

The Collaboration of Communities and Governments in Bandung City

Zeis Zultaqawa
Universitas Padjadjaran

Mohammad Benny Alexandri
Universitas Padjadjaran

Muhammad Donie Aulia
SAPPK ITB

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ABSTRACT

Bandung city is one of the creative cities in Indonesia, so it was chosen to be a creative city pilot project in the Asia Pacific. According to Carta (2007), a city is a place for its residents to activity, innovate, and be creative. Creativity is an important factor in urban economic development. To grow in the economy of the city, stimulant support is needed from all elements of government, economic actors, and society. According to Charles Landry, (2008) networks and creativity are essentially mutually beneficial, as the larger the number of vertices in a system the greater the capacity to innovate. This research aims to know and understand how to the power of collaborative community. The method of this research is qualitative methods which are literature study. The result of this research is that Bandung creative city not only supported the city architecture, but rather the role of the community of BCCF (Bandung Creative City Forum) using the power of collaboration and supported by the Government. BCCF has the strength in terms of collaborative. The weakness of BCCF is in the almost absence of structured analysis and evaluation of the various programs that have been implemented. Meanwhile, BCCF opportunities include support from the government in the form of hundreds of billions of funds. While the threat of some ideas that have not and or not realized by the government. BCCF should maintain the quality of their own resources and strengthen from internal parties by bonding.

Keywords: Creative city; Bandung.

1. INTRODUCTION

The creative industry is defined as an industry focused on the creation and exploitation of intellectual property works such as art, film, games or fashion design, and includes intercultural creative services such as advertising.

This creative industry is ideas, art, and technology that are managed to create prosperity. While the economy is sourced from the economic activities of the creative industry called the creative economy. In Indonesia, the creative industry is also called the Industrial culture or creative economy. The creative industry created from the utilization and skills possessed by each individual to be able to create new jobs and also can create prosperity in the region.

Creative industry plays an important role in the economy of a country. The role of the creative industry can improve the economy globally. In Indonesia, there are various sectors that belong to the creative industry and the development every year is increasing. One of them is the architectural creative industry.

The architecture subsector is in the order of the 6 (six) that is equal to 2.30%. One of the architectural attraction in Bandung is located on Street Braga ie there is a trading center. Bandung's economic activity is mostly from trade, hotels, and restaurants supported by unique and interesting architecture whose contribution reaches 36,4% from Bandung PDRB value in 2010 is IDR 51,3 trillion.

To create a creative city is not only supported by the physical and morphological conditions of a city but also supported by the pro-active and creative role of the community itself. In Bandung itself, there is an organization consisting of creative youth. They have a desire to make the city of Bandung as a creative city of BCCF organization. BCCF was born to accommodate all creative energy amidst the potency of fragmented creativity power. Concern for the city of Bandung with various problems that need to be solved together through collaborative creative expression, of course also will give a positive value. With the forum togetherness than the process of communication and exchange of information to be facilitated.

The reason our group chose the city of Bandung to study is that Bandung was selected as one of the favorite tourist destinations in Asia. Amazingly again the capital of West Java is ranked 4th after Bangkok, Seoul, and Mumbai. The results obtained from an independent survey conducted on domestic tourists and foreign tourists on social networking site, Facebook. One of the factors that make the city of Bandung as a creative city, not apart from the role of the BCCF organization.

2. FORMULATION OF THE PROBLEM

The formulation of the problem in this paper is as follows (1) How is the condition of creative industry of Bandung city architecture today (2) What is the current BCCF constraint (3) How the collaborative strength of BCCF organization can play a role in realizing Bandung as a creative city

3. THE CONCEPT OF COMPETITIVE ADVANTAGE

Cravens (1999) mentions that the source of competitive advantage is superior skills, resources, and control. Superior skills allow organizations to choose and implement strategies that will differentiate between organization and competition. Skills include technical, managerial and operational skills. Elements of competitive advantage according to Cravens (1999) can be seen in Figure 1.

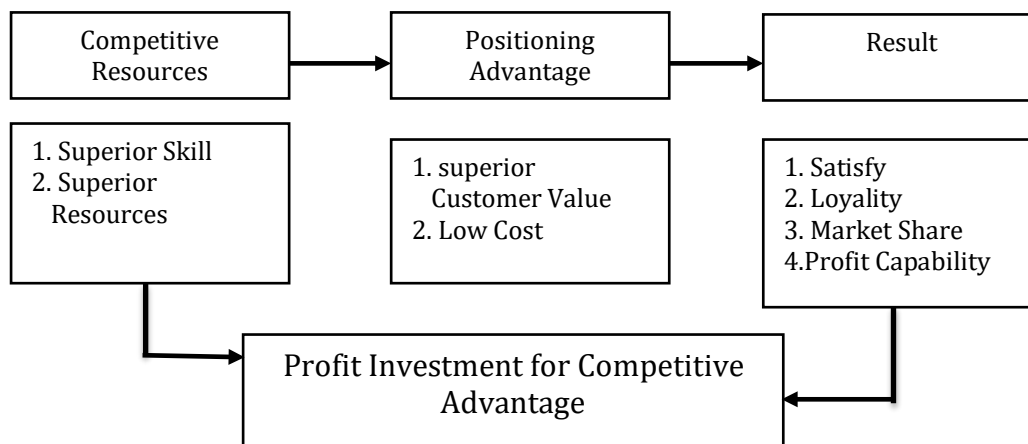


Figure 1

According to Phil (2011: 103), the advantage of an organization is about differentiating from the Six P's, people, policies, processes, products, practices, and performance. According to Phil, excellence must be viewed in an integrated and interactive manner, with a view to continuous improvement, and the end result achieved is performance excellence, where Phil believes that performance excellence can only be obtained if the organization support of all other components of excellence.

4. THE CONCEPT OF CITY ARCHITECTURE

Bandung city is one of the creative city in Indonesia so it was chosen to be a creative city pilot project in the Asia Pacific. According to Carta (2007), the city is a vehicle for its residents to activity, innovate, and be creative. Creativity is an important factor in urban economic development. To grow in the economy of the city, stimulant support is needed from all elements of government, economic actors, and society. According to Charles Landry (2008), networks and creativity are essentially mutually beneficial, as the larger the number of vertices in a system the greater the capacity to innovate.

One city that is considered as a creative city is Bandung because it has a community called BCCF (Bandung Creative City Forum). BCCF has a role in its collaborative action considered capable of influencing the creative community of society and government. Landry (2008) argues that building awareness of the need to network and collaborate is much more difficult for heterogeneous actors with each organizational culture and plan.

Collaborative forces arise if (1) the existence of communicative and interactive processes in problem-solving and compilation of plans (2) collaborative forces arise if there is the equal commitment from all parties, non-hierarchical partnerships, and all parties have equal roles (3) power (Healey 2006, Lowry in Berta 2010, and Marullo 2009)

Ali Madanipour said there are two approaches to the architecture of the city: a collection of buildings and artifacts and a site for social relationships. That is, the focus of both approaches is on the product manufacture. In addition, there are other approaches that focus on the activities of activities that take place as a process. So that the field of urban architecture needs to pay attention to fundamental aspects, namely the meaning of urban space and morphology, using an integrated approach (integral).

Creative Industries has become a competitive advantages' business for Small Industries in Bandung City. Many researches have shown as many aspects in business has become a backbone of Bandung's business.

5. RESEARCH METHODS

Researchers use literature study method with data sources obtained from the literature, journals, internet, and books that support this research. Researchers applied methods is systematic mapping study (Kitchenham, 2004; Petersen et al, 2008; Banaeianjahromi and Smolander, 2016). This study also used SWOT analysis to see the competitive advantage in the creative industry in Bandung City (Muftiadi et al. (2017), Fordian, et al. (2017), Wulan Tresna et al. (2017). Competitive advantage also become a raw model for Small Medium Enterprise (SME) in West Jawa, especially in Bandung City. (Arifianti, et al. (2017), Kuslina et al. (2017) Bohusova et al. (2017), Harif et al (2017), Iamratanakul (2017), Wisuttisak (2017), Kania (2017)

6. DISCUSSION

The condition of creative industry of Bandung city's architecture is practically boasted by the appreciation of the awards, one of which is the best degree in Architizer A + Awards. The work of the architecture is a mini library called Micro library Bima designed by SHAU Architects. Architizer A + Awards is the biggest award for the best annual architectural works in the world.

Judging is done by more than 400 world leaders and leaders who come from many backgrounds such as fashion, publishing, property, and also in the field of technology. The purpose of holding the award event is to make the world again remember how important architecture. Therefore, in every work, an architect must be able to contribute to the surrounding community. This condition strengthens the evidence that Bandung deserves to be one of the creative cities in the Asia Pacific. Bandung is one of the creative city cannot be separated from the role of community or creative organizations, one of the roles of BCCF.

BCCF (Bandung Creative City Forum) is a community that was founded in Bandung, precisely on December 21, 2008. This community is a community that brings creative innovation and beneficial to the community and creative community of Bandung certainly.

In 2009 launched a division of BCCF program called CEN (Creative Entrepreneur Network). CEN is engaged in the economy that has several types of community creative entrepreneurs and will serve as a network center among creative economic players in the city of Bandung.

The BCCF was originally an informal communication forum for coordination and communication among creative communities in Bandung in order to organize Helar Festival 2008 (Helarfest 2008). Helarfest 2008 activity itself is an embryo of the establishment of Creative Community Community of Bandung because all its founders are all involved in the activities of Helarfest 2008, but at that BCCF is still a forum and organization of Ad Hoc.

The decision to formalize the BCCF as a formal organization was finally taken with the consideration that after the 2008 Helarfest, BCCF received many offers of non-commercial cooperation, namely from the Central Government, West Java Provincial Government, and the City of Bandung. The offer arises because the activities of Helarfest 2008 itself is a cross-community activity that has the impact on the international world and can be said the largest in the Asia Pacific. As a cross-community organization, Individual, Creative Entrepreneur, Nonprofit Institute and Creativity Activist in Bandung.

Vision:

Become a communication forum, coordination, and effort for individuals or business entities or creative community in Bandung.

Mission:

1. Increase the thrust of development and empowerment of creative potential of Bandung residents and surrounding areas.
2. Introducing Bandung as the leading creative city, both nationally, regionally and internationally.
3. Establish cooperation either at the National or International level for the benefit of development and economic development / creative industry in Bandung.
4. Developing creativity as an effort to empower the economy in order to improve the quality of life of civil society, ecosystem sustainability and appreciation of cultural diversity.

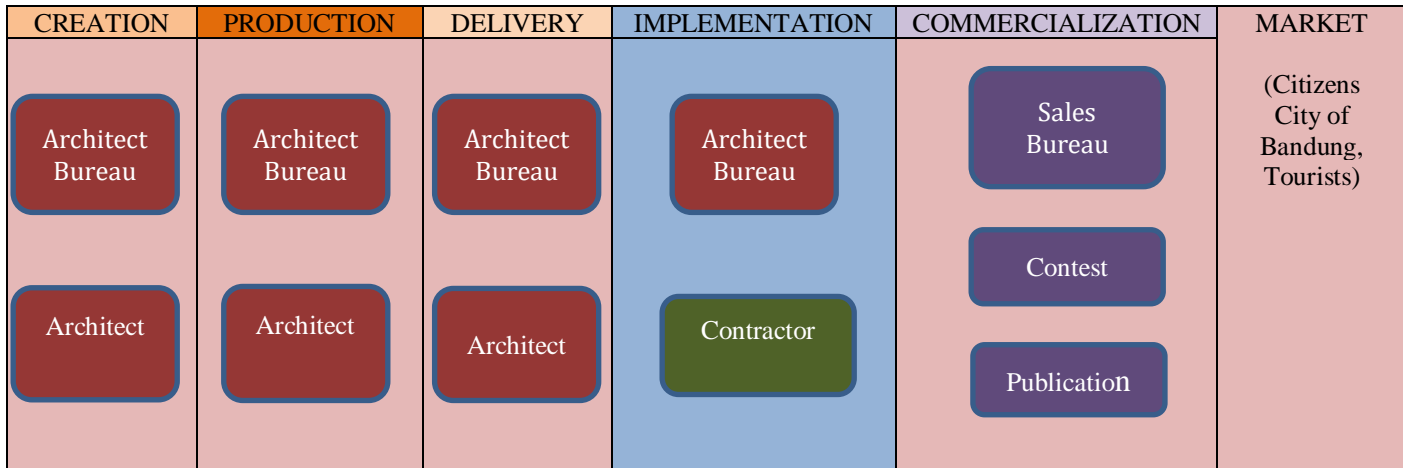
7. VALUE CHAIN OF ARCHITECTURE INDUSTRY SUBSECTOR

The process of architectural work is done with make on demand (on request) so that the model of the desired design tailored to the consumer order.

- a. Consumer demand/service users Consumers can be individuals, private organizations, and governments. Consumers first give the architect the task to create a project with specifications and specific requests.
- b. Architectural design
 1. Creation process: the conceptualization process so as to produce the draft as the basis for making engineering drawings
 2. Technical drawing process: Submission of ideas in technical drawings to implementation guidelines.
- c. Implementation and supervision Implementation and supervision is done so that the work done can be in accordance with the design.

d. Commercialization Intended for publication of architects' work to get the next project.

In short, the value chain of the Cikapundung River architecture industry can be described as follows



	Strength	Weakness
	<ul style="list-style-type: none"> a. Having a collaborative force (non-hierarchical partnership) b. Each member has the same role - The chairman and administrators of BCCF who have much experience and knowledge c. There is a contribution of material, energy, and thought to the sustainability of BCCF d. Information and ideas directly affect the target without the need for intermediaries e. Background of Bandung as a city of education so that many creative young generation f. Already working with national and international parties g. The ability to gather and work voluntarily for the sake of a more comfortable city life and the spirit of sharing among members of the 	<p>Almost no structured analysis and evaluation of the various programs that have been implemented.</p>

	forum itself. Overall done with high creativity.	
<p>Opportunity</p> <p>There is support from the government in the form of funds amounting to hundreds of billions. - The offer of cooperation from various companies and organizations both domestically and abroad are Bakrie Capital, Siak District, and from overseas parties namely British Council and several cities in Scotland.</p>	<p>SO Analysis</p> <p>SO Maintain the quality of its own resources and strengthen the internal party by bonding.</p>	<p>WO Analysis</p> <p>WO The BCCF organization should always analyze and evaluate any successful and unsuccessful activities to ensure that parties involved in the program do not feel disadvantaged by making SOPs that contain provisions on the implementation of a structured analysis and evaluation</p>
<p>Threat</p> <p>There are some ideas that have not been or have not been realized by the government, - The existence of private companies that want to turn off local brands</p>	<p>ST Analysis</p> <p>ST Take the middle ground for decisions from the ideas offered and the policies of the government as well as the stakeholders</p>	<p>WT Analysis</p> <p>WT The existence of regulations or policies of the government to regulate the proportion of the number between local and international brands, so that local brands are not less competitive by international brands. BCCF should study more deeply about design thinking so that ideas are created more deeply and comprehensively from one aspect to another so that ideas when submitted to the government can be accepted and realized.</p>

Based on the table it can be explained that the SWOT analysis of BCCF among others has a collaborative power that is with the motto "Life is Uduan" which in galena BCCF and concern among them show the spirit of mutual cooperation and work together to help build community capacity to solve problems in their environment and BCCF has the opportunity to cooperate with national and international parties such as in cooperation with Bakrie Capital, SIAK District, British Council and several cities in Scotland.

Based on the SWOT analysis above the constraints faced is Almost no analysis and evaluation are structured against various programs that have been run. In the BCCF itself, the integration of thoughts through communicative and interactive processes in

problem-solving and preparation of the plan is done by meeting filled with sharing events between communities, socializing ideas, the fusion of thoughts, and others. The meeting was held every Wednesday night.

During regular meetings of BCCF, every member and committee have the same commitment to fix the city of Bandung. Once legally enacted, the hierarchical structure of BCCF is established, but each member has the same role to voice his opinion. Creation of a hierarchical structure is done to improve the existence of the organization. To realize the desire for fixing the city of Bandung, all members and administrators share resources both knowledge, experience, and finance. They also uphold the slogan "Life is a Uduan" which is promoted by BCCF as well as concern to show the spirit of "gotong-royong" so that any problems that arise can be resolved. Based on the description, it can be concluded that BCCF is a collaborative force..

8. CONCLUSION

1. The condition of creative industry of Bandung city's architecture can be spelled out to be seen from the sharing of awards, one of which is the best degree in Architizer A + Awards.
2. The weakness faced by BCCF is that there is almost no structured analysis and evaluation of various programs that have been implemented.
3. BCCF is a collaborative force, characterized by a blend of thought through communicative and interactive processes in problem-solving; every member and committee have the same commitment to fix the city of Bandung; to realize the desire in fixing the city of Bandung, all members and administrators share resources both knowledge, experience, and finance.

9. RECOMMENDATION

1. BCCF should maintain the quality of its own resources for internal parties;
2. Making SOPs that contain provisions on the implementation of analysis and evaluation in a structured manner;
3. Taking the middle ground for the decision of the proposed ideas.
4. The need for regulation or policies of the government to regulate the proportion of the number of local and international brands, so that local brands are not less competitive with international brands.
5. BCCF should learn more about design thinking so that ideas are created more thoroughly and comprehensively from one aspect to another so that ideas, when submitted to the government, are acceptable and realizable.

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