

ABSTRAK

MODEL KOLABORASI ANTAR AKTOR DALAM PENGEMBANGAN EKOSISTEM INDUSTRI KREATIF

(Kajian Subsektor Kuliner di Kota Bandar Lampung)

Tujuan Penelitian mendeskripsikan dan mengidentifikasi peran kolaborasi antar aktor serta bentuk kolaborasi dalam pengembangan industri kreatif kuliner di Kota Bandar Lampung. Permasalahannya adalah aktor-aktor dalam model helix belum terlihat adanya kolaborasi secara maksimal. Teori yang digunakan yaitu *General System Theory* dan *Model Helix*. Jenis penelitian deskriptif, pendekatan kualitatif. Data dikumpulkan melalui: wawancara, observasi dan kepustakaan. Penentuan informan dengan teknik *purposive sampling*. Analisis data dengan cara: kondensasi data, verifikasi data dan penarikan kesimpulan. Validasi data menggunakan *triangulasi* sumber. Dari hasil penelitian dapat diketahui : (1) ekosistem industri kuliner di Kota Bandar Lampung sudah terbentuk, dengan adanya peran aktor akademisi, pemerintah, komunitas, bisnis, dan media massa (2) dari kelima aktor tersebut, aktor swasta (industri kuliner) memiliki peran penting dalam proses pengembangan industri kreatif kuliner. Rekomendasi penelitian: Diharapkan kedepannya Pemerintah sebagai pembuat kebijakan hendaknya memelihara ekosistem bisnis melalui penyusunan desain dan program kebijakan jangka panjang dan peneliti berikutnya disarankan mengambil fokus penelitian dengan lokus yang berbeda atau melakukan perbandingan dengan fokus yang sama.

Kata Kunci: Kolaborasi, Ekosistem, Helix Model, Industri Kreatif, Kuliner

ABSTRACT

COLLABORATION MODEL BETWEEN ACTORS IN CREATIVE INDUSTRY ECOSYSTEM DEVELOPMENT

(Culinary Subsector Study In Bandar Lampung City)

The purpose of this research is to describe and identify the role of collaboration between actors and forms of collaboration in the development of the culinary creative industry in Bandar Lampung City. The problem is that the actors in the helix model have not seen the maximum collaboration. The theory used is General System Theory and Helix Model. This type of research is descriptive, qualitative approach. Data were collected through: interviews, observations and literature. Determination of informants with purposive sampling technique. Data analysis by means of: data condensation, data verification and drawing conclusions. Data validation using source triangulation. From the research results, it can be seen: (1) the culinary industry ecosystem in Bandar Lampung City has been formed, with the role of academic actors, government, community, business, and mass media (2) of the five actors, private actors (culinary industry) have a role important in the process of developing the culinary creative industry. Research recommendation: It is hoped that in the future the Government as a policy maker should maintain the business ecosystem through the preparation of long-term policy designs and programs and future researchers are advised to take a research focus with a different locus or make comparisons with the same focus.

Keywords: *Collaboration, Ecosystem, Helix Model, Creative Industry, Culinary*