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Collaboration Between The Ministry Of Tourism And Creative Economy And Environmental Care Influencers: Strategy For Realizing Ecotourism In Indonesia

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Abstrak

Penelitian ini merupakan penelitian kualitatif dengan pendekatan deskriptif yang menggambarkan tentang ekowisata, kolaborasi KEMENPARKRAF dengan Influencer, dan pariwisata (Sugiyono, 2019). Data yang digunakan dalam penelitian ini merupakan data sekunder yang peneliti peroleh dari berbagai sumber ilmiah seperti buku, artikel ilmiah, jurnal, dan sumber lain yang umum digunakan dalam penelitian. Data tersebut dianalisis menggunakan alat analisis SWOT. Hasil dalam artikel ini menunjukkan bahwa Kolaborasi antara Kementerian Pariwisata dan Ekonomi Kreatif lebih banyak mendatangkan manfaat dalam menciptakan Ekowisata di Indonesia karena beberapa hal diantaranya memiliki tujuan yang sama dalam mengembangkan pariwisata disertai dengan menjaga lingkungan. Seperti, program Pesona Indonesia dari Kementerian Pariwisata dan Ekonomi Kreatif yang menjunjung tinggi prinsip lingkungan dan InFLUNCER-Influencer yang sudah tidak asing di telinga yaitu Pandawara dengan program bersih-bersih sampah, Fiersa Besar dengan program atap negeri, Road Party dengan program Jimnya Challenge, dan lain sebagainya. Dengan pemanfaatan influencer bagi Kementerian Pariwisata dan Ekonomi Kreatif, penyebaran literasi dapat lebih cepat dan luas. Pemanfaatan Kemenparekraf bagi Influencer terkait perizinan, pendanaan dan lain sebagainya Maka dapat disimpulkan bahwa Kemenparekraf sama-sama saling membutuhkan. Selain dari sisi keuntungan dan peluang, kolaborasi ini hanya memiliki beberapa potensi ancaman dan kelemahan yaitu adanya perbedaan persepsi antara pemerintah dengan influencer yang menyebabkan program yang dirumuskan tidak dapat berjalan dengan baik.

Kata Kunci: Kolaborasi, Kemenparekraf, Influencer Peduli Lingkungan

Abstract

This research is a qualitative research with a descriptive approach that describes eco-tourism, collaboration between KEMENPARKRAF and Influencers, and tourism (Sugiyono, 2019). The data used in this study are secondary data that researchers obtain from various scientific sources such as books, scientific articles, journals, and other sources commonly used in research. The data is analyzed using the SWOT analysis tool. The result in this article show that the Collaboration between the Ministry of Tourism and Creative Economy brings more benefits in creating Eco-Tourism in Indonesia because of several things including having the same goal in developing tourism accompanied by protecting the environment. Such as, the Pesona Indonesia program from the Ministry of Tourism and Creative Economy which upholds the principles of the environment and InfLUNCER-Influencers who are familiar to the ear, namely Pandawara with the program to clean up trash, Fiersa Besar with the atap negeri program, Road Party with the Jimnya Challenge program, and so on. The use of influencers for the Ministry of Tourism and Creative Economy, the spread of literacy can be faster and wider. The use of the Ministry of Tourism and Creative Economy for Influencers regarding licensing, funding and so on So it can be concluded that the Ministry of Tourism and Creative Economy both need each other. Apart from the advantages and opportunities, this collaboration only has a few potential threats and weaknesses, namely differences in perception between the government and influencers which cause the formulated program not to run properly.

Keyword: Collaboration, Ministry Of Tourism And Creative Economy, Environmental Care Influencers

INTRODUCTION

Collaboration is a general term that is often used to describe a pattern of cooperative relationships carried out by more than one party. There are many definitions of collaboration put forward by various experts with various points of view. The variety of definitions is based on the same principle, namely togetherness, cooperation, sharing tasks, equality, responsibility and accountability. However, to define the concept of collaboration in a complete and comprehensive manner is not easy. In general, collaboration is a relationship between organizations that participate and agree to jointly achieve goals, share information, share resources, share benefits, and be responsible for making joint decisions to solve various problems (Emily R. Lai, 2011).

Emily R. Lai explained, "Collaboration is the mutual engagement of participants in a coordinated effort to solve a problem together. Collaborative interactions are characterized by shared goals, symmetry of structure, and a high degree of negotiation, interaction, and interdependence." to solve problems together. Collaborative interaction is characterized by shared goals, a symmetrical structure with a high level of negotiation through interactivity and interdependence. Furthermore, Scott London defines collaboration as follows, "As its

Latin roots *com* and *laborate* suggest, collaboration reduced to its simplest definition means "to work together. Collaborations hold widespread appeal to people from every position on the political spectrum, not because it offers everything to everyone (as some of the literature advocating collaboration seems to suggest), but because it deals with a process, as distinct from a program, agenda, or outcome. Collaboration prompts us to look at the very process by which we arrive at political choice, whatever those choices happen to be" (Scott London, 2016).

Collaboration is not limited by time or a certain period, as long as there are still matters that have a connection or intersection with other parties, collaboration is still needed. Collaboration involves several parties starting from the individual, work group, and organizational levels. In carrying out collaboration, it is very important to understand the performance of public institutions. Therefore, collaboration studies focus more on the organizational level of public sector organizations (Whitford, 2010).

Collaboration has a long time frame. This is what distinguishes collaboration from teamwork. As a process, collaboration is an ongoing interaction between several people. In carrying out collaboration, joint planning is needed so that the responsibility for its implementation becomes a shared responsibility. This is as stated by Lindeke and Sieckert who said that collaboration is a complex process that requires planned, deliberate, and shared knowledge sharing (Anderson, 2004).

In essence, the purpose of collaboration is to achieve common goals by helping each other. This is as stated by Abdulsyani, collaboration is a form of social process, in which there are certain activities aimed at achieving common goals by helping each other and understanding each other's activities. Likewise, according to Roucek and Warren who said that "collaboration means working together to achieve common goals. It is the most basic social process. Usually, collaboration involves a division of tasks, where each person does each job that is their responsibility in order to achieve common goals" (Lindeke, 2005).

The purpose of collaboration is to accelerate the achievement of goals together. Even in the process of achieving these goals, it is not recommended to compartmentalize the tasks that are carried out. This is as stated by Nawawi that collaboration is an effort to achieve common goals that have been set through the division of tasks/work, not as a compartmentalization of work but as a single unit of work, all of which are directed at achieving goals (Abdulsyani, 2007).

Collaboration here means collaboration between the Ministry of Tourism and Creative Economy and nature-loving Influencers to create Eco-Tourism in Indonesia. The Ecotourism Society defines ecotourism as the main activity in organizing natural tourist attractions

managed by local communities and the government and supported in preserving the natural and cultural environment and improving the welfare and economy of the local community (Nawawi, 1984).

According to Fennel, ecotourism is a sustainable nature-based tourism with a focus on experience and education about nature, managed with a certain management system and has the lowest negative impact on the environment, is not consumptive and is locally oriented (in terms of control, benefits that can be taken from business activities). Therefore, this study aims to analyze the Role of the Ministry of Creative Economy and Tourism with Influencers in creating Eco-Tourism in Indonesia (NAWAWI, 2023) ; (Sazali, 2020) & (H. Ye, 2020) .

RESEARCH METOHDS

Based on the brief explanation above, it can be concluded that the main objective of this article is to analyze the urgency of the Collaboration of the Ministry of Tourism and Creative Economy with influencers in creating eco-tourism in Indonesia (Jonathan Sarwono, 2016). This research is a qualitative research with a descriptive approach that describes eco-tourism, collaboration between KEMENPARKRAF and Influencers, and tourism (Sugiyono, 2019). The data used in this study are secondary data that researchers obtain from various scientific sources such as books, scientific articles, journals, and other sources commonly used in research (Kader, 2021). The data is analyzed using the SWOT analysis tool (Rahmat, 2021).

RESULT AND DISCUSSION

Collaboration and Eco-Tourism

Collaboration is a general term that is often used to describe a pattern of cooperative relationships carried out by more than one party. There are many definitions of collaboration put forward by various experts with various points of view. The variety of definitions is based on the same principle, namely togetherness, cooperation, sharing tasks, equality, responsibility and accountability. However, to define the concept of collaboration in a complete and comprehensive manner is not easy. In general, collaboration is a relationship between organizations that participate and agree to jointly achieve goals, share information, share resources, share benefits, and be responsible for making joint decisions to solve various problems (Emily R. Lai, 2011).

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SWOT Analysis

Collaboration between the Ministry of Tourism and Creative Economy and Influencers is believed to be able to create Eco-Tourism with the SWOT analysis below (Mukhlisin & Hidayat Pasaribu, 2020):

Table 1. SWOT Analysis

Strenght	Weakness	Oportunity	Threat
Having the same goal so that the results are easier to achieve	There is potential for different thoughts and implementation methods.	The creation of eco-tourism	The program was not implemented and suffered losses both morally and materially
Having a special budget		Program implemented	
Needing each other			

Based on the explanation above, it can be concluded that the Collaboration between the Ministry of Tourism and Creative Economy brings more benefits in creating Eco-Tourism in Indonesia because of several things including having the same goal in developing tourism accompanied by protecting the environment. Such as, the Pesona Indonesia program from the Ministry of Tourism and Creative Economy which upholds the principles of the environment and InFLUNCER-Influencers who are familiar to the ear, namely Pandawara with the program to clean up trash, Fiersa Besar with the atap negeri program, Road Party with

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CONCLUSION

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