# Back to the Past: Social Community Interaction Pattern in Braga Creative Tourism Urban Village

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## ABSTRACT

**Purpose:** This research aims to be able to analyze the interaction patterns that occur in Braga Creative Tourism Urban Village. Social interaction, community, stakeholders, and community empowerment are the theoretical basis for this research.

**Research methods:** The research method used is descriptive qualitative research with data collection techniques, namely interviews, observation, and documentation. Data credibility uses triangulation (sources and methods) and documentation studies. Data collection was carried out until it reached the data saturation point.

**Results and discussion:** The results of the analysis in this study show that the interaction patterns that occur in Braga Creative Tourism Urban Village are familiar in nature. In conclusion, the Braga Creative Tourism Urban Village program has a very good goal to be implemented in the Braga location which has great potential or opportunity to empower the community to become a self-sufficient society. However, running the Braga Creative Tourism Urban Village program requires clear direction and execution and has standards, so that the progress of the program can run optimally.

**Implication:** The implication for growth and development in Braga Creative Tourism Urban Village for Pokdarwis is by conducting professional training, consistent content schedules, advertising on social media, and creating tour packages that have a clear price structure. Other implications for the government to develop Braga Creative Tourism Urban Village by collaborating with the education sector, holding sharing forums, and providing awards for Pokdarwis members.

**Keywords:** Braga Creative Tourism Urban Village, interaction patterns, community, stakeholders, community empowerment.

## INTRODUCTION

Creative Tourism Urban Village program is a government program designed to develop the potential of area, so that it can build a self-sufficient community (standing on its own feet). In Bandung City, there are 8 locations

designated as Creative Tourism Urban Villages, namely Gedebage Creative Tourism Urban Village, Cibaduyut Creative Tourism Urban Village, Braga Creative Tourism Urban Village, Cigondewah Creative Tourism Urban Village, Binong Jati Creative Tourism Urban Village, Pasir Kunci Creative Tourism Urban Village, Cinambo Creative Tourism Urban Village, Cigadung Creative Tourism Urban Village (Hermawan, et al., 2023).  Authors will analyze Braga Creative Tourism Urban Village. The location of Braga Creative Tourism Urban Village was chosen to develop the unique attraction of each RW (RW 3 there is a reading room, RW 7 stained-glass craftsman, RW 6 waste processing, RW 4 a center of used tires, and history of Braga area).



Figure 1. Braga Creative Tourism Urban Village Logo
[Source: SKP Pokdarwis Braga Creative Tourism Urban Village, 2023]

Braga Creative Tourism Urban Village was inaugurated in 2019 by the Mayor of Bandung, Alm. Oded M. Danial. A co-working space has also been built, so Braga community can develop and optimize the potential of their area (Disbudpar, 2021). But in fact, Braga Creative Tourism Urban Village program did not go as expected, potential of Braga area was not utilized by Braga community to manage it into a tourism place destination in developing a business. The potential of Braga is realized and exploited by external parties, even unfortunately some of Braga people themselves are not aware of the potential of the area they have. People who are aware of Braga's potential have not been able to make movement to optimize their area.

Braga Creative Tourism Urban Village program was designed by the government for the Braga community to develop and optimize the potential of their region, so as to empower the community to be able to manage their area. The location of Braga has its own charm that attracts visitors to come to Braga. Braga Creative Tourism Urban Village was designed to optimize the potential of the area (history, culture, and culinary) into a tourism destination that is able to provide sustainable results (Disbudpar, 2021).

Interaction patterns are what will be analyzed in this research. Because creative tourism urban village program is a top-down program, the researcher wants to analyze from the community's point of view regarding the creative tourism urban village program. Social interaction is a complex event, looking behavior in the form of stimulate and reaction or also known as a way to responds (Santosa, 2014). The interaction pattern in this research is to analyze the framework that occurs over the events of behavior and/or communication that occur in the community in Braga Creative Tourism Urban Village area.

Creative Tourism Urban Village program designed by the government is very good to develop the economy of the region or village area designated as Braga Creative Tourism Urban Village. The guidelines for Creative Tourism Urban Villages are written in Bandung Mayor Regulation Number 1454 of 2018 (Danial, 2018). Braga Creative Tourism Urban Village is a top-down program, which is a program designed by the government to be implemented in the community. Due to the top-down program, the obstacles faced are people who are not aware yet or motivated to run the program. If Braga Creative Tourism Urban Village program can run well, Braga area will become a tourism destination location, which will open up business opportunities and improve the economy of Braga community. Braga Creative Tourism Urban Village program can run starting from the organic interaction patterns that occur in community, therefore creating a community that grows a sense of belonging to Braga Creative Tourism Urban Village program.

Authors hope that the results of the research conducted can become a basis knowledge for stakeholders to develop Braga Creative Tourism Urban Village and can be able to sensitize the Braga community to participate in managing tourism in Braga area. Braga is developing into a place of tourism and culture managed by Braga community, so that Braga community can use the potential of their region optimally. The impact of Braga Creative Tourism Urban Village program is expected that in the long term Braga area can attract visitors as a tourism location and be able to generate an increased economy and create a self- sufficient society.

The identification of the problem described by authors, the purpose of this research is to critically analyze the structure of organic interaction patterns that occur among community members and stakeholders in the activities of Braga Creative Tourism Urban Village. The problem limitations in this research focuses on discussing the interaction patterns that occur in Braga Creative Tourism Urban Village in the activation of Braga Creative Tourism Urban Village program. The time span used in conducting this research starts from July 2023 to December 2023.

RESEARCH METHODS

In this research, the research method used is qualitative research method. Qualitative research methods are research methods that are based on philosophy, to examine scientific conditions (experiments), the researcher as an instrument. Qualitative data collection techniques are based on meaning analysis (Sugiyono, 2018). Supported by Creswell's opinion, qualitative research is an approach to exploring and understanding the meaning of individuals or groups related to social problems (Creswell, 2007).

The type of research used is descriptive qualitative. According to Kim and Bradway, descriptive qualitative is a study to examine something descriptive, this type of research is generally used in social phenomenology (Yuliani, 2018). The interaction process studied is included in the realm of qualitative descriptive research, where research examines social events that are experienced to make people interpret and understand experiences in diverse ways to solve the things at hand (Mohajan, 2018).

The steps taken to analyze qualitative descriptive data have 3 stages, namely data reduction. Data reduction is the focusing the data to be taken, so

that the data obtained is directed, starting from the beginning to the end of the research. Data display is an outline of the data obtained, knowing the correlation between categories, so that it is easy for readers to understand. Concluding is to put forward the findings of strong evidence in the data and can be supported by theory, so as to produce credible results (Yuliani, 2018).

Qualitative descriptive is done by means of interviews and observations. Interviews in qualitative research are referred to as in-depth interview or intensive interviews (Kriyantono, 2020). Observation is the systematic observation and recording of research objects or phenomena that occur in the field (Widoyoko, 2014). Observations was conducted in this research to see the environment around Braga Creative Tourism Urban Village area and directly assess the phenomena that occur in the field (incidents that occur or the responses of the interviewees).

The research instrument was conducted by interviewing key informants in Braga Creative Tourism Urban Village. The questions asked were considered by expeerts in Public Administration, namely Kristian Widya Wicaksono, Ph.D. and Dr. Toto Subroto, S.Si, M.Pd. These questions are used to explore the understanding of information in-depth. The questions asked to the resource are as follows: First, what is your role and position in the activation process of Braga Creative Urban Tourism Village? Second, please describe the steps or stages you took during the activation process for Braga Creative Tourism Urban Village? Third, describe your experience when you carried out the activation process for Braga Creative Tourism Urban Village? Fourth, please describe the most valuable and memorable experience during the activation process of Braga Creative Tourism Urban Village? Fifth, please explain the uniqueness of the experience you felt implementing the activation of Braga Creative Tourism Urban Village? Sixth, are there any striking or specific experiences that you found during the activation of Braga Creative Tourism Urban Village? Describe in detail the specific experience? Seventh, were there any interesting events when collaborating with partners or other external parties? Describe in detail the interesting event?

Data analysis is the process of processing data into patterns, categories or basic descriptions, so as to formulate working hypotheses based on data (Moleong, 2017). Data analysis techniques is a way to process data to obtain a pattern for hypotheses based on data. In research, data analysis techniques are carried out through the following stages: First, compile research instrumentation (list of interview questions). The step of compiling a research instrument is a step for the authors to compile questions to become the basis for direction when conducting interviews in the field. So it can retrieve data according to research needs. Second, in-depth interview, conducting interviews or observations on the object of research. Furthermore, the authors look for community leaders in Braga Creative Tourism Urban Village, who have an impact or have information about the objects researched by the authors. Third, interview results are processed into an interview transcript. Changing the recording results into interview transcripts, written interview results. Fouth, open coding, a step to sort each source's statement into coding (words that represent the statement). Separating each statement into coding that defines or summarizes the statement in the interview transcript. Fifth, the highly variable coding in the transcript was made into a coding list. The coding list is useful to help see which coding words have been

used. Sixth, make grouping of coding into coding themes, so that the themes represent the combined coding groups. The purpose of grouping is to make coding more specific. Selective coding that is a lot and still varies is recombined into a big theme that has a connection between codes. Seventh, axial coding, analyzing the relationship (correlation) between each theme found, so as to create a process of interaction patterns that occur. The results of combining coding into major themes are analyzed or mapped out what is the correlation between themes, thus forming a framework for thinking about research problems.

RESULTS AND DISCUSSION

The results of interviews were conducted with sources who have an impact or role in the environment of Braga Creative Tourism Urban Village. Authors interviewed seven sources who could provide information about the running of a Braga Creative Tourism Urban Village in the midst of the Braga community. The results of the interview lead to 2 aspects to be studied, namely regarding the patterns of organic interaction and community empowerment that occur in the community.

Table 1: List of Source Demographics

| Name of Informant | Role | Age | Gender |
|---|---|---|---|
| Informant 1 | Chairman of Pokdarwis | 30 | Woman |
| Informant 2 | Village Secretary | 49 | Man |
| Informant 3 | Village social welfare | 46 | Man |
| Informant 4 | PKK Chairman & Pokdarwis Treasurer | 59 | Woman |
| Informant 5 | Internship Student | 26 | Woman |
| Informant 6 | Internship Student | 21 | Woman |
| Informant 7 | Braga Society | 47 | Man |

[Source: Researcher's Processed Results, 2023]

The results of interviews regarding interaction patterns prove that, the Pokdarwis chairman who doubles as the head of Braga Heritage leads the community to advance Braga, Braga Village which supports every program movement, the community who participates in the implemented program, the exixtance of interns who help support. The involvement of each role in the organic interaction patterns that occurs in Braga Creative Tourism Urban Village.

However, coordination between interests runs only a short-term program. The implemented program is still a piece to involve the community, but not yet for long-term programs. Braga Creative Tourism Urban Village is expected to be a program where the community can be self-sufficient by optimizing their local tourism potential, thereby attracting the attention of tourists. Proven by informant 1 said:

"*Local wisdom is raised. Braga Creative Tourism Village can be a vehicle for residents to be more empowered and independent.*"

The interactions that occur in the community is also related to collaboration. Apart from internal interactions within the community, Braga Creative Tourism Village also builds interactions with external parties by

collaborating. Collaboration will be very supportive for Braga community to develop more optimally, supported by informant 1 statement:

"*Collaboration is the new key point that is needed, if there is a problem, do communication. Collaboration will make acceleration faster, because it moves together.*"

However, it is often unfortunate that stakeholders have different goals of collaboration. A statement from informant 7 said that:

"*The existence of cooperation and collaboration is sometimes not well realized by the management and the local community. There are many communities but there is no clear direction, the village head should be able to direct his residents.*"

However, from the perspective of the stdent interns, they said that:

"*The program does a lot of collaboration. There is collaboration with river clean up, Bandung tour guide, Sarasa, gallery, and others.*"

Authors analyze the resource person's statement, that collaboration is very good to encourage acceleration for Braga Creative Tourism Urban Village. But often differences make collaboration not run smoothly. The community expects more collaboration that can produce results, but for stakeholders the collaboration is only limited to community empowerment, that the Braga community is involved.

Braga Creative Tourism Urban Village program eventually became a program that was thrown around, because the human resources who were the driving force of the community had not yet emerged. The existing human resources are not fully aware of the benefits or big goals to be achieved from community empowerment; therefore the individualism of their personal interests is very strong. Reinforced by the statements of five sources (informant 1, informant 2, informant 3, informant 5, and informant 6) who said:

"*The community or residents of Braga have their activities, so the program has not optimally run in accordance with the objectives of Braga Creative Tourism Urban Village.*"

Braga Creative Tourism Urban Village program should to be a place to empower the community. Braga Creative Tourism Urban Village aims to be able to optimize the potential of the area to become one of tourism destination in the city of Bandung. With the running of Braga Creative Tourism Urban Village, Braga residents get a livelihood and the results of the potential of Braga area which is visited by visitors.

Data from 5 cases from 7 sources resulted in major themes that connected the codings. The major themes found become the premise of the organic interaction patterns in Braga Creative Tourism Urban Village. The relationship between themes and each case based on the interview results can be seen in the mapping as follows:
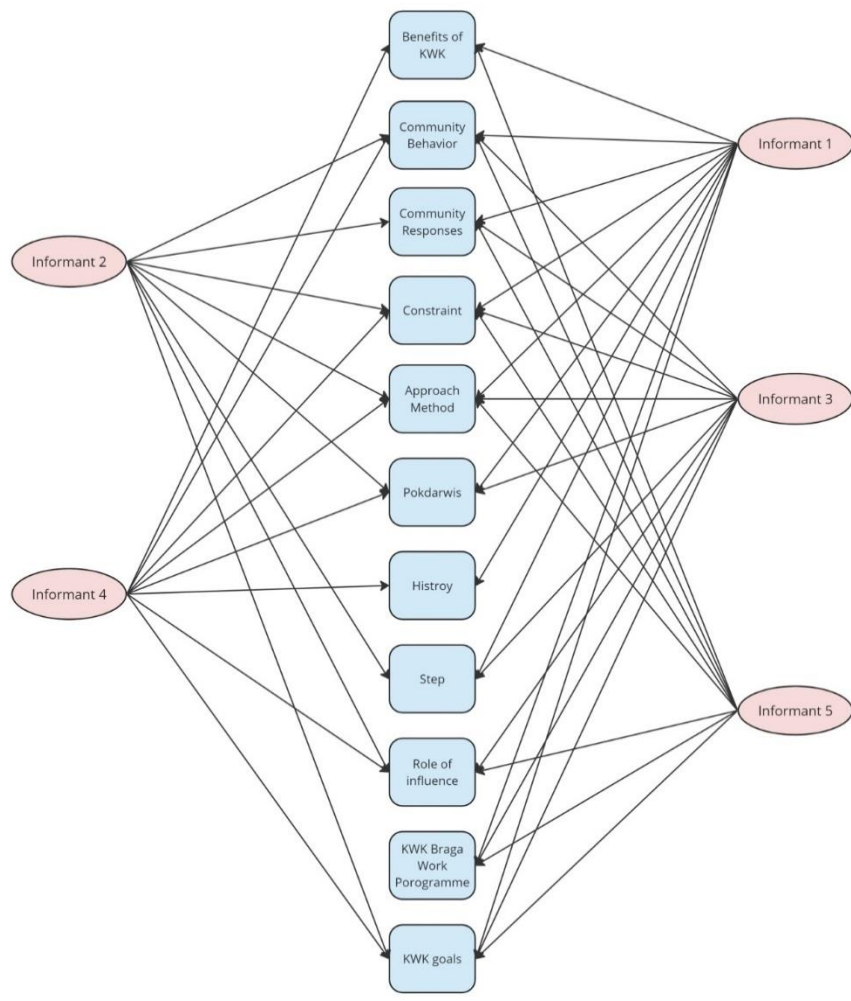
Figure 2. Mapping the Relationship between Coding and Cases
[Source: Researcher's Processed Results, 2023]

Themes that have unified the coding are then analyzed to connect the linkages between themes. The connection between themes will form a pattern of organic interaction processes that occur in Braga Creative Tourism Urban Village. The following is a mapping of the pattern of relationship between themes from 7 sources (5 cases):
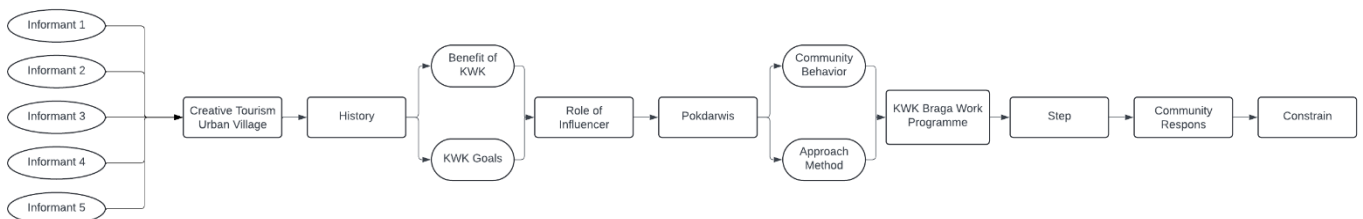


Figure 3. Theme Relationship Mapping form a Thinking Framework
[Source: Researcher's Processed Results, 2023]

All the statements given from 7 sources became the basis for this research to develop a framework for the patterns of interaction and collaboration that occur in Braga Creative Tourism Urban Village. The mapping between themes is made to provide a basis for readers to understand the relationship between themes.

Starting with the history of Braga is an exotic place in Bandung City. Braga, with many performances and environmental attractions, attracts a lot attention from tourists to visit Braga. Braga, which has been a public concern since the Dutch East Indies era, is also filled with historical buildings and monuments. The government also made Braga the location of the first Braga Creative Tourism Urban Village in the city of Bandung. As an evidenced from the results of the informant 5 and informant 6 said about the attractiveness of Braga Creative Tourism Urban Village:

> "*Braga Creative Tourism Urban Village is very interesting; actually, many people have not explored it. There is a lot of history in that alley. Many attractions are interesting and can be sold, if the local residents support it. Potential such as heritage buildings, history can be highlighted. It's more in the direction of Braga Creative Tourism Urban Village.*"

The establishment of Braga as Braga Creative Tourism Urban Village is expected to be able to raise the creativity of the local community to optimize tourist sites, so that the local Braga community themselves get results of the crowded area. So the objective and benefits of the establishment of Braga Creative Tourism Urban Village were designed, so that they could be implemented by the local Braga community.

In running Braga Creative Tourism Urban Village program, the involvement of influential roles and parties is needed to mobilize Braga community. So the communities in the field are used as an approach by the government's to run Braga Creative Tourism Urban Village program. A Pokdarwis structure was formed whose members consisted of key community figures who were able to make movements with the local community. Pokdarwis conducted various methods of approach and socialization regarding community empowerment plans for Braga Creative Tourism Urban Village. Figures who become administrators create work programs to foster a sense of belonging and community awareness, so that people are willing to get involved and optimize.

Step by step, both short-term and long-term work programs are carried out to succeed the main objectives of Braga Creative Tourism Urban Village. However, the response of the community or even administrators who do not have awareness and are still individualistic (concerned with personal interests) has created obstacles in implementing Braga Creative Tourism Urban Village program. Braga Creative Tourism Urban Village is hindered by limited resources, so that in the end Braga Creative Tourism Urban Village program cannot run properly as it should. Even the existence of collaboration has not been responded well by the community and even got a bad response.

Community-based social marketing in Braga Creative Tourism Urban Village has not yet run optimally, due to the condition of Braga community itself which is not ready to implement the government program. The interaction pattern applied by Braga community is family-based, but with the existence of external competitors, Braga Creative Tourism Urban Village loses to compete in highlighting Braga's local wisdom to attract the attention of tourists.

The interaction patterns that occur in Braga Creative Tourism Urban Village tends to be separate between RW, only involving 2-3 RW, not all of 8 RW join to coordinate in the success of Braga Creative Tourism Urban Village program. The community's response to Braga Creative Tourism Urban Village is not optimal, there are still many people who are individualistic and selfish to meet their own needs. Newcomb said that social interaction is a complex event, looking behavior in the form of stimulate and reactions or also known as ways of respond (Santosa, 2014). A good response from the community should also have a positive impact on interactions between the community and between RW in Braga Creative Tourism Urban Village.

Communities in Braga Creative Tourism Urban Village were formed due to the same hobbies or skills, such as dance, painting, etc. However, this community only runs along with the event in Braga. A good community should be when all members in the community realize that they are part of the community, there is a reciprocal relationship between members, have a pattern of behavior or factors that are shared (Soekanto, 2010). A high sense of awareness and togetherness is also needed, so that the community can run in the long term. The principles that need to be upheld in building a community in Braga must have solidarity, participation, partnership, enabling, and equality (Hermawan, et al., 2023).

Braga area also has a co-working space to introduce tourism potential by empowering the local community. Supported by previous journals that co-working space is used by the government as a tourism communication strategy to deliver Braga Creative Tourism Urban Village program. The purpose of the co-working space is expected to be able to explore the potential and uniqueness of the resources of each RW in Braga Creative Tourism Urban Village (Sjaida, Nugraha, Khadijah, & Novianti, 2019).

The approach method used by Pokdarwis with the community is more of a family method, where Pokdarwis goes door to door to explain and educate about Braga Creative Tourism Urban Village program. However, the programs carried out is still short-term, only to reach out to the community, but there are no significant long-term programs for Braga Creative Tourism Urban Village (Hermawan, et al., 2023).

Although various methods of approach are carried out by Pokdarwis to the community, it is hampered because the community itself is not yet aware of the objectives of the program that is expected to run in Braga Creative Tourism Urban Village. The community needs education to increase awareness, motivation and initiative to be involved in the success of Creative Tourism Urban Village program in Braga. Supported by Amalia & Syawie (2015) statement which say that empowerment in social sciences is an effort to meet the needs required by groups or individuals, where the community has a common bonds and interacts with each other (Amalia & Syawie, 2015). So that the role of the community takes a very big part in the success of Braga Creative Tourism Urban Village program to achieve community empowerment.

Community involvement is needed in building Braga Creative Tourism Urban Village program. Community participation in a particular activity can have an impact on achieving common interests. The creative tourism village program certainly requires the role of the community involved to be important in every process (Hermawan, et al., 2023). Therefore, community awareness and

motivation in building Braga Creative Tourism Urban Village is very necessary to produce optimal tourism development acceleration. In this way, Braga Creative Tourism Urban Village can compete with external parties.

Supported by a previous journal that have examined governance in Braga Creative Tourism Urban Village, it is said that, empowering the community of Braga Creative Tourism Urban Village by developing relationships (Asy'ari, Afriza, & Silalahi, 2022).

CONCLUSION

The interaction pattern is the key for Pokdarwis to run the government program, namely Braga Creative Tourism Urban Village. Therefore, researchers analyzed through interaction patterns and stakeholders to achieve empowerment in Braga Creative Tourism Urban Village. The interaction patterns that occur in Braga Creative Tourism Urban Village are still separated between communities from one another, there are some people who care and aware of tourism potential, some are reluctant to be involved in community activities. The approach to Braga community is still very family-based, so there is no demand to advance Braga Creative Tourism Urban Village program. Outreach has been carried out with a variety method, to make people aware to participate in encouraging Braga Creative Tourism Urban Village program, but limited human resources and funds are an obstacle to the running of Braga Creative Tourism Urban Village program. Collaboration in Braga Creative Tourism Urban Village is still limited and often hampered to involve the Braga community. The biggest challenge in collaborating is when there is immaturity in planning work program or differences in how to carry out the achievement process. The existence of collaboration opportunities is often not captured and considered good by local management.

Authors conclude that the interaction patterns developed by Braga community is still highly family-based, so that the community has not been fully moved, because the community feels that they will be reached and served by the community or government. So that there are obstacles that hamper community empowerment in Braga Creative Tourism Urban Village.External competitors are wide open to enter Braga, so the Braga community need very interesting planning and implementation to attract people's attention to enter Braga Creative Tourism Urban Village. The obstacles to the running of Braga Creative Tourism Urban Village are exacerbated by the negative community response and choosing to run their personal needs first. The obstacles faced make the potential that has a good opportunity is captured by external parties, not by Braga community. It can be seen from the results of interviews with informant 1 who said that: "*The exoticism of Braga is used by external parties, not by the people of Braga.*"In implementing top-down government programs, of course they face obstacles and obstacles that are quite winding, because they need to build from the base to make people aware. The community needs to realize and capture the potential opportunities that exist in their area, so that Braga Creative Tourism Urban Village program can be implemented in the community optimally.The research results prove that the pattern of interaction and collaboration that occurs in Braga Creative Tourism Urban Village is family-based, therefore there is a loss in terms of competitive advantage in running Braga Creative Tourism Urban Village program. So the researcher recommends for Pokdarwis Braga: First, training program create topics or training materials, such as photography, painting, art

performances, culinary, and walking tours. So exploring Braga's potential becomes something that can produce for the people of Braga. Second, marketing on social media is more effective and information about Braga Creative Tourism Urban Village is disseminated, by creating content introducing interesting Braga tourism. Third, using social media more than one platform, using the TikTok and Instagram platforms. Various platforms are expected to attract wider visitors. The platform used is maximized with a advertising subscriptions. Fourth, create tour packages, local people who know the area are ready to offer tour guide services for visitors traveling in Braga. Creative Tourism Urban Village Program is inseparable from the government; therefore researchers also recommend: Fifth, government assistance with various academic parties to optimize Braga Creative Tourism Urban Village program. Sixth, organizing a communication forum and night awards for Bandung City Creative Tourism Urban Village

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