

COLLABORATIVE GOVERNANCE ANALYSIS IN THE DEVELOPMENT OF WITNESS IN THE OLD CITY OF LARGE

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ABSTRACT

Tourism has a complex nature, therefore in managing tourism there needs to be cooperation between the government, the private sector, and the community so that tourism can develop properly so that it can provide benefits for humans. In connection with this, the Banyumas sub-district government in developing the tourism sector in the Old City of Banyumas has collaborated with the private sector and the community to hold Banyumas Peken activities. The purpose of this study was to analyze and describe collaborative governance in the development of Peken Banyumasan tourism in the Old City of Banyumas, Banyumas District, Banyumas Regency. The research method used is a qualitative descriptive method whose purpose is to describe the actual situation that occurred at the research location. The method of determining the informants used a purposive sampling technique. Methods of data collection through observation, in-depth interviews, and documentation. The data analysis method uses the interactive model Miles, Huberman, and Saldana. This study uses collaborative governance theory according to Ansell and Gash (2007: 544) which includes aspects of initial conditions, institutional design, facilitative leadership, and collaborative processes. This research found that collaborative governance in tourism development efforts can be carried out properly.

Keywords; Banyumas Old City, Collaborative Governance, Tourism Development

A. INTRODUCTION

In Indonesia, tourism has always been a sector that is continuously developed by the government. This is because tourism in Indonesia is one of the biggest contributors to increasing the currency of the country as a tourist destination for both foreign and local tourists. Tourism has a complex nature, and therefore, managing it requires cooperation between the government, the private sector, and society so that it can develop well and provide benefits to humans. The development of tourism is able to be a pioneering business activity that produces significant social, cultural, and

economic benefits for a country. In Article 4, paragraphs 1 and 2, of the Law of the Republic of Indonesia No. 10 of 2009 on Tourism, it is stated that the purpose of tourism is to promote economic growth and improve the well-being of the people.

In connection with the development of the tourism sector, Banyumas district has potential in the tourist sector, both in tourism managed by the government and private and in tourism administered by public institutions (LSMs) such as village tourism. Based on the results of a preliminary survey conducted through a brief interview with one of the managers of the Sendang Mas Museum located in the Banyumas district, data was obtained that this location was called the Old Banyumas City due to the transfer of the district government center to Purwokerto city during the 7th Banyumas government in 1937. The history triggered the group of conscious tourists (POKDARWIS) in the town of Banyumas to promote the existence of tourism with the branding "Banjoemas Old Town," which was officialized by the Banyumas Bupati on November 10, 2020. It is located in the bathroom complex.

In an effort to develop tourism, the government of the district of Banyumas held a tourist program that aims to reconcile tourism in Old Banyumas City with the theme of the art market and history of the Peken Banyumasan. Peken in the language of Java means to market, while Banyumasan is a term for the people who have the soul of Banyumas. In the Peken Banyumasan, there are various activities such as Banyumasa art, a local market, and Banyumas community groups such as painter communities. In addition to being a tourist attraction, Peken Banyumasan is also a capital for economic growth in the Banyumas district, especially for UMKM, which is in Banyumas District.

The development of the tourism sector needs optimal support. Supporting power, in this case, becomes an important tree in the development of tourism. Related Topics: Faith Faith as a Function of Prayer Fait as a gift of God, Living Fasting Loyalty Praying without Ceasing relationships with God Trust Unbelief Weak Prayers Peter Holy Spirit Sarah Servanthood When support is not available, it will be difficult to develop wisdom. Therefore, there is a need for cooperation and integrity among the actors. The availability of support power cannot be carried out by one actor alone but by involving actors who can support the process of tourism development.

In developing the tourism sector, the role of the government becomes key to the process of tourism development. How the government's pattern in developing its region will impact the progress of the region. In this case, the tourism program Peken Banyumasan implements Collaborative Governance in its implementation. Within

Collaborative Governance, local governments cannot manage their areas independently, so the role and functions of the government are no longer dominant; it requires the presence of the roles and functions of other stakeholders to solve problems or accommodate public needs.

The role of collaborative actors involved the role of the government, the private sector, and the general public voluntarily. With the presence of active roles and the participation of collaborative actors, it is strongly supported by tourism so that it can develop according to what is expected.

Based on the above description, researchers are interested in conducting research with the title "Collaborative Governance Analysis in the Development of Tourism Peken Banyumasan in the Old Banyumas Area, Banyumas District, Banyumas".

B. METHODS

The study was conducted using the Qualitative Approach (Bungin & Burhan, 2011). This study uses a description of education based on a form of Collaborative Governance. This is a tourism development in Banyumasan Peken, Banyumas Regency. This research data collection involves research processes, processing, and documentation. (Morgan, 2017). The selection of information is done with the sampling technique. (Hektner et al., 2012; Nathan & Scobell, 2012). Data analysis using interactive analysis (B. Miles et al. 2014), which aims to analyze in the first study, and exploratory design to analyze in the second study (Cresswell & Cresswell, 2018a) The aim of this study is to assist Collaborative Governance in the development of local tourism through Peken Banyumasan. The study uses a triangulation of data sources and documents. (Cresswell & Cresswell, 2018a).

C. RESULTS AND DISCUSSION

1. Aspects of Early Conditions

The initial conditions before the collaboration, which is the tour of Banjoemas Old City, are still not at their maximum. This prompted stakeholders to collaborate to create a new innovation that can make the Old Town of Banyumas more developed and can be visited by tourists with the arrangement of an activity called Peken Banyumasan. The main purpose of the collaboration is to introduce the tourism that exists in the Old Town of Banyumas so that it can be visited by tourists. This will contribute to the

growth of the economy in the region. The cooperation carried out by stakeholders does not create contradictions. With the collaboration done, the tasks of each stakeholder are easier to perform.

2. Aspects of institutional design

Communication between stakeholders is a two-way form of communication. There is feedback from each stakeholder. Communication can be direct or indirect. Live communication is usually held at least twice a month, and indirect communication is carried out with incidental time, meaning it can be done at any time via social media. To support the communication process, the active participation of stakeholders is required. As long as collaboration is organized, there are no basic values or limitations on behavior. That is, as long as it is in line with the initial purpose of collaborating, everything can still be said to be safe.

3. Facilitative Leadership Aspects

The discussion forum aims to discuss specific needs in a collaboration. The forum discussions conducted by stakeholders are conducted directly and indirectly. The discussion forum is directly carried out in one place, the Office of Banyumas, while communication is not directly done through social media such as Whatsapp. In a forum discussion, of course, there is a party to be responsible; in this case, the party who is responsible is Camat Banyumas the facilitator.

4. Aspects of the Collaborative Process

In the collaborative process to make a decision or agreement, dialogue or face-to-face discussion is carried out through forum group discussion by stakeholders involved in the forum and Collaboration. With the arrangement of the forum discussions, the decision is acceptable for all forum members, so there is no misunderstanding or dispute after the completion of the discussion forum.

Commitment and mutual trust between stakeholders are essential in the collaborative process. To do that, all stakeholders need to build trust between each other through transparency for all the activities performed by the stakeholder. By communicating between stakeholder groups, the next stakeholder is expected to be a problem solver for any problem faced during the collaborative process. Stakeholder interests should also prevail over personal interests.

In this collaborative process, all parties involved benefit. The parties who earn profits in the form of material are practitioners, UMKM perpetrators, and tourists such as POKDARWIS. Then the other party gains the benefits of a network of relationships, valuable experience, and inner satisfaction. The parties who gained the benefits are the government of the Banyumas district, the ITTP academics, the head of the BRI Unit Banyumas, and the artists involved in the collaborative process.

D. CONCLUSION

Based on the results of research and discussion, the conclusions of the Collaborative Governance Analysis in the Development of Tourist Attractions in the Old Banyumas Area are as follows:

Collaborative governance carried out by the government, private sector, and society as a whole is coordinated and well conducted in accordance with the Theory of Ansell and Gash, which covers aspects of early conditions, institutional design, facilitative leadership, and collaborative processes. It can be concluded as follows:

1. Aspects of Early Conditions

For aspects of the initial conditions, the tourism that exists in the Old Town of Banyumas has not been managed as much as possible, so there is a need for collaboration among stakeholders to manage and develop their visits through the tourist activities of Peken Banyumasan. The aim of the collaboration is to develop more tourism and improve the economy in the Banyumas district.

2. Aspects of institutional design

In the aspect of institutional design, the communication carried out by stakeholders goes well in accordance with the provisions by performing a two-way form of communication, which means there is feedback between the stakeholders. In the process of communication, there are no specific values or limitations related to the arrangement of collaboration.

3. Facilitative Leadership Aspects

On the aspect of facilitative leadership, the organization of a discussion forum is a suitable step to communicate various things related to the arrangement of collaboration by stakeholders. This forum can be conducted directly or indirectly.

4. Aspects of Collaboration

According to the results of research on aspects of the collaborative process,

decision-making is carried out in face-to-face dialogue through group discussion forums by stakeholders. In the implementation of the collaboration, stakeholders build commitment and a sense of trust between each other so that this collaboration is beneficial to all parties involved in the cooperation.

According to the study, the roles of each of the stakeholders involved are as follows:

1. The government sector has a role as a facilitator and organizer in the activities of the Peken Banyumasan.
2. Academic Telkom Technology Institute Purwokerto, as the private sector, has a role in the conception of the activities of Peken Banyumasan at the same time as the implementer of those activities.
3. BRI Unit Banyumas, as a working partner, has a role as a body that supports activities and, at the same time, contributes funds to the operational costs of Banyumasan activities.
4. POKDARWIS (a conscious tourism group) as a community has a role as a supporter of the activities of Peken Banyumasan in the field of tourism development.

Implications

Based on the findings, the researchers suggested some of the following implications:

1. To better introduce the tour of Banjoemas Old City to the general public, including tourists from outside the region, the government should add stakeholder collaboration with parties or relationships with the government.
2. Because of the program carried out in the tour of Banjoemas City Old, there is only one program, which is Peken Banyumasan. It is best for stakeholders to collaborate on the idea of a new program so as not to be monotonously related to the program that has been run and so that it can increase the interest of tourists to visit the Old Town Banyumas.

The government and other stakeholders involved in the collaboration should socialize and promote tourism related to the existing Banjoemas Old Town so that foreign tourists can visit and reconcile tourism in the Old Town.

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Peraturan :

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