

Networking Governance in the Development of Urban Tourism Destination Areas in Bandung City: A Study on Kampung Pelangi 200

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Abstract

Tourism always contributes to governance actors at the government, private and community levels, especially in improving the community's economy and increasing Regional Original Income (PAD). This research analyzes how networking governance is used in the construction and development of Kampung Pelangi 200 in Dago Village, Coblong District, Bandung City. The research method used is qualitative with data collection techniques in the form of direct interviews, observation and documentation studies, data analysis used in this research uses an interactive analysis approach, meanwhile for data validity in this research uses source triangulation. The results of the research show that the community in the Kampung Pelangi 200 area is able to build networks with various other actors such as the government, private sector and universities in developing urban tourism that they agree with. The actors go through several series of processes such as involving themselves in existing construction and development, building social ties. between the actors involved, manage the resources they have and take various decisions collectively using a deliberative approach.

Keywords:

actor; networking governance; tourist

Introduction

The tourism is a part of government affairs related to public services concerning cross-regional externalities, so that its implementation is based on efficiency that can be managed collaboratively (Hardini, 2018). In some literature, tourism can contribute to improving the economic level in an area (Octaviola & Ima Amailah, 2023). Besides, the role of the government is also important in developing tourism as an asset that they have in an area of authority (Sabarina et al, 2021). Community-based tourism is an important approach to tourism, efficient and strongly supports sustainability at the community/local level (Han, et al, 2019). The successful development of community-based tourism makes an important contribution to bringing a variety of benefits to local destinations (for example, increasing quality job creation, encouraging local economic development, assisting the development of environmentally friendly tourism, enabling

community empowerment, and preserving the traditional values of local communities) (López-Guzmán., Cañizares, & Pavón, 2011).

The city of Bandung is one of the choices of tourist destinations that are chosen by many people who want to spend time relaxing in the midst of their busy daily activities. This momentum must certainly be utilized by the existing local government to increase Regional Original Income (PAD) by utilizing existing opportunities from the tourism sector which of course can be an addition to the Bandung City Regional Original Income. In 2019 the tourism sector in Bandung City was able to contribute around 33 percent to the Bandung City Original Regional Revenue (Andriyawan, 2019). This will certainly increase when the covid-19 pandemic is over, this is evidenced by almost 7.7 million people visiting the city of Bandung for tourism (Alhamidi, 2024). Reading the opportunities that exist, of course, the government and other stakeholders must be able to answer the challenges that exist to increase the regional income they have from the tourism sector.

One of the tourist destinations developed in Bandung City with a network approach between actors is Kampung Pelangi 200, which is located in the Dago Area, Coblong District, Bandung City. Kampung Pelangi 200 is an urban tourism that can be used in seeing the beauty in the city of Bandung with various roofs of community housing painted in various colors (Kumparan, 2024). Along the way, residents also built houses in Kampung Pelangi, and received assistance of Rp200,000 per head of household for their respective needs, as well as compensation money. The residents finally took the initiative to paint their houses with colorful backgrounds. From there, the name Kampung Pelangi 200 emerged. Kampung Pelangi refers to the colorful houses of the residents there. Meanwhile, the 200 refers to the assistance of Rp.200,000 obtained by the colors of Kampung Pelangi 200 (Kumparan, 2024). The documentation of Kampung Pelangi 200 can be seen as following: (Figure 1).

Figure 1.**Kampung Pelangi 200 Bandung City**

Source: Sindonews, 2018

In building Kampung Pelangi 200, it is not an easy matter, the people who live there build relationships, networks and collaborate with various stakeholders involved in existing development. So that in 2020, Kampung Pelangi 200 will become one of the most visited urban tourist destinations with various photo spots that are in accordance with today's trends (Alhamidi, 2022). The impact of the development of the Kampung Pelangi 200 tourist area certainly has an impact on the surrounding community, especially in improving the economy.

Several studies related to the development of tourist areas have been discussed by several experts, as we can see in the research conducted by Afrianto et al., (2020) in this study looking at how the collaborative governance approach is used in developing Kampung Lawas Maspati as urban tourism in Surabaya City. The second research, is research conducted by Hardini, (2018) which in his research tries to dissect how collaboration and cooperation strategies in tourism development in Malang, East Java. Third, research conducted by Mahadiansar et al., (2023) also analyzed how content and context in the implementation of policies in the tourism sector in Bintan during the covid-19 pandemic. In contrast to previous research, our research seeks to fill the void of the research gap by using the networking governance approach as the knife of analysis. The Network is an important element in participation and development, this is because each actor cannot solve existing problems alone, but needs relationships and networks from various other actors who have the same goal in solving existing problems. This certainly applies to existing governance. In terms of public administration and public policy, this is part of networking governance. Citing various experts, networking governance can be interpreted as network governance representing the transition from government to governance through

decentralized social organizations in which society is no longer exclusively controlled by central units but is distributed among a wider range of participants (Kenis, 1991).

Stout, M. & Love, (2019) explain networking governance shows that these entities generally consist of multi-level and often multi-sectoral parties involved in public policy discussions, and are an alternative way to connect public policy making with the community and related stakeholders. Koliba, Jack, Meek, (2019) define networking governance as “a relatively stable pattern of coordinated action and resource exchange; involving policy actors from different social scales, coming from the public, private, or non-profit sectors and across geographical levels; who interact through various competitive, command and control, cooperative, and negotiation arrangements; for objectives embedded in one or more aspects of the policy flow.

Network governance research, according to scholars, stems from academic interests in corporatism, state theory, policy networks, policy implementation, and shared service delivery where different interest groups or stakeholders in political and policy systems build networks to defuse existing conflicts and create broad consensus on policies, thus contributing to shared public service delivery (Molina & Rhodes, 2002). Furthermore, networks play an important role in creating policy change (Zarkasi & Rahardian, 2022). Networking Governance is a response to complex issues, environmental uncertainty and task complexity, which uses social means of coordinating and sharing use in order to reduce costs (Jones, Hesterly & Borgatti, 1997). Networks are seen as a coordination mechanism, or what is often called network governance (Provan & Kenis, 2008).

Governance actors today will build relationships and interact with each other in an effort to achieve their desired goals (Abdillah et al., 2022). More deeply, Koliba, Jack & Meek, (2019) explain that there are at least several important dimensions in looking at networking governance. First, that social actors enter the network for a reason, often understood as the purpose of acquiring or aligning resources or some kind of goal achievement to be realized through the acquisition or alignment of resources (Sudarmo, 2011). The second, social ties in relation to the type of authority that flows between network actors, based on a conception extended to principal-agent theory that explains the existence of ties that only exist when network actors are seen as equal (Ansell & Gash, 2007).

Third, it is worth noting that most of these operational functions are the same as the types of resources that actors have and the types of resources that flow across relationships. The types of operational functions found to dominate governance network structures: information sharing, task coordination and project collaboration, financial resource exchange, and hierarchical reporting functions (Kapucu & Hu, 2020). Finally, governance level structure. Governance

networks can also emerge from existing network structures, with functions arising from collective decisions made by network actors operating outside of existing structures. here there are five types of network configurations in a governance, including: intergovernmental relationships, interest group coalitions, regulatory subsystems, grant and contract agreements, and public-private partnerships (Henry, 2018). The network in a governance is needed by various actors involved in the existing process. In some cases, networks act as social capital for actors with an interest in achieving the desired development goals (Rahardian, 2020). In addition, in various advocacies related to existing policies, groups pressing for change use various existing networks (Rahardian & Zarkasi, 2021; Setijaningrum & Rahardian, 2022).

Based on this explanation, this study seeks to analyze how the existing network in the governance of the development of the Kampung Pelangi 200 urban tourism area in Bandung City and put it into the formulation of the existing problems as follows: *“How is Networking Governance in the Urban Tourism Development of Kampung Pelangi 200 in Bandung City?”*

Methods

This research uses qualitative research that stands on the interpretative paradigm (Neuman, 2017). e approach was chosen because the researcher seeks to see meaningful social reality phenomena related to networking governance in the development of existing urban tourism. The location of this research is located in Kampung Pelangi 200, Dago Village, Coblong District, Bandung City, with a research duration of 45 days in early December to late January. The research informants amounted to four people representing government actors, the private sector, the community. The data collection techniques used direct interviews, direct observation and documentation studies. Meanwhile, the data analysis technique we used in this research uses an interactive analysis approach from Miles, Huberman, & Saldaña, (2014) which in its analysis follows the steps: 1) Collecting research data, researchers collected data sourced from a series of interviews, observations and documentation studies; 2) Displaying data, both in the form of primary and secondary data in the form of images, tables and charts that support the research we conducted; 3) Condensation of data, researchers condensed the data so that the data obtained was sorted and transformed as a strong picture in the research; 4) Drawing conclusions and verification, finally when the data that has been obtained and sorted, the researcher draws conclusions related to the existing data. Finally, researchers in testing the validity of data in this study used a source or data triangulation approach.

Results and Discussion

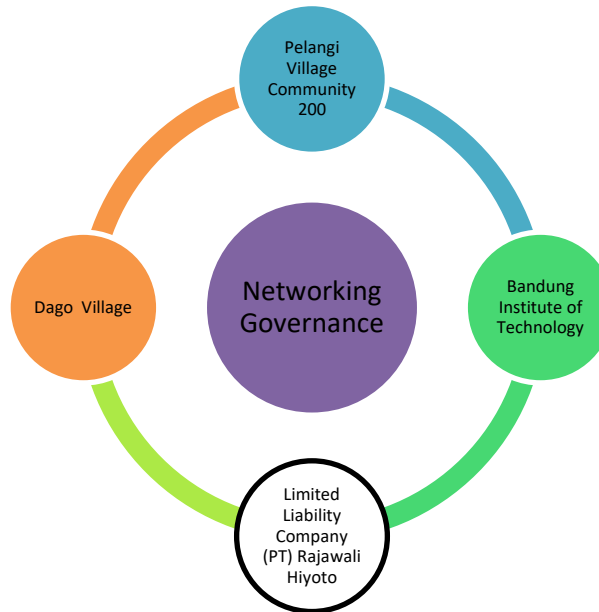
Development that is carried out by various actors in public policy today cannot be done alone, but must prioritize collaboration and the formation of existing networks in the process. In building existing networks, the actors involved will certainly get various benefits, especially related to complementing the resources they have. The development of the Kampung Pelangi 200 tourist destination was first initiated by the surrounding community in collaboration with Dago Village, Coblong Subdistrict, but along with the existing developments, the network in governance has increased to include the Bandung Institute of Technology and the Paint Company which are involved in the development of Kampung Pelangi 200.

a. Actor Involvement in the Network

The development of Kampung Pelangi 200 began in 2018 with the initiation of the surrounding community in reading opportunities related to tourism potential that can be utilized in advancing the existing economy. The initiation that was carried out for the first time came from the community who tried to try to eliminate the view of a slum village. In addition, the presence of cool air around the residential area was also used as an opportunity by the community in attracting the attention of the wider community. Along with the passage of time, a dialogue mechanism was carried out between the community and the local village government and agreed to build the Kampung Pelangi tourism destination area by trying to give color to the roofs of the houses in the slum area, requesting permission from the Bandung Institute of Technology (ITB) for the community's plans related to the development of the area to get existing support. Finally, in a series of building existing networks, the community also received a Sanlex paint grant provided by the Rajawali Hiyoto Limited Liability Company (PT) in developing the existing tourist destination area. The existing network in the development of Kampung Pelangi 200 can be seen as the following (Figure 2).

Figure 2.

Networking Governance in the Development of Kampung Pelangi Tourism 200



Source: Processed by the Author, 2024

The involvement of governance actors in an issue or problem is the key to the formation of an existing network. The actors who involved in the process of developing Pelangi Village 200 tourism have the same views and visions in building existing slums into urban tourist destination settlements in Bandung City. Research conducted by Bonso & Suranto, (2018) shows that the involvement of governance actors in existing problems is able to provide network effectiveness between existing actors to jointly solve public problems that need more attention.

b. Social bonds

The actors involved in tourism development conduct various dialogues and discussions, this is done in order to create an understanding of the existing vision and mission. In addition, this mechanism is used to build planned coordination so that in the future the development of Rainbow Village 200 creates outputs that are in accordance with the outline of the vision and mission that they have planned before. In its journey to build and develop Pelangi 200 Village, all governance actors consisting of the Government, Private Sector, Community and Universities build intense communication in creating existing innovations.

The actors who are involved conduct a deliberative dialog with all stakeholders involved. The purpose of this deliberation is to equalize the perceptions of all actors in building Kampung Pelangi 200. In addition, the communication carried out by these stakeholders is used as a medium in building social ties between existing governance actor networks. Communication carried out by governance actors is carried out with mechanisms both horizontally and vertically

with the hope that all actors involved understand and know where the development and development of Kampung Pelangi 200 is going.

Until the implementation stage of the construction and development of Kampung Pelangi 200, the actors involved have understood the direction of development that has been designed previously, and the minimal conflict of interest they carry so that the community and other actors have established strong social ties and they work together in painting the roof of the house and cleaning the existing environment in order to create a good arrangement in the implementation of the planning they have done before. Research conducted Sudarmo, (2019) shows that in building a network, the social ties of the actors involved in a development are an important key as existing social capital. In addition, research conducted by Tando et al., (2019) shows that existing social ties are an important key in creating collaborative governance which in the process emphasizes networking of various governance actors.

c. Operational Functions

The network of actors who are involved in the construction and development of Kampung Pelangi 200 certainly have a variety of resources and strategies that they use in achieving the goals they want to achieve beforehand. In the process of development and development, various governance actors will complement the various shortcomings they have in developing Pelangi 200 Village. First, from community actors, they have land and a mindset that wants to turn their slum village into an area that has selling value and regional attractiveness that can be used as a tourist destination. In addition, the community around Kampung Pelangi 200 is also the initiator and the front guard in realizing the existing tourist destinations.

In terms of Government Actors, the Government of Dago Village, Coblong Subdistrict, Bandung City in forming existing networks uses various existing relationships to connect the community with the Bandung Institute of Technology (ITB), which is the owner of the land occupied by the people of Kampung Pelangi 200 and bridges all existing actors with the Limited Liability Company (PT.) Rajawali Hiyoto. In addition, the Dago Village Government also helped work together in organizing the area to be used as a tourist destination.

Meanwhile, private actors represented by the Limited Liability Company (PT.) Rajawali Hiyoto also contributed to building the existing network by providing resources in the form of corporate social responsibility (CSR) in the form of various paints that would later be used by the people of Kampung Pelangi 200 in painting their houses. Finally, the actor from the Bandung Institute of Technology (ITB) also contributed in designing the slum area into a beautiful area and giving permission for residential areas to be revitalized on the roof of the house with colorful paint like a rainbow to add to the existing beauty. The table of the operational functions of

networking governance in the development of the Kampung Pelangi 200 tourism area can be seen as follows as the (table 1).

Table 1.

Roles and Resources of Actor Networks

Actor	Roles and Resources	Domination
Dago Village Community	Key Initiator and Executor in the Kampung Pelangi 200 Area Network	Stong Dominance
Dago Village Governmente	Build relationships between stakeholders and participate in developing the Kampung Pelangi 200 area	Stong Dominance
Limited Liability Company (PT) Rajawali Hiyoto	Providing CSR in the form of paint for the development of Kampung Pelangi 200	Medium dominance
Bandung Institute of Technology	Creating a design and giving permission for roof revitalization	Medium dominance

Source: Processed by research team, 2024

Resources and strategies are important aspects in networking governance, because these dimensions make an important contribution in seeing the success and failure in the development of existing networks in the development of the Rainbow Village. Research from Agustian et al., (2023) shows that the food security policy implementation network in North Central Timor District based on contact aspects, such as establishing organization and work procedures, trust, information sharing, resource exchange. Trisniawan et al, (2023) state that easy access to resources will have implications for the ease of performance of the parties involved. Access to resources itself can be interpreted as the availability of financial, technical, human and other resources needed to achieve the objectives of cooperation in existing networks.

d. Governance Level Structure

In the construction and development of Kampung Pelangi 200, governance actors in the network determine various decisions collectively and institutionalize all existing stakeholders. The collective decision taken is to empower the people of Kampung Pelangi 200 to be able to improve their standard of living and economy from the tourism sector. In addition, this empowerment decision will later reshape the image of the previous slum settlement into a tourism-friendly settlement.

Furthermore, the benefits of Kampung Pelangi 200 tourism are expected to be able to boost tourist visits in Bandung City. The advantages of tourism in this Rainbow Village as previously determined are tours that are in accordance with current trends in terms of “Instragameable” photography and cool air areas in the Dago Area. Collective decision making is a feature of a governance approach that emphasizes collaboration and networking in handling public issues (van Duijn et al., 2022). Research from Basyar & Puspaningtyas, (2022) shows how a series of collaboration and networking processes using collective decision making can solve

problems in slums. Nindyatmoko et al., (2022) explained that from a dialog involving various stakeholders, it encourages the emergence of mutual agreements and Memoranda of Understanding as a milestone to end conflict and continue to collaborate and network in a development.

Conclusion

Networking in governance is key in creating various innovations in solving public problems. In the issue of networking governance in the development of Kampung Pelangi 200 into a tourist destination in Bandung City, it was successfully carried out with relationships built from various stakeholders including the Government, Private Sector, Community and Universities in a series of processes. First, in building networking governance, all existing actors are involved in the process from planning to implementation. Second, the existing governance actors in the development of Kampung Pelangi 200 in the series build relationships with intense communication to create strong social ties in developing the programs they have run. Third, several network actors in the Rainbow Village development process use the various resources they have and complement each other's weaknesses. Finally, decision-making is done collectively with the aim of improving people's standard of living, empowering and creating a beautiful environment. The research conducted by this author certainly has limitations, especially in seeing the collaboration that is built. Therefore, in the future, other researchers can analyze how collaboration between existing governance actors in developing Kampung Pelangi 200 with a collaborative governance approach. In addition, other studies that can be reviewed from other perspectives can also use sustainable tourism as a knife for analysis, considering that Kampung Pelangi 200 has experienced management after the Covid-19 Pandemic. The research conducted by us also provides various recommendations addressed to various existing governance actors, these recommendations include: 1) Building a wider network with the Bandung City Government, in this case the Tourism Office, in developing sustainable tourism, 2) Build collaboration with the media in terms of promoting tourist destinations, 3) Seek resources from various other governance actors outside of those that already exist so that Kampung Pelangi 200 tourism can develop more advanced.

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