



Management of the Jaranan Market Cultural Village

(Study of Cool Neighborhoods in Blitar City)

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ABSTRACT

The importance of community participation in the development process means that community participation needs to be developed and improved in quality. To improve the quality of community participation, the role of sub-district level government as the lowest level government organization is needed. It is hoped that this will have implications for increasing community welfare starting from the bottom so that each region's various local potentials can be better absorbed. Through Blitar Mayor Regulation Number 6 of 2022 concerning the Cool Neighborhood Program, the Blitar City Government is trying to increase the participation of the Blitar City community starting from the neighborhood association (RT) level to be directly involved in the development process in their respective RT areas, coordinated by the respective Subdistrict Governments. This research aims to describe and analyze the implementation of management policies for the Pasar Jaranan Cultural Village in Blitar Village, along with supporting and inhibiting factors. This research uses a qualitative approach with research procedures that produce descriptive data. The research location is in Blitar Village, Sukorejo District, Blitar City. Data sources include primary and secondary data. The data collection techniques used were observation, interviews and documentation. The interactive data analysis technique model from Miles, Huberman, and Saldana (2014) is used for data analysis techniques in this research. The research results show that implementing the Cool Neighbors Association Program in the Blitar Subdistrict to manage the Pasar Jaranan Cultural Village has gone quite well. The Blitar Subdistrict Government has worked according to its commitment, supported by active community participation. However, activity output is still found to be unsustainable. Apart from that, it is also known that there are factors that support the implementation of this program, namely high enthusiasm, initiative and community self-help, and the inhibiting factor is the lack of insight and understanding of the community regarding the concept and management of a cultural village.

Keywords: Community Participation, Cool Neighborhood Association, Cultural Village, Jaranan, MarketPolicy Implementation.

1. INTRODUCTION

National development is an activity that takes place continuously and continuously, planned, comprehensive, integrated, and directed, which aims to create a just and prosperous society, materially and spiritually equitable based on what is stated in Pancasila and the 1945 Constitution. National development activities must be distinct from the role of regional governments in utilizing the resources available in their respective regions to increase regional capacity. For this reason, the increase must be supported by regional development, which is carried out harmoniously and integrated to realize national development (Arsyad, 1997). To improve the quality of community participation, the role of sub-district level government as the lowest level government organization is needed to not only encourage community participation but also empower the community so that the quality of their participation also increases, which is also expected to have implications for increasing the quality of national development and increasing prosperity.

The Blitar City Government also seeks to increase direct involvement or community participation in regional development. In this regard, the Blitar City Government, in the 2021-2026 Medium Term Development Plan, launched a program called Rukun Tetangga Keren. The Cool Neighborhood Program was held to realize the Cool Blitar concept. In this case, " Keren " is an acronym for the words diversity, religious and nationalist. Based on Blitar Mayor Regulation Number 6 of 2022 concerning the Cool Neighborhood Program, it is aimed at increasing the participation of the people of Blitar City, starting from the RT (neighborhood association) level to be directly involved in the development process in their respective RT areas by applicable regulations and with assistance from the Empowerment Institute The Village Community together with the Village Government are responsible for the Cool Neighborhood Program in their respective areas. Community involvement at the RT level includes planning, implementation, monitoring, and evaluation of activities. The mechanism for implementing this program is to promote neighbourhood-level deliberations to determine what programs or developments their RTs need but which still need to be accommodated in the development plan deliberation. RTs whose applications are accepted will receive a maximum disbursement of funds of 50 million rupiah, which can be used within one Keren RT program period or the year of application.

Blitar Village has unique potential regarding traditional arts, namely jaranan art, which is also one of the traditional dances typical of East Java, including Blitar City. This is proven by the many jaranan groups in Blitar Village; by 2023, there will already be eight jaranan groups. The great potential of traditional art and the preservation of culture in Blitar Village can undoubtedly become a tourist attraction. They can be used as a unique and distinctive cultural tourism package in Blitar City. After knowing the various potentials and advantages that Blitar Village has, with the Rukun Tetangga Keren program, which is also participated in by every RT in Blitar Village, it is certainly hoped that it can improve the welfare and empowerment of the community in Blitar Village so that it is also hoped that it can increase innovation and capability of the community, which can then have implications for increasing the welfare of the people of Blitar Village while preserving the culture and traditions typical of Blitar City.

However, referring to the implementation of the Rukun Tetangga Keren program in 2022 and 2023, many RTs in the Blitar Subdistrict still need to be able to use the budget obtained effectively and appropriately. As the result of a joint agreement with the 16 RTs in the Blitar Subdistrict, the Keren RT Program will focus on developing the Pasar Jaranan Cultural Village in the Blitar Subdistrict in the future. Several RTs are planning to build parks at various points in the future. The concept of physical development that will be implemented is also adapted to the characteristics of Blitar Village, where all facilities and infrastructure will reflect jaranan art, such as barongan ornaments, jaranan, and others. Meanwhile, for non-physical development, the Head of Blitar Subdistrict said that 16 RTs in his area will also hold training in making various accessories and cultural souvenirs, which in the future are expected to increase the potential of MSMEs in Blitar Subdistrict. Even though the Blitar Subdistrict Government has outlined a direction for the development of the Pasar Jaranan Cultural Village, most RTs in Blitar Subdistrict are still using the budget obtained for development or carrying out activities that are not yet fully sustainable further to develop the concept of the Pasar Jaranan Cultural Village. From a sociological perspective, there are still several problems in implementing the Cool RT program in Blitar Village. Many RTs in the Blitar Subdistrict still prefer the Cool RT budget, which they can use to build public facilities whose function can be directly felt. For example, this is the construction of water channel culverts, public road lighting, paving of several village roads, etc. Meanwhile, according to the Blitar Subdistrict Government, the budget obtained from the Keren RT program would be used to develop and improve the quality of the Pasar Jaranan Cultural Village, which is designated for the Blitar Subdistrict.

Based on the various potentials that Blitar Subdistrict has and considering that Blitar Subdistrict still has significant challenges in managing its potential for the welfare of its citizens and that the implementation of the Cool Neighborhood Association program in Blitar Subdistrict is still not optimal, the role and commitment of the subdistrict government as the person responsible for the program is vital. The sub-district government is not only responsible for implementing and using the budget for the Rukun Tetangga Keren program, but it is also responsible for controlling and educating the community so that they are more capable and understand how vital their participation is in developing their region through managing their local potential. Therefore, the author is interested in researching the

Management of the Pasar Jaranan Cultural Village (Policy Implementation Study Based on Blitar Mayor Regulation Number 6 of 2022 concerning Cool Neighborhood Units in Blitar Village, Sukorejo District, Blitar City).

2. THEORETICAL BASIS

2.1 Public Policy Concept

According to Nugroho (2014: 105), public policy never appears in a "special room". Public policy is the study of how, why and what are the effects of the government's active and passive actions (inaction), or public policy is the study of what the government does, why the government takes these actions, and what the consequences of these actions are (Fermana, 2009, p. 34). Hakim (2003) and Sadhana (2011) stated that Public Policy Studies study government decisions to overcome a public concern problem. Some of the problems the government faces are partly caused by the failure of the bureaucracy to provide services and resolve public problems. Public policy is what governments choose to do or not do. This understanding shows that the government has the authority to choose which policies to implement or not, depending on the problems that arise or the achievements that the policies are intended to achieve. Public policy is prepared through certain stages, with a person or group of actors at each stage.

The implementation stage is one of the critical stages in the public policy process. Policy implementation is the next stage after the policy has been formulated and is a way for a policy to achieve the expected goals. Lester and Stewart in Winarno (2012) explain that policy implementation is seen broadly as a legal administration tool. Various actors, organizations, procedures, and techniques work together to implement policies to achieve a desired impact or goal. Meanwhile, Widodo (2007) explains that implementation means providing the means to implement a policy and can have an impact or consequence on a particular thing.

Tracing the history of the development of public policy implementation studies, it is explained that there are two approaches to understanding policy implementation: the top-down and bottom-up approaches. The top-down approach, for example, is the approach that dominated the early development of policy implementation studies. However, later, some differences gave rise to the bottom-up approach. However, these two approaches are based on the same assumptions in developing the analytical framework for the study. Implementation. The essence of these two approaches is to what extent the actions of implementers (administrators and bureaucrats) are based on the procedures and objectives outlined by policymakers.

2.2 Jaranan Market Cultural Village concept

The term cultural village comes from two words, namely village and culture. If defined separately, a village is the only type of association containing settlements that can accommodate groups of people with the lowest economic and educational levels. However, this does not rule out the possibility of people classified as high-income and highly educated (Khudori, 2002). Meanwhile, the word culture etymologically comes from Sanskrit, namely from the word Budh, which means reason, which then developed into the word buddhi or culture; in simple terms, what culture means is the result of human thought or reason. Koentjaraningrat (2009) further explained that culture is a whole system of ideas, actions and works made by humans in social life, which are then made into human possessions by learning. The terms are briefly defined based on the separate definitions of village and culture. In a village, we can define culture as an association of people living in an area with close social relationships and homogeneous social characteristics.

Pasar Jaranan Cultural Village highlights local cultural elements in the Blitar Village area, Sukorejo District, Blitar City. The Jaranan Market Cultural Village contains many jaranan groups, even other traditional Javanese arts groups such as campursari and karawitan, and groups of craftsmen for jaranan accessories and accessories and other traditional dances. The Pasar Jaranan Cultural Village in Blitar Village, Sukorejo District, Blitar City, was officially established in September 2022. Based on the agreement of various arts associations, community leaders and the local government, it was finally agreed to create one central community throughout Blitar Village named Pasar Jaranan. It is called Jaranan Market because there are many Jaranan associations of various genres, studios, and traditional creative industries (primarily related to traditional arts and Jaranan) in various forms. Tourists who visit the Pasar Jaranan Cultural Village, apart from being able to see and take part in jaranan training in this jaranan village, visitors can also

buy the products of residents' creative industries, even for visitors who are just curious or need references to jaranan groups that are suitable for them, Visitors can ask at the Blitar Village office and they will be given an explanation and directed to the desired Jaranan association or studio.

The Jaranan studio in Pasar Jaranan Cultural Village is attended by children from Blitar Village and children from outside the area. There are eight jaranan associations in Blitar Village, which the adult age group fills. Apart from that, there are also 14 other small Jaranan studios that children dominate. Those who attend these small studios generally sit in elementary to middle school. In this regard, the Pasar Jaranan Cultural Village, Blitar Subdistrict, also collaborates with the Blitar City Education Office wh, which has the Serenada (Cultural et al. School) program, where in this program, children from outside Blitar Subdistrict can study or attend art studios held by is us the Jaranan Market Cultural Village. Apart from studying the art of jaranan dance, it is hoped that students will also learn how to make or at least know what products related to jaranan art are produced by the Pasar Jaranan Cultural Village Community, such as horses lumping, whips, jaranan costumes, barong, essential chain souvenirs, miniature jaranan and many more.

2.3 Cool Neighborhood Program

Based on Blitar Mayor Regulation Number 6 of 2022 concerning the Cool Neighborhood (RT) Program, what is meant by the Cool Neighborhood Association program is part of the excellent Blitar program, which is one of the priority programs or innovative, superior programs of Blitar City for 2021-2026 to support the achievement of the vision and mission of the Blitar City Regional Medium Term Development Plan for 2021 – 2026. The Cool Neighborhood Program is intended to increase participation and mobilize community potential at the sub-district level in the regional development process. Aside from that, it is intended to speed up the development process in RT areas that have not yet been included in the priority proposals of city-level development plan deliberations.

In general, the Keren RT program is realized by disbursing a budget to each RT in Blitar City, which can be used to fulfil various activities related to physical development and non-physical activities such as community empowerment. The Keren RT program has two forms of activities: the development of sub-district facilities and infrastructure and community empowerment in sub-districts. The sub-district infrastructure development activities include rehabilitation, renovation, and maintenance work as well as the procurement/construction of simple construction, and environmental management to provide local facilities and infrastructure at the RT level, the work of which uses simple technology and carries little risk, with sidewalk a maximum of 3 meters. Meanwhile, community empowerment activities in sub-districts include training, courses, outreach, counselling, or similar activities within the framework of community empowerment as regulated in statutory regulations. Examples of these activities include family planning education, education about defecation prohibition, job training, arts and culture courses/training, business training, and micro and medium enterprise development training. The various activities of the Keren RT program are carried out by upholding and paying attention to several principles, namely transparency, participatoryness, accountability, sustainability, orderliness, and benefits to the community, as well as compliance with applicable laws or regulations.

3. RESEARCH METHOD

3. 1 Research design

The research approach used in this thesis is based on descriptive research with a qualitative approach. The qualitative approach is a research and understanding process based on a methodology that investigates social phenomena and problems related to humans.

3. 2 Research sites

This research was located in Blitar Village, Sukorejo District, Blitar City, considering that Blitar Village has unique potential and characteristics compared to other sub-districts in Blitar City. For example, various cultural and spiritual traditions include Grebeg Suro, jaranan and shadow puppet performances. Besides that, Geographically, Blitar Village is in an area that tends only to be traversed by village and neighbourhood roads; national, provincial or main city roads traverse none of the Blitar Village areas. Apart from that, there are no markets, terminals or other government offices, so Blitar Village is relatively less dense than other sub-districts in Blitar City. The scope of this

research is a Policy Implementation Study Based on Blitar Mayor Regulation Number 6 of 2022 concerning Cool Neighborhood Units in Blitar Village, Sukorejo District, Blitar City.

3. 3 Data Types and Sources

According to Lofland in Moleong (2017: 157), the primary data sources in qualitative research are words and actions that researchers can obtain from informants through interviews. The rest is additional data such as documents and others. The data sources used in this research are primary data in the form of informants' opinions, individuals and groups, and the results of observations and empirical research. To obtain empirical data, the researcher conducted interviews with several informants whom the researcher considered capable of providing the necessary information according to the focus of this research. Apart from primary data, researchers also use secondary data in the form of documents, photos, articles, journals, previous research and quotes from specific sites on the internet.

3. 4 Data collection technique

Data collection techniques are the most strategic step in research because the main aim is to obtain data (Sugiyono, 2013, p. 224). In this research, the data collection technique is through three methods, namely semi-structured interviews, observation, and documentation, to support the data that the researcher obtained from the interview and observation process and to strengthen the accuracy of the data that the author obtained from the interview and observation process.

3. 5 Technique Analysis Data

Bogdan in Sugiyono (2013:244) states that data analysis is systematically searching and compiling data from interviews, field notes and other materials. The data analysis model researchers use in this research is the interactive data analysis model, according to Miles, Huberman and Saldana in Sugiyono (2013:246-252), which consists of the first stage in the form of data collection through interviews, observation and various documents. Second, data reduction or summarizing, selecting the main things. Third, namely, presenting data by describing the results of interviews, which are expressed in the form of descriptions with narrative text. Moreover, the last one is concluding.

4. RESULTS AND DISCUSSION

4.1 Implementation of policies for managing the Jaranan Market Cultural Village in Blitar Village, Sukorejo District, Blitar City

Based on the research results, it can be seen that since the launch of the Keren Neighborhood Association Program in 2022, after going through a trial period or what is called a pilot project in 2021, the Blitar Village Government has started to move by creating a concept for implementing the thematic Cool Neighborhood Program in Blitar Village and adapted to the characteristics of Blitar Village, namely jaranan art. Furthermore, the Blitar Subdistrict Government also involves various societal elements to participate in deliberations in determining the concept for implementing the Cool RT program suitable for the Blitar Subdistrict. In the end, it was agreed that we would make the Cool RT Program in Blitar Village thematic by highlighting the local characteristics and potential of Blitar Village, namely focusing on developing the Pasar Jaranan Cultural Village.

The Blitar Subdistrict Government, as the person responsible for implementing the Keren RT Program, involves the Blitar Subdistrict community to consult together to determine the direction, objectives and strategies for utilizing the Keren Rukun Tetangga Program budget so that it can truly represent the needs and interests of the Blitar Subdistrict community. The Blitar Subdistrict Government sees the large number of arts groups and the high interest of the people of Blitar Subdistrict in traditional arts, especially jaranan, as potential that can provide added value to the economic and socio-cultural sectors. What has been carried out by the Blitar Subdistrict Government is by the concept of management or management presented by Handyaningrat (1997: 9), who believes that management is an activity process that starts from planning, organizing, directing and supervising the efforts of members of the organization and their use. -use of other organizational resources to achieve predetermined organizational goals. We also see that the various parties involved in implementing the Keren RT Program in the Blitar Subdistrict are complete organs and influence each other. This process of mutual influence is reflected in the planning process and its implementation, both from the sub-district government, community groups and the community.

If taken in the context of policy implementation theory, what has been implemented by the Blitar Subdistrict Government is by policy implementation theory, mainly bottom-up. The existence of the commitment of the Blitar Subdistrict Government by prioritizing deliberation and persuasion with various elements of society from the beginning of planning to the implementation of the Keren RT Program activities is in line with the principle of the bottom-up policy implementation approach presented by Adam Smith in Islamy (2001:90), Smith believes that the approach This is often also considered as a land of hope, starting from identifying the framework of actors involved in service delivery in a local area and asking them about their direction, strategy, activities and services. Furthermore, this model uses "contacts" to develop network techniques to identify actors involved in planning, financing and implementing relevant government and non-government programs. To then produce a program that represents the interests of the local actors in it. So, what the Blitar Subdistrict Government has done so far is in line with aspects of the government's commitment. The Blitar Subdistrict Government has fulfilled this by implementing the Cool RT Program. This is proven by a policy to implement the Keren RT Program in Blitar Village, which is thematic and focused on managing the Pasar Jaranan Cultural Village, the potential of Blitar Village.

Referring to the research results presented, it is generally known that the participation of the Blitar Village community is very positive because there is genuine community enthusiasm in participating in and providing various suggestions through the musrenbang forum and forums created by each RT. Often, RTs discussing what proposals they will bring to the Development Plan Deliberation invite representatives from the sub-district to listen or mediate. Then apart from that, the people of Blitar Village are also considered to have reasonably good initiative. The people of Blitar Village also voluntarily organize the Jaranan Market event with capital from the community's self-help funds. Even the available bazaar tents result from the community's joint venture, which each RW coordinated. This was also confirmed by what was conveyed by each of the Heads of community groups in the four RWs in Blitar Subdistrict because what was conveyed by the Head of Blitar Subdistrict regarding the participation of the Blitar Subdistrict community in implementing the management of the Pasar Jaranan Cultural Village through the Keren RT Program was not some were denied. All were confirmed by the respective Community groups representatives and the Chairman of the Pasar Jaranan Community Association, the point being that the participation and interaction patterns of the people of Blitar Subdistrict so far have been quite good, and their enthusiasm can be seen as demonstrated by their activeness in providing ideas and suggestions for activities as well as by the presence of It was also an initiative from the majority of the community to pool money to create a jaranan market event and buy various equipment that could support the event, such as bazaar tents and so on.

The people of Blitar Village are very enthusiastic about providing various suggestions for activities and even volunteering to be self-sufficient to fund the Jaranan Market event and purchase various event equipment. However, regarding insight and ability to recognize their problems, examine options and make their own decisions, the people of Blitar Village still need to be more capable. This is proven by the existence of non-physical activities in the form of training, the output of which still needs to be followed up further to be developed into a product that is suitable for marketing. When drawn into the context of policy implementation, Blitar Village community participation can still be on track when viewed from the principle of policy implementation with a bottom-up approach. This is still in line with Smith in Islamy (2001:90), who believes that implementation Policy is influenced by four variables. One is the target group variable, namely the part of policy stakeholders who are expected to adopt interaction patterns as expected by policy formulators. Because this group is also the target of policy implementation. Community groups in each RW represent the target group and the activity's implementer.

Based on Adam Smith's opinion regarding policy implementation using a bottom-up approach, the reality of Blitar Village community participation in the Cool RT Program implementation process in Blitar Village can be as it should be. This is because the community, as the target of the Keren RT policy or program, is very involved in its implementation through its representatives in Community groups, which are concentrated in each RW. Even members of various Jaranan groups in Blitar Subdistrict are also involved in organizing the Jaranan Market event and are considered when planning Cool RT Program activities in Blitar Village.

Based on the research results that have been presented, it is generally known that this is related to the capability of human resources implementing the Keren RT Program, which in this case refers to Community groups as the technical implementers of various activities that have been approved after going through the musrenbang process and

assistance from various related parties, according to Amir (2011:86) capability is the ability to exploit or use well the resources owned within oneself and within the organization, as well as one's potential to carry out certain activities or a series of activities. Capability can be seen from two contexts, namely the individual and collective context, which in this research is an organization because Community groups is a team consisting of 7 people from representatives of each RT in the RW concerned. Meanwhile, when viewed from an individual context, capability can refer to technical skills, interpersonal skills, leadership, and the ability to adapt to the environment and its dynamics. Then, when viewed from the organizational context, capability refers more to the ability to innovate, adapt to organizational dynamics, organize and manage resources effectively and efficiently, and achieve organizational goals. Therefore, in general, what is meant by capability refers to a combination of various factors or elements that enable individuals, groups or organizations to achieve specific goals.

If we relate it to the theory of public policy implementation, Smith in Islamy (2001:90) argues that bottom-up public policies created by the government aim to make improvements or changes in society as a target group while involving them in the implementation process. Referring to this opinion, the role of the community is vital because the community is directly involved in the implementation process. In the Keren RT Program, the community is directly involved in the implementation process through the Community groups formed in each existing RW. Community groups represent the community because the community forms Community groups in each RW, with each RT providing its representatives. Therefore, the capabilities of Community groups should be considered so that the Cool RT Program implementation process can run optimally. This capability is not only related to technical matters in the field but also related to reporting and preparing accountability documents as well because, however, the money managed by Community groups to be realized in physical and non-physical activities is money from the government, which is intended for a program that concerns people's needs. So, it requires proper accountability. Likewise, regarding the technical implementation of Community groups activities, Community groups can also be more critical if there are activities whose output does not match the initial objectives.

Therefore, it can be concluded that regarding the capability aspect of the human resources implementing the Keren RT Program in Blitar Subdistrict, which refers to the capability of the Community groups as technical implementers, they are still not fully capable of carrying out their duties, especially regarding administrative matters such as monthly reports. Meanwhile, regarding technical performance in the field, all Community groups can still carry out their duties according to what has been planned, even though each activity, especially non-physical activities, has yet to produce sustainable and marketable output. Community groups should organize activities and ensure that the resulting training products can be developed for the future. Even though the product type has been determined from the beginning of planning, it can still be regulated by coordinating with the training provider so that the product resulting from the training is suitable for sale and has a clear target consumer.

4.2 Supporting and inhibiting factors in the implementation of policies for managing the Pasar Jaranan Cultural Village in Blitar Village, Sukorejo District, Blitar City

4.2.1 Supporting factors

Based on the research results described, the supporting factor for implementing the Cool RT Program in Blitar Village is the high volunteerism and enthusiasm from the people of Blitar Village to launch the Cool RT Program. This is because there is hope from the people of Blitar Village that through this program, they can make the cultural potential of jaranan have high economic value for the community, in addition to the fact that jaranan art is genuinely an interest or hobby of the majority of the people of Blitar Village for generations. This is entirely by the opinion of Tylor in Setiadi (2012) who believes that culture is a complex thing which can include knowledge, belief, art, morals, science, customs, and the abilities other humans possess and the habits they have acquired. By humans as members of society. Jaranan art, which is much sought after by residents of Blitar Village, when linked to Tylor's opinion, is included in the category of knowledge, arts and customs. This is because jaranan art in Blitar Village is also an art that has been going on for generations.

Meanwhile, it is related to the context of public policy implementation and the supporting factors for implementing or implementing the Cool RT Program in Blitar Village, and the main essence is the level of public

awareness and enthusiasm. In that case, this is identical to implementing public policy with a bottom-up approach. This is also to the aims and objectives of the Keren RT Program itself as contained in Article 2 of the Blitar Mayor's Regulation Number 6 of 2022 concerning the Cool Neighborhood Program, where one of the objectives of the Mayor's Regulation is as an effort to increase participation and mobilizing community potential at the sub-district level in the regional development process. Regarding the implementation of public policy using a bottom-up approach, according to Smith in Islamy (2001:90), it is seen as a policy process from the perspective of social and political change, where the policies made by the government aim to make improvements or changes in society as the target group. So it can be justified if there is high enthusiasm and good initiative from the people of Blitar Subdistrict, which then also creates a self-help movement from the community to launch various Cool RT Program activities in Blitar Subdistrict aimed at managing the Pasar Jaranan Cultural Village, which is something that can be achieved. It is supporting the success of the Cool RT Program in Blitar Village.

4.2.2 Supporting factors

Based on the research results presented previously, the factors hindering the implementation of the Cool RT Program in Blitar Village tend to influence the activity planning process more due to the lack of community insight regarding the management and development of a Cultural Village. This lack of insight and understanding in the community makes sense if it is considered an inhibiting factor in implementing a policy, such as the Cool RT Program. This refers to the opinion of Rochayanti and Triwardani (2013), who argue that the status of a cultural village also means strengthening regulations and establishing a policy foundation that makes it easier and guarantees for actors in the cultural sector to preserve and manage local cultural potential so that it is hoped that they can develop cultural resilience in social life. Based on this opinion, of course, if people who live in a cultural village lack insight into the concept of a cultural village, it is very natural that this will influence the management process. This is proven by the fact that there are still many activities, especially non-physical ones in the form of training activities, that have not yet produced the expected output, many training activities that are not sustainable or carry out souvenir-making training after it is finished without any further follow-up to develop it.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

The conclusion from this research based on the results and discussion presented is that implementing the Rukun Tetangga Keren program in the Blitar Subdistrict has technically gone well, and all activity agendas have been implemented. The Blitar Subdistrict Government has worked according to its commitment, supported by active community participation. Even though the output of non-physical activities still needs to be fully sustainable, regarding the government's commitment, based on what the Blitar Subdistrict Government has done and is currently implementing in the Keren RT Program, the Blitar Subdistrict Government is committed. Regarding community participation, the people of Blitar Village actively participate and have good initiative. The capability of the human resources implementing the Keren RT Program in Blitar Subdistrict, which refers to the capability of the Community groups as technical implementers, still needs to be fully capable of carrying out their duties, especially regarding administrative matters such as monthly reports and SPJ.

The supporting factor for the implementation of the Keren RT Program in Blitar Subdistrict is the high enthusiasm and initiative of the people of Blitar Subdistrict, which then also created a self-help movement from the community to launch various Keren RT Program activities in Blitar Subdistrict aimed at managing the Pasar Jaranan Cultural Village. Meanwhile, the inhibiting factor in implementing the Cool RT Program in Blitar Village is the need for more insight among the people of Blitar Village regarding the concept and management of cultural villages.

5.2 Suggestions

Based on the conclusions from the research results stated above, suggestions can be given, including the government collaborating with the community of arts activists in Blitar Village to prepare a management blueprint and development plan for the Pasar Jaranan Cultural Village, which can be used as a form of unified vision and shared reference in managing the Pasar Jaranan Cultural Village for the future. Apart from that, we can also collaborate with the Blitar City Education Office so that the jaranan art, a characteristic of Blitar Village, can be used as one of the art

materials for elementary and secondary school students in Blitar City. This is aimed at preserving the Jaranan culture of Blitar City with an educational approach for the younger generation. The Blitar City Government, in collaboration with the Jaranan Market Association, is opening access and forming a cross-regional collaboration network with various government agencies and communities of traditional arts activists. In the future, it can become a forum or medium for exchanging insights/ideas, expanding the market for the products produced, and sharing events/activities that might be possible to collaborate on together.

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