

RINGKASAN

Penelitian ini berjudul representasi dalam tata kelola kolaboratif komite ekonomi kreatif kabupaten Banyumas. Judul tersebut dilatarbelakangi oleh disahkannya SK Bupati Kabupaten Banyumas tentang Komite Ekonomi Kreatif yang dimaksudkan untuk merespon perkembangan dinamika pelaku ekonomi kreatif dan untuk mendukung kebijakan pengembangan kegiatan ekonomi kreatif yang berpengaruh terhadap kesejahteraan masyarakat di Kabupaten Banyumas, namun seiring berjalannya komite terdapat beberapa masalah yang menyebabkan belum maksimalnya kolaborasi yang dilakukan dalam Komite Ekonomi Kreatif.

Penelitian ini bertujuan untuk mengetahui representasi aktor dalam tata kelola kolaboratif yakni dalam Komite Ekonomi Kreatif Kabupaten Banyumas. Penelitian ini menggunakan metode kualitatif. Pemilihan infroman menggunakan *purposive sampling* dan *snowball sampling*. Pengumpulan data dilakukan melalui wawancara mendalam dan dokumentasi. Analisis data yang dilakukan dengan metode analisis interaktif dan untuk mewujudkan keabsahan data menggunakan triangulasi sumber.

Hasil penelitian representasi dalam tata kelola kolaboratif yang dikaji dengan studi Koski berdasarkan kehadiran dan partisipasi dalam proses kolaborasi serta kehadiran isu agenda menunjukkan bahwa belum semua aktor yang terlibat dalam komite ekonomi kreatif merepresentasikan kepentingannya dengan baik, aktor pemerintah, akademisi, komunitas, bisnis sudah cukup baik dalam merepresentasikan kepentingannya, namun pihak media masih sangat kurang dikarenakan pihak media merasa tidak sependapat dengan aktor-aktor lain didalam komite, sehingga memilih untuk menonaktifkan diri di Komite Ekonomi Kreatif (KEK). Penelitian ini menghasilkan temuan bahwa perbedaan kapasitas, kurang kepercayaan terhadap pemimpin, kurang keterbukaan dan kurang kejelasan misi dalam kolaborasi menjadi penyebab representasi substantif menjadi lebih kecil daripada representasi deskriptif.

Kata kunci : ekonomi kreatif, komite ekonomi kreatif, representasi aktor, tata kelola kolaboratif.

SUMMARY

This research is entitled representation in collaborative governance of the creative economy committee of Banyumas district. The title was motivated by the ratification of the Banyumas Regency Regent's Decree concerning the Creative Economy Committee which was intended to respond to the dynamic development of creative economic actors and to support policies for developing creative economic activities that affect the welfare of the community in Banyumas Regency, but as the committee progressed there were several problems that caused it to not be optimal. collaboration carried out within the Creative Economy Committee.

This study aims to determine the representation of actors in collaborative governance, namely in the Creative Economy Committee of Banyumas Regency. This study uses a qualitative method. The selection of informants used purposive sampling and snowball sampling. Data was collected through in-depth interviews and documentation. Data analysis was carried out using interactive analysis methods and to realize the validity of the data using source triangulation.

The results of the research on representation in collaborative governance that were reviewed with Koski's study based on the presence and participation in the collaboration process as well as the presence of agenda issues showed that not all actors involved in the creative economy committee represented their interests well, government actors, academics, communities, business were good enough. in representing their interests, but the media is still lacking because the media do not agree with other actors in the committee, so they choose to deactivate themselves in the Creative Economy Committee (KEK). This study found that differences in capacity, lack of trust in leaders, lack of openness and lack of clarity of mission in collaboration were the causes of substantive representations being smaller than descriptive representations.

Keywords: actor representation, collaborative governance, creative economy, creative economy committee.