

# Implementation of Government Communications to Realize Tourism Development Governance in Karawang Regency, Indonesia

Firdaus Yuni Dharta<sup>1\*</sup>, Rastri Kusumaningrum<sup>2</sup>, Lina Aryani<sup>3</sup>  
{[firdaus.yunidharta@fisip.unsika.ac.id](mailto:firdaus.yunidharta@fisip.unsika.ac.id)<sup>1</sup>, [rastri.kusumaningrum@fisip.unsika.ac.id](mailto:rastri.kusumaningrum@fisip.unsika.ac.id)<sup>2</sup>,  
[lina.arivani@fisip.unsika.ac.id](mailto:lina.arivani@fisip.unsika.ac.id)<sup>3</sup>}

Singaperbangsa University Karawang, Indonesia<sup>123</sup>

**Abstract.** Regional development involves tourism. Tourism governance needs communication between government and society. This study examines how government communication supports tourism growth through collaborative governance. Qualitative descriptive research is used. This research incorporates the Regional Planning and Development Agency of Karawang Regency, the Tourism Activist Community (Genppari and Kompepar), the community, and the local administration. Focusing on a case, researchers thoroughly examine a program, event, activity, process, or group of people. Interviews and observational literature studies provided data. Data reduction, classification, tabulation, presentation, and conclusion followed the Miles and Huberman paradigm. Karawang Regency's tourist growth was still partial and independent. The commercial sector and Community handle most tourism destinations. Thus, government communication, community involvement in tourism development projects, and community welfare are processes, outputs, and outcomes.

**Keywords:** Collaborative Governance; Government Communication; Government Support, Tourism Development

## 1 Introduction

The tourism sector in Indonesia contributes significantly to the country's original income. This is because Indonesia has many tourism potentials that can attract tourists to visit and compete on the world stage. Tourism development continues to be carried out in every region in Indonesia to support sustainable development [1]. One of them is the Karawang Regency, where the tourism sector is an important aspect of regional development.

The Karawang Regency Regional Development Planning Agency and Department of Tourism and Culture work with numerous partners to increase cooperation. This promotes good governance by delegating some government functions to other groups [2]. This principle promotes collaborative governance, which requires public institutions or interested parties to develop and implement a policy or program [3].

Karawang's municipal government is working with numerous parties to promote tourism. Tourism management requires government awareness of community interactions (Pyke et al., 2018). To boost tourism, local governments and tourism management must communicate. Government initiatives require stakeholder ties. Local governments use communication to

collaborate and include communities in tourism development. This study examines how government communication supports tourism growth through collaborative governance.

## **2 Method**

The research method employed is qualitatively descriptive research. The objective of descriptive research is to accurately describe a situation or phenomenon [5]. This research is a case study, which investigates a program, event, activity, process, or group of people by concentrating on a single case. The Karawang Regency Regional Planning and Development Agency, the Karawang Regency Tourism Activist Community (Genppari and Kompepar), the Community, and the village government are involved in this research. Focusing on an intensive and detailed case, the researcher investigates a program, event, activity, process, or group of individuals with care. Using an observational literature review and interviews, data was collected. The Miles and Huberman model was utilized for data analysis, including data reduction, classification, tabulation, presentation, and conclusion.

## **3 Result And Discussion**

### **3.1 Karawang Regency Tourism Development**

Karawang Regency tourism development is still partial and independent. Most tourism attractions are privately and community-run. Local governments have trouble collecting retribution. Regional work units have no legal basis. Because Karawang has no tourism destination, the government has not developed tourism. Many tourist destinations are privately or publicly owned. The district administration exclusively builds accessible infrastructure. Tourist infrastructure needs government support to improve people's welfare [6]. The tourism office also lacks a master plan.

Tourism strategies need a mapping system to stay focused on development [7]. The private sector and community have worked together to seek CSR grants for tourism development. Karawang's municipal government struggles to collect restitution from private tourism developers. The regional tourist agency cannot take advantage of existing tourism attractions since tourism technical rules are not legally binding.

### **3.2 Collaborative Governance**

Local governments try to carry out their functions by building infrastructure and carrying out land acquisition and realize that tourism provides a multiplier effect for the surrounding community. Furthermore, the private sector and the public seem to be more comfortable working with Bappenas than with this agency because Bappenas does not have a sectoral ego. However, communication and mobility skills are needed to involve stakeholders in the development process [8]. As a result, the local government (Regional Development Planning Agency or tourism office) cannot collect user fees to contribute to Karawang's Original Regional Revenue (PAD). Furthermore, collaboration in the management of tourist destinations has not gone well because there is no political will from the manager and the sectoral ego of each manager. Local governments in carrying out a cooperative system for managing tourism objects can be seen in table 1.

**Table 1.** Cooperation system in managing tourist objects

No	Collaboration/ Cooperation	Form of Cooperation		Cooperation Goals
1	Internal Collaboration	Development Planning Agency at Sub-National Level & Government tourism office		
2	External Collaboration	Company domicile certificate & Private	MoU – there are five: one with Indonesian State Forestry Corporation	Building partnerships in the management of tourist objects/destinations
		Company domicile certificate & community	Not Available	

Based on table 1, most of the tourist destinations in Karawang Regency are owned by the private sector and the community. Local governments and tourism offices have difficulty managing tourism objects or destinations because tourist destinations are not public assets. Understanding collaborative implementation requires local governments to involve non-government stakeholders in developing tourist destinations. Formal collective decision-making should be consensus-oriented, deliberative, and aimed at making and implementing public policies and managing public programs or assets [9].

Cooperation between Bappenas, the tourism office, the private sector and the basic community arises from the interdependence between parties or between stakeholders. Collaboration is seen as a process that involves shared norms and mutually beneficial interactions between actors in tourism development. A communication approach combined with the collaboration theory between stakeholders can be beneficial for sustainable tourism [10]. Each stakeholder must be responsible for taking action with communication to improve service delivery. The success of collaboration in tourism development programs is determined by the network structure, commitment, trust, accountability among the parties involved [11].

### 3.3 Government Communication

Government communication refers to delivering information from regional work units (Regional Development Planning Agency and tourism office) as facilitators of tourism development in Karawang Regency to the private sector and the community. The private sector and the community are expected to participate in tourism development programs. The government is expected to provide communication that fosters an effective/successful understanding of tourism management. Good communication is expected to provide mutual prosperity [12]. The Government Communication Model with the private sector and the Community in developing tourism destinations can be seen in table 2.

**Table 2.** Government Communication Model

No	Communication	Form of Cooperation	Cooperation Goals
1	Company domicile certificate - Private	Non-formal	Building partnerships in the management of tourist objects/destinations
2	Company domicile certificate - Community	Formal	

Government communication refers to delivering information from regional work units (Regional Development Planning Agency and Tourism Office) as facilitators of tourism

development in the Karawang Regency. The private sector and the community as parties are also expected to participate in the tourism development program. In collaborating, the private sector and the community require communication that fosters effective understanding and enthusiasm, fosters spontaneity, and has a sense of shared responsibility [13].

Communication that fosters an effective mutual understanding is one factor that determines the awareness of the private sector or the community to participate in tourism development programs in the Karawang Regency. Communication can create public perceptions based on heritage and modernity [14]. Government communication is delivering tourism development programs so that the private sector and the community can participate. Government communication is considered as a process, community involvement in tourism development programs as an output, and the achievement of community welfare as an outcome. Government relations function as a binder, liaison, differentiator, and barrier between the giver of orders and those governed. Through this relationship, information is transferred from one party to another. Government communication is expected to play a greater role in involving the private sector and the community to plan, implement and monitor tourism activities so that the development of tourist destinations can provide added value and improve welfare. The government has a role in providing infrastructure and public facilities, promoting and involving the community in developing the tourism sector [15].

#### 4 Conclusion

Tourism development in Karawang Regency is still partial, which means it is still running independently without involving the local government. This can be seen because most tourist attractions are managed by the private sector and the local community. Therefore, it is necessary to do a strategy so that the attraction manager can cooperate with the local government or the tourism office. Tourism development is determined by the network structure, commitment to a common goal, trust among the parties involved. This collaboration will be successful if the actors can communicate well. In addition, changes in attitudes, opinions and behaviour foster awareness of Cooperation. Therefore, government communication to the tourism management community is considered necessary in tourism development programs. The expected output from this collaboration is the achievement of community welfare.

**Acknowledgment.** The researcher would like to thank Universitas Singaperbangsa Karawang for their support to complete this research.

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