

ABSTRAK

EVALUASI TATA KELOLA PROGRAM MULI MEKHANAI DALAM MEWUJUDKAN PRINSIP GOOD GOVERNANCE DI PROVINSI LAMPUNG

Oleh

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Penelitian ini bertujuan mengevaluasi tata kelola Program Pemilihan Muli Mekhanai berdasarkan delapan prinsip *Good Governance* (UNDP, 1997) di Provinsi Lampung. Metode penelitian yang digunakan adalah kualitatif deskriptif. Data diperoleh melalui wawancara mendalam, observasi, dan studi dokumentasi dengan melibatkan enam informan (tiga panitia dan tiga alumni). Penelitian berpusat di Dinas Pariwisata dan Ekonomi Kreatif Provinsi Lampung.

Hasil penelitian menunjukkan bahwa penerapan prinsip *good governance* berjalan variatif. Prinsip aturan hukum, transparansi, daya tanggap, dan pengambilan keputusan berjalan optimal melalui Juklak/Juknis komprehensif, penegakan sanksi perilaku, keterbukaan informasi via Instagram @mulimekhanailpg, pengawasan berlapis, serta mekanisme keputusan hibrida. Meski demikian, detail skor mentah dan profil juri dibatasi demi objektivitas. Sebaliknya, prinsip partisipasi dinilai lemah karena pelibatan alumni (IMML) dan lembaga adat (MPAL) bersifat parsial (sebagian) dan seremonial, yang berdampak pada kesalahan fatal pemakaian atribut busana adat di Taman Purbakala Pugung Raharjo, dalam artian IMML hanya dilibatkan di level teknis operasional acara, bukan di level strategis busana (busana adat).

Pada aspek keadilan dan inklusivitas wilayah, kesetaraan administratif terbentur hambatan fiskal APBD kabupaten/kota sehingga memicu dominasi prestasi dari daerah perkotaan (Bandar Lampung dan Kota Metro). Prinsip efektivitas dan efisiensi berhasil diwujudkan melalui pergeseran paradigma menuju *branding* digital (*e-invitation* dan *QR Code*), meskipun promosi pariwisata secara sektoral terhambat buruknya infrastruktur jalan. Terakhir, akuntabilitas institusional secara vertikal terbukti mapan melalui Laporan Pertanggungjawaban (LPJ) keuangan yang taat audit birokrasi, namun akuntabilitas fungsional individu alumni masih lemah akibat ketiadaan kontrak kinerja formal maupun *job description* tertulis yang spesifik.

Kata Kunci: *Evaluasi Tata Kelola, Muli Mekhanai, Good Governance, UNDP, Dinas Pariwisata.*

ABSTRACT

EVALUATION OF THE GOVERNANCE OF THE MULI MEKHANAI PROGRAM IN REALIZING GOOD GOVERNANCE PRINCIPLES IN LAMPUNG PROVINCE

By

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This study aims to evaluate the governance of the Muli Mekhanai Selection Program based on the eight principles of Good Governance established by the (UNDP, 1997) in Lampung Province. The research method employed is descriptive qualitative. Data were gathered through in depth interviews, observation, and documentary studies involving six informants, consisting of three committee members from the Department of Tourism and Creative Economy of Lampung Province and three Muli Mekhanai alumni. The study was conducted at the Department of Tourism and Creative Economy of Lampung Province.

The findings indicate that the implementation of good governance principles varies across different dimensions. The principles of the rule of law, transparency, responsiveness, and decision-making are implemented optimally through comprehensive implementation guidelines (Juklak) and technical guidelines (Juknis), the enforcement of behavioral sanctions, information openness via the Instagram account @mulimekhanailpg, layered supervision, and a hybrid decision-making mechanism. Nevertheless, details regarding raw scores and judges' profiles are restricted to maintain objectivity. Conversely, the principle of participation is deemed weak due to the partial and ceremonial involvement of the alumni association (IMML) and the customary council (MPAL), which led to a fatal error in the usage of traditional attire at the Pugung Raharjo Archaeological Park. This means that IMML is only involved at the technical and operational level of the event, rather than the strategic level concerning the attire (traditional clothing).

Regarding equity and regional inclusiveness, administrative equality is constrained by the fiscal limitations of district/municipal budgets (APBD), thereby triggering the dominance of achievements from urban areas, namely Bandar Lampung and Metro City. The principles of effectiveness and efficiency are successfully realized through a paradigm shift toward digital branding via e-invitations and QR codes, although sectoral tourism promotion remains hindered by poor road infrastructure. Lastly, vertical institutional accountability proves to be well established through financial accountability reports (LPJ) that comply

with bureaucratic audits; however, the functional accountability of individual alumni remains weak due to the absence of formal performance contracts or specific, written job descriptions.

Keywords: Governance Evaluation, Muli Mekhanai, Good Governance, UNDP, Department of Tourism.