

Analysis of Collaborative Governance in the Opening of 2019 Pinisi Festival in Bulukumba Regency

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Abstract

This study 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. Collaboration between stakeholders in organizing the Pinisi festival has a positive impact on the tourism sector and the economy in Bulukumba Regency.

Keywords: Collaborative Governance, Stakeholders, Organizing the Pinisi Festival

Introduction

The Tourism Office as an OPD which has the duty and function to promote and develop tourism potential holds an event by holding a cultural festival entitled the Pinisi Festival. The name Pinisi in this festival is because Pinisi is an icon of Bulukumba Regency and one of the government efforts to introduce that Pinisi is a cultural heritage of Bulukumba Regency (Cudai Nur et al., 2019).

The Pinisi Festival event was held for the first time in 2010 and is held annually as a tourism promotion event (Nur & Mukhlis, 2020). The location for the Pinisi Festival consists of several places, namely Bira Beach, Samboang Beach, Bonto Bahari (the location of the Pinisi shipbuilder), the Kajang Ammatoa customary area and in the youth field. There are various series of events in organizing the Pinisi Festival including featuring traditional dances, competitions for making miniature Pinisi ships, photography competitions for tourist objects, andingingi rituals in Kajang, and annyorong lopi (pushing the Pinisi ship) and in 2019 there is a new series of events, namely the carnival black clothes.

The Regional Government sees the cultural potentials of Bulukumba Regency to be something that is important to be developed in the tourism sector referring to the basic principles of tourism that tourism development is not only a landscape configuration but also cultural diversity. According to Siryayasa et al., (2022) In the implementation of the Pinisi Festival, there are three stakeholders who play an important role, namely the local government in this case the Bulukumba Regency Tourism Office, the private sector in this case PT Yasika Kreasi Utama, Bank BPD SULSELBAR, PT. Suraco Jaya Abadi Motor, Same Hotel, Syafruddin as a ship entrepreneur, and the community, in this case the traditional leaders of Bonto Bahari and traditional leaders of Kajang.

The collaboration process between stakeholders begins with a meeting between government, private and community parties to discuss preparations for the Pinisi Festival and reveal things that are obstacles to the government in the process of implementing activities. Each stakeholder provides a form of support for the implementation of the Pinisi Festival in accordance with their respective capacities (Lagarene, 2011).

The implementation of the Pinisi Festival as a tourism promotion event requires involvement between stakeholders, be it government, private and community parties so that the event can run according to mutually agreed objectives.

Methods

This research uses a qualitative approach. These types and approaches are used as a process and procedure used to end problems and seek answers. This research has been conducted in Bulukumba Regency, South Sulawesi Province, this is because Bulukumba Regency is the area of research focus and is the area where the Pinisi Festival program is held. The location of the data collection was the District Office of the Regent of Bulukumba, the Tourism Office of the Regency of Bulukumba, Bank Sulsebar of the branch of the Regency of Bulukumba, the community / community leaders and the community who had contributed to the Pinuk Festival of the Bulukumba Regency. The qualitative approach is used by researchers to determine the ways in which to find, collect, process and analyze research data. Data analysis in this research was conducted descriptively to analyze data by describing, managing, describing and interpreting the results of research with the arrangement of words and sentences as answering the problem under study.

Results and Discussion

The dynamics of collaboration between the government and stakeholders in organizing the 2019 Pinisi festival in Bulukumba district shows that the implementation of the Pinisi Festival is based on Regent Regulation No. 21 of 2018 concerning the Stipulation of the Bulukumba Regency Regional Work Plan for 2019 which is contained in the domestic and international tourism promotion program be a reference for the Bulukumba Regency Government to intensely communicate and coordinate with relevant stakeholders to discuss the implementation of the Pinisi Festival on 11-14 September 2019.

The meeting held by the Bulukumba Regency Government with stakeholders is a manifestation of the common principle movement in organizing the Pinisi Festival. The thing that underlies the joint principle movement is driven by mutual trust so as to create responsibility for the duties and functions of each as stipulated in the Pinisi Festival Committee Decree number 188.45.299.1 of 2019. The roles, duties and functions of each party have been regulated in the decree so that the parties can run according to their respective capacities. The involvement of parties providing financial assistance is a supporting form to the government (Koppenjan & Enserink, 2009; Mahul & Stutley, 2010; Weeks, 2017).

In organizing the Pinisi Festival there are collaborative and collaborative actions between the Government and Stakeholders such as the collaboration between the Bulukumba Regency Tourism Office and PT Yasika Kreasi Utama which acts as the event organizer, namely BPD SULSELBAR Cab. Bulukumba and PT Suraco Jaya Abadi Motor as providers of financial assistance, Same Hotel provided discounted room rates, worship of the pinisi ship from Syafruddin as a ship entrepreneur and traditional leaders who performed traditional and cultural rituals as tourist attractions. Based on the actions taken by PT. Yasika Kreasi Utama, Bank SULSELBAR BPD, Same Hotel, PT. Suraco Jaya Abadi Motor cannot be said to be a collaborative action because it is not actively involved in the decision making process. However, in terms of benefits, the actions taken by these stakeholders had a positive impact on the implementation of the Pinisi Festival. Meanwhile, the actions taken by the pinisi ship entrepreneur and the traditional leaders of Bonto Bahari and the Kajang customary leaders were collaborative actions because they were actively involved in a series of activities and decision-making processes (Wawo et al., 2021)

Table 1. Cooperative Actions

Stakeholder	Role
PT Yasika Kreasi Utama	As an organizer of the Pinisi festival (event organizer). Providing all facilities to support the Pinisi festival activities.
PT Surako abadi Jaya Motor	Providing financial assistance for organizing the Pinisi festival.
Same Hotel	Providing lodging at a special price (discount).
Bank BPD SULSELBAR	Providing financial assistance for organizing the Pinisi festival
Syarifuddin/shipman	Providing Pinisi ships on the implementation of the Pinisi festival
Bonto Bahari traditional figures	Annyorong lopi ritual performers.
Kajang traditional figures	andingi.ritual performers

Conclusion

The implementation of the Pinisi Festival is based on the Bulukumba Regent Regulation No. 21 of 2018 concerning the Establishment of the 2019 Bulukumba Regency Work Plan, 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 X The collaborative process of the Bulukumba Regency Government with the private sector and traditional leaders at the implementation of the Pinisi festival begins with regular meetings and coordination of the three stakeholders discussing preparation for implementing activities and discussing the obstacles that the government faces.

The actions of stakeholders in organizing the Pinisi Festival consist of several actions such as PT Yasika Kreasi Utama as the organizer of the Pinisi Festival, PT Suraco Jaya Abadi Motor and Bank BPD SULSELBAR providing financial assistance to the Tourism Office, Hotel Same Resort giving room discounts. Syafruddin as a ship entrepreneur donated a pinisi ship to the government as well as the Bonto Bahari traditional leader who performed the Annyorong lopi ritual and the Kajang customary figure who performed the Andingingi ritual.

Based on the actions taken by stakeholders, there are two things in this collaboration process, both from the private sector, in this case the event organizer from a collaboration perspective is not properly categorized as a collaborative action because the role of EO is transactional and through the auction process so that it does not fulfill elements that are not in the collaboration.

In addition, it is not appropriate to say that the fund donors and the hotel who give room discounts are a form of collaboration because they are not actively involved in a series of activities. However, in terms of usefulness, the actions taken by these stakeholders are a form of support that has contributed to the success of organizing the Pinisi festival. Meanwhile, the second, collaborative action carried out by Syafruddin as a Pinisi ship entrepreneur and traditional leaders can be categorized as a form of collaboration because they are actively involved in accordance with their duties and functions as stated in the Pinisi Festival Committee Decree.

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