

Synergy of Policy and Cultural Economy: Practical Implementation of Regional Regulation No. 2 of 2021 in Strengthening Local Identity and Economy in South Sumatra

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Abstract

Local cultural heritage is an integral part of a region's identity, enriching Indonesia's cultural diversity as a whole. This study aims to explore the efforts of the South Sumatra Government to preserve local cultural heritage in the province by implementing Regional Regulation (Perda) Number 2 of 2021 concerning the Architecture of Buildings with Regional Identity Ornaments. This policy stipulates requirements for incorporating elements of local wisdom, particularly Songket and Tanjak motifs, into various building structures such as government buildings, schools, toll gates, train stations, terminals, and even airports managed by Regional Apparatus Organizations (OPD) in the region. This study uses a qualitative approach by collecting data through in-depth interviews with government officials directly involved in policy implementation. Data analysis was conducted using a descriptive approach to evaluate the policy and its implementation practices in the field. The research findings indicate that the implementation of Perda Number 2 of 2021 has been successful and effective, generating a significant impact on efforts to preserve local cultural heritage in South Sumatra. This policy encourages each Regional Apparatus Organization (OPD) to incorporate regional ornamentation into building structures, such as government offices, schools, state-owned enterprises (BUMN/BUMD), hospitals, regional military (KODAM/Kodim), and the Regional Police Chief's office. Furthermore, this policy allocates specific funds for renovations related to local wisdom, particularly in the application of Songket motifs. In conclusion, Regional Regulation No. 2 of 2021 provides a solid foundation for the preservation of local cultural heritage in South Sumatra. By promoting the integration of elements of local wisdom into public building structures, this policy strengthens regional cultural identity while supporting sustainable development. The implications of this policy also reflect the regional government's commitment to preserving local cultural values in regional planning and development.

INTRODUCTION

Cultural, ethnic, and linguistic diversity, which constitutes Indonesia's identity, has also become an integral part of it (Riyanti & Novitasari, 2021). South Sumatra, as a province in Indonesia, has a unique identity that distinguishes it from other regions, reflected in the lives and customs of its people. (Arrazy & Primadini, 2021), so that this wealth becomes a valuable asset that must be preserved by the government and its people. Preserving these cultural assets is related to globalization and modernization, which are so hegemonic that they can directly threaten the love of culture and regional identity (Manurung, 2011).

The South Sumatra government has initiated a series of programs and policies to preserve local cultural heritage. One of the main steps taken is the creation and implementation of Regional Regulation (Perda) No. 2 of 2021 concerning the Architecture of Buildings with Cultural Identity Ornaments.(South Sumatra Government, 2021). This Regional Regulation policy not only helps in the physical maintenance of cultural heritage, but also in the development of educational programs and public awareness of its importance. Furthermore, the South Sumatra government has also launched cultural revitalization programs aimed at increasing public appreciation of their own cultural heritage. This involves various activities such as cultural festivals, traditional art exhibitions, and arts workshops aimed at introducing and promoting local cultural heritage to the younger generation and the general public. Furthermore, this Regional Regulation also aims not only to serve as a guideline for the development of building architecture that reflects regional cultural identity, particularly through ornaments that highlight the richness of South Sumatran culture; but also to be an important instrument in efforts to strengthen cultural identity and protect local cultural heritage from the threat of global cultural homogenization. As a result of the hegemony of globalization, various studies have been conducted massively by various researchers from various disciplines to reveal the role and efforts of the government in maintaining and preserving its local cultural heritage.

In practice, successful public policy implementation is evidenced by its proper implementation in accordance with established regulations (Wafa & Angin, 2024). However, in reality, the policy implementation process often does not follow established procedures, due to various obstacles and challenges, both internal and external, that often hinder implementation (Saptawan, 2023). This demonstrates that public policy implementation is a complex process and not always straightforward.(Toar et al., 2021). In fact, sometimes established policies do not fit the conditions on the ground, producing results different from those expected. However, a public policy can achieve its goals if it has adequate support. Anderson in(Winarto, 2021)), that public policy is "a purposive course of actions or inactions undertaken by an actor or set of actors in dealing with a problem or matter of concern." Similarly, the South Sumatra government has implemented Regional Regulation No. 2 of 2021 effectively and efficiently.

Through an in-depth analysis of the regulations, public responses, and their practical impacts, this study is expected to provide a better understanding of efforts to preserve local cultural identity amidst the increasingly globalized currents of globalization. To that end, this study will outline the problem, which is structured into 3 (three) important parts. In the first part, the researcher reviews the implementation of the Regional Regulation by presenting a number of empirical evidence in the field effectively through various government structures, educational

institutions, health facilities, toll gates, train stations, and other elements. The second part will lead to factors that support the implementation of the Regional Regulation. In this context, the researcher will use the theoretical framework of implementation proposed by Edward III. This theoretical framework will serve as an analytical guide to understand the factors that influence the success of policy implementation.

METHODS

By using a qualitative-descriptive design with a case study research concept as a data collection method to explain the research case on "Implementation of Regional Regulation Number 2 of 2021 in the Preservation of Local Cultural Heritage in South Sumatra: Policy Review and Practical Implementation". The case study used in this study aims to obtain various relevant sources and the process of collecting all data on the problem under study. In addition, this method is used to gain a deep understanding of how the Regional Regulation policy is implemented properly in accordance with empirical facts in the field. Moreover, this method is also used as a guide in obtaining a theoretical basis. In addition to the use of case studies, literature studies are also applied in this study, which not only aims to facilitate the process of reading and analyzing but also to minimize difficulties in finding gaps in the research that has been carried out (Danial & Wasriah, 2009).

Furthermore, in data analysis, the researcher used a qualitative approach by recording phenomena, collecting data, selecting data, reducing data, and synthesizing it using existing theoretical foundations. In this case, the researcher carried out several stages, including interviews with the Head of the South Sumatra Provincial Culture and Tourism Office, observation, documentation, and various supporting data from books, journals, and publications on social media websites. Next, the researcher selected data tailored to the study.

In the analysis process, the researcher first developed theories relevant to public policy implementation. The theoretical construction was carried out as conceptual thinking combined with the reality and existence of Regional Regulation No. 2 of 2021, as implemented by the South Sumatra government. Finally, the researcher concluded all data analysis, combined with the theory and policy implementation of Regional Regulation No. 2 of 2021, as a verification and configuration step for this research.

RESULTS AND DISCUSSION

Implementation of Regional Regulation Number 2 of 2021

In certain contexts, the success of policy implementation can be measured by the extent to which it aligns with the established design, goals, and objectives and produces positive results. One example of successful public policy implementation is Regional Regulation No. 2 of 2021 concerning the Architecture of Buildings with Finger Ornaments in the South Sumatra Region. (South Sumatra Government, 2021) This regulation is substantively directed at preserving and maintaining the richness of local cultural heritage, particularly in terms of building architecture with distinctive regional ornaments. Thus, the implementation of this regulation reflects the

regional government's commitment to preserving local cultural richness. This step is crucial to ensure that traditional values and local history are maintained, while also allowing for adaptation to modern developments. Therefore, the implementation of policies such as Regional Regulation No. 2 of 2021 is a crucial step in promoting the sustainability of regional culture and identity. (South Sumatra Government, 2021).

The South Sumatra government has issued a Regional Regulation concerning the Architecture of Buildings with Regional Identity Ornaments, demonstrating its commitment to protecting and preserving local cultural heritage in South Sumatra. The regulation stipulates that every government office, state-owned enterprise (BUMN), regional-owned enterprise (BUMD), airport, train station, port, and border area in South Sumatra must be decorated with regional ornaments in the form of songket and tanjak. (sumselterkini.co.id/, 2021) Meanwhile, in practice, the implementation of this regulation has been seen in various parts of the province, from government offices to main gates, where regional ornaments are required. Entry and exit points to South Sumatra, such as airports, train stations, ports, and bus terminals, are required to display these ornaments. (Antaranews.com, 2023) This was also confirmed by the Head of the South Sumatra Culture and Tourism Office, that ""This regional regulation serves as a guideline for us to maintain and promote the preservation of local wisdom, one of which is Songket, to the entire South Sumatra community. Therefore, every building's gate is expected to have a tanjak (traditional Javanese traditional architecture) with a Songket motif, and structures such as fences and walls must be ornamented with Songket motifs. Now, regarding the government's role, the Governor has issued Regional Regulation No. 1 of 2021 concerning local wisdom in South Sumatra, the aim of which is to create a South Sumatran identity."

Image: Muhammad Hoesin Hospital, Palembang City:



Source: Researcher Documentation, 2024

Image: Palembang City District Court



Source: Researcher Documentation, 2024

Image: Office of the Ministry of Law and Human Rights, Palembang City



Source: Researcher Documentation, 2024

Image: Senior High School 3, Palembang City



Source: Researcher Documentation, 2024

Based on the picture above, it shows that there are many government office buildings, schools, Regional Police Headquarters, Military/District Military Commands, Airports and toll gates and other buildings in the city of Palembang that have been decorated and installed with local cultural heritage ornaments such as Tanjak and Songket Cloth.

Factors in the Implementation of Regional Regulation Number 2 of 2021

Judging from the various pieces of evidence above, regarding the successful implementation of Regional Regulation No. 2 of 2021, there are important factors that are fundamental to its successful implementation. This aligns with Edward III's theory, which states that for policy implementation to be effective, variables such as communication, resources, disposition or attitude, and bureaucratic structures are essential (Nugroho, 2011).

1. Communication

In an effort to preserve local cultural heritage, the South Sumatra government has taken intensive communication steps with various relevant parties. This communication has been conducted extensively with all regional government agencies, including state-owned and regional-owned banks, as well as other government agencies such as the Indonesian National Armed Forces (TNI) and the Indonesian National Police (Polri). One form of communication is through Gubernatorial Regulation No. 7 of 2022, which instructs all regional government agencies to install identity ornaments on buildings. (Government of South Sumatra, 2022) This step not only ensures that the policy is implemented consistently across the region, but also provides clear guidance to implementers on the ground.

As stated by the Head of the South Sumatra Culture and Tourism Office, *"This regulation is like a law, a rule. Yes, once it's enacted, it becomes mandatory. Therefore, anyone who fails to implement the regulation is violating the rules, which carry sanctions. Therefore, every agency in South Sumatra must comply with the regulations. Therefore, as we can see from the Tanjak Regulation, all government agencies have been seen constructing gates with Songket ornaments, as have the communities in South Sumatra."*

Furthermore, the Governor of South Sumatra is also active in fostering communication through cultural forums. Through his attendance at these forums, he conveys messages about the importance of preserving and protecting local cultural heritage, particularly through buildings with distinctive regional ornaments, to the entire South Sumatran community.

"With the regional regulation, there are no obstacles. It all depends on the community, whether some care or not. At the agency level, almost all have implemented it. Cultural figures and artists also care. Since the regulation

was implemented in 2021, we are also conducting outreach to encourage the community to support the preservation of local wisdom, the cultural heritage of South Sumatra. We are always promoting this."

Moreover, the form of communication carried out by the Governor of South Sumatra is not only aimed at ensuring that the implementation of policies runs smoothly, but also continues to pay attention to the principles of preserving local cultural heritage, so that the historical and cultural values contained in the buildings are maintained.

As stated by the Head of the Department of Culture and Tourism of South Sumatra Province, that *"We consistently urge and communicate to all government agencies (OPD) to implement and install these. This indirectly impacts both the public and the private sector, especially those who see buildings featuring local wisdom, one of which is the Songket. Now, almost all buildings, schools, and bridges feature local wisdom. This means that communication is not limited to the government but also the private sector."*

The interview results above show that the government (in this case the government agencies or OPD) consistently encourages and communicates to all relevant parties, both government and private, to install ornamentation or architectural elements that reflect local wisdom, such as Songket motifs, on their buildings. This is done with the hope that the public and the private sector will be interested and inspired to adopt local elements in their building designs. Thus, the message conveyed by the government not only influences government policy itself, but also influences decisions and practices in the private sector. By incorporating elements of local wisdom in building designs, both the government and the private sector contribute to preserving and promoting local culture, as well as raising awareness of the importance of cultural heritage in the construction and design of modern buildings.

2. Resource

In the context of resources, it is divided into 2 (two) aspects:

1. Budget Resources

Budgetary resources are a crucial factor in the success of a policy. The existence of a budget acts as a crucial "lubricant," playing a crucial role in facilitating all forms of activity, especially in the context of policy implementation. In this regard, the budget allocation by the South Sumatra government, as stipulated in the Regional Regulation, is quite significant. As stated by the Head of the South Sumatra Culture and Tourism Office, *"In general, Mr. Governor, with Regional Regulation No. 2 of 2021, every Regional Apparatus Organization (OPD) with various activities must automatically include regional ornaments and allocate and create a special budget for Songket. So, please allocate a budget for each OPD for renovations."*

Based on the interview results above, it is clear that each Regional Apparatus Organization (OPD) is expected to create a dedicated budget for renovating existing buildings or facilities to comply with the requirements of the Regional Regulation. Thus, this policy effectively encourages the participation of all OPDs in preserving and promoting local wisdom, particularly in the use of Songket motifs in architecture and building design. The dedicated budget allocated aims to ensure the effective and sustainable implementation of this policy at all levels of local government.

2. Human Resources (HR)

The existence and critical role of human resources and infrastructure in implementing Regional Regulation No. 2 of 2021 are crucial. These aspects play a key role in determining the effectiveness and efficiency of the regulation's implementation. In this regard, qualified human resources are the primary foundation for implementing public policy. Skilled and trained personnel will be able to effectively carry out their duties, from planning to implementing local cultural heritage preservation programs. The performance of professional and competent staff will significantly contribute to the successful implementation of this regulation. Equally important is adequate infrastructure. Infrastructure, including the supply of building materials, transportation, and other supporting facilities, is crucial for the successful development and preservation of cultural heritage.

In implementing Regional Regulation No. 2 of 2021, the South Sumatra government has ensured the involvement of various necessary staff from all regional government agencies, as well as State-Owned Enterprises/Regional-Owned Enterprises (BUMN/BUMD). The regional government also emphasized the important role of the South Sumatra Culture and Tourism Office in monitoring and supervising the implementation of the regulation. (Antaraneews.com, 2023) By paying attention to and maximizing the potential of available human resources and infrastructure, the South Sumatra government has demonstrated its commitment to implementing Regional Regulation No. 2 of 2021.

3. Disposition

A well-targeted approach to preserving local cultural heritage is key to the successful implementation of this regulation. This regulation emphasizes the allocation of government officials' duties based on individual capacity, abilities, and expertise, ensuring smooth and unimpeded revitalization. In this regard, the South Sumatra Culture and Tourism Office plays a central role in implementing the local cultural heritage preservation program.

The success of the government apparatus arrangement in implementing this policy is measured by the extent to which the appointment and placement of cadres in the government apparatus are in accordance with their capacity, abilities, and expertise. Consistent employee performance and optimization of their potential are key indicators of the successful implementation of the revitalization policy. Employees work collaboratively and harmoniously to complete the revitalization program, which includes efforts to preserve designated cultural heritage buildings. The importance of targeted disposition not only creates a productive work environment but also ensures that the revitalization program runs according to plan and achieves the expected results.

4. Bureaucratic Structure

A well-functioning bureaucratic structure, particularly with the required minimum standards, is a crucial foundation for the successful implementation of public policies such as Regional Regulation No. 2 of 2021. The South Sumatra government has provided significant support in implementing this policy, demonstrating its commitment to preserving local cultural heritage. In this context, the South Sumatra Culture and Tourism Office plays a crucial role. As a government agency directly reporting to the Governor of South Sumatra, this office serves as a coordinating body, playing a central role in coordinating and aligning various activities related to preserving local cultural heritage.

As stated by the Head of the South Sumatra Culture and Tourism Office, that "*The Governor has given us the authority to invite stakeholders, artists, and cultural figures from South Sumatra to achieve this goal effectively.*"

The interviews above demonstrate that the South Sumatra government recognizes the importance of involving various stakeholders with relevant interests and knowledge in decision-making and policy planning. This collaboration is expected to foster strong consensus and more effective solutions to address the various issues and problems in South Sumatra, particularly in the context of arts, culture, and regional development. Therefore, full support from the South Sumatra government ensures that the bureaucratic structure not only meets the minimum standards required but is also capable of addressing challenges and obstacles that may arise during policy implementation. Strong collaboration and coordination between various government agencies are key to successfully preserving and maintaining local cultural heritage for the people of South Sumatra.

CONCLUSION

In the implementation of Regional Regulation No. 2 of 2021, effective communication is key, carried out by the South Sumatra Provincial Government to ensure the success of policy implementation, by conveying clear and precise information to all relevant parties, including the community and other stakeholders. Furthermore, adequate resource allocation, both financial and human resources, is also necessary to support the effective implementation of this policy. At the same time, the attitudes and dispositions of policy implementers directly result in effective policy implementation, supported by an efficient and effective bureaucratic structure that ensures smooth and unimpeded policy implementation. Therefore, it is not surprising that the implementation of Regional Regulation No. 2 of 2021 concerning the Architecture of Buildings with Regional Identity Ornaments can be carried out more effectively and efficiently, and have a positive impact on the preservation of South Sumatra's local cultural heritage.

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