



Research Paper

## Dynamics and Actions of Collaborative Governance Process at Pinisi Festival Event in Bulukumba Regency

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**ABSTRACT:** This Paper aims to study and analyze the collaborative governance process in organizing the 2019 Pinisi Festival in Bulukumba Regency. The type of research used in this research is qualitative, which will provide a factual picture of Collaborative Governance in Organizing the 2019 Pinisi Festival in Bulukumba Regency. The results of this study indicate that: The implementation of the Pinisi Festival is based on the Bulukumba Regent Regulation No. 21 of 2018 concerning the Establishment of the Regional Government Work Plan of Bulukumba Regency in 2019, namely the Implementation of Domestic and Foreign Tourism Promotion and the Decree of the Bulukumba Regent No. 188. 45 .229.1 of 2019 concerning The establishment of the Pinisi X Festival Organizing Committee. The collaboration process of the Bulukumba Regency Government with stakeholders began with a meeting between the Bulukumba Regency Tourism Office with the private sector, in this case PT. Yasika Kreasi Utama, PT Suraco Jaya Abadi Motor, BPD SULSELBAR Bank, General Manager of Same Hotel, Pinisi Ship Entrepreneur and a meeting with Bonto Bahari traditional leaders and Kajang customary leaders. Stakeholders' actions in organizing the Pinisi festival, namely PT. Yasika Kreasi Utama as the event organizer, BANK BPD SULSELBAR and PT Suraco Jaya Abadi Motor provided financial assistance, pinisi ship entrepreneurs donated pinisi ships to the government, and Same Hotel gave hotel room discounts and traditional leaders performed rituals as tourist attractions

**KEYWORDS:** Collaborative Governance, Stakeholder, Festival Pinisi

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### I. INTRODUCTION

The concept of Collaborative Governance as an alternative basis is considered capable of realizing the acceleration and implementation of Government programs. Collaborative Governance is a process in which it involves various stakeholders. In collaborative cooperation there is the delivery of vision, objectives, strategi that in collaborative cooperation there is the delivery of vision, objectives, strategies, and activities between the parties, each of them but has the authority to make decisions independently and have the authority to take his organization even though they are subject to mutual agreement. Collaborative Governance is a collaboration between stakeholders on the basis of joint principles to achieve certain goals including in the development of the tourism sector which is also the duty of the government. .

Tourism Office as OPD that has a duty and function to promote and develop tourism potential held a performance by organizing a cultural festival titled Pinisi Festival. The naming of Pinisi in this festival is because Pinisi is an icon of Bulukumba Regency and one of the government's efforts to introduce that Pinisi is a cultural heritage of Bulukumba Regency.

Pinisi Festival event for the first time was held in 2010 and held annually as a tourism promotion event. Pinisi Festival implementation location consists of several places, namely Bira Beach, samboang beach, Bonto Bahari (Pinisi ship builder location), Kajang ammatoa traditional area and in the youth field. There are various series of events in the pinisi festival, including traditional dances, competitions to make miniature Pinisi ships, photography competitions of tourist attractions, ritual andingingi in Kajang, and annyorong lopi (pushing pinisi boats) and in 2019 there is a new series of events, namely the carnival of black clothing.

In 2019, Pinisi Festival was successfully recorded in MURI record where the black fashion carnival as one of the series of Pinisi Festival presents approximately 27,000 people dressed in black which is recognized by MURI as the largest black fashion carnival in Indonesia. The black clothing is a typical color of the Kajang tribe in Bulukumba Regency. Pinisi Festival also managed to maintain three consecutive recorded in the Calender of Wonderful Indonesia Event at the Ministry of Tourism and Creative Economy of the Republic of Indonesia as a National event. In 2019, one of pinisi boat entrepreneurs named Syafruddin presented his ship to the Bulukumba regency government to advance the tourism sector. The businessman in 2017 has been involved in the implementation of the Pinisi Festival by renting out his pinisi boat to be used during the ritual *annyorong lopi* (lowering the ship) which is one of a series of events in the Pinisi Festival

The Local Government sees the cultural potentials of Bulukumba Regency as important to be developed in sekt or tourism referring to the basic principle of tourism that tourism development is not only the cofiguration of landscapes but also cultural diversity. In the implementation of Pinisi Festival there are three stakeholders who play an important role, namely the local government in this case the Tourism Office of Bulukumba Regency, the private sector in this case PT Yasika Kreasi Utama, Bank BPD SULSELBAR, PT. Suraco Jaya Abadi Motor, Same Hotel, Syafruddin as the ship's businessman, and the community in this case the traditional figures of Bonto Bahari and kajang indigenous leaders.

The success of Pinisi Festival event is inseparable from the role of all stakeholders involved. Maximum collaboration between stakeholders at pinisi festival event will certainly produce the desired results. The purpose of this paper is to analyze collaborative governance at the Pinisi Festival event in Bulukumba Regency.

## **II. LITERATUR STUDIES**

### **1. COLLABORATIVE GOVERNANCE CONCEPT**

According to Ansell and Gash (2016:174) defines Collaborative Governance as an arrangement that governs one or more public institutions directly engaging with non-public stakeholders in a formal, consensus-oriented, collective decision-making process aimed at creating or implementing public policy or managing public programs or assets.

Balogh argues that (2012:2) Collaborative Governance is a process and structure in the management and formulation of public policy decisions involving actors who constructively come from various levels, both in government and or public institutions, private institutions and civil society in order to achieve public goals that cannot be achieved if implemented by one party only.

While the definition of Collaborative Governance according to Robertson and Choi in Kumorotomo (2013:10) Collaborative Governance is a collective and egalitarian process in which each participant has substantial authority in decision making and each stakeholder has the same opportunity to reflect on his or her aspirations in the process.

Emerson (2012) stated that the process of a collaboration is carried out in several stages. A stage of collaboration model becomes important to be considered as a strategy in the aspect of managing a public affairs. Although the collaborative process is difficult to implement because the characters of each institution or organization are different from each other. Various components of the collaboration process include 1) collaboration dynamics, 2) collaborative action actions and 3) Temporary impacts and adaptation of action results on collaboration dynamics.

### **2. TOURISM CONCEPT**

Law Number.10 of 2009 on Tourism in Chapter I article I defines tourism as a travel activity or part of such activities that are carried out voluntarily and are temporary to enjoy tourist attractions and attractions. Meanwhile, the definition of tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local government. Furthermore, the definition of Tourism is the whole activity related to tourism and is multidimensional and multidisciplinary, which appears as a manifestation of the needs of everyone and the country, as well as interaction between tourists and local people, fellow tourists, governments, local governments, and entrepreneurs.

In line with that Muljadi (2009:7) stated that tourism is an activity, service and product of the tourism industry that is able to create a travel experience for tourists. Based on the explanation above can be concluded that tourism is a travel activity carried out by a person or a group of people visiting tourist destinations with special interest recreation and tourism destinations such as sports and to learn unique things that are fun with the support of various facilities provided by the community, entrepreneurs, government, and local government.

## **III. RESEARCH METODS**

This research uses qualitative approach. These types and approaches are used as a process and procedure used to approach problems and seek answers Using qualitative approach methods, will focus on the research subjects experienced in collaboration dynamics, actions and impacts and results while overall on

natural situations and conditions. The informant in this research consists of several stakeholders such as the Local Government, private parties and the public in this case the Regional Secretary of Bulukumba Regency, Head of Tourism Office, Secretary of the Tourism Office, Head of Domestic and Foreign Tourism Development Department, Head of The Development Section of event cooperation and tourism attraction of the Tourism Office, Director of PT Yasika Kreasi Utama, Human Resource Development General Manager of Same Resort Hotel , Head of Bank BPD SULSELBAR Branch Pinisi ship entrepreneurs, Kajang traditional figures, Bonto Bahari traditional figures and street vendors. The selection of informants is because the informant is involved in the collaboration process of the Pinisi Festival event. The research location was conducted in Bulukumba Regency, South Sulawesi Province, while data collection techniques were used by observation, interview, and documentation.

## **IV. RESULTS AND DISCUSSION**

### **1.DYNAMICS OF COLLABORATION**

Collaboration and cooperation between the Tourism Office of Bulukumba Regency and several stakeholders in the implementation of pinisi festival, multi-party involvement, namely banks, private parties, and indigenous leaders. All stakeholders are taking part in efforts to collaborate with the Bulukumba Regency government to develop its tourism potential. Collaboration dynamics

The dynamics of collaboration refer to three components, namely the movement of shared principles, the common motivation, and the capacity to take action together. The process of collaborative governance dynamics at the Pinisi festival event is based on these three components where the Pinisi Festival event is initiated by the Tourism Office through a work program based on the Bulukumba Regent Regulation No. 21 of 2018 on the Determination of the Work Plan of the Bulukumba Regency Government in 2019, namely the Implementation of The Promotion of Domestic and Foreign Archipelago Tourism and the Decree of the Regent of Bulukumba No. 188. 45 .229.1 Year 2019 On the Establishment of The Organizing Committee of Pinisi X Festival.

The movement of principles together in collaboration with the Pinisi Festival began with the unification of views and perspectives from the government and relevant stakeholders. The unification of views and perspectives is very supportive of the implementation of a desired goal so that there is no miscommunication of communication. The Tourism Office as a facilitator and initiator of Pinisi Festival took the first step by inviting stakeholders to explain the purpose and objectives of the Pinisi festival program where the discussion was discussed at a meeting forum in order to give birth to a strategic step to implement the preparation for the Pinsi festival

One of the factors that makes the foundation of the joint motivation of the Tourism Office with stakeholders involved is the commitment in advancing tourism bulukumba district. The existence of communication and coordination from the government to stakeholders is a form of mutual commitment to work together and there is a sense of mutual need in developing tourism.

### **2 COLLABORATIVE ACTIONS.**

Collaborative Governance in the context of this research there are acts of cooperation and collaboration between the Government and Stakeholders such as the cooperation of the Tourism Office of Bulukumba Regency with PT Yasika Kreasi Utama which acts as an event organizer, Bank BPD SULSELBAR Cab. Bulukumba and PT Suraco Jaya Abadi Motor as a grant of funds, Same Hotel provides discounted room rates, ibah pinisi boat from Syafruddin as a ship entrepreneur and customary figures who display traditional and cultural rituals as tourist attractions. Every action taken by each stakeholder contributes significantly to achieve maximum results at the Pinsi Festival event.

Cooperation between the government and stakeholders in the implementation of the Pinisi festival through the stages of the administrative process such as the form of employment contracts that are the designation of event organizers and official letters made by the Government of Bulukumba Regency in order to write to stakeholders where the letter is a request for support assistance. Definitely the employment contract is a form of cooperation of private partners given the responsibility to carry out services for a certain type of service in a certain period. Meanwhile, official letters containing requests for assistance made by the government can be used as a form of accountability from the government and private sector.

**Table 1. Cooperative Action Stakeholder Roles**

| Stakeholder                       | Role   |
|-----------------------------------|--|
| PT Yasika Kreasi Utama            | Implementing pinisi festival (event organizer). Provide all facilities to support pinisi festival activities |
| PT Suraco Jaya Abadi Motor        | Provide financial assistance   |
| Pihak Same Hotel                  |  |
| Bank BPD SULSELBAR                |  |
| Syafruddin Selaku Pengusaha Kapal | Provides room discounts  |
| Tokoh Adat Bonto Bahari           | Provide financial assistance   |
| Tokoh Adat Kajang                 | Give the ship Pinisi   |
|                                   | <i>Displaying the ritual of Anyyorong lopi</i>   |
|                                   | Displaying the ritual of Andingingi  |

Source: Processed primary data and secondary data in 2020

## V. CONCLUSION

The implementation of Pinisi Festival is based on the Regulation of the Regent of Bulukumba No. 21 of 2018 concerning the Determination of the Work Plan of the Bulukumba Regency Government in 2019, namely the Implementation of The Promotion of Domestic and Foreign Archipelago Tourism and the Decision of the Bulukumba Regent No. 188. 45 -229.1 Year 2019 Concerning the Establishment of the Organizing Committee of the Pinisi X Festival. The process of collaboration between the Bulukumba Regency Government and private parties and indigenous leaders at the pinisi festival began with a regular meeting and coordination of the three stakeholders that discussed the preparation of activities and discussed the obstacles faced by the government.

Stakeholder actions in the implementation of Pinisi Festival consists of several actions such as PT Yasika Kreasi Utama as the event organizer of Pinisi Festival, PT Suraco Jaya Abadi Motor and Bank BPD SULSELBAR providing financial assistance to the Tourism Office, the Same Resort Hotel provides discounted room rates. Syarifuddin as a ship entrepreneur presented a pinisi boat to the government as well as bonto bahari traditional figures who performed anyyorong lopi rituals and Kajang traditional figures that featured andingi rituals.

Based on the actions taken by stakeholders there are two things in this collaboration process, namely the first from the private sector in this case the event organizer from a collaboration perspective is not appropriately categorized as an act of collaboration because the role of EO is transactional and through the auction process so that it does not meet the elements in the collaboration. In addition, the funders and the hotel that provides discounted room rates are also not appropriately said to be a form of collaboration because they are not actively involved in the series of activities. However, in terms of benefits, the actions taken by these stakeholders are a form of supporting those who contribute to the successful implementation of the Pinisi festival. While the second, the collaborative actions carried out by Syafruddin as a Pinisi ship entrepreneur and indigenous leaders can be categorized as a form of collaboration because they are actively involved in accordance with their duties and functions contained in the Decree of the Pinisi Festival Committe.

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