). Pengaruh Koordinasi Terhadap Pelayanan Prima Penerbitan Akta Kelahiran Di Dinas Kependudukan Dan Pencatatan Sipil Kabupaten Bandung. *Ilmiah Magister Ilmu Administrasi*, 11(1).  
<http://jurnal.unnur.ac.id/index.php/jimia/article/view/325/314>
- Desrinelti, D., Afifah, M., & Gistituati, N. (2021). Kebijakan publik: konsep pelaksanaan. *JRTI (Jurnal Riset Tindakan Indonesia)*, 6(1), 83–88.  
<http://www.jurnal.iicet.org/index.php/jrti/article/view/906>
- Grindle, M. S. (2017). *Politics and Policy Implementation in the Third World* (2017th ed.). Princeton University Press.
- Haradhan, M. (2018). Qualitative Research Methodology in Social Sciences and Related Subjects. *Journal of Economic Development, Environment and People*, 7(1), 23–48.
- Inagurasi, L. H. (2017). Komoditas Perdagangan di Pelabuhan Internasional Samudra Pasai pada Masa Dulu dan Masa Kini. *Kapata Arkeologi*, 13(1), 21.  
<https://doi.org/10.24832/kapata.v13i1.375>
- Marihandono, D., & Kanumoyoso, B. (2016). *Rempah, Jalur Rempah, Dan Dinamika Masyarakat Nusantara* (p. 242).
- Muhzinat, Z. (2020). Perekonomian Kerajaan Aceh Darussalam Era Sultan Iskandar Muda. *Tsaqofah & Tarikh: Jurnal Sejarah Dan Kebudayaan*, 5(2), 73–82.
- Mujiburrahman, & Sofyandi, A. (2021). Analisis Komunikasi dan Sumberdaya dalam Implementasi Kebijakan Kapitasi Berbasis Komitmen Pelayanan Badan Penyelenggara Jaminan Sosial (KBK-BPJS). *Bima Nursing Journal*, 2(2), 90–103.  
<https://doi.org/10.32807/bnj.v2i2.711>

- O'neill, M., Booth, S., & Lamb, J. (2018). Using nvivo™ for literature reviews: The eight step pedagogy (N7+1). *Qualitative Report*, 23(13), 24–39.
- Purba, J. F., Tarigan, U., Nasution, I., & Suharyanto, A. (2019). Implementasi Sistem Informasi Administrasi Kependudukan dalam Pengurusan Kartu Tanda Penduduk Elektronik. *Perspektif*, 8(2), 77–83.
- Putri, L. D., & Amri, A. (2017). Komunikasi Intrabudaya Pada Makna Ranub Dalam Kebudayaan Masyarakat Aceh (Studi Pada Masyarakat Gampong Lubuk Kecamatan Ingin Jaya, Aceh Besar). *Jurnal Ilmiah Mahasiswa FISIP Unsyiah*, 2(4), 359–370.
- Rahman, F. (2019). “Negeri Rempah-Rempah” Dari Masa Bersemi Hingga Gugurnya Kejayaan Rempah-Rempah. *Patanjala: Jurnal Penelitian Sejarah Dan Budaya*, 11(3), 347. <https://doi.org/10.30959/patanjala.v11i3.527>
- Ridwan, N. N. H. (2010). Potensi Sumberdaya Arkeologi Laut di Perairan Kawasan Timur Indonesia. *Prosiding Simposium Nasional “Akselerasi Pembangunan Kawasan Timur Indonesia Melalui Integrasi Riset Kelautan & Perikanan,”* 68–79.
- Ririmasse, M. N. (2017). Sebelum Jalur Rempah: Awal Interaksi Niaga Lintas Batas di Maluku dalam Perspektif Arkeologi. *Kapata Arkeologi*, 13(1), 47. <https://doi.org/10.24832/kapata.v13i1.388>
- Salam, J., & Fadhli, M. (2020). Pengenalan Aplikasi Kebudayaan Aceh Menggunakan Augmented Reality Pada Pramuwisata Aceh Introduction the Aceh Culture Application Utilize Augmented Reality Toward Aceh Tour Guide. *Journal of Informatics and Computer Science*, 6(1), 57–63. <http://www.jurnal.uui.ac.id/index.php/jics/article/view/876>
- Samsu. (2017). Metode penelitian: teori dan aplikasi penelitian kualitatif, kuantitatif, mixed methods, serta research & development. In *Diterbitkan oleh: Pusat Studi Agama dan Kemasyarakatan (PUSAKA)*.
- Setyawati, D. (2016). Perkembangan Perkebunan di Aceh (Abad ke XIII-XIX). *Jurnal Criksetra*, 5(9), 102–114. <https://ejournal.unsri.ac.id/index.php/criksetra/article/download/4807/2553>
- Shidiq, U., & Choiri, M. (2019). Metode Penelitian Kualitatif di Bidang Pendidikan. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9). [http://repository.iainponorogo.ac.id/484/1/METODE PENELITIAN KUALITATIF DI BIDANG PENDIDIKAN.pdf](http://repository.iainponorogo.ac.id/484/1/METODE%20PENELITIAN%20KUALITATIF%20DI%20BIDANG%20PENDIDIKAN.pdf)
- Subarsono, A. G. (2011). Kebijakan Publik: Konsep, Teori, dan Aplikasi. *Yogyakarta: Pustaka Pelajar*.
- Subekti, M., Faozanudin, M., & Rokhman, A. (2017). Pengaruh Komunikasi, Sumber Daya, Disposisi Dan Struktur Birokrasi Terhadap Efektifitas Implementasi Program Bantuan Operasional Sekolah Pada Satuan Pendidikan Sekolah Dasar Negeri Di Kecamatan Tambak. *The Indonesian Journal of Public Administration (IJPA)*, 3(2), 58–71. <https://doi.org/10.52447/ijpa.v3i2.923>
- Widiawati, Y., Rusli, D., & Andriani, D. (2021). Implementasi Kebijakan Tentang Pemberian Insentif Dan Kemudahan Penanaman Modal Di Kota Tasikmalaya. *The Indonesian Journal of Politics and Policy (IJPP)*, 3(1), 13–26. <https://doi.org/10.35706/ijpp.v3i1.5147>

Zuriatina, I. (2020). Pengaruh Pembangunan Kebudayaan Terhadap Pembangunan Manusia Di Indonesia. *TEMALI: Jurnal Pembangunan Sosial*, 3(1), 1-17.  
<https://doi.org/10.15575/jt.v3i1.6364>