LOCAL POLICY MODEL FORMULATION IN STRENGTHENING LOCAL CULTURE RESISTANCE IN CIAMIS DISTRICT

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Abstract

This research is motivated by the still weak resilience of local culture which is marked by the mindset of policy actors who have not made local culture an important issue, low levels of coordination and communication and sectoral ego, no local government initiatives to formulate strategic steps and weak support, low commitment and shared awareness (shared) awareness) between the executive and legislature on the formulation of local cultural policies in Ciamis Regency. The aim of the research is to identify, describe and analyze local cultural resilience and the factors that cause local cultural resilience to be weak, as well as an effective regional policy formulation model in strengthening local cultural resilience in Ciamis District. The research method uses descriptive research with a case study approach. Data collection techniques were carried out through in-depth interviews, literature studies, and observation. Then the data analysis technique uses Soft Systems Methodology (SSM). The research results explain that: 1). The resilience of local culture in Ciamis Regency in the Bottom Up-Approach and Integrated-Approach dimensions can be said to be maximal, but in the Top Down-Approach dimensions it has not been maximized. 2). Factors causing the weak resilience of local culture in Ciamis Regency are due to limited budget and infrastructure, lack of coordination and communication between OPDs, weak commitment between stakeholders, lack of human resources and social conditions of the community which are paternalism and apathy as well as low commitment and shared awareness (shared awareness) between the executive and legislature. 3). The model for formulating local policies that are effective in strengthening local cultural resilience in Ciamis Regency is through stages (a). Planning coordination (b). Identify institutional actors and stakeholders, (c). Carry out coordination with institutions and stakeholders, (d). Delivering and explaining policy planning, (e). Conducting discussions and brainstorming, (f). Identify the duties and responsibilities of institutions and stakeholders, (g). Carry out socialization that has been determined together, and (h). Arrange a schedule for implementing coordination between institutions and stakeholders supported by leadership as an important element as well as novelty research in an effort to increase the synergy and continuity of all parties in an effort to realize policy formulations for strengthening local culture in Ciamis Regency.

Keywords: Policy Formulation, Resilience, Local Culture

1. INTRODUCTION

The government is obliged to take all steps and efforts in an effort to advance the culture of the nation and state so that it does not become extinct and fade away because it is an element of nationalism in strengthening the sense of unity and integrity of our country. Cultural heritage objects have an important meaning for the nation's culture, especially to foster a sense of national pride and strengthen awareness of national identity. Therefore, the government is obliged to preserve cultural heritage as the cultural heritage of the Indonesian nation. Bearing this in mind, the Indonesian people with all layers need to live it by reflecting noble values in order to strengthen national identity as well as a song to strengthen unity and oneness amidst pluralism and diversity of cultural heritage.

Responding to various problems of local cultural resilience in Ciamis Regency, an active role is needed, especially from the Regional Government and all stakeholders to maximize it so that strengthening local cultural resilience can have a positive impact on the economic, social and cultural order of community life in general. Thus the strengthening of the local culture that is developed must be based on long-term sustainability, from an ecological point of view, meaning in an organized way to develop the quality of life by clearly regulating the supply, development, utilization and maintenance through planning the right policy formulation. Based on the observations of researchers, the weak implementation of policy formulation regarding local cultural resilience in Ciamis Regency is due to several factors as follows:

1. The ineffectiveness of the role of the local government in making local culture an important issue to be studied carefully, which is indicated by the mindset of current policy actors only focusing on improving aspects of tourism, not focusing on protecting cultural objects resulting in the problem of strengthening marginalized local culture, besides that the low role of the local government to actively educate the public is evidence that local culture has not been a priority for the local government of Ciamis district.

2. The low level of communication and coordination between interested parties in supporting efforts to strengthen local culture in Ciamis Regency, this is indicated by the weak synergy and sectoral ego between SKPD (Tourism Service and Education Office), as well as other parties (Cultural Council, academics, community leaders) to make strengthening local culture an important issue.

3. There is no regional government initiative to formulate strategic steps in addressing various issues of local cultural problems that occur in society, which is indicated by the attitude of the local government which is less responsive and assertive, one of which is by the lack of efforts by the local government to make regional regulation policy planning that regulates the preservation of cultural heritage and customs in maintaining and preserving local culture on an ongoing basis in Ciamis Regency.

4. Weak support from policy makers in the regions to actively maintain and preserve the strengthening of local culture, marked by low commitment and shared awareness from members of the legislature (DPRD), OPD, and other parties through cultural policy planning agreements local.

Based on the concepts and paradigms mentioned above, the researcher is interested in studying that so far the Ciamis Regency Government has not yet had a policy in the form of a Regional Regulation/Regent's Regulation which regulates the preservation of cultural heritage and customs in Ciamis Regency and the need for a policy formulation model as one of the ingredients recommendations for scientific studies to strengthen local cultural resilience in Ciamis District. Through analytical studies based on critical factors by referring to the parameters and framework that has been built as well as the various problems above, this is the background to the research on: "Local Policy Formulation Models in Strengthening Local Cultural Resilience in Ciamis Regency".

2. METHOD

The research method used in this research is qualitative (qualitative research). One of the qualitative approaches used in this research is using the Soft Systems Methodology (SSM) method. The development of the human activity system model is carried out with the stages of exploring unstructured problems, discussing them intensively with related parties and experts, comparing the concept of Systems Thinking with the real world and then working to solve problems together.

The Soft Systems Methodology (SSM) method itself is a methodology used to deal with problems that are unstructured, and continuously changing dynamically by using a variety of analytical tools or tools that can be used, so that you can find a balance between elements related to what factors which are the most dominant in influencing the resilience of local culture in Ciamis Regency by carrying out a textual analysis approach followed by in-depth interviews with experts in the field of culture. This research also aims to determine who are the stakeholders who play a role in maintaining and preserving local culture in Ciamis Regency. This study uses data collection methods by conducting: literature study, in-depth interviews, field observations and data analysis through Soft Systems Methodology (SSM).

3. RESULT AND DISCUSSION

Maximizing the implementation of coordination is expected to be one of the effective efforts to further maximize all stakeholder actors to equalize perceptions about the importance of maintaining and preserving local culture in Ciamis Regency. In the future, the Disbudpora is expected to intensify coordination with stakeholders through increased coordination so that they can plan in detail and carry out their duties and functions to the fullest. Based on the elaboration above, the recommendations for an effective policy formulation model in strengthening local cultural resilience in Ciamis Regency are as follows:
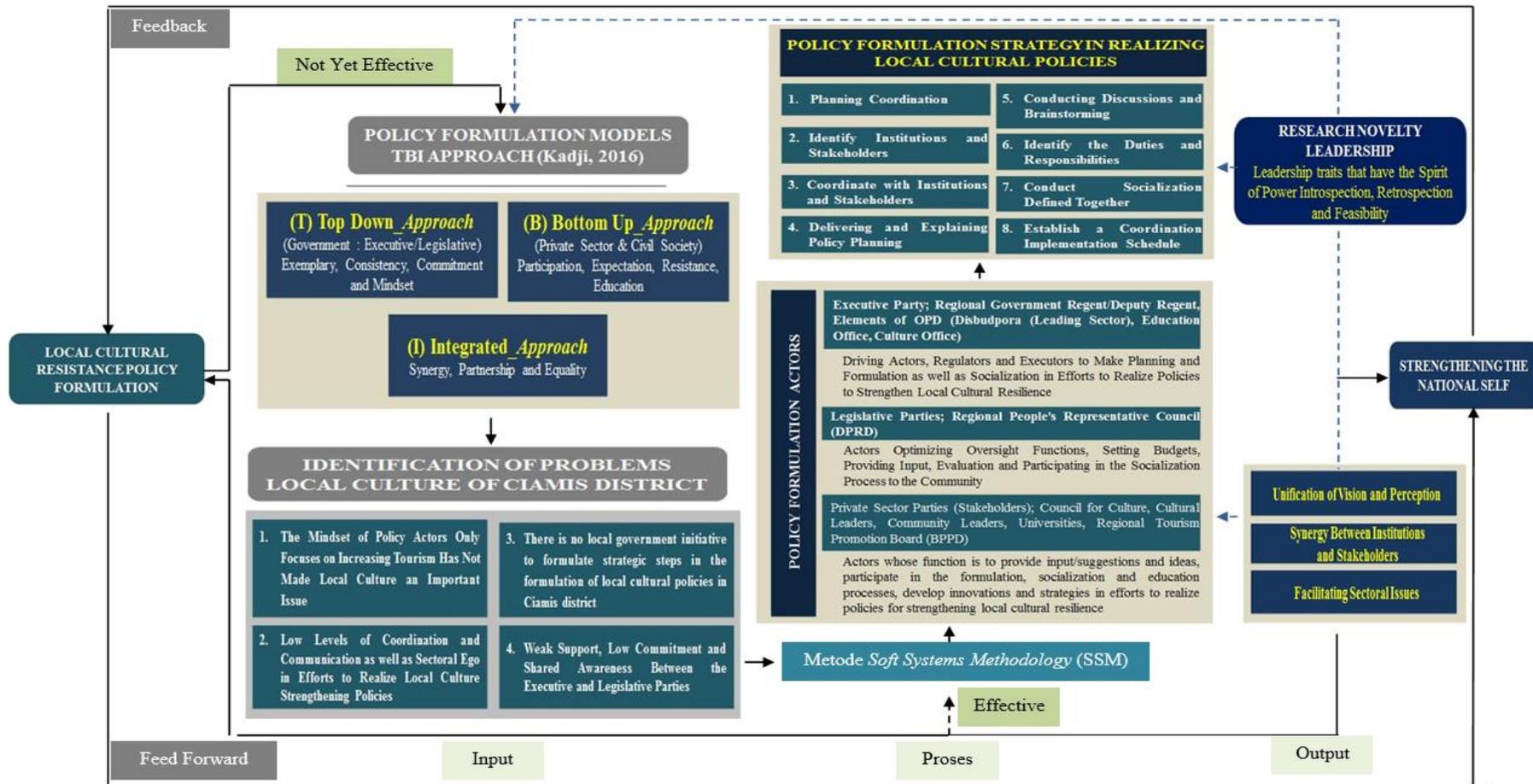
Figure 1: Recommendations for Regional Policy Formulation Models in Strengthening Local Cultural Resilience Which is Effective in Ciamis Regency

Source: Research Results. 2022

The attitude of the researchers in this study is related to Kadji's theory (2016) regarding the policy formulation model which includes the TBI_Approach dimension (Top Down, Bottom Up and Integrity Approach) in realizing local cultural resilience policies in Ciamis Regency which are still quite actual and relevant, however there are still some weakness in implementation. To anticipate the weaknesses of Kadji's theory in an effort to realize local cultural resilience policies, researchers found novelty as an element of strengthening the TBI_Approach dimension of policy formulation from Kadji's theory to realize local cultural resilience policies more effectively in Ciamis Regency, namely Leadership with the spirit of Power Introspection, Retrospection, and Feasibility.

Leadership is a person's ability to influence, foster, direct the people he leads in achieving common goals, related to the things he leads. Leaders also set a good example or role model for those they lead. Leadership is intended to coordinate the various parts and existing organizational resources. This coordination is carried out to empower all resources according to their respective capacities so that all existing resources are interrelated as a system to achieve one goal, namely organizational goals. One of the success factors of a leader depends on the leadership technique used in creating situations so that the awareness of the person he leads arises to carry out what is desired. In other words, the effectiveness of a leader depends on how capable he is in managing and implementing his leadership pattern according to the situation and conditions of the organization. Leadership in the context of efforts to realize local culture strengthening policies in Ciamis Regency there are 3 (three) that a leader needs to have, namely Leadership Power Introspection; take a deep look at the situation and the strength and authority of the agencies and stakeholders who will implement the policy, Power Retrospection; looking at things that have happened to study identical problems in the past, and Feasibility; the ability to predict and create desired state configurations based on existing data, concepts and realities.

Leadership is important in the organization because leadership is one of the vital keys to organizational success. All decisions, movements and pace of development require leadership. Leadership will be a determining factor for success in an organization (Avolio, 2021). This is because leadership is the focal point for significant changes in the organization, leadership becomes a personality that has an impact and leadership is an art in creating organizational suitability and stability (Bass, 2020). Changes in the increasingly complex and competitive organizational environment require every organization and company to be more responsive in order to survive and continue to grow. To support organizational change, individual changes are needed. The process of aligning organizational change with individual change is not easy. Leaders serve as role models in organizations, so change must start from the top level, namely the leader himself (Howell, 2018). Therefore, organizations need reformist leaders who are able to become the driving force that drives organizational change. Servant leadership is service-first leadership, starting with a person's natural feeling of wanting to serve and to put service first. Servant leadership is a strong and resilient leader who is accompanied by a high passion to support personal growth and development of constituents and facilitate the achievement of a goal (Lieberson, 2020).

Seeing the phenomenon of the rapid development of the times, the regional government

certainly needs to move quickly to make efforts that can provide a thorough understanding of culture to the community. Utilizing the potential of local culture to improve people's welfare will be realized through efforts to place culture as a long-term investment by optimizing the use of information and communication technology to protect, develop and strengthen intellectual property protection mechanisms, especially those related to art, knowledge and traditional technology; increasing tourism based on the use of museums, cultural heritage and cultural promotion objects that respect the principles of preservation. Increasing the role of the Ciamis Regency regional government as a facilitator for the promotion of culture will be carried out by building an integrated cultural data system that is open and credible, guaranteeing the expansion and equity of public access to cultural facilities and infrastructure, increasing the capacity of human resources in the field of culture. The action plan for policy formulation to strengthen local cultural resilience in the future of Ciamis Regency can be directed at:

1. Establish local cultural objects based on nature, culture and man-made products as the superiority of the Ciamis Regency Region in encouraging increased tourist visits to tourist destinations.

2. Increasing the integrated development of the unique and special cultural tourism potential of the Ciamis Regency Region in building cultural tourism destinations that are globally competitive and based on local wisdom.

3. Developing local cultural objects in the Ciamis cultural area in an integrated manner, sports tourism along the river and building artificial tourist destinations that are globally competitive and based on local wisdom and develop investments that are pro-community in order to increase the competitiveness of cultural tourism destinations.

4. Realizing easy transportation accessibility by increasing the integration of the transportation network that connects tourism destinations and cultural destinations in Ciamis Regency.

5. Development of public infrastructure and facilities, as well as cultural tourism facilities by developing standard management and service facilities while still paying attention to local wisdom values.

Success in the context above, for an organization, especially the Department of Culture, Youth and Sports (Disbudpora) is largely determined by leadership. Thus, leaders must be responsible for the implementation of the organization or institution they lead, this places a very important leader position in an organization, especially in efforts to realize policy formulations to strengthen local cultural resilience in Ciamis Regency.

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