

## Government Collaboration in Improving Branding of Tangkit Village Pineapple Agrowism as an Effort to Improve the Quality of Tourism Post Covid-19 Pandemic

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### ABSTRACT

Government collaboration with various stakeholders including the academic world is very relevant in exploring contemporary issues that occur in the community, including in increasing appropriate tourist destination branding to improve a positive image and be more widely known by the general public so that it can affect the number of visitors and the quality of pineapple agrotourism management in Tangkit Village, Muara Jambi Regency, by involving local governments local and students of Government Science Jambi University, The method used is descriptive qualitative, by exploring and formulating findings on the results of interviews conducted. The team has carried out planning and analysis levels by presenting solutions related to the right destination branding and can be a consideration for all stakeholders involved together to focus on improving the quality of agrotourism governance with routine, measurable, and consistent destination branding intensity. Thus this method is designed to shape the mindset of all stakeholders with conceptual, procedural, and exploratory knowledge possessed to achieve tourism governance goals with a high level of efficiency.

**Keywords:** Government Collaboration, Tourism Governance, Destination Branding, Agrotourism

### ABSTRAK

*Kolaborasi pemerintah dengan berbagai stakeholders termasuk dunia akademisi sangat relevan dalam mengeksplorasi isu-isu kontemporer yang terjadi di masyarakat, termasuk dalam peningkatan destination branding wisata yang tepat guna sehingga mampu meningkatkan citra positif dan dikenal lebih luas oleh masyarakat umum sehingga dapat berpengaruh jumlah pengunjung dan kualitas pengelolaan agrowisata nanas di Desa Tangkit Kabupaten Muara Jambi, dengan melibatkan pemerintah daerah setempat dan mahasiswa Ilmu Pemerintahan Universitas Jambi, Adapun metode yang digunakan yaitu deskriptif kualitatif, dengan mengeksplorasi dan merumuskan temuan terhadap hasil wawancara yang dilakukan. Tim telah melakukan perencanaan dan tingkat analisis dengan menghadirkan solusi terkait destination branding yang tepat, dan mampu menjadi pertimbangan bagi semua stakeholders yang terlibat bersama-sama fokus meningkatkan kualitas tatakelola agrowisata ini dengan intensitas destination branding yang rutin, terukur, dan konsisten. Dengan demikian metode ini dirancang untuk membentuk pola pikir semua stakeholders dengan pengetahuan konseptual, prosedural dan eksplorasi yang dimiliki agar mencapai tujuan tata kelola pariwisata dengan tingkat efisiensi yang tinggi.*

**Kata Kunci:** Kolaborasi Pemerintahan, Tata Kelola Kepariwisata, Destination Branding, Agrowisata

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## INTRODUCTION

Collaboration between the regional government and Students of Government Science of Jambi University in tourism management issues which are dynamic in nature, is deemed appropriate in improving the quality of tourism governance. Apart from that, basically it is



hoped that it will be able to create tourist attractions that are in great demand by the wider community and able to become positive icons of the province Jambi, to support regional growth as a strategic source of Jambi Regional Original Income, so that it has a positive impact on the welfare of the people of Jambi City.

According to Ujang Hariadi (Beritasatu; 2019), Jambi Province has an area of around 53,435 square kilometers and has 453 tourist objects or destinations, including artificial tourism, cultural heritage, natural tourism, and so on. The wealth of tourist attractions in Jambi Province is spreading across Jambi Province, including Muaro Jambi Regency. With the numerous variations of tourist attraction, Jambi has great potential to be build to become a catalyst for development. The development of tourism management in Jambi Province is a joint task, many things influence the progress and success of regional tourism, changes that occur gradually and changes that occur quickly influence the tourism governance process created by policy actors, especially the government of Tangkit Jaya Village, Muaro Jambi Regency, so that To see this phenomenon, you cannot only see it from the classroom or just working alone, but it does require good collaboration between the local government and academics.

The social change that cannot be avoided, added with the outbreak of the Covid-19 virus one year ago, which has now subsided again but its impact is still felt to this day. Covid-19 has an impact on all sectors of life, political, social, religious, culture, economy, and so on, including tourism management in Jambi City. After Covid-19, there was a positive trend in the number of tourisms in Jambi Province, local and foreign visitors, according to Arif Budiman (Antaraneews; 2022), increasing by 4,300 visitors. However, there is still a lot of homework related to tourism management in Jambi that needs to be addressed, where Jambi Province is still quite behind compared to other provinces in Sumatra such as South Sumatra and West Sumatra.

After Covid-19 subsided, all sectors, especially tourism management which had been in suspended animation, began to reorganize again, including the pineapple agro-tourism object in Tankit Village, Muaro Jambi Regency. In the form of a pineapple farming-based tourist destination with an area of around 200 hectares, which is included in the type of *Queen* is very attractive and authentic, giving rise to a unique impression amidst the hot weather typical of the Jambi peatlands (Pangannews; 2021). Many achievements and rapid developments have been achieved periodically by all stakeholders managing pineapple agrotourism, starting from its status as an agrotourism area, more attention from regional heads in collaboration with Bank Indonesia (BI) in the form of providing financial assistance, visits from the Minister of Agriculture, the growth of several MSMEs, the increase in tourist icons, and the number of tourists continues to increase. Meanwhile, geographically, this location is strategic and easy to reach. The distance from the capital city of Jambi and the airport is around 11 km and it takes around 15-20 minutes to get to the location. It means that, the Pineapple Agrotourism is quite promising as a natural agricultural tourism destination which can be used as a holiday destination in Muaro Jambi Regency and even in Jambi Province.

The development of pineapple agrotourism management in Tankit Village hopefully will be consistent and serious with the local government, academic community, community



and tourist destination managers to continue to consistently improve the quality of tourism, both in terms of destination, industry, institutional and marketing. This commitment can be seen from the collaboration that exists in the management of agro-tourism in the Tankit village. Destination branding is a continuous process to introduce tourist areas with a positive image that is in line with the management objectives of pineapple agrotourism destinations. In this case, branding also talks about how a destination can manage its image and reputation by meeting the needs and expectations (trust) of tourists. In this way, the tourism brand is not only temporary, but also includes all efforts made by the government and other stakeholders in communicating the potential and values of pineapple agrotourism in Tankit Village to the wider community (Eticon; 2021).

Furthermore, in the current research the team-of authors- will explore collaboration in improving appropriate tourism branding, in order to increase the positive image and be more widely known by the general public so that it can influence the number of visitors and the quality of pineapple agrotourism management, by involving high participation from Government Science students in particular and the local government in improving the quality of agrotourism management in Tangkit Village, Muaro Jambi Regency with routine, measurable and consistent destination branding intensity.

## **THEORETICAL REVIEW**

### ***Colaboratif Governance***

Talking about collaborative governance, there were several figures who studied collaborative governance for the first time and became references for experts. The first is Ansell and Gash (2007) who define collaborative governance as a series of arrangements where one or more public institutions directly involve non-state stakeholders in a formal, consensus-oriented and deliberative policy-making process that aims to create or implement policies. public or administering programs or assets. In addition, Agranoff and McGuire (2003), defines collaborative governance as emphasizing voluntary horizontal collaboration and horizontal relationships between multi-sectoral participants, because demands from clients often exceed the capacity and role of a single public organization, and require interaction between various related organizations and involved in public activities. Collaboration is important to enable governance to be structured so that it effectively meets the increasing demands arising from management across governments, organizations and sectoral boundaries.

According to Ansell and Grash (2007), there are several stages in collaborative governance processes

1. Face to face dialogue: All stages in the collaborative governance process are built from direct face-to-face dialogue from each stakeholder involved.
2. Trust building: Collaborative governance involves many stakeholders involved, in the process efforts are needed to build trust with one another and must even be done from the start of the process.
3. Commitment to process: Commitment as motivation to get involved or participate in collaborative governance. Strong commitment is needed from each stakeholder in order to prevent risks from the collaboration process.



4. Share Understanding: a sharing process is needed between the stakeholders involved, especially sharing understanding about what can be achieved through the collaboration process they carry out.
5. Intermediate outcomes: in the collaboration process the final goal is in the form of tangible output.

### ***Destination Branding***

Tourism destination branding is the process of building a uniqueness or specialty that a tourism destination has and communicating it to tourists or investors using names, taglines, symbols, designs or a combination of these media to create a positive image (Haris in Maulida, 2016). Furthermore, Kavaratzis in Maulida (2016) explains that tourism destination branding is one of the trends in city branding by making a city or region a destination or tourist destination for local and national communities, as well as allowing a city to manage the tourism potential of its region as an identity, and characteristics that are unique to the area, in order to build a competitive identity or brand in an area that is specifically a tourist destination and a place that wants to attract tourists. Tourism destination branding acts as an umbrella for the recreation, investment and business tourism portfolio, stakeholder products and citizen welfare. This goodwill is created through a unique identity by considering the diversity of stakeholder needs (Baker in Maulida, 2016). In this case, apart from branding the pineapple tourist attraction, on the one hand there is a brand for the pineapple product itself and the processed products that have been developed by local MSMEs, which in fact are agricultural products. The indicators used are according to Adam in Mathoriq (2021) which are grouped into three basic categories, namely:

1. *Things to see*: related to the opportunity for agricultural areas to be used as tourist attractions for tourists to visit to see everything that is and is done in agricultural areas, for example it can be packaged in packages: (a) educational tours, (b) family and office recreation, (c) watching the processing of agricultural products, (d) watching flower arranging or fruit carving festivals, (e) renting photo locations, or (f) just for recreation enjoying the natural views of expanses of agricultural land to fill your holiday.
2. *Things to do*: related to activities that tourists can actively undertake in agro-tourism areas such as: (a) field classes or agricultural workshops, (b) outdoor sports ranging from just trekking, cycling and hiking, (c) camping (d) hunting, (e) pick-your-own or picking directly from agricultural land, (f) cooking classes for fresh products, (g) widyakarya (learning while traveling).
3. *Things to buy*: Related to agricultural and its processed products produced from farming which are used as tourist attractions in agrotourism, for example: (a) exchanges for agricultural products and their processed products (food and drink), (b) farmer's market, and (c) typical agricultural souvenirs and services of a destination must be integrated with the overall branding strategy and based on existing assets

### **RESEARCH METHOD**

This research uses qualitative methods. According to Moleong (2005), qualitative research is scientific research which aims to understand phenomena about what is



experienced by research subjects, for example behavior, perceptions, motivation, actions and so on (Moleong, 2005, p. 3). In this case, the research *that* the researcher will carry out is a phenomenon related to regional government responsibility in public policy in the Jambi Province area.

Descriptive qualitative research with a Grounded Theory approach and data triangulation. Grounded Theory is a type of question in the qualitative research model approach. In Herdiansyah's book, the grounded theory *approach* is the development of a theory that is closely related to the context of the events studied. The theory used in this research is the Government Collaboration Theory related to improving the branding of pineapple agro tourism in Tangkit Jaya Village, Jambi. It would be more ideal if this theory could influence the socio-economic improvement of the tourist village community. Further questions in grounded theory can be grouped based on aspects of the coding stage. Several important points that need to be included in the grounded theory model research question are as follows: What general categories emerge in the first review of the data obtained. Providing the attraction of the phenomena raised regarding collaborations that have been and will be carried out.

## RESULT AND DISCUSSION

As a starting point for discussing the research that has been performed, collaborative governance theory is a reference for researchers to look at the collaboration of local regional governments, namely the Tangkit Jaya Village government and other stakeholders. To begin this discussion, the Initial Conditions variable is an initial reference to see the formation of collaboration carried out by the regional government, where problems began with the development of agrotourism in Tangkit Jaya Village in Jambi Province, which became the beginning of strengthening collaboration carried out by several parties.

In collecting data related to initial condition indicators, researchers found that the formation of this collaboration was initiated by the enthusiasm of the Village government to continue developing the pineapple agrotourism potential in Tangkit Jaya Village, and the enthusiasm of the community at the beginning was quite high with the average daily visitor capacity above 70 visitors. It coincides with the easing of the Covid-19 pandemic, and the community needs a recreation area and this place is ready and provides the place that the community needs. However, within a few months the number visitors was declining, this is influenced by other local tourist locations which are starting to improve after Covid-19. Then, this triggers the spirit of collaboration to be further enhanced in order to attract the interest of tourists, both local and regional and even international, to visit and with consistently increasing numbers, so that cooperation between stakeholders continues to be built and sustainable.

The findings related to collaboration held by the local government as an effort to increase the branding of pineapple agrotourism in Tankit Jaya Village, can be seen using the theoretical approach of Ansell and Grash (2007) which focuses on analyzing the initial process of collaboration with five stages, namely: Face to Face dialogue carried out by Tangkit Jaya Village government, then Trust building, how to build trust in all stakeholders



involved, Commitment to process, Share Understanding, and Intermediate outcomes that have been achieved.

### **Face to face dialogue by the Village Government and Stakeholders**

The collaborative governance process is built from direct face-to-face dialogue from each stakeholder involved. This method is effective and this is the first thing the local village government has done, while the dialogue has been carried out with the Jambi University community, Bank Indonesia, the Jambi Province Creative Economy Committee in the past almost at the same time. The stakeholders have the same vision, goals, and views regarding the opportunities and hopes of pineapple agrotourism in the village. In general, face-to-face dialogue between the village government and stakeholders involves various aspects for developing the tourism area in Tankit Jaya Village, development of tourism infrastructure, and social programs for the community around Tankit Jaya Village. This kind of face-to-face dialogue is an important platform to ensure that the interests of all parties are considered and to achieve sustainable tourism development in Tangkit Jaya Village in Jambi Province. The results of this initial stage are committed to continuing to assist the village, especially in terms of tourism marketing, provided that internal parties continue to develop tourist attractions, including main and supporting facilities, which are able to increase visitor awareness. The concrete result is encouraging local government.

### **Trust building in improving Tangkit Jaya Village Tourism**

Building the trust of all stakeholders is deemed necessary to build trust with one another and must even be done from the start of the process. Therefore, to achieve the goal, collaboration is performed with the same sense of trust, ideals and hopes. In this case, to realize the dream of the new pineapple tankit going global. Developing trust building is carried out by the Village Government and BPTP Jambi, then the task of village officials is to strengthen integrated display locations, the Provincial Creative Economy Committee strengthening of surrounding MSMEs. In addition, in coaching, mentoring and development of MSMEs engaged in pineapple processing in synergy with the Bank Indonesia Jambi Branch partner implementation program, while institutional, legal and marketing strengthening is assisted by Jambi University from various faculties. Making trust building in the Tangkit Jaya pineapple agro tourism village is very important to create positive relationships between the local community of Tangkit Village, tourism entrepreneurs including developing MSMEs, stakeholders involved and tourism visitors so that their shared hopes can be realized more quickly.

### **Forms of Stekholders' Commitment and Achievements in Improving Pineapple Agrotourism Branding in Tangkit Jaya Village**

Stakeholder commitment is essential to achieve success in developing and promoting agrotourism. The following are several forms of stakeholder commitment made;

#### **1. Local-Regional Government**

The Regional Government of Muaro Jambi Regency is committed to focus on providing assistance with the main facilities needed for the development of pineapple agrotourism. In



this case, including repairing the main road which has been quite badly damaged, so that in certain areas the distribution of pineapples is hampered and production is not optimal, and tourists are disturbed by such road conditions. In 2023 the regional government is committed to repairing the main road, which is 3.5 kilometers long, with the Regional Road Impres (IJD) scheme by the Jambi National Road Implementation Center. It is hoped that this will make accessibility easier and increase the number of tourists and have a direct impact on residents, especially pineapple farmers for production outside the region.

## 2. Society, Business Actors and Local Communities

Commitment for pineapple farmers to continue to pay attention to good and high-quality fruit and ensure that the stock of fruit is sufficient for both visitors and for production in large quantities. Meanwhile, the local community is at the forefront in ensuring that the environmental sustainability of tourist locations remains beautiful and environmentally friendly, the social values of the community are stable and the local community is maintained, especially the Tangkit Village tourism awareness community group (Pokdarwis).

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Society assistance, local communities and business actors in developing pineapple agrotourism in Tangkit Village, especially in tourism branding, both in joint promotional activities to strengthen the brand image of pineapple agrotourism, and strengthening in social media by ensuring positive coverage is uploaded from local media and involving local influencers to provide greater exposure to Tangkit Village pineapple agrotourism. The content contains interesting and informative tourism promotional value so that it can attract tourists and reach wider access, especially for social media users. This activity can encourage tourists to provide positive feedback and recommend Tangkit Village pineapple agrotourism to others, and visit the place repeatedly. University of Jambi's position is very loyal and hopes to build sustainable and long-term relationships, because the university also get benefits from the program as a learning and practicum place for several relevant study programs, including government science, where there are studies on tourism governance and reciprocal relationships that are developed by the village.

Furthermore, involving these various stakeholders and building and implementing a joint commitment, Tangkit Jaya Village's pineapple agrotourism can gain broad support, improve the positive image of pineapple agrotourism, and achieve common goals in the long term. So that the branding carried out, especially on social media, can be seen and accessed more widely (things to see), then move to witness and experience directly the rides offered by pineapple agrotourism in Tankit Village (things to do) and finally visit the location as a the hope is that tourists will come back again and inform other parties and it will become the same and repeated cycle (things to buy).

## CONCLUSION

Collaboration with stakeholders has been performed that focus on performance and institutional commitment which was discussed at the initial stage of the meeting with similar perceptions and goals regarding the development of pineapple agrotourism in



Tangkit Jaya Village. However, the results of the Intermediate Outcomes collaboration still not optimal, due to the limitations of repeated face to face dialogue, the commitment that was built was not very significant.

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