

CHAPTER I

INTRODUCTION

A. Background of the Problem

Culture acculturation is a necessity in a metropolitan city. Human migration from various regions to an area by bringing their own culture and customs creates a cultural blending which is the result of the process of communication and socialization. At the extreme point, it will shift the existence of local culture. This phenomenon occurs in local culture in Bekasi City.

Bekasi city was born with the name of Meester Cornelis which in the Dutch colonial era rapidly developed into a satellite city of Batavia. Fertile ground in this region invite migration of farmers who come from Batavia to work on the land in Meester Cornelis. This matter resulted in most of the Meester Cornelis region inhabited by the Batavian Betawi Tribe. The city has changed its name to Jatinegara during the Japanese occupation until post-independence, and in 1950 some parts of eastern Jatinegara broke away and became Bekasi City (Carina, 2009). Initially, Bekasi City is a subdistrict of Bekasi Regency which later developed and upgraded its status to the Administrative City of Bekasi. The expansion of Bekasi District became the Administrative City of Bekasi was based on Government Regulation Number 48 the Year 1981. Nevertheless, the development of Bekasi Administrative City continues to move quickly. It is characterized by relatively high population growth and an increasing economy so

that the status of Bekasi Administrative City was again upgraded to an independent city or municipality through Law Number 9 the Year 1996.

The shifted function of Bekasi City which was initially a buffer zone into a balancing area of DKI Jakarta as the capital of Indonesia has an impact on its development which is not only as an urban residence anymore but also developed into a city of goods and services industry. The former agrarian area then transformed into a city dominated by industrial activities. Modernization flow seen from the building of shopping centers and industries makes the city of Bekasi transformed into a modern city. The various things that become the symbol of modernity have become a new orientation of urban society, seen in the infrastructure and urban physical development which then adapts to the cosmopolitan style (Margana & Nursam, 2010).

The rapid development of infrastructure, the availability of residential area and the environmental comforts are the attraction thing for migrants to find work or stay in the city of Bekasi. In addition, the availability of transportation access and highway network connecting Jakarta with Bekasi City is the main reason for the increasing demographic density in Bekasi City (Pratomo, 2017). The majority of migrants who come and settle in Bekasi City are not Betawi tribes from Jakarta and its surrounding areas. It has been proven in the changes in the percentage of the Betawi tribe population to the immigrants.

The development of information and communication technology with the rapid flow of globalization are two processes that are interconnected with each other. Both support each other. There is no globalization without the advance of

information and communication technology (Mubah, 2011). According to Scholte (as cited in Mubah, 2011), globalization becomes an inevitable phenomenon. All groups, like or dislike, must accept the fact that globalization can shift the existence of local cultures.

Betawi culture that developed in Bekasi basically has commonality with Betawi culture in Jakarta. It is a mixed culture of various ethnic groups that already live in Jakarta. However, because it located in the area of West Java with the Sundanese majority, the dialect and some cultures of Betawi in Bekasi are different from Jakarta. This makes the Bekasi City has its own cultural identity, which unfortunately is almost forgotten by the majority of the people of Bekasi.

Culture preservation efforts in Kota Bekasi have their own challenges because some of the migrant communities living in Bekasi come from other regions with different cultures. The cultural knowledge taught to them is derived from their family environment, which is not a native of Bekasi. The density of migrant activities is also a challenge in introducing local culture. The demands of work that are their primary goal of migrating to the Bekasi region are the reasons for the lack of a socialization process with indigenous peoples. This is exacerbated by most migrants preferring to live in a modern residential complex, whereas indigenous peoples live in villages that began to be evicted by new residential areas.

The strategic location of Bekasi City is not only become an attraction for people to live, but also attracts the goods and services industry to invest in Bekasi City by building factories and offices. Industry in Kota Bekasi started the change of land functions, which was formerly rice field and settlement which the

concentration of Bekasi native society changed into industrial area and business centre.

All things that have explained above are the consequences of the modernization process in Bekasi City. The availability of new employment goes hand in hand with the increasingly marginalized Bekasi indigenous community which still keeping the original culture and customs of Bekasi. It needs efforts from various layers of society as well as stakeholders, including industry actors which next are called as the private sector to maintain and revive the original culture of Bekasi.

The Government of Bekasi City as a stakeholder is supposed to intensify efforts to preserve local culture. With the existence of regional autonomy as mentioned in Law Number 23 the Year 2014, Bekasi City Government has authority to make its own policy to encourage various parties including community and private sector in preserving Bekasi original culture. With the involvement of various parties and through various media, cultural preservation efforts will run massively and able to reach various layers of society, including the immigrants.

B. Research Question

Referring to the background of the problem that has been described, can be formulated research questions as follows.

1. How is the Policy of Bekasi City Government to involving civil society and the private sector in order to preserve local culture?

C. Purposes and Benefits of Research

The purpose of this study is to know and analyze how the policy of Bekasi City Government in culture preservation by involving the civil society and private sector and provide solutions as a recommendation for the City Government of Bekasi in making policy in the future.

The benefits of this research are:

1. The results of this research are expected to provide benefits and input to the Government of Bekasi City as a recommendation in policymaking in the future.
2. For the private sector, hopefully, this research will become an encouragement to contribute to the preservation of local culture as compensation of phenomena resulting from modernization and industrialization.
3. For society in general, through this research expected able to open the insight and awareness of the importance of local culture as an identity that must be preserved.
4. Last, for the Universitas Muhammadiyah Yogyakarta, especially the Department of Governmental Sciences, this research is expected to provide information as a source of future research related to this topic.

D. Literature Review

The literature review aims to avoid similarity and avoid plagiarism in research by researchers referring to various studies as follows, which have relevance to this research. The following research relevance can be seen from the theme of the research, the Cultural Preservation Policy.

1. **Reny Triwardani dan Christina Rochayanti. *Implementasi Kebijakan Desa Budaya Dalam Upaya Pelestarian Budaya Lokal*. Jurnal Reformasi Vol. 4, No. 2. Universitas Tribhuwana Tunggaladewi. 2014.**

In this study, the authors explain how public involvement by the government in the effort of preserving local culture through the policy of Cultural Village. The local culture preservation model examined in this research is cultural or destination-based villages with cultural objects such as traditions, local wisdom, culinary, site-architecture and performing arts. Cultural preservation efforts require the support of implementing actors, namely local government, local communities and destination managers. The method of analysis used is the SWOT method (strength, weakness, opportunity, threat).

The author also explains the strategic steps that can be taken as an effort to preserve the management of cultural destinations as follows.

a. Leadership and coordination

It is necessary to strengthen the institutional management of cultural destinations capable of carrying out management and development tasks of cultural destinations.

b. Cooperation and partnership

Strengthening communication and coordination horizontally with stakeholders in government agencies and coordination vertically between cultural destination managers to achieve sustainable synergies.

c. Research and planning

Strengthening the development of cultural destinations as a form of program, conducting periodic asset inventory and socialization of various studies and development programs that have been done by the provincial government related to the management of cultural destinations.

d. Community Assistance

The involvement of local government in this case through various facilitation activities is to mobilize all assets owned in the environment of cultural destinations, including community support and participation.

e. Product development

Strengthening cultural potential that has value to sell as a cultural commodity.

f. Marketing and promotion

Strengthening of marketing and promotion through cultural activities in the surround of cultural destination need to be held competitions (competitions, cultural festivals) regularly.

The conclusion of this research is the policy of management of cultural destinations originating from the government is a strategic step in implementing the preservation of local culture. The implication is that the cultural destinations are media for expression and appreciation of local cultures that contain local wisdom values. The involvement of actors such as local governments, managers of cultural destinations and local communities is an essential factor in the preservation and development of local cultures.

This journal article, written by Reny Triwardani and Christina Rochayanti, has something in common with this research, which is a review of policies that seek to preserve local culture. Nevertheless, it also has a difference that is, and the article focuses on the policies that have been made, while this research focuses on the policymaking process that aims to preserve local culture.

2. **A. Safril Mubah. *Strategi Meningkatkan Daya Tahan Budaya Lokal dalam Menhadapi Arus Globalisasi*. Jurnal Masyarakat, Kebudayaan dan Politik, Vol. 24 No. 4. Page 302-308. Universitas Airlangga. 2011.**

This study focuses on the relationship between culture and globalization and the factors that influence each other. Researchers describe

strategies facing globalization to preserve culture, one of which is the issuance of local regulations.

Local culture should be protected by laws that bind all elements of society. Basically, culture is work. In it, there are ideas, traditions, cultural values, and behaviors that enrich the national asset. The absence of legal protection is feared to make local culture quickly uprooted from its roots because it is considered outdated. Therefore, local regulations (Perda) must be issued. The rules govern cultural preservation that must be done by all parties. In this case, the government plays a significant role. In the local regulation, it is also necessary to formulate the budget used for caring for the culture.

The research also explains that in order to strengthen the competitiveness of cultures, the government needs to build an information centre for performing arts, establishing and managing the promotion of artistic performances, developing specialized experts to raise artistic, talented children, encouraging art entrepreneurs donations, awards for artistic performances culture, promotion of cultural products.

Mubah's research has a difference with this research. Mubah gives special attention to supporting infrastructure in cultural preservation efforts. In comparison, this research focuses on the Government's efforts to strengthen collaboration between parties to achieve goals.

3. **Christina Rochayanti & Reny Triwardani.** *Penguatan Nilai Ekonomi Budaya Lokal Dalam Tata Kelola Desa Budaya Melalui Pemanfaatan*

Teknologi Komunikasi. Prosiding Seminar Nasional Kebangkitan Teknologi Tahun 2015. Universitas Muria Kudus. 2015.

Culture village management is one way of preserving local culture. If managed well, the cultural village is not only able to lift cultural values, but also lift the economic value of society. In this study can be identified three kinds of local culture that can be developed to become cultural commodities that have economic value, those are art tradition, culinary and performance art.

There are three stages in the effort of culture preservation; those are the stage of exploring cultural potential, development stage, and actualization stage in cultural governance. In the stage potential, cultural multiplication can be traced to superior cultural products that can continue to be developed. Cultural activities that become repetitive routines in the life cycle of human beings are still continuously performed either individually or by community groups. The variety of traditions in daily activities that are full of meaning and symbols can be a high-value cultural activity. The development stage is a continuation of the stage of exploring the potentials of art and culture. Each culture can be studied further and developed with the provision of carrying capacity that can increase the value of cultural arts as well as economic values. At the stage of actualization in cultural governance is a manifestation of the stage of development that has been done. This stage certainly involves the implementing actors involved in both government tools as stakeholders. The governance of cultural preservation requires the commitment of all involved

parties to achieve integrated cultural governance in the effort to preserve local culture while improving the welfare of local communities.

Based on the main focus of this proceeding, it can be concluded that this researches on the other side, namely the utilization of local culture so that the sale value increases and results in an economic strengthening. In contrast, this research examines the basics, namely, how to improve relations and participation of various parties to preserve local culture.

4. **Silviani. *Analisa Kebijakan Dinas Perhubungan Komunikasi Kebudayaan dan Pariwisata Dalam Mengembangkan Pariwisata Kota Salatiga*. Skripsi. Universitas Kristen Satya Wacana. 2016.**

In conducting a cultural or tourism conservation effort will be through three activities. In this study, it is explained that the activity begins with policymaking, then developed through the planning process and then implemented. At the policymaking, a Development Planning Consultation (Musrenbang) Workgroup Meeting of Regional Development (RKPD) should be carried out. With Musrenbang development planning is expected to be more focused and integrated so that will be achieved synergy between the needs of the community, the scale of development priorities and capabilities.

By policy analysis, it can be concluded that various information including research results have been conducted by researchers, to generate and create policy formats, critically assess, communicate knowledge and determine relevant information about and in the policy process. According to this research, in order for the policy to function effectively, it needed policy

instruments. Policy instruments are a set of steps or actions taken by the government to realize the policy set. Policy instruments involve at least three aspects, namely legal tools concerning the underlying legal aspects; institutional arrangements relating to the institutional arrangements involved, functions and organizing; as well as operational mechanisms relating to patterns, methods and procedures as well as implementation processes in practical implementation.

5. **R. Satria Drajat Suryakusuma.** *Analisis Kebijakan Pelestarian Budaya di Dinas Kebudayaan Pariwisata Pemuda dan Olahraga Kabupaten Cirebon Studi Kasus Kesenian Tari Tayub di Desa Mertasinga Kecamatan Gunung Jati*). Skripsi. Universitas Swadaya Gunung Jati. 2013.

This study explains that in addition to the cultural and community, the Government has a crucial role in cultural preservation. The author analyzed the role of Culture Tourism Office of Youth and Sports Cirebon district towards the local culture that aims to know the implementation of cultural conservation program policies, know the factors that support the policy of cultural preservation and obstacles encountered.

The result of this research shows that the policy of cultural preservation program in Cultural Tourism Office of Youth and Sports of Cirebon Regency has not been implemented yet. Moreover, there are obstacles in the implementation of the policy so that the effort of cultural preservation in Cirebon Regency has not been maximized.

Based on the explanation above, R. Satria Drajat Suryakusuma specifically made Tayub Dance as a case study material in his research, while this research will only examine collaborative efforts between parties to produce a policy in order to preserve local culture.

6. Giat Tri Sambodo & Ulung Pribadi. *Pelaksanaan Collaborative Governance di Desa Budaya Brosot, Galur, Kulonprogo, DI. Yogyakarta. Jurnal Ilmu Pemerintahan & Kebijakan Publik, Vol. 3 No.1. Universitas Muhammadiyah Yogyakarta. 2016.*

This Journal article explains that there are many factors that influence the implementation of Collaborative Governance. Using descriptive-qualitative methods, it can be found that the implementation of Collaborative Governance in the Culture Village of Brosot is very similar to the Collaborative Governance model by Ansel and Gash (2007).

Collaborative Governance in the Culture Village of Brosot was initiated by the Provincial Government of DIY in 1995, and subsequently, through the DIY Culture Office, a manager of the Cultural Village and Activity Program was formed. The parties involved as the Manager of the Cultural Village are on equal footing in order to create an excellent cooperative environment. Other factors that influence are kinship relations, routine meetings, Brazillian time, deliberation, *ngaruhke*, mutual cooperation and paternalistic.

This Journal article examines the implementation of local cultural preservation policies, the Desa Budaya Program, while this research will focus

on the process of how local cultural preservation policies are made through Collaborative Governance.

7. Stephen Page. *Integrative Leadership for Collaborative Governance: Civic Engagement in Seattle*. *The Leadership Quarterly*, Vol. 21. 2010.

In this journal, it is explained that the leadership factor is necessary for carrying out Collaborative Governance, specifically to involve civil society in various processes. In addition, Political Will and civil capacity are also decisive in achieving a common goal, including to realize an interest.

This journal has the same points with this research, namely the involvement of parties outside the Government in designing and running a program. Stephen Page put a particular emphasis on the leadership side itself, while this research focuses more on collaboration between parties in achieving goals, namely the preservation of local culture.

8. Derick W. Brinkerhoff. *Exploring State-Civil Society Collaboration: Policy Partnerships in Developing Countries*. *Nonprofit and Voluntary Sector Quarterly*, Vol. 28, Issue 1. 1999.

This article explains the collaboration between government and civil society in implementing policies. Brinkerhoff explained that the relationship of government cooperation with civil society could be interpreted as cross-sectoral interaction aimed at achieving common goals and benefiting both parties.

The article written by Brinkerhoff has a difference with this research. Brinkerhoff lays a focus on the basic concept of collaboration between

Government and Civil, while this research will explore the involvement of civil society and the private sector in the policy of preserving local culture.

- 9. Budsaba Kanoksilapatham. *Local Culture Preservation through Southern Thai-based English Lessons*. In: *The 5Th International Conference on Linguistics, Literature and Culture*. Pusat Pengajian Ilmu Kemanusiaan, Pulau Pinang, Malaysia. 2019.**

Cultural preservation through English language education classes in Southern Thailand was the focus of research by Kanoksilapatham. The status of English as a global language is considered a threat to local culture and identity. The researcher aims to find out how local cultural knowledge and English language skills can be side by side in English education classes.

The intersection of local culture with foreign influences becomes a common thread between research by Kanoksilapatham and this research. However, Kanoksilapatham focuses on those who are affected, namely the community. Meanwhile, this research will raise issues in policymakers, namely the government.

- 10. Nurulhuda Adabiah Mustafa & Nuraisyah Chua Abdullah. *Preservation Of Cultural Heritage In Malaysia: An Insight Of The National Heritage Act 2005*. *Proceeding of International Conference on Tourism Development*, Page 418. Universiti Sains Malaysia, Malaysia. 2013.**

This proceeding explains about the National Heritage Act 2015, which also explained about public participation in efforts to preserve national heritage. Efforts to preserve local values are things that are in common between

this proceeding and the author's research. While the difference is, in this proceeding, it is explained that public participation only plays a role in providing input for objects that need to be preserved. At the same time, public participation in this research includes its role in policy formulation, including the processes in it.

E. Theoretical Framework

In the theoretical framework will be explained about the variables and their relationships based on concepts and related definitions in this study. The theory is an essential thing in doing research, which is to define what problems will be researched and the solution.

1. Theory of Policy

In line with Dr. SP. Siagia, MPA in the process of National Development, Policy is a series of decisions that are fundamental to be used as a basis for action in an effort to achieve a predetermined goal (Sinambela, 2006). Thus, policy or wisdom is a set of decisions that have been set before the policy is taken.

Broadly, there are several factors that influence the issuance of the policy, namely the influence of external pressure, the influence of old habits (conservatism), the influence of personal nature, the influence of external groups, and the influence of the past (Subarsono, 2005).

According to the United Nations, the policy is a guide to action. The guidelines may be very simple or complex, general or specific, broad or narrow, vague or clear, loose or detailed, qualitative or quantitative, public or private. The policy, in its meaning, could be a declaration of a program about specific activities or a plan (Wahab, 1997).

a. Government's Policy

Policy, according to Werf is an effort in achieving certain goals and in a certain order. Government policy is a policy made on the basis of a broad desire, while government policy is a decision made systematically by the government with a purpose and purpose that concerns the public interest. In the system of state administration, the policy is divided into two, namely:

- 1) Internal Policy (managerial), is a policy that has the power of binding apparatus within the government organization itself.
- 2) External Policy (public), is a policy that binds the public community, so the policy should be written.

Government policy that conducted by the central government is in the form of Government Regulation (PP), Ministerial Decree (Kepmen) and if the policy is made by Local Government, it is called by Decree (SK) and Regional Regulation (Perda) (Mulyadi, 2015).

The Government in formulating policies refers to the following points:

- 1) Guided by a higher policy or does not violate the provisions of the Constitution of 1945;
- 2) Consistent with other applicable policies;
- 3) Oriented to the future;
- 4) Clear, precise and transparent;

5) Formulated in written.

b. Public Policy

According to Law Number 23 the Year 2014 on Regional Government in Article (1) paragraph (2) it is explained that the obligatory functions related to basic services include:

- 1) Education;
- 2) Health;
- 3) General construction and spatial planning;
- 4) Public housing and settlement;
- 5) Public protection and security;
- 6) Social.

While the government affairs that are not related to basic services based on Law Number 23 the Year 2014 on Regional Government Article 11 paragraph (2) include:

- 1) Manpower;
- 2) Women empowerment and child protection;
- 3) Food and land;
- 4) Environment;
- 5) Population administration and civil registration;
- 6) Community and village empowerment;
- 7) Population controlling;
- 8) Transportation;

- 9) Communication and information;
- 10) Small and medium enterprise;
- 11) Capital investment;
- 12) Youth and sports;
- 13) Statistic and encryption;
- 14) Culture;
- 15) Library and archives.

Agustino (2008) describes several different definitions of public policy definitions offered by Carl Freadrich that said, Public policy is a set of actions/activities proposed by a person, group or government in a particular environment where there are constraints (difficulties) and possibilities (opportunities) in which the policy is proposed to be useful in overcoming them to achieve the desired objectives.

Thus, public policy is a policy made by a government agency, whether officials or government agencies, those are guidelines, guidance, or guidance for any business and government apparatus, so as to achieve smoothness and integrity in the achievement of policy objectives.

At the stage of policy analysis, it plays an important role in implementing the policy or implementation, so that in the end it will be made a conclusion whether the policy is effective or not and whether the policy is in accordance with the regulation of the policy or not. This is an important element in policy analysis.

2. Theory of Governance

a. Definitions of Governance

Governance comes from the word "govern" which means taking a more prominent role, which consists of all processes, rules and institutions that are able to manage and control the problems in society (Dwiyanto, 2018). In the concept of governance, the government is one of the actors and not a single actor and is not always the most decisive actor.

According to Chema in (Anshar, 2018), governance is a system of values, policies, and institutions in which economic, social, political affairs are managed through the interaction of society, government and the private sector. Therefore, institutions of governance include three domains, namely state (state or government), private sector (private sector or business world) and society which interact with each other and carry out their respective functions. In comparison, Ulum dan Ngindana in (Anshar, 2018) stated that governance indicates the dissemination of authority from single actors to multi-actors. Based on some of the opinions above show that in the concept of governance, some public affairs that were previously managed by a single actor namely the government become jointly managed with other actors such as the private sector and the community. With governance, the government is no longer dominant and creates democracy in the administration of governance and public affairs.

Due to the involvement of multiple actors in governance, Stoker in (Anshar, 2018) formulated the parameters in applying the governance concept, which he summarized into five aspects as follows:

- 1) Governance refers to a set of institutions and actors taken from the government and parties outside the government;
- 2) Governance identifies the excision of boundaries and responsibilities for overcoming social and economic problems;
- 3) Governance identifies the relationship of authorities between the institutions involved in collective action;
- 4) Governance is about the relationship between autonomous government actors;
- 5) Governance recognizes the capacity to solve problems by not relying only on government authorities.

Those parameters explain that governance must be able to rely on other parties besides the government. Governance requires collective performance among actors. With that, the relation between actors is strived to overcome various problems found in the community, such as social and economic problems.

b. Definition of Collaborative Governance

One form of the concept of governance is collaborative governance. In the opinion of Ansell and Grash “Collaborative governance is, therefore, a type of governance in which public and private actor work collectively in a distinctive way, using particular processes, to establish laws and rules for

the provision of public goods” (Ansell & Gash, 2007). One form of the concept of governance is collaborative governance. In the opinion of Ansell and Collaborative Governance can be said as one type of governance. This concept states the importance of a condition in which public and private (business) actors work together in certain ways and processes that will produce legal products, rules and policies that are appropriate for the public or the public. This concept shows that in the administration of government. Public actors, namely government and private actors, namely business organizations or companies, are not separate and work individually but rather work together in the interests of the community.

Collaboration is understood as joint work between actors, between organizations or between institutions in the context of achieving goals that cannot be achieved or carried out independently. (Ansell & Gash, 2007) defines collaborative governance as a series of arrangements in which one or more public institutions directly involve non-state stakeholders in a formal, consensus-oriented and deliberative policymaking process that aims to make or implement public policies or regulate programs or assets.

c. Collaboration Process

The process of collaboration is carried out in several stages. A stage of the collaboration model becomes important to consider as a strategy in the management aspect of public affairs. Although the collaborative process is challenging to implement because the characters of each stakeholder are different from one another. (Ansell & Gash, 2007) explaining as follow:

1) Face to face dialogue

All forms of collaborative governance are built from direct face-to-face dialogue from each stakeholder involved. As collaborative governance is process-oriented, direct dialogue is very important in order to identify shared opportunities and benefits. Dialogue in person is not merely a fair negotiation. This direct dialogue can minimize the antagonism and disrespect of the stakeholders involved. So that stakeholders can work together in accordance with the goals and mutual benefit.

2) Trust building

Lack of trust between stakeholders is expected at the beginning of the collaboration process. Collaboration is not merely about negotiations between stakeholders, but more than that, it is an effort to build mutual trust with one another. Building trust needs to be done as soon as possible when the first collaboration process is carried out. This effort was made so that stakeholders do not experience egocentrism between institutions. Therefore, in building this trust, leaders are needed who are able to realize the importance of collaboration.

3) Commitment to process

Commitment certainly has a strong relationship in the collaboration process. Commitment is a motivation to engage or participate in collaborative governance. A strong commitment from each stakeholder is needed to prevent the risk of the collaboration process.

However, commitment is indeed a complicated thing in collaboration. Commitment is the responsibility of stakeholders so that the relationship is new, and that responsibility needs to be developed.

4) Share understanding

At the same point in the collaboration process, the stakeholders involved must share their understanding of what they can achieve through the collaboration. This mutual understanding can be described as a shared mission, a common goal, general objectivity, a shared vision, the same ideology, and so on. Sharing mutual understanding can have implications for a mutual agreement to interpret a problem.

5) Intermediate outcomes

The follow-up results of the collaboration process are manifested in intangible outputs. This is the result of a critical and essential process in developing momentum that can guide the success of a collaboration. These intermediate outcomes arise if the goals are possible and benefit from collaboration which is relatively concrete, and when the "small wins" of collaboration can be possible.

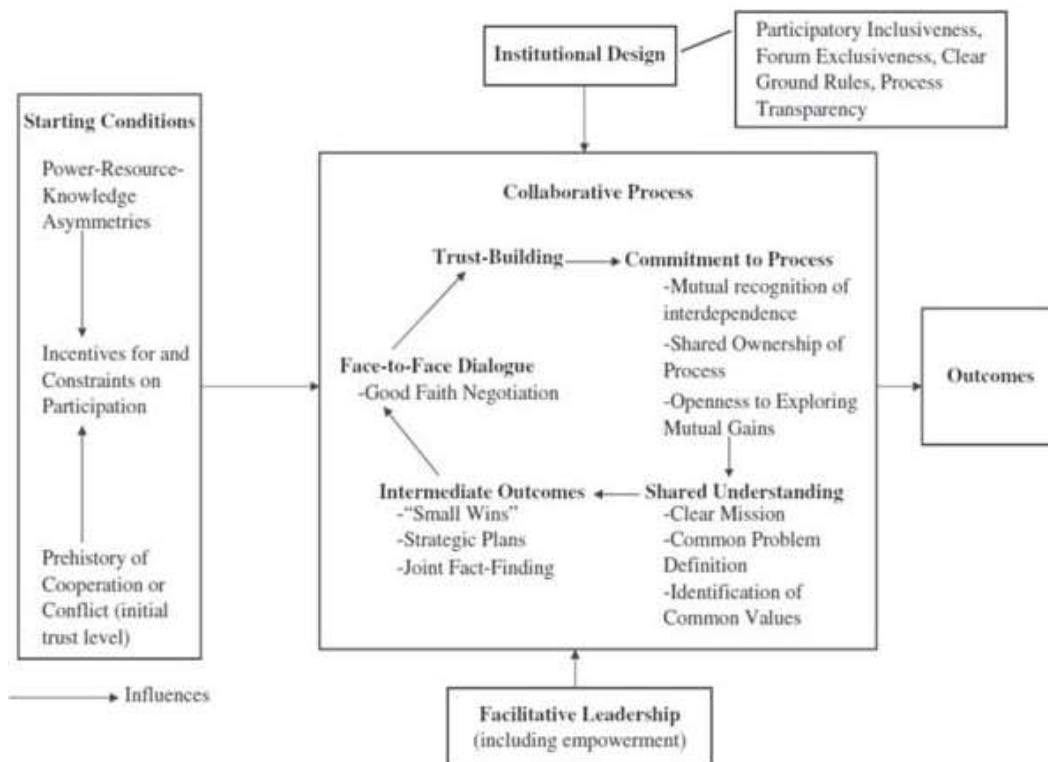


Figure 1.1
Model of Collaborative Governance by Ansell and Gash (2007).

3. Theory of Culture Preservation

A.W. Widjaja defines preservation as an activity or perpetrated continuously, directed and integrated in order to realize certain goals that reflect the existence of something permanent and eternal, dynamic, flexible, and selective (Eliani, 2013).

Regarding the preservation of local culture, Jacobus Ranjabar (2006: 114) argues that the preservation of the old norms of the nation (local culture) is to maintain the values of art and culture, traditional values by developing

dynamic manifestations, and adjusting to situations and conditions that are always changing and developing.

One of the goals of cultural preservation is also to carry out cultural revitalization. Regarding the cultural revitalization of Prof. A. Chaedar Alwasilah in (Wati, 2014) said there were three steps, namely: (1) understanding to raise awareness, (2) collective planning, and (2) awakening of cultural creativity. Conservation is a fundamental effort, and this basis is also called the factors that support both from within and from outside of the thing that is preserved. Therefore, a process or act of conservation recognizes.

Based on the above definition it can be concluded that conservation and sustainability activities are efforts to continuously keep things constantly and unchanged, directed and integrated, in order to realize certain objectives in the aspects of human stabilization, as well as the activity of reflecting the dynamics of a person.

Prof. Dr. I Gede Pitana in (Wati, 2014) explained that in the preservation of culture there will be a cultural form, which means that the culture that is preserved still exists and is known, even though its development is increasingly analyzed or forgotten. Preservation can only be done effectively when the preserved object is still used and continues to exist. When the culture is no longer used, the culture will disappear. When the tools are no longer used by the community, they will automatically disappear.

Regarding the cultural process and the strategy or pattern used, Prof. Dr. C.A. van Peursen in (Wati, 2014) explained that it was necessary to refer to the notion of culture as follows:

Culture is actually not a noun, but a verb. Culture is our own work, our own responsibility. Culture is not done outside of our own, so humans themselves must find a cultural strategy. Included in the process of preserving culture. Because the process of preserving culture is essentially going to lead to cultural behavior by itself if done continuously and within a certain period of time.

F. Conceptual Definition

To avoid mistakes and misunderstandings of the discussion, the author will provide a summary of the definitions of the terms in this study based on the above opinion. The terms used in this study are as follows.

1. Public Policy

A set of regulation had been made by a government that consists of decision, rule and guidance proposed by a person, group or government itself in an environment that serves to achieve certain goals.

2. Governance

A system of values, policies, and institutions in which economic, social, political affairs are managed through the interaction of state, society, and the private sector. Those institutions interact with each other and carry out their respective functions.

3. Cultures Preservation

Ongoing effort or activity is to keep values of art and culture, and traditional values in order to remain immutable and unchanging.

G. Operational Definition

Operational definitions are indicators of the variables that guide the analysis in this study. The variables are related to the title of this study entitled Bekasi City Government Policy Analysis In Promoting Civil Society and Private Sector In Conserving Local Culture.

1. Role of government
 - a) Regulation making
 - b) Institution forming
 - c) Leadership and coordination
 - d) Community Assistance
 - e) Inventory and documentation
 - f) Funding
2. Role of Private Sector
 - a) Sponsorship
 - b) Marketing promotion
3. Role of Civil Society
 - a) Education and awareness rising
 - b) Publication
 - c) Volunteering
 - d) Production

4. Interactions

In the process of cultural preservation, the interaction between parties is the key to achieving the desired goals, which is explained like the figure below..

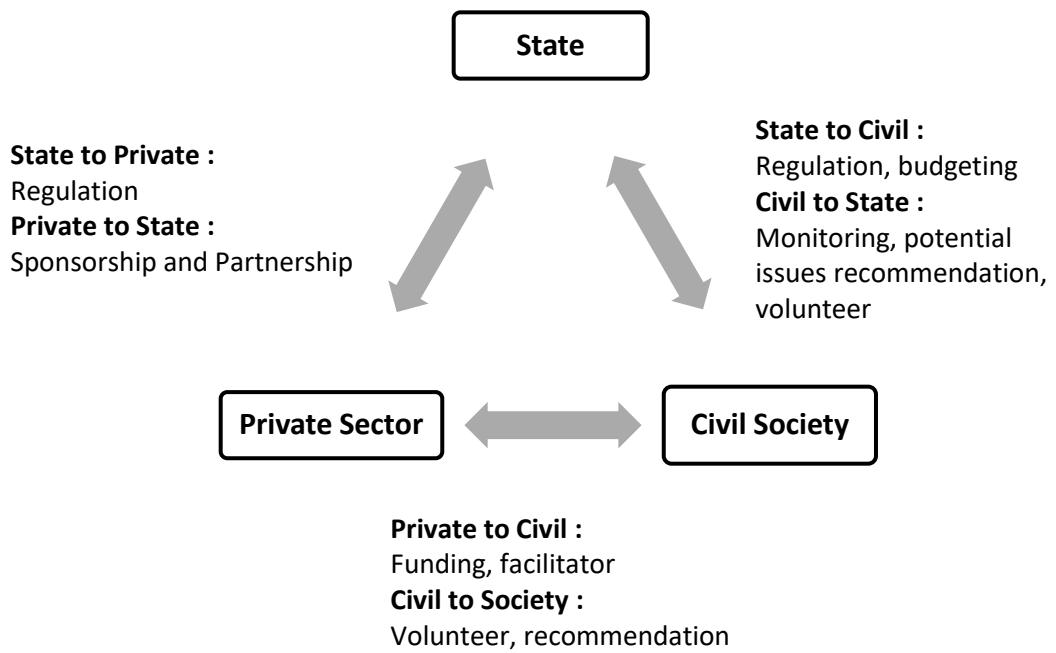


Figure 1.2

Interactions of Actors.

H. Research Method

1. Type of Research

The research method is a technique in conducting research whose function is to describe, classify, analyze and interpret a research object. In this study used the method of skin. Qualitative research is an appropriate method for conducting this research entitled Policy Analysis of Bekasi City Government to Promote Civil Society and Private Sector in The Preservation Of Local Culture.

The reason the authors use this method is that the data collection used an interview method to the actors associated with this research. With qualitative methods, a study will be more in-depth and not limited by certain indicators.

2. Object of Research

The object of research is an element, character and/or actor to be investigated in this study.

a. Research Location

In this study selected the location that is in Bekasi City, West Java Province. The city of Bekasi was chosen as a research location because it relates to the theme to be studied. The availability of variables that can be researched is also the reason why this research is suitable to be done in the City of Bekasi

b. Sources/Informants

No	Name	Role
1.	Drs. Ahmad Zarkasih	Head of Tourism and Culture Office of Bekasi City
2.	Teguh Indrianto, A.Md. LLAJ, S.E., M.Si.	Coordinator of Cultures Division
3.	Bambang Nugraha Dwiatmaja	Assistant Head Manager of Bandar Djakarta Beasi Restaurant
4.	Mayang Sari	Head Guest Relationship Officer and Public Marketing Communication of Bandar Djakarta Bekasi Restaurant
5	Ridwan Marhid	Chief of Bekasi Art Council

Table 1.1
Informants of the Research.

3. Data Collection Technique

In doing research, the authors collect data from sources and with the following techniques:

a. Primary data

Primary data obtained in interviews and conducted with informants or resource persons who became the object of research.

b. Secondary data

Secondary data are obtained from other reliable sources such as archives and written documents.

4. Data Analysis and Interpretation

The data have been obtained then analyzed by descriptive analysis method. This method analyzes the data only to the description of the variables one by one. Descriptions mean the systematic and factual giving of certain characteristics of a particular population (Hadeli, 2006). The descriptive analysis method is done by describing the facts which then followed by the analysis, not merely elaborate, but also provide sufficient understanding and explanation.

According to Miles & Huberman (2007), the analysis consists of three activities that coincide, namely: data reduction, data presentation, drawing conclusions or verification. Regarding the three flows, more fully are as follows:

a. Data reduction

Data reduction is a form of analysis that sharpens, classifies, directs, discards unnecessary data and organizes data in such a way that the final conclusion can be drawn and verified (Miles & Huberman, 2007). In this paper, the author recording important and relevant parts of the research problem, to keep from being trapped in plagiarism elements, researchers should also record the sources of information and list the literature. If indeed, information comes from the ideas or research results of others. This research problem is only by a case of driving license simulator in 2015.

b. Data presentation

Presentation of data by Mile and Huberman is an activity when a set of information is compiled, thus giving the possibility of conclusion. Form of presentation of qualitative data in the form of narrative texts, brief descriptions, charts, relationships between categories, and so on.

c. Conclusion

The conclusion is a part of whole configuration activities. The conclusions are drawn since the researchers compiled records, patterns, statements, configurations, causal directions, and propositions.

I. Systematics of writing

To be able to know the contents of this study, it will be compiled systematics writing consisting of four chapters, with the writing system is to facilitate discussion and writing. Systematic writing of this research is as follows:

CHAPTER I

This chapter discusses the background of problems, problem formulation, research objectives, research benefits, review literature, theoretical framework, operational definitions, concept definitions, research methods and systematics of writing.

CHAPTER II

This chapter discusses the description of the object of research consisting of the general picture, the history of the object of research, the vision and mission, and the role and function of related institutions.

CHAPTER III

Chapter Three will analyze the Policy of Bekasi City Government which force the civil society and private sector in order to preserve local cultures.

CHAPTER IV

This chapter is a closing chapter consisting of two sub-chapters, namely conclusions and suggestions, obtained from research results as input for Bekasi City Government.