

Collaborative Governance in the Development of a Chinese Java Acculturation Tourism Village in Besani Blado Village

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ABSTRACT

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This research aims to discuss the concept of collaborative governance in handling the development of cultural acculturation tourism villages in Besani Blado Batang Village. Carrying out tourism programs is the main responsibility of the public sector, private sector, and community sector so that the Javanese-Chinese acculturation tourism village of Besani Village can run optimally. Besani Village has a superior tourist spot, namely De Blado. This research is qualitative research with descriptive methods. Data collection techniques used were interviews, documentation, and observation. This research aims to find out to what extent collaborative governance techniques can build a better Javanese Chinese acculturation tourism village in Besani Village. In this research, results were obtained where the public sector, private sector, and community sector provided good support. The value of collaboration shown by all sectors succeeded in making the Javanese Chinese acculturation tourism village Besani Village become one of the new tourist village destinations which has shot up very quickly since its establishment in 2022. Because of this persistence and strong joint commitment, finally in 2023 after the establishment of Besani Village as a tourist village in 2021, Besani Village has occupied the 75th position in ADWI.

1. INTRODUCTION

Tourism is one of the most important sectors for a country, especially for Regional Governments where tourism is one of the regional attractions for tourists to visit or visiting, whether regional tourists, outside the city or island, or even foreign tourists. Of course, having attractive tourism in an area will increase profitability in various sectors such as culinary and so on. Dwi Alamsyah (2020) explains that tourism is the tourism potential that every region has, whether in the form of cultural tourism, natural tourism artificial tourism, etc. In this way, local governments can see what potential can be used as a tourist attraction in their area so that it can create a source of life for their people.

Tourism is one of the most important sectors in economic growth because tourism can generate foreign exchange quickly in various countries (Utami et al., 2020). Apart from tourism being able to improve the economy, it also helps provide income to local governments or Regional Original Income (PAD) through entry tickets to tourist attractions, parking fees, taxes, or other things that can provide income from visiting tourists (Alamsyah, 2020).

If we look at the data submitted by the Official Statistics News (BRS) from August 2021 to August 2022, the number of foreign tourists has increased (BPS RI, 2022). This shows that Indonesia, as a tropical country, has many interesting tourist attractions, making it an attraction for foreign citizens to visit and enjoy various types of tourism in Indonesia.

Table 1. Foreign Tourist Visits

The number of tourists entering Indonesia through the main entrance		
Month/Year	Traveler	Percentage
August 2021	510.25 thousand	2,028.65%
August 2022	1.73 million	28,727.46%

From the table above, the number of foreign tourist visits to Indonesia through the main entrance in August 2022 reached 510.25 thousand visits, a significant increase of 28,727.46 percent compared to conditions in August 2021. When compared with the previous month, the number of foreign tourists visits in August 2022 also increased by 6.98 percent. From January to August 2022, the number of foreign tourist visits to Indonesia through the main entrance reached 1.73 million visits, an increase of 2,028.65 percent compared to the number of foreign tourist visits in the same period in 2021.

Indonesia is not only able to offer natural beauty as a tourist attraction, but Indonesia also provides various other tourist destinations such as culinary, cultural, and village tourism. Of course, all types of tourism require processing, development, and sustainable development from the local government. Development in the tourism sector has high potential so it needs to be developed. When tourism is planned well, it should be able to provide benefits to the people of a destination (Haradi, 2019).

Based on the Government Regulation of the Republic of Indonesia No. 50 of 2011 concerning the National Tourism Development Master Plan for 2010 – 2025, tourism institutions are a unity of elements and their networks which are developed systematically, including the central government, regional government, private sector, and community, human resources (HR), regulations, and operational mechanisms, on an ongoing basis to produce changes towards achieving goals in the tourism sector.

Conceptualized in PP No. 50 of 2011 above, a synergy between central & regional governments, the private sector, and the community is needed to empower each region with tourism potential that can be developed in their respective regions. This synergy of cooperation is also called collaborative governance. The collaborative governance approach itself is a control model in which one or more public institutions directly involve non-state stakeholders in a collective decision-making process that is formal, consensus-oriented, deliberative and aims to create or implement public policies, manage public programs or public assets (Syaiful Ismail, 2018).

Based on the collaborative governance approach, local governments only need to ensure cooperation with various related parties so that it can have a positive impact on all parties, both partners and the surrounding community. Of course, good collaborative management can produce a tourism object that is profitable for the government, partners, and the surrounding community.

Central Java is one of the areas on the island of Java that has many tourist attractions that can be visited, both natural, culinary, and artificial tourism, such as tourist villages which have been intensified several years ago as an educational tourist attraction. A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village which includes socio-economic, and socio-cultural life, customs, daily life, building architecture, village layout, as well as economic activities that are attractive and can be developed as tourism (Fafurida et al., 2022).

As a type of artificial tourism as well as tourism with cultural educational nuances, tourist villages certainly need adequate development support from parties who play a role in a collaborative governance approach; namely the government, private sector, and society. The aim of developing tourist villages is of course to educate and improve local economic standards. Tourism villages in Indonesia as implementations of holistic, multidimensional connectivity must be able to prioritize the concept of see, feel, and explore as the basis of tourist villages (Fafurida et al., 2022).

Batang Regency, which is located on the North Pantura route, recently opened a tourist village destination called Besani Batang Tourism Village. The tourist village is located in the Blado District. The distance is approximately 25 km from the center of Batang Regency. This is a form of collaboration between regional, and provincial governments and tourism awareness managers and also the role of a very enthusiastic community. Apart from its attraction which is the acculturation of Javanese and Chinese ethnicities, Besani Village is also considered worthy of being a tourist village because of the preservation of its cultural heritage.

In 2022 Besani Village entered the 100 best villages in the Indonesian Tourism Village Award (ADWI) and 2023 Besani Village achieved an extraordinary achievement, namely being included in the 75 best ADWI 2023 Tourism

Villages by the Indonesian Ministry of Tourism and Creative Economy, Mr. Santiago Salahuddin Uno (Kompas.com).

According to the Minister of Tourism and Creative Economy, there are interesting things here that other villages need to emulate. With large investments from Chinese investors in Besani Village, the village then prepared a breakthrough by creating a Javanese-Chinese village, which teaches Mandarin to children in the Besani Tourism Village. He hopes that Indonesia's young generation will have the opportunity to master language skills, including Mandarin. He also added that several of the curated products meet world standards. For this reason, his party will bring more collaboration with the business world and will process it so that Besani Village is better known to the world (Website: Batang Regency Government, 2023).

Apart from being supported by tourism, Besani Village has also received a nomination in the top 10 of the Anugerah Pesona Indonesia Award in the category of Sangan Tea and creative destinations (jadesta.kememparekraf.go.id, 2023). The tourism featured in the Besani Tourism Village is very diverse to explore, ranging from natural tourism, culture, education, and others.

The area is in the highlands with cool and fresh views of tea plantations. In Besani Village there is also another natural tourist attraction, namely the Dewi Besani waterfall. This is also the center of the De Blado attraction which provides tourism that emphasizes traditional Javanese culture (jadesta.kememparekraf.go.id, 2023).

Besani Village also provides opportunities for anyone who wants to improve their language skills at the Mandarin learning center. Mandarin language training is usually held every Sunday. This also introduces Javanese and Chinese acculturation culture. Later there will be special Mandarin teachers and sometimes also accompanied by native speakers such as students from China who are studying in Indonesia.

As a pioneering tourist village, or more precisely, it was formed in 2022, the local government must continue to pay attention to the development, sustainability, and development that occurs in the Besani Tourism Village. Because this village can be expected to become a beacon of ethnic diversity so that it can become an educational reference for the national and international community. So, the role of the government, community, private sector, and Pokdarwis components is very necessary as stakeholders who become a stimulus for the formation, development, and legal security for Besani Village as a village that carries the image of acculturation of a Javanese-Chinese tourist culture village.

Based on the explanation above regarding Collaborative Governance in developing Javanese-Chinese acculturation tourism objects in Besani Village, researchers are interested in finding out the extent of the performance of the local government and its collaborative partners in building and developing the village. So, researchers are interested in conducting research with the title, "Collaborative Governance in the Development of Javanese-Chinese Acculturation Tourism Villages in Besani Blado Village".

2. METHOD

This research uses a qualitative approach. Qualitative research is a type of research that understands social phenomena from the participant's perspective. In simple terms, it can also be interpreted as research that is more

suitable for examining the condition or situation of the research object (Sugiyono, 2010).

The type of research used is descriptive research with an exploratory method where descriptive research is used to describe existing phenomena, both natural phenomena and human engineering phenomena themselves (Sugiyono, 2010).

The data collection techniques used in this research are observation techniques, interviews, documentation, survey techniques, and discussion techniques that researchers carried out with informants. The quality of the data in this research is that according to Miles & Huberman (1984), data validity is data that has been tested validly and correctly. To prove the validity of the data in this research, the researcher used triangulation techniques. According to (Sugiyono, 2010) there are three types of triangulations, namely: source triangulation, technical triangulation, and time triangulation. This research will use source triangulation. Source triangulation was carried out to confirm the overall results of observation and interview techniques from various sources, namely in the form of journals, theories, and various other references.

3. RESULTS AND DISCUSSION

Overview of the Development Potential of the Besani Tourism Village Blado District, Batang Regency

Quoting from Fafurida et al., (2022), if you look at the style trend, considering the large number of foreign investors who support the development of Besani Village, the style being built is more dominant towards "Bamboo Curtain Country". Of course, this is intended as a form of tolerance where the ethnic Chinese in Besani Village feel comfortable and peaceful in socializing in the archipelago, especially Besani Village. So, in terms of customs, Besani Village provides two different styles that coexist with each other, namely Javanese customs with their various characteristics and Chinese customs with their various cultural characteristics. This is of course related to the concept of developing a tourist village where the development of a tourist village is a form of empowering local potential or tourism resources in the village as a manifestation of empowering village communities through tourism (Agustin C. & Gede S., 2021).

The Besani tourist village, which was founded in 2022, carries the tagline "Gateway to Javanese-Chinese Acculturation" because of the diversity it brings (Website: Batang Regency Government, 2023). This is also related to the strategic location of Batang Regency on the north coast of Central Java, precisely on the main route connecting Jakarta with Surabaya. This location creates opportunities for investment and industrial relocation, mostly from China. These advantages are then used to increase existing resources and introduce tourism to foreign countries.

A sector that supports people's welfare, such as tourism, of course, requires a lot of cooperation from various related components. In general, several components have a role in running the tourism sector, such as Government, Community, Private, and Tourism Awareness Groups (Pokdarwis). These four components are stakeholders who play a full role in the development and implementation of tourist attractions (Kirana & Artisa, 2020).

From a government perspective, of course, it is a stakeholder that bridges tourism managers with regulations commanded by the Tourism Service. From a community

perspective, of course, it returns to awareness and the spirit of cooperation to develop their village as a source of income to make ends meet. The private sector is a strategic stakeholder considering that tourism managers certainly need private investors to strengthen tourism networks and development. In this case, Pokdarwis can also be called a tourism-driving community, so the presence of a community like this is needed in the consistent process of a tourist attraction so that it continues to operate (Utami et al., 2020).

Collaborative Governance in Tourism Village Development Besani

1. Public Sector

1.1. Ministry

Tourism villages are one of the flagship programs of the central government, in this case, the Ministry of Tourism and Creative Economy (Kemenparekraf) as an effort to increase community mobility at the village level. The main aim, apart from raising the potential that exists in each village, is also to increase community competitiveness in the economic realm.

A form of seriousness and commitment from the Ministry of Tourism and Creative Economy (Kemenparekraf) in providing real support to villages that have potential. This can be seen from the Ministry of Tourism and Creative Economy continuing to create innovations as a form of promoting tourist villages in the archipelago. On Monday, November 21, 2022, the Ministry of Tourism and Creative Economy launched another breakthrough, namely the *Beti Dewi* program also known as the *Buy a Creative Tourist Village Package*. This program aims to enable all tourist villages to be able to be onboard digitally with several OTA/Online Travel Agents. So, more and more tour packages are being sold on several digital platforms (<https://www.thought-rakyat.com/>).

Just like Besani Village which has great potential, apart from being a place of acculturation for Javanese and Chinese culture, it also supports tea products and several other products that are world-famous, based on the potential that Besani Village has. So Besani Village was named a tourist village in the top 75 recipients of the 2023 Indonesian Tourism Village Award (ADWI) given by the Ministry of Tourism and Creative Economy. Due to this success, the Besani Tourism Village received a direct visit from the Minister of Tourism and Creative Economy, Sandiaga Uno, on Saturday 10 June 2023, which said that:

"What is interesting is that this needs to be an example of other villages, that here with large investment from Chinese investors, this village is also preparing a breakthrough by creating a Javanese Mandarin village, which teaches Mandarin to children in this Besani tourist village." (<https://travel.kompas.com/>)"

From all of these explanations, it is necessary to have a role for the government, in this case, the Batang Regency Government and the Besani Village Government, the private sector, and the community collaborating in the development of the Besani Tourism Village. So, the creation of new jobs and increasing MSME income can certainly improve the welfare of society evenly.

The collaborative governance model in developing this Tourism Village emphasizes the concept of

mutualism which provides profitability for both parties. This is in line with Sofiana's research (2018) where collaborative governance is very important to work together to optimize development, considering that the development of tourist attractions must be sustainable so that development occurs that has a good impact on the tourist attraction area.

1.2. Government tourism office

As a public sector that includes local governments, tourism services, and tourist attraction managers, they must have the awareness to develop tourism together, as stated by the Head of Division. Mr Siswanto, SH's tourism destinations and businesses on 22 August 2023 at 13.00 WIB are as follows:

"We support the planning for the development of tourist attractions in Besani, from the Department by making a Regent's Decree and making a video to be able to register to become a Tourist Village, as well as a requirement to enter ADWI so that in 2022 we can enter 100 ADWI..." (Interview: Siswanto, 8/22/23)"

The results of the interview show that the Besani Tourism Village cannot enter ADWI if there is no Regent's Decree and there needs to be assistance or collaboration with various parties including the Tourism Office. The process of obtaining a Regent's Decree (SK) of course requires intense and fundamental submissions and discussions about the reasons why Besani Village deserves to be a tourist village. This cannot be separated from the efforts and struggles of various parties, as stated by Mr Siswanto as Head of the Destination and Tourism Business Division on August 22 2023.

"In 2022 there will be 100 ADWIs by Mr. Nawawi, a businessman and tourism manager, in 2023 there will be 75 ADWIs by Mrs. Nita Setyawati as head of the Tourism Village management."

The Javanese-Chinese acculturation tourism village, Besani Village, has successfully entered as a member of ADWI with a successful ranking of 100 by Mr. Nawawi in 2022. Then the management of the tourist village was continued by Mrs. Nita Setawati and currently, Besani Village, which is a Javanese-Chinese acculturation tourism village, has taken position 75 at ADWI. This shows that from the initial determination until now, the management of Besani Village is still ongoing and continues to find innovation. This is the background where villages in Central Java which are designated and built as tourist villages are not running well, due to lack of awareness and lack of professional management. The important role of each stakeholder in completing the tourism village program in Besani Village is not wasted. This is in line with Mr Siswanto's statement as Head of Division. Tourism Destinations and Businesses which says:

"From Bank Jateng, Bank BRI also helped to create the Qris payment application, namely the payment process so that transactions are easier, faster, and more secure."

From the interview, it was clear that in the construction and development of the Besani tourist village, there was support from other parties, namely

from the banking sector, in this case, the creation of an application as a means of providing easy and safe

payments. Based on the results of the researcher's interview with Mr Siswanto Head of the Destination and Tourism Business Division on August 22, 2022, who said that

"We support the planning for the development of this tourist attraction because there are many benefits to be gained if the tourist attraction is developed, especially for the community around the tourist attraction. If the tourist attraction is already known to many people, many visitors will come so that the local community can take advantage of this moment. to increase income, such as selling around tourist attractions or providing motorbike taxis with the proceeds for themselves."

To make the Besani tourist village benefit not only the management and the people of Besani, it is hoped that it will also benefit the surrounding community. Mr Siswanto as Head of Division. Tourism Destinations and Businesses on 22 August 2022 which said that:

"The Tourism Department's efforts are to coordinate with the village government, tourist village managers, Pokdarwis, Karang Taruna, and the community in developing tourist villages."

Based on the informant's explanation above, it can be concluded that the first step in implementing the Collaborative Governance method is to build a public sector that is competitive, communicative, professional, and has strong teamwork values. With open and structured communication, of course, the message conveyed will be conveyed well. So that the parties concerned will find a point of opportunity for an important discussion. This is what several village representatives such as Pokdarwis and Karang Taruna did in conveying their aspirations regarding the village tourism program. This is what made the Head of the Destination and Tourism Business Division, Mr. Siswanto, discover the opportunity for Besani Village as a tourist village by promoting the concept of Javanese-Chinese acculturation.

1.3. Besani Village Government

Collaborative governance cannot be eliminated between stakeholders as a process of consensus and focus on hospitality. Direct dialogue is needed with stakeholders to identify opportunities for mutual benefit.

This shows that where a tourist destination can be realized, it must first obtain approval from the government. Informants from the Besani Village Secretary, Sigit A. Nugroho, SH on August 20 2023 at 10.00 WIB also stated:

"The Village Government, Tourism Managers, and the Community play a lot of roles, including energy, thoughts, and costs, so that the implementation and development of the Tourism Village in Besani can be carried out."

The results of the interview show that the creation and development of the Besani Tourism Village requires collaboration with the Government, Tourism Managers, and the Besani Village Community so that in the process they can make Besani a Tourism Village. Besani Village Secretary, Sigit A. Nugroho, SH said:

"In 2022 there will be 100 ADWI and in 2023 there will be 75 ADWI. Coincidentally, on June 14 last year in Tegaron hamlet there were foreign tourists from Belgium visiting." (Interview: Sigit, 20/8/23)"

From the results of the interview, it is clear that there is a process when Besani village becomes a tourist village so that foreign tourists are interested in visiting the Besani tourist village. This was conveyed again by the Secretary of Besani Village, Mr. Sigit, who explained that:

"Because we see the location, society, and culture of the Besani community which are quite developed, we are taking advantage of this opportunity to boost the potential that exists in Besani with the hope that it can have an impact on the economy, more specifically empowering the Besani village community." (Interview: Sigit, 20/8/23)"

Of course, in developing tourism with the tourist village concept, you don't need many destinations to be used as tourist attractions, but you just need to prioritize one and prioritize it as a characteristic of the tourist village. This is supported by Pak Sigit's statement where:

"It is very important to prioritize attracting tourists so that it is interesting. Tourism does not have to have a lot of tourism but it must have its characteristics. For Besani Village itself, the superior and priority is De Blado." (Interview: Sigit, 20/8/23)"

The existence of De Blado as a leading destination center in Besani Village has had a huge influence on the development of the Besani Village community. From the explanation above, the Besani village government as village officials, of course, must know the geographic terrain of the area they lead. This applies to all management in the Besani Village government. De Blado in particular has become a potential place to continue to be developed even better. The positive impact is that it provides opportunities for other sub-districts in Besani Village which are also starting to develop, apart from that, other sub-districts are also directly involved in the Java-Chinese acultural tourism village development program in Besani Village.

2. Private Sector

2.1. De Blado

Building trust is a requirement for building solid collaboration. Building trust is a time-consuming process and requires a long-term commitment to achieve collaborative results. Without mutual trust, what has been built materially can even be abandoned. This activity cannot be carried out in a short time, because many aspects underlie it.

Consistency and commitment are the main keys in the private sector, such as the De Blado tourist spot in Besani Village. Moreover, growing public trust is the hardest thing to do. De Blado tourism manager Nita Setyawati on August 18 2023 at 11.00 WIB said:

"We provide a place that De Blado can use, so it helps the development of the Tourist Village in Besani. "In 2022, De Blado will become a center of attraction, namely souvenirs, homestays, creative content, contributing to Besani Village in the village profile so that in 2023 it will enter 75 ADWI." (Interview: Nita, 18/8/23)"

The results of the interview show that one of the superior tourism products in Besani Village is De Blado which can be a place for tourists to relax and enjoy the beauty and wisdom of Javanese and Chinese culture as well as charming natural views. Apart from that, in Besani Village there are also tourist service centers at

several points and they coordinate well with each other, as stated by Mrs. Nita Setyawati on 18 August 2023 at 11.00 WIB:

"Besani has the De Blado Center, a place for Mandarin villages, dances, and games, making it an easy place to visit"

From the results of the interview, De Blado, apart from being a good place, is also a place in Besani Village which is very easy to visit and allows for collaboration. Apart from that, based on the results of an interview with Mrs. Nita (18/8/23) as the manager of De Blado explained:

"De Blado provides services in the form of public facilities such as places to eat, dance studios, ATMs, PDAM, gaming equipment, and Qris payment systems."

The results of the interview show that this Tourism Village cannot be built without cooperation from various parties so the management also needs collaboration to make the Tourism Village a reality.

This is to the theory expressed by Fafurida, Oktavilia, S., & Ineke Putri, P. (2022) explaining that Collaborative Governance is an effort and response carried out by the government to solve public that occur. Where in solving this public problem, the government must collaborate with non-government actors such as the private sector, Pokdarwis, the community, and others.

Building an acculturation tourism village in Besani Village is of course not an easy matter. Where previously there had been clashes regarding culture. But De Blado is the answer to this process where Besani Village can truly become a tourist village. As stated by an informant named Nita Setyawati, 32 years old on August 20 2023 at 10.00 WIB as follows:

"Previously, I have developed a tourist village in Bali. With that experience, I have high hopes of being able to implement the Tourism Village concept in Besani, although I am not yet sure because I see that the culture and human resources in Besani Village are less supportive, even opposed. After all, it conflicts with the original culture and tradition in Besani Village. After that, we carried out outreach to Besani Village, exploring the existing potential, because coincidentally there were many workers on the Sangan Pagilaran tea plantation, so it had the potential to be developed in Besani. "There are opaques from Besani that are transferred to neighboring villages to Wonobodro Village, which Besani can be independent, so there needs to be an understanding of the mission, namely to develop the Besani Tourism Village through empowerment." (Interview: Nita, 8/20/23)"

The results of the interview show that the creation and development of the Besani Tourism Village require learning and cooperation from all parties, including the government, tourism managers, local government groups, and the Besani Village community so that the results of this collaboration can be felt together. Commitment and consistency from all relevant stakeholders are needed to carry out the plans that have been made from the start. Apart from that, building trust and cooperation between stakeholders is also strong capital in making the development of the Besani Village tourist village a success.

Furthermore, in the mechanism for developing the tourist village of Besani Village, Nita also added in the interview session as following:

"Initially, I was the drafter, Eka, as a lecturer in China for 8 years, was able to help and Amel was a village consultant who encouraged skills in Besani Village, such as making cassava into bread, so that in the movement we were very confident that the tourist village would be able to be developed. "Meanwhile, the Tourism Department, Pokdarwis is tasked with preparing proposals to large companies." (Interview: Nita, 8/20/23)"

The form of collaboration from various parties as explained by Nita in the interview session provides an overview of the synergy of each stakeholder in carrying out their respective duties and roles. So that the Besani Village acculturation tourism village can continue to this day. Of course, there are many contributions from various parties, such as the existence of the community and several associations such as the village Karang Taruna which is involved in launching the culture in the village as a side-by-side ethnic pattern from Java and China.

The strategicity of De Blado is that it is one of the main centers for tourists coming to Besani Village. The characteristic of De Blado is that it carries an old-school concept which gives a nostalgic feel. This was conveyed by several tourists who stated:

The results of the researcher's interview with Mr. Rosyid as a visitor to the Besani Tourism Village on August 18 2023 said that:

"The Besani tourist village is a very interesting location because of its unique old school concept, namely in De Blado there is a kind of old school game that makes me remember my childhood."

Furthermore, this is in line with the results of the researcher's interview with Mr. Yusril as a visitor to the Besani Tourism Village on August 18, 2023, who said that:

"I went to Besani because I wanted to visit De Blado, besides enjoying the beautiful natural tourism in De Blado, there are also culinary delights which I think are very delicious." (Interview: Yusril, 18/8/2023)"

Furthermore, this is in line with the results of the researcher's interview with Mr. Yusril as a visitor to the Besani Tourism Village on August 18, 2023, who said that:

"I went to Besani because I wanted to visit De Blado, besides enjoying the beautiful natural tourism in De Blado, there are also culinary delights which I think are very delicious." (Interview: Yusril, 18/8/2023)"

A visitor named Wahid on August 18 2023 also said:

"The place is very comfortable to visit, I like the place because the view is very beautiful in Besani."

From the results of interviews with several visitors, there was a positive response to De Blado itself and the place that existed even before Besani Village was named an acculturation tourism village. This was conveyed by De Blado's tourism manager who explained:

"That was the initial idea or idea of forming this Tourism Village started from a creative idea that emerged and utilized the existing potential and land then collaborated with the De Blado Tourism Management, the Blado sub-district head supported it by gathering all the village heads in the Baldo sub-district and helped in preparing the CSR proposal to the company to help develop the tourist village in Besani." Then we wanted to provide a positive platform for the people in the village, so an idea emerged to utilize the potential in the

surrounding area to build a tourist village that could be used as a place to travel while studying." (Interview: Nita, 8/20/23)"

The conclusion that can be drawn is regarding the consistency and commitment of various parties in running and making the existence of a Javanese-Chinese acculturation tourism village in Besani Village a success. Apart from that, the role of professionals is also very important in the various aspects they handle. Like Mrs. Nita Setyawati, who has experience and skills in the field of tourist attraction management and is also the manager of De Blado. Apart from that, it is the role of cooperation from all parties that has made Besani Village what it is now, which has been running for approximately two years.

3. Community Sector

3.1. Youth Organisation

Having a shared understanding is a necessary condition during the collaboration process so that shared goals can be realized. The understanding in question is unifying goals, and defining problems together, to minimize the occurrence of mutual misunderstanding or misunderstanding. This is needed in community sectors such as Karang Taruna, Pokdarwis, and surrounding communities. Apart from support from the surrounding community, social communities such as Karang Taruna also provide support because of the various benefits obtained from this Tourism Village, this was stated by the Chairman of Karang Taruna, Karyono, (47 years old) on 18 August 2023 at 17.00 WIB as follows:

"The Karang Taruna in Besani Village participates in the development of the Tourism Village by becoming participants or performers of traditional arts in Dukuh Jono, Besani Village, namely: Kuda Lumping, Kuntulan, etc.."

Furthermore, on the same occasion, Mr Karyono as Chairman of Karang Taruna said:

"The Karang Taruna, which is a forum for village youth, plays a very important role in developing the tourist village. It is hoped that the youth of Besani village will come up with creative ideas to support the Besani tourist village in many ways, including using social media as a form of introduction to the Besani tourist village." (Interview: Karyono, 18/8/23)"

The conclusion that can be drawn from this stage is regarding the consistency and commitment of various parties in running and making the existence of a Javanese-Chinese acculturation tourism village in Besani Village a success. Apart from that, the role of professionals is also very important in the various aspects they handle. Like Mrs. Nita Setyawati, who has experience and skills in the field of tourist attraction management and is also the manager of De Blado. Apart from that, it is the role of cooperation from all parties that has made Besani Village what it is now, which has been running for approximately two years.

As chairman of the Besani Village Youth Organization. Mr Karyono provided support of action towards the presence of a tourist village in Besani Village. Art is a form of support driven by the Besani Village Youth Organization which includes lumping horses, herons, and so on in Dukuh Jono. This shows how enthusiastic each party is in carrying out the mechanisms

and organisms for the sustainability of the Besani Village Acculturation tourist village as stated by Mr. Karyono next:

"The Karang Taruna provides support to the Besani village government to advance as a tourist village, namely by taking part in meetings in establishing a tourist village and participating as a driver in the field to create a village icon for the village entrance gate." (Interview: Karyono, 18/8/23)"

The existence of the Besani Village Youth Organization is a form of village youth's concern for the potential that has been opened by the regional government. So, with the spirit of cooperation from various parties, Besani Village can stand as a tourist village destination by adopting the concept of Javanese-Chinese acculturation where De Blado is the center of a popular destination in Besani Village.

3.2. Pokdarwis

The planning of the Besani Village acculturation tourism village received full support from the Besani Village Pokdarwis which was chaired by Mr. Jumirin. Meanwhile, in the interview session, Mr. Jumirin (69 years old) on August 18 2023 at 14.00 WIB explained:

"Proposing to the Village Government to register the Tourism Village because of its very strategic location, namely flanking tea plantations and Wonobadro cemetery religious tourism, by involving tourism managers and the Besani community." (Interview: Jumirin, 18/8/23)"

The presentation delivered by Mr. Jumirin explained the strategic importance of the region which supports the making of Besani Village as a tourist village, especially about Javanese and Chinese acculturation because the village cannot be denied as a village with high values of tolerance between Javanese and Chinese ethnicities. Departing from the area and the great opportunities, the Besani Village Pokdarwis encouraged the regional government to facilitate the regulatory process so that Besani Village could immediately become an acculturation tourism village.

Regarding the existence of Pokdarwis, Kabid. Tourism Destinations and Businesses Mr. Siswanto, SH explained:

"The tourism office, village government, private sector, Pokdarwis, Karang Taruna, and the community are very influential in developing the tourist village in Besani. "So, we as government officials feel enthusiastic about taking care of the regulations for the inauguration and designation of Besani Village as a tourist village." (Interview: Siswanto, SH 22 /8/2023)"

Strong support from various parties or stakeholders is an important point regarding the government's optimism in increasing the level of people's welfare through the development and designation of Besani Village as an acculturation tourism village. This is also reinforced by the answer from De Blado management on August 18 2023 as one of the iconic places in Besani Village.

"Nita Setyawati, Amel, Eka, the village government, Pokdarwis, and the Besani village community are collaborating for a tourist village in Besani." (Interview: Jumirin, 18/8/23)"

The results of the interview also show that this Tourism Village cannot be built without cooperation from various

parties referred to as the public sector so the management also needs collaboration to make the Tourism Village a reality. This is to the theory expressed by Fafurida, Oktavilia, S., & Ineke Putri, P. (2022) explaining that Collaborative Governance is an effort and response carried out by the government to solve public that occur. Where in solving this public problem, the government must collaborate with non-government actors such as the private sector, Pokdarwis, the community, and others.

3.3. Local communities

There is a need for joint awareness regarding the large opportunities for tourism villages in Besani Village to have an economic impact on the community. Increasingly varied tourist destinations provide opportunities for tourist villages to show their selling power without having to do any engineering. The community continues to carry out their respective roles as a form of local wisdom shown to visitors.

In the course of developing this tourist village, the government must maintain intense communication with the community through joint deliberations. This was conveyed by Mrs. Siti in an interview session on August 20, 2023, namely:

"We ask the local government to hold a deliberation between the Government, Management, Pokdarwis and the surrounding community. "So that we can find out the benefits we will get and we can also help in the process of developing this educational tourism." (Interview: Siti, 20/8/23)"

From the interview with Mrs. Siti, it is known that the role of the community (deliberation and cooperation) is very important to be included in various changes in Besani Village. Because without society, the goals of change cannot be implemented. This is reinforced by the answer from Mr. Mistam a resident on August 18, 2023, who the researcher interviewed and said that:

"We are taking part in deliberations with the government and managers so that we can help plan this educational tourism to be realized and, in this deliberation, it is intended to gather all creative ideas from various parties and also explain the purpose of developing this educational tourism so that there are no misunderstandings so that the government and the community can take the same role in the development process."

This was further confirmed by what was conveyed by Mrs. Siti, a local community member whom the researcher interviewed on 18 August 2023, who said that:

"There is a meeting or deliberation forum with the management and the community and then explaining the various benefits that can be obtained if there is this educational tourism, the government and the community are also involved in the development process."

The Besani Village community received information that the process of building and developing the Besani Village tourist village had gone through a deliberation stage with the village management and government. The main goal is to find consensus on development implementation. In this case, informants from the community named Mr. Mistam (50 years old) at 16.00 WIB and Mrs. Siti (37 years old) at 16.30 WIB on 18 August 2023 also said:

"Supporting tourism in Besani, especially since Besani Village can be included in the Tourism Village and I took part in community service by making the entrance gate to Besani Village."

To deepen the information that researchers need, the researchers then interviewed Mrs. Siti on August 18 2023 who said:

"We fully support the existence of the Besani tourist village by taking part in community service in the Besani village, namely, helping mobilize the community to clean the sewers/culverts, clean up rubbish on village roads, etc."

The results of these interviews show that the people of Besani Village have a good awareness of the importance of improving the quality of the village to become a source of sustainable livelihood. So, when there was information from the local government about the realization of Besani Village as an acculturation tourism village, it immediately received support from all levels of society. This was continued by Mrs. Siti who explained:

"It's great that we fully support the existence of the Besani Tourism Village, the women are enthusiastic about helping, the village officials, youth organizations, and the Besani community are very enthusiastic when Besani Village is made a tourist village." (Interview: Siti, 18/8/23)"

The real support system in implementing the Besani Village Tourism Village lies in the awareness and enthusiasm of the village community. Without support and cooperation from the community in making Besani Tourism Village a visiting destination for many outsiders, it would not be possible to establish a tourist village in Besani Village. This means that both the manager and the community have to have the same synergy in carrying out the government program, namely village tourism.

3.4. Visitors

Despite the many appreciations from various parties, Besani Village as a tourist village and De Blado as a tourist icon in Besani currently still have deficiencies in several aspects. In this case, a tourist named Yusril explained:

"The village infrastructure is not very supportive, especially the road to tourism. Please pay attention and repair it so that we are very comfortable when visiting Besani." (Interview: Yusril, 18/8/2023)"

The impacts in question are those that occur during the collaboration process, so there is the word "temporary" in it. This temporary impact produces feedback. Positive impacts are more expected, as incentives and safeguards so that collaboration remains on track, so they are called "small wins" or small wins (Astuti, 2020).

This temporary impact is a form of benchmark and evaluation of the acculturation tourism village management of Besani Village and the government. The data taken as evaluation material are visitors' responses and their reasons for visiting the Besani Village tourist village with its main destination called De Blado. The responses of visitors to the Besani Village acculturation tour can be seen in the following interview results:

As a comparison of information related to the problems the researchers raised. Furthermore, the researcher also interviewed Mr. Rosyid a visitor to the Besani Tourism Village on August 18 2023 who said:

"I am interested in visiting Besani village, especially in De Blado because the views are very good, especially the air is very fresh so we can enjoy natural tourism, there is a photo spot where we can take photos which are very good for me healing because it is cool, cool, beautiful and the breeze so I am very interested in visiting the tourist village in Besani Village."

After that, the researcher also interviewed Mr. Yusril, a visitor to the Besani Tourism Village on August 18, 2023, who said:

"In 2007 I went to Besani, and now I am healing in Besani, there are many changes, especially now that I know that Besani Village has become a tourist village."

And finally, according to what was conveyed by Mrs. Erlita, who the researcher interviewed on August 18, 2023, who said that:

"I went to Besani to drink coffee and have a relaxing holiday while enjoying cool natural attractions. I never thought it would become a tourist village, because the last time I went to this village for business purposes there wasn't anything there, but now it's as good as this, especially in De Blado, it's really beautiful. It's nice to relieve the fatigue of work."

Some of the testimonials above show that Besani Village, which has now been registered with ADWI as one of the tourist village destinations with the concept of cultural acculturation, has received positive marks from visitors. Of course, there are many more visitors' opinions regarding the existence of a tourist village in Besani Village and the responses are positive. For further details, the researcher interviewed Mrs. Erlita on August 18 2023 who said:

"Having this Tourism Village is very beneficial for us because we can spend time in useful ways, such as learning Mandarin, and it is also important so that we can increase our knowledge." (Interview: Erlita, 18/8/2023)"

Based on the statement from Mrs. Erlita above, it is also what was conveyed by Mr. Yusril on August 18, 2023, who was one of the visitors, and said:

"This tourist village is very nice and in a cool, clean setting, very useful because there are educational tours so you can learn too." (Interview: Yusril, 18/8/2023)"

After that, based on the responses from Mrs. Erlita and Mr. Yusril above, we continued by interviewing with Mr. Wahid on August 18 2023 to get the information the researchers needed, and said that.

"I went to Besani to drink coffee and have a relaxing holiday while enjoying cool natural attractions. I never thought it would become a tourist village, because the last time I went to this village for business purposes there wasn't anything there, but now it's as good as this, especially in De Blado, it's really beautiful. It's nice to relieve the fatigue of work."

Of the many responses from visitors to the Javanese-Chinese acculturation tourist village destination in Besani Village, the response was very positive. The positive impact in the form of praise, support, and suggestions from tourists can be a reference for the management's enthusiasm to continue providing services and innovations that can please tourists. This has a positive impact on enthusiasm that is not easily lost. In terms of running a program, if it is not based on responsibility, it is only temporary enthusiasm which then disappears and becomes the program not running sustainably.

4. CONCLUSION

From the explanation of the results and discussion in this research regarding Collaborative Governance in the Development of Javanese-Chinese Acculturation Tourism Villages in Besani Blado Village, the following conclusions are obtained: Running tourism programs is the main responsibility of the public sector in terms of regulations. The government and related agencies that run the Java-China acculturation tourism village program in Besani Village have the responsibility to make it easier for Besani Village as a new tourist village to gain position and recognition based on data.

From the private sector which concerns the management of tourist attractions, Besani Village has a superior tourist spot, namely De Blado. In terms of the community sector, of course, Besani Village as a tourist village cannot be separated from the collective awareness of the Besani community, which they were also very enthusiastic when they received information that Besani Village would be used as a tourist village. This is what encourages people from Karang Taruna, Pokdarwis, to the community itself to prepare themselves with various artistic, and culinary performances and cleanliness of tourist areas.

Because of this perseverance and strong joint commitment, finally in 2023 after the establishment of Besani Village as a tourist village in 2021, Besani Village was ranked 75th in ADWI. Of course, this cannot be separated from the important role of the government and related agencies which continue to strive for Besani Village to truly become a tourist village according to state law.

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