

# Innovation Public Goods Management Based on Local Culture

## *A Case Study of Forest Park Management Ir. H. Djuanda, Indonesia*

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**Abstract**— The management of Ir. H. Djuanda Forest Park needs to be designed into an urban forest development innovation in order to have the allure and evocative of the natural charms of the forest park. Development innovation can be done by exploring the potential of thematic values based on culture. *Ngabandung* is a Bandung city governance management strategy that uses the Sundanese cultural approach. With this strategy visitors who visit Bandung will be transformed into Sundanese culture or *Nyunda*. The development of a *ngabandung*-based highway park will be a fusion of prehistoric civilization that gets a touch of Sundanese culture ala Bandung. Treat the various customs and cultures and culinary Sunda presented and united in the location of the forest park. Maximum economic and social benefits are believed to be achieved because the forest park sells a natural conservation attraction that blends with *Ngabandung*. One of the strategic innovations is to empower local people and provide a multipurpose ticket service as an entrance ticket and include it in it for culinary, insurance, and tour guides.

**Keywords:** *innovation; public goods; local culture; forest park,*

### I. INTRODUCTION

Currently Forest Park Ir. H. Djuanda has an area of ± 526.98 hectares located in the area of Bandung, Bandung Regency, and West Bandung regency. Based on Government Regulation on the Submission of Part of Government Affairs in the Field of Forestry to the Regions [1], and in accordance with Government Regulation, the authority of Forest Park management is handed over and located in West Java Provincial Government, in this case the West Java Provincial Forestry Office, covering development, maintenance, utilization and development activities [2].

Forest Park is a natural conservation area that has functions for the purpose of collecting plants and or animals both natural and artificial, original or non-native species that are used for the benefit of science, research and education as well as supporting cultivation, culture, tourism and recreation. In the Forest Park area Ir. H. Djuanda there are about 2500 species of plants consisting of 40 families and 112 species [3]. As one form of management of nature conservation area, Forest Park Ir. H. Djuanda is expected to have the function of protection of life support system, preservation of species

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diversity and preservation of the utilization of biological resources and its ecosystem [4]. While on the utilization of Forest Park Ir. H. Djuanda optimally, will give positive influence to the protection of germplasm and economic development of people around the forest.

Forest Park Management Ir. H. Djuanda until now continue to be done. According to the results of surveys and interviews there are several phenomena that greatly affect the management of the Forest Park, such as:

- The transfer of parts of Forest park that are diverted for business purposes is marked by the presence of street vendors and cafés that interfere with the spatial layout and beauty of the Forest Park, both outside and inside the Forest park area. Noted there are 2 Cafe outside and 20 street vendors within the conservation area and hawkers are lined up in front of the entrance / Gate Forest park.
- The dominance of Forest park visitors is only for tourist destinations, minimal for research purposes. The number of visitors in 2015 is projected: Nusantara Tour as many as 386,585 people and Foreign Tourists as many as 1851 people, while for research purposes only as many as 12 research programs [5]
- There has been an increase in revenue realization since 2010 - 2015 of 114.03%, which is obtained through the entrance fee and regional license utilization fees [5]
- The arrangement of transportation services or OJEK controlled by certain groups (Jeger / Local Thugs) with the return-going tariff to and from Forest park objects amounting to Rp. 100,000 (one hundred thousand rupiah). The arrangement of this transportation service does not involve the Park Management Hall of the Great Forest.
- The participation of residents around the forest parks Swadaya improve the road with asphalt Concrete to Object Forest park (Cliff Keraton) along the 1.5 km and width of 6 meters.
- The existence of guidance from the Management Center to local residents to be assigned as Tour Guide.
- The layout, especially at the Forest park Gate that does not show the impression of conservation area architecture with the proliferation of unloved hawkers, thus making inconvenience visitor.

Based on the phenomenon, then the fundamental problem in the management of Forest Park Ir. H. Djuanda, can actually that is on the concept or thematic what needs to be developed in the management and development Park Forest Ir. H. Djuanda West Java, Indonesia. Some research and articles on forest park management or urban forest, among others: Arne Arnberger and Carsten Mann, 2008 [6]; Tien Wahyuni & Ismayadi Samsudin, 2012 [7]; James N. Morgan, 2014 [8]; and Shannon Lea Watkins, 2015 [9]; The Public Good Nature of the Urban Forest and Implications for Management, basically has put forward a cultural approach to policy formulation and management and development of forest parks or urban forests. Therefore this article is prepared and intended to develop innovative thinking on the development of the Forest Park Ir. H. Djuanda by lifting *Sundanese* culture becomes the basis of management and development. With the approach of Sunda culture, it is hoped that Forest park Ir. H. Djuanda West Java has a distinctness so that it becomes the attraction of eco-tourism, eco-political and eco-social in Indonesia.

To discuss the issues, then systematically this article will discuss: the history of the development of Forest Park Ir. H. Djuanda, Forest Park as public goods, Urban Forest Policy, and innovation on local culture based Forest Park.

## II. RESEARCH METHOD

The method used in conducting and discussing the study of Innovation Forest Park Development Ir. H. Djuanda based "Ngabandung" is literature analysis and phenomenon, while Data collected consist of primary data and secondary data. Primary data obtained through interviews and observation. Interview conducted openly with key informant while observation done by observing phenomenon that happened inside and outside Forest Park area. Further secondary data is obtained through literature or documents in the form of research results and related articles on forest park management or urban forest, books and regulations on forest park management or urban forest.

Data analysis is done qualitatively, which means to describe the data quality in the form of a regular sentence, sequential, logical, not overlapping and effective in accordance with the topic of study so as to facilitate the understanding and interpretation of data. The results of the analysis aims to generate ideas of development local culture of Forest Park Ir. H. Djuanda.

## III. RESULT AND DISCUSSION

### A. Innovation

Today, one way to own and maintain competitive advantage is by innovation and improvement [10]. Innovation is an attempt to find the latest way of combining some thoroughly [11]. So innovation means presenting something different, by creating new combinations. Such changes are a necessary part of keeping the organization dynamic. Innovation does not

mean patchwork improvements and small and small additions. Innovation is the lifeblood of an organization, and innovation requires a mix of creativity, clear thinking and problem-solving skills. Successful innovation must be supported through the organization's strategic vision. There needs to be a strategic vision that drives innovation, and organizations must have something that differentiates it from other organizations, and organizations must continue to strengthen that. The emergence of an innovation also requires thought and behavior to work closely together. Therefore, top management must create a climate that allows leaders to have scope to develop new ideas and resources to implement the idea.

Thus, demands towards absolute change must be made, and one of them is to encourage the emergence of new innovations or ideas whose purpose is to improve the competitiveness of organizations to make changes, especially in achieving economic goals, political goals or social objectives [10]. Peter Senge argues that there are three driving forces, which if one of them is implemented may be enough to make significant changes, both in management and in organizations. The three driving forces are: Technology, Globalization, the most challenging force (linked to unprecedented growth). Described by Peter Senge; With the interaction between these three forces will cause profound changes.

### B. Public Goods

Public goods are goods produced with / without allocation of resources and can be obtained without sacrifice. Public goods have two characteristics, namely non-rival and non-exclusive. Hughes, 1998 [12], "Public Goods (Public Goods) are goods whose procurement is done through collective financing, and used collectively". As Hughes points out above, Setiyono responds that the need for public goods is very difficult if left to the market economy, given the pattern of supply-demand in the case of roads or bridges for example, will not be effective (not easy) and inefficient. Should be issued consumer will not be cheap). Therefore (Setiyono concluded) the fulfillment of public objects is more appropriate to do the government rather than submit it to the market mechanism.

### C. City Forest

Watkins, 2015 [13] in his paper explains that "This paper lays out the argument that the urban forest is best regarded as a public good, rather than as a common resource pool. The urban forest is a public good that must be preserved because it is not an ordinary resource and even describes it as a manicured urban forest. Further Watkins quotes the academic concepts of Tyrväinen and Väänänen consider the urban forest [14]. Their definition includes forested parks, recreation areas and protected forests but explicitly excludes constructed parks [14] and also seems to exclude trees near streets and in yards. Strom, 2007 [15] offers a more inclusive definition of the urban forest: "the land in and around the areas of intensive human influence," which is occupied or potentially occupied by trees and associated with natural resources. "His definition includes land that is" planted or unplanted, used or unused,

and includes public and private property and street, transportation and utility corridors [15]. While Strom praises his definition for potential future urban forests, this paper is concerned with the presence (and absence) of actual trees. The essence of the definition of urban forest according to Watkins quoted from some experts is a forest area located in the zone or coincide with the city that can serve as a park in the middle of the city like trees planted along the road. Urban forest management is basically adjusted / aligned with its functions and benefits. Similarly, functioning as a recreational area, ie greening the city serves as a fulfillment of recreational and beauty needs, with beautiful and unique tree species.

*D. History of Development and Policy of Forest Park Ir. H. Djuanda Management.*

Milestone development of forest park Ir. H. Djuanda management refers to information from website owned by Forest Park Ir. H. Djuanda [16], informed the history of Forest Park Ir. H. Djuanda was originally a protected forest (*Mountain forest compound Pulosari*) whose boundaries were determined in 1922. Since the independence of the Republic of Indonesia on August 17, 1945 automatically the status of state forest area managed by the Government of the Republic of Indonesia through *Djawatan Kehutanan*. This forest area pioneered its development since 1960. In 1963 some of the protected forest areas began to be prepared as Tourism Forest and Botanical Garden. In 1963 the name became Recreational Botanical Gardens Ir. H. Djuanda to commemorate his services and at that time also Dago street called road I Ir. H. Djuanda.

On 23 August 1965 was inaugurated by the Governor of Mashudi as the Botanical Gardens of Recreation Forest Ir. H. Djuanda as Forest Park Embryo Ir. H. Djuanda managed by formerly Department of Forestry of West Java Province 1978. The management of the Forest Service (formerly the Department of Forestry of West Java Province) was handed over to Perum Perhutani West Java, and in 1980 the Botanical Gardens / From Mount Pulosari Forest Complex is designated as a tourist park, which is Park Curug Dago park area of 590 ha determined by Decree of the Minister of Agriculture Number: 575 / Kpts / Um / 8/1980 dated August 6, 1980. Until 1985 through Presidential Decree No 3 of 1985 dated January 12, 1985 officially become Forest Park Ir H. Djuanda

To ensure the success of Forest Park management Ir. H. Djuanda, Minister of Forestry through Decree No. 192 / Kpts-II / 1985 established the Forest Park Builder Agency Ir. H. Djuanda, headed by the Director General of Forest Protection and Nature Conservation (PHPA) and appointed Perum Perhutani as Implementing Agency for Management and Development of Forest Park Ir. H. Djuanda. Next Forest Park Management Ir. H. Djuanda according to the Decree of Director General of PHPA Number. 129 / Kpts / DJ-VI / 1996 is at the Regional Government (Local Government) Level I c.q. Forest Service for the area outside Java, while in Java Island submitted to Perum Perhutani. Meanwhile, based on Government Regulation No. 62 of 1998, dated June 23, 1998 on the Delegation of Part of Government Affairs in the Field of Forestry to the Region, stated that the management of

Forest Park Ir. H. Djuanda which covers development, maintenance, utilization and development of Forest park Ir. H. Djuanda submitted to the Local Government Level I.

In the current era of regional autonomy, as regulated by Government Regulation No. 25/2000 on the Authority of the Government and the Authority of Provinces as Autonomous Regions, it is stated that the Provincial Government is authorized to provide guidelines for the establishment of territories and the provision of forest management support. To reinforce both the above-mentioned government regulations, the Minister of Forestry Decree number 107 / KPTS-UM / 2003 on Task Assistance to the Governor, Regent or Mayor, related to the management of Forest Park. Given the location of Forest Park Ir. H. Djuanda is located in the regency and city, which is located in Bandung regency (Cimendan district and Lembang district) and Bandung city (Coblong sub district), in accordance with Government Regulation no. 25 years 2000, the authority of its management is in the Government of West Java Province, in this case is the Forest Service of West Java Province.

Taking note of the above, the Government of West Java Province established Forest Management Park Management Center which is Technical Implementation Unit (*UPT*) of Forest Service of West Java Province which technically and administratively responsible to Head of Forest Service of West Java Province. The provisions are contained in Regional Regulation no. 5 of 2002 on the Amendment of West Java Provincial Regulation No. 15 of 2000 on Regional Office of West Java Province.

Based on the academic approach, the Forest Park Ir. H. Djuanda can be called public goods and as urban forest. As a public good, the Forest Park has non-rival and non-exclusive characteristics where the safe forest management financing collectively is sourced from financing budgeted in the state budgets / regional income and expenditure budgets. While as urban forest or urban forest, because of its development to accompany the spatial development of Bandung. Demographically forest park is in a position in the middle of the city flanked by the city of Bandung and West Bandung regency and Bandung regency.

Thus the Ir. H. Djuanda Forest Park as urban park or urban forest is public good when referring to the definition expressed by Hughes, 1998 [12] and Watkins, 2015 [13]. As a public good, Forest Park Ir. H. Djuanda can be seen from several elements, among others:

- a. Means: is a Nature Conservation Area for the purpose of collection of natural and artificial plants and / or animals, genuine and / or non-original species.
- b. Utilization: for the benefit of research, science, education, support cultivation, culture, tourism and recreation.
- c. Management: submitted from the Central Government to the Government of West Java Province, include Area Administration Bandung, Bandung Regency, and West Bandung Regency. Its management is based on benefits and sustainability, justice, togetherness, openness and integrity.

- d. Management objectives: 1). Ensure the preservation of the Great Forest Park area; 2). Fostering the collection of plants and animals and the potential of the Forest Park area; 3). Optimizing the benefits of the Great Forest Park for nature tourism and recreation, research, education, science, supporting cultivation and culture for the welfare of the people; 4). Improve hydrological function; 5). Increase local revenue.
- e. Licensing permits: in the form of general service licenses (for entering the Forest Park), certain licenses (such as natural tourism exploitation - utilization of environmental services - utilization of areas for wildlife and plant breeding activities), and business licenses (in order to use Facilities and / or assets) to persons or entities that will carry out certain activities in the area of Forest Park.
- f. Retribution Quotation: as payment for the utilization service of forest park area, consists of general service levies (for entry into the area), certain License Levies (for Nature Tourism Business Permit, area utilization permit, and environmental service utilization license), and Levy Service Enterprises (for Leasing or Use of Natural Tourism Visitor Facilities and Researchers).

In the context of the management and development of the Great Forest Park, state or government intervention is crucial in the management of public goods. As explained by Hughes, 1998; the intervention and the role of government are generally carried out through four instruments: provision, subsidy, production, and regulation [12].

**Provision** - the role that the government provides goods or services (goods of services) through the budget. This role can be seen from the budget allocation sourced from the Regional Government of West Java Provincial Budget for financing the management of Forest Park, as the following table:

Table 1  
Budget Allocation for Forest Park Management

Year	Allocation from Regional Budgets
2011	4.500.860.000 ,-
2012	10.157.298.000 ,-
2013	12.449.157.400 ,-
2014	4.464.825.000 ,-
2015	6.183.835.625 ,-

Source: Forest park management agency, 2016

**Production** - the government makes or produces goods or services to "sell" in the market. In this case the government through Forest Management Park Management Center provides facilities / means of utilizing the area.

**Regulation** - is the government uses force to allow or prohibit certain activities. In this case the government through the Forest Garden Management Center regulates the licensing stipulation and determines the levy for persons / entities to obtain services for the utilization of areas that are regulated in the Forest Management Area Regulations of the Great Forest.

While the role of Subsidy - the government helps a person or group in the private sector to produce or provide goods or services desired by the government. In this role, the government through the Forest Garden Management Agency is still lacking. Until now, the new Management Hall has been conducting guidance to local people to be assigned as Tour Guides, whereas in other goods / services sector can be done, for example empowerment of citizens (street hawkers and cafe owners) to provide souvenir, food or drink typical of Forest Park. For that reason, the concentration of development of Forest Park can be focused on this subsidy role by involving the residents or related stakeholders.

In order for the Forest park area to be well-preserved, thus providing the principle of benefit to the user, the role of government or the presence of the state remains necessary and decisive, as Adam Smith puts it in the legitimacy of the Public Sector. According to Smith the main task of the government is to Protect the public from the dangers of crime or the expansion of other countries (military force), protecting people from injustice and oppresses.

#### E. Innovation on local culture “ Ngabandung “

*Ngabandung* is a phrase that gives the meaning of "organizing approach based Bandung city which has a Sundanese culture, as reported by the mayor of Bandung Ridwan Kamil aided the Sundanese culture that will make development blueprint based Bandung Metropolitan Sundanese culture models. Along with the blueprint Ir. H. Djuanda Forest Park should follow the development of the city of Bandung or *Ngabandung* although the management is on the authority of the provincial government but the location is in Bandung. It will have more appeal when the transformation of Ir. H. Djuanda Forest Park is directly proportional to the *Ngabandung* blueprint.

*Ngabandung* is the discourse of city development policy that keeps preserving Sundanese culture in synergy with the development of modernity. As with all institutions Forest Park neighborhood Ir. H. Djuanda designed on the basis of Sundanese culture as in the way they dress, the provision of souvenirs, building architecture shop and miniature hermitage history of royal era *sundawi* and profile officer neighborhood Forest Park as an incarnation of man of the past century or prehistory but no touch Modernity. Many things that can be presented from the architecture of Sundanese culture for example in terms of buildings there are building *jalempang*, *dog tagog*, rhinoceros *heuay*, *parahu kumereb*, *julang ngapak*, *nuka palayu*. In terms of clothes there are *kebaya* and *pangsi*. In case there is a cone culinary: *tumpeng*, *timbel*, *karedok leunca*, *tutug oncom*, *liwet*, *tarasi sauce*, sauteed *tauco*, various *Pepes*, *tamarind*, *lodeh*, shake noodles, soup duo, *dorokdok*, *martabak Bandung*, *dodol* Chocodot. One of the right steps is providing a multipurpose ticket service as an entrance ticket and include it in it for culinary, insurance and tour guides.

Implementation of innovation public goods management based on local culture in Forest Park Ir. H. Djuanda can certainly find obstacles, both internally and externally.

However, these constraints will be overcome by reflecting on the implementation of urban forest conservation ever undertaken in the State of South Korea. This is explained by Seung Jun Kwak, Seung-Hoon Yoo and Sang Yong Han, 2003 [17], The results of his research explain that there is a significant cost in rearranging the forest, but post-structuring actually brings benefits to the public around Seoul.

If the implementation is successful then the Forest Park Ir. H. Djuanda has been transformed and is one of the pioneer Forest Park in realizing the public right. As stated in the conclusion of the research results Tien Wahyuni & Ismayadi Samsudin, 2012 [7], that the policy of spatial and urban forest is a policy that is in a very strategic position. For the central and local governments, development and implementation of this policy will become evident in the running of responsibility to meet the public's right, good to get proper access to space, the interests of economic, social and cultural as well as to get an environment that meets the standards of welfare.

#### IV. CONCLUSION

Based on the description of the results and discussion above, then the conclusions that can be put forward are:

1. As public goods, Forest Park Ir. H. Djuanda must be managed by the State by not providing an opportunity for privatization policy, to ensure the sustainability of culture-based management.
2. The management of the Great Forest Park is still in balance between conservation of nature conservation and utilization of facilities. But tend to experience a shift in the management of ecotourism is more prominent.
3. Innovation Public Goods Management Based Local Culture of Forest Park should be directed to *Ngabandung* based strategic policy and programming approach which characterizes Sundanese culture, resulting in economic and social attraction and benefit for the public and the region.
4. One of the strategic innovations Public Goods Management Based Local Culture of Forest Park development is by empowering local people and providing multipurpose ticket service as an entrance ticket which includes inside for culinary, insurance and tour guide.

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