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Collaborative Governance Of Garbage Cleaning And Tourism Development In Educational Content @Pandawaragroup

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Abstrak

Penelitian ini bertujuan 1) untuk mengetahui peran pemangku kepentingan dalam konten tiktok @pandawaragroup sebagai pengelola pariwisata; 2) tata kelola kolaboratif pembersihan sampah dan pengembangan pariwisata dalam konten edukasi tiktok @pandawaragroup. Penelitian ini merupakan penelitian kualitatif deskriptif. Sumber data dalam penelitian ini adalah konten edukasi tiktok @pandawaragroup. Teknik pengumpulan data dalam penelitian ini berupa pengamatan data. Teknik analisis data dalam penelitian ini adalah penyajian data, reduksi data, dan penarikan kesimpulan. Hasil penelitian ini menunjukkan bahwa (1) pengelolaan kawasan wisata dalam konten edukasi tiktok @pandawaragroup di beberapa Kawasan yang memprihatinkan membutuhkan masyarakat sebagai subjek utama dalam pengelolaan pariwisata dan elemen pemerintah dalam menyokong potensi pengembangan pariwisata; (2) Dalam kolaborasi ini, pandawara dan pemerintah setempat mengambil tindakan untuk membersihkan area yang kotor dan menyediakan peralatan yang diperlukan. Pandawara berhasil menerapkan strategi komunikasi efektif melalui media untuk menyampaikan pesan guna meningkatkan kesadaran lingkungan kepada masyarakat. Dengan terus memperkuat kolaborasi ini, kita dapat menciptakan lingkungan yang bersih, sehat, dan berkelanjutan untuk pengembangan pariwisata.

Kata Kunci : *Tata kelola, kolaboratif, pariwisata, pandawara*

Abstract

This research aims 1) to determine the role of stakeholders in @pandawaragroup tiktok content as tourism managers; 2) collaborative governance of waste cleanup and tourism development in @pandawaragroup tiktok educational content. This research is descriptive qualitative research. The data source in this research is the educational content of TikTok @pandawaragroup. The data collection technique in this research is in the form of data observation. The data analysis techniques in this research are data presentation, data reduction, and drawing conclusions. The results of this research show that (1) management of tourist areas in the @pandawaragroup tiktok educational content in several areas of concern requires the community as the main subject in tourism management and government elements in supporting tourism development potential; (2) In this collaboration, the pandawara and local government take action to clean dirty areas and provide the necessary equipment. Pandawara succeeded in implementing an effective communication strategy through the media to convey messages to increase environmental awareness to the public. By continuing to strengthen this collaboration, we can create a clean, healthy and sustainable environment for tourism development.

Keyword: *Governance, collaborative, tourism, pandawara*

INTRODUCTION

Tourism potential should be managed as optimally as possible, one of which is through tourism activities. The aim of this management is that tourism potential provides great benefits for the welfare of the community. With tourism, natural potential can be preserved through conservation steps or efforts carried out by the community itself. Thus, tourism becomes a way or effort to manage regional potential. In general, tourism potential exists in villages and urban areas which are tourist destinations. When tourism potential exists in rural areas, this potential must be managed by the people who live in the local village. This is one form of implementing community-based tourism, an approach that makes village communities the managers or implementers of tourism activities (Susanti, 2023; Junaid and Salim, 2019).

The development of natural tourism cannot be separated from the role of stakeholders, including the government as policy maker and compiler, the private sector as tourism business actors, academics, the community and other parties. The role of stakeholders in the development of natural tourism presents a conception of tourism development that cannot be done alone and requires joint action and balance between stakeholders (Lukman, 2022). This conception leads to an understanding of governance. The understanding of governance was conveyed by Muntasib (2009) which is a resource, economic and social management mechanism that involves the influence of the government

sector and non-government sectors in a collective effort. Tourism governance is a form of regulating the relationship between tourism actors and tourism resources, consumers, government, other parties who have an interest in the same tourism resources (Habib, 2021).

The organization of tourism destination governance is of concern to academics considering that this concept is the choice for most destinations in managing tourism potential. The form or type of destination governance really depends on the needs and interests of the governance organization. Sometimes, governance organizations are managed at the provincial, district/city level and can even be based on smaller administrative areas. Governance organization can also be based on the management of tourist attractions which requires professional management which then supports tourist destinations (Nasution, 2021).

To understand destination governance, Longjit and Pearce (2013) divide destination governance into three parts, namely objectives, activities or activities and governance organizational structure. Goals are defined as targets or targets that an organization will achieve in running a group of governance organizations. This target is stated in the form of goals to be achieved in a certain period. Activities can be interpreted as all efforts, programs or activities carried out in order to achieve the goals of the destination governance organization. In general, tourism governance organizations always emphasize the importance of encouraging people to gain economic benefits from tourism activities as well as preserving tourism resources that serve as tourist attractions. The organizational structure of destination governance is the core of the existence of the tourist destination management group. This organizational structure also depends on the needs of the institution that is being or will be formed (Surur, 2020).

The process of establishing a destination governance organization also depends on the role and function of the local government through the Tourism Office which can encourage the community to be actively involved in the activities of the governance organization (Pramesti, 2022). Pearce (2015) stated the functions and roles of destination governance organizations; (1) the governance organization will assist in marketing, branding and positioning a destination; (2) Help develop and/or manage products owned by a destination; (3) Carry out the process of planning, implementing and evaluating work programs related to tourism at a destination; (4) Encouraging the community to get involved in tourism activities through the role of facilitator; (5) Play a role in the process of providing information to tourists and assist the community in socializing the urgency and benefits of tourism for the community (Sanjaya, 2021).

Tiktok is a social media platform that provides the possibility for its users to be able to

create short videos with a duration of up to 3 minutes which are supported by music, filters and various other creative features. With the creativity of its users, TikTok can become a place for education and campaigning. One example is the Pandawara Group. Through the tiktok account @pandawaragroup, they make good use of advanced technology, so they are able to make breakthroughs for the good of the environment through the videos and messages they convey through their tiktok account. With the information on their account that they include, namely "not cleaning but reducing", they prove that even though they don't clean one hundred percent straight away, they reduce the waste problem.

The viral Pandawara group is being used by the government, one of which is the Banten government, to help empower tourism potential as an effort to develop tourism. Forms of regulation of relations between tourism actors, the government and other parties who have an interest in tourism resources in Banten in the @pandawaragroup tiktok educational content have been carried out, both by the central government, regional government, community groups and the private sector.

This research aims 1) to determine the role of stakeholders in @pandawaragroup tiktok content as tourism managers; 2) collaborative governance of waste cleanup and tourism development in @pandawaragroup tiktok educational content.

RESEARCH METHOD

This research is descriptive qualitative research. Qualitative research is a type of research that emphasizes processes and meanings that are not tested or measured precisely with data in the form of descriptive data. This type of research has natural characteristics or is based on phenomena that occur in the field with an emphasis on quality (Strauss, 2003). This research describes the role of stakeholders in @pandawaragroup's tiktok content as tourism managers as well as collaborative governance of waste cleanup and tourism development in @pandawaragroup's tiktok educational content.

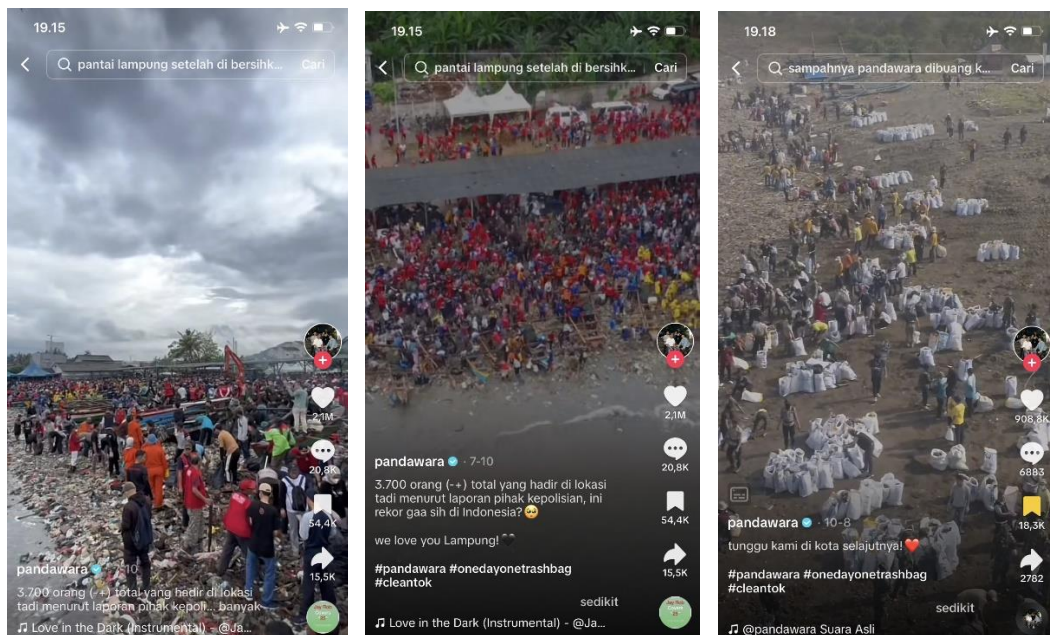
The data sources used in this research are the educational content of TikTok @pandawaragroup and previous studies that are relevant to the research. The data collection technique in this research uses observation techniques on the data that has been collected and then relates it to the topic. Data analysis techniques in this research include data presentation, data reduction, and drawing conclusions from the perspective of Miles and Huberman (Huberman and Miles, 2002).

RESULTS AND DISCUSSION

The Role of Stakeholders as Tourism Managers

The success of tourism management cannot be separated from the people who inhabit the area. Community is the core of community-based tourism. Areas that have the potential to be developed as tourism should start with the community and are intended for the community itself. Management of Tourism Areas in the @pandawaragroup tiktok educational content in several areas of concern requires the community as the main subject in tourism management and an element of government in supporting tourism development potential. The main factor for this success is the ability of the young generation who are indigenous people who inhabit the area or the awareness of other communities to work and innovate to create the tourism potential of an area.

Figure 1. Waste Cleaning Movement in @pandawaragroup tiktok content



Several beaches featured in @pandawaragroup content show worrying conditions, namely the lack of collective awareness of the community to maintain and preserve the surrounding beaches, resulting in a buildup of rubbish and making the beaches look unkempt. In fact, beaches as marine tourism have great potential to create tourism potential that can be utilized by the surrounding community. In this problem, the Pandawara group is taking small steps to make the public aware through its TikTok educational content. This step cannot be separated from the role of other stakeholders to create the potential for clean beach tourism so that it attracts tourists.

Several areas featured in @pandawaragroup's tiktok educational content still have limited facilities and infrastructure in preparing adequate supporting facilities and infrastructure as one of the prerequisites for attracting tourists to visit these tourist attractions. And there are still limited human resources that are expected to help manage and develop potential tourist attractions. Likewise, there is a lack of public awareness in participating in preserving existing tourist attractions and exploiting existing tourism potential.

Tourism activities started with youth groups who were aware of the potential of their region which was then intended for their community. Internal factors which include mutual awareness of the community, the ability of the younger generation to manage regional potential through tourism governance organizations as well as the principles of togetherness and equality in terms of economic benefits for the community are the keys to successful tourism management in an area. Apart from that, external support is needed from the local government and various external stakeholders who are the driving force for creating tourism potential. Community-based tourism can be realized because of collective awareness between managers and the people living in the area.

Content produced by the Pandawara Group with a focus on environmental cleanliness, has a positive impact in increasing public awareness of environmental issues and encouraging active participation in maintaining a clean environment. The research results show that the management of tourism potential in the @pandawaragroup tiktok educational content is due to the ability of the young generation who are aware of environmental cleanliness to work and innovate in managing worrying tourism. The collective awareness of the community is also the key to this success.

Collaborative Governance of Garbage Cleaning and Tourism Development in Tiktok Educational Content @Pandawaragroup

Following up on the problems described previously requires the participation of various parties or stakeholders who together carry out collaborative governance. According to Ansell and Gash (2007) collaborative governance is the way a government regulates one or more non-government stakeholder public institutions in a collective decision-making process that is formal, consensus-oriented and deliberative which aims to create or implementing public policy or managing public programs or assets.

This opinion is supported by Emerson's statement that collaborative governance is a process and structure for public policy decision making and management that involves people constructively at the boundaries of public institutions, levels of government, and

community, private and civil society to implement public interests that cannot be achieved if carried out by one party alone. The concept of collaborative governance itself includes the involvement of which institutions are starting collaborative efforts, and what initiatives each institution (stakeholders) take in determining/defining goals, assessing results, causing change, and so on.

In this case, who started the initiative can be seen through three aspects. First, the initiative must start from players/actors whose aim is in the greater public interest. Second, each collaborating stakeholder or institution must have a role in determining the collaboration goals. Third, the relationship between the institutions involved must be strategic, meaning that each institution in carrying out actions can always be seen transparently and others respond to this transparency.

Table 1. Collaborative Governance of the Government and Pandawara Group

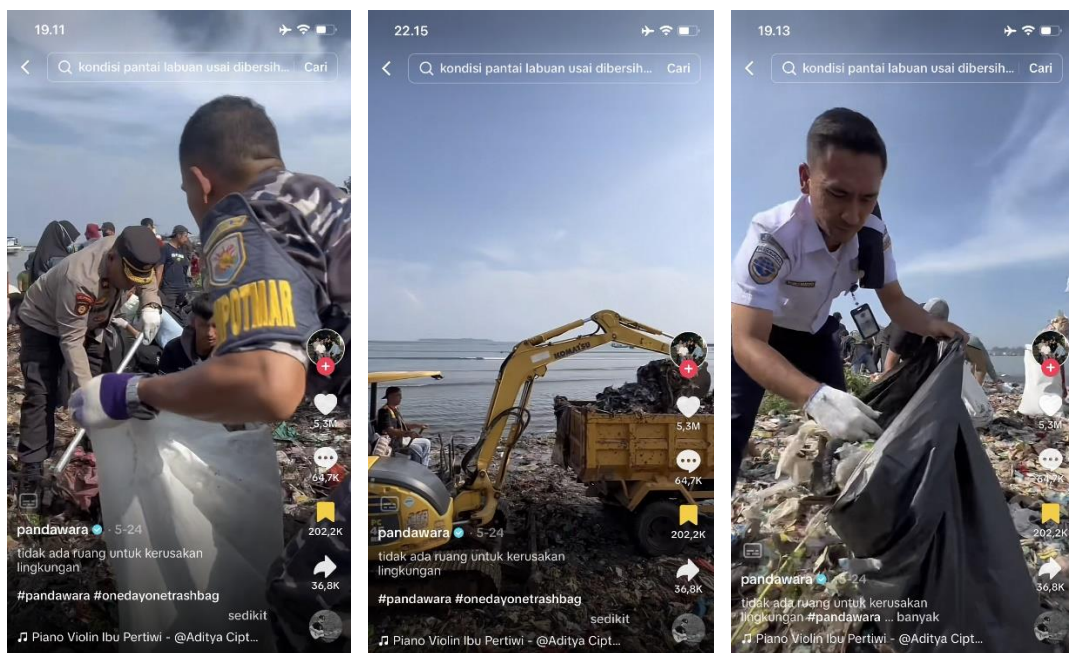
Stakeholders	Institution	Interest
Government Elements	Regional Government, Tourism Department, Police	Carrying out government affairs Attracting tourists by creating tourism potential
Environmentally conscious group	Pandawara Group	Make people aware of the importance of protecting the environment Assist the government in developing tourism
Elements of Society	All communities in tourism potential areas	Create jobs Get positive benefits

The role of stakeholders as regulated in Law Number 23 of 2014 concerning regional government explains that regional governments have the right to regulate selected matters according to the potential of each region. Thus, regional governments have an obligation to regulate the tourism potential of their regions. Various tourism potentials that can be developed and become a mainstay in a region should continue to be developed and maintained properly. For this reason, it is necessary to have various policies taken by regional governments, especially in the tourism sector, in accordance with their autonomous authority. The government has issued Law Number 10 of 2009 concerning Tourism. With

this regulation, the development of tourism potential in the region must be guided by these regulations. Apart from that, there are also operational rules mentioned in Law Number 10 of 2009 where tourism must be used as a tourism operational guideline for the region, namely the parent of tourism development. This tourism master plan is prepared in stages starting from the national level to the Regency/City level.

In this case, the government should act as the initiator of development and supervision. Each actor involved in tourism development can be seen from the role of each stakeholder in implementing tourism development.

Figure 2. Collaboration between the Government and the Pandawara Group



The patterns that can be identified from the Pandawara Group content series reflect their commitment to environmental preservation, the spirit of nationalism, collaboration, inspiration, and response to environmental emergencies. In a series of messages conveyed through their platform, Pandawara Group succeeded in building a strong and cohesive narrative to inspire and mobilize the community to maintain a clean environment. One of the prominent themes is "Content about Environmental Cleanliness," where Pandawara Group continuously invites viewers to care about environmental cleanliness. Their videos depict dirty beaches and highlight the importance of reducing litter on beaches. Next, they showed a beach cleaning action with volunteers and the cleaning results reached 45%. Pandawara Group clearly shows their commitment to maintaining a clean environment.

Apart from that, the theme "Content about Collaboration and the Spirit of Nationalism"

is also an important part of their message. Pandawara Group emphasizes the importance of the role of individuals and collaboration between the government and local communities in maintaining cleanliness, providing inspirational messages, showing the power of cooperation, encouraging community participation, and demonstrating their commitment to environmental sustainability. In this way, Pandawara Group succeeded in building a structured message and motivating their audience to play an active role in maintaining environmental cleanliness and the spirit of nationalism, as well as responding responsively to environmental emergency situations.

Of course, to overcome waste management problems, collaboration with many stakeholders or related sectors of society is also required. If many social sectors participate in waste management activities, the efficiency will be higher. This means that by collaborating with various stakeholders or communities, all problems can be reduced and their goals can be achieved.

Through social media, they facilitate communication and coordination between parties who want to help, raise awareness of the issue, and encourage concrete action to help rebuild fire-affected areas. Collaborating with several well-known artists not only helps increase the reach of their message, but also provides concrete proof that environmental conservation efforts can also become a positive trend and lifestyle pillar. To achieve the goal of inspiring, appreciating and creating impact, Pandawara Group utilizes collaboration with various parties, including companies such as Fatigon Baygon. Through this collaboration, they encourage the business world to take part in environmental conservation efforts and motivate the younger generation not to tire of creating change. Throughout its campaign, the Pandawara Team has had a positive impact on society. They educate the public about the importance of keeping the environment clean, educate the public to be more environmentally aware, and provide examples of concrete actions that the public can follow.

By showing a compilation of several videos uploaded to Pandawara's TikTok account about the habit of cleaning dirty rivers, people are encouraged to start changing their bad habits, such as throwing rubbish into rivers or managing waste properly. Apart from that, the regional government and related agencies are starting to show their existence by participating in solving existing problems with the Pandawara group. In this collaboration, the pandawara and local government take action to clean dirty areas and provide the necessary equipment. Pandawara succeeded in implementing effective communication strategies through the media to convey messages to increase environmental awareness to the public. Thanks to several videos they uploaded on social media, Pandawara received a positive response from people who watched the videos. From the many volunteers involved

in environmental cleanup efforts, it can be concluded that the message and objectives of the pandawara were well conveyed to the wider community.

The Pandawaras never narcissistically show what they have done, or the impact they have had. They always emphasize that the results they obtain cannot happen because of them alone. However, they also mentioned various parties who had supported it too. For example, the relevant government, local officials, local residents, and many others. Even though netizens must have realized what a great thing they were doing. Starting from them, they can mobilize various elements of society and even officials there.

Solid collaboration on TikTok has a long-lasting impact. By involving the public, influencers and government agencies, cleanliness campaigns do not just become a temporary trend, but create sustainable behavioral changes. This collaboration also creates a sense of ownership of environmental cleanliness, making people more committed to keeping their homes clean. Involving local communities, influencers and government agencies creates a strong ecosystem that amplifies the clean message and supports concrete action. By continuing to strengthen this collaboration, we can create a clean, healthy and sustainable environment for tourism development.

CONCLUSION

The conclusion of this research shows that the management of tourist areas in the @pandawaragroup tiktok educational content in several areas of concern requires the community as the main subject in tourism management and government elements in supporting tourism development potential. In this collaboration, the pandawara and local government take action to clean dirty areas and provide the necessary equipment. Pandawara succeeded in implementing an effective communication strategy through the media to convey messages to increase environmental awareness to the public. By continuing to strengthen this collaboration, we can create a clean, healthy and sustainable environment for tourism development.

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