

ABSTRAK

KOLABORASI PEMERINTAH, SWASTA DAN *CIVIL SOCIETY* DALAM PROGRAM REVITALISASI CAGAR BUDAYA DI KOTA METRO (STUDI PADA KEGIATAN *METRO CULINARY NIGHT AND FINANCE FEST 2023*)

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Penelitian ini membahas mengenai proses kolaborasi antara pemerintah, sektor swasta, dan *civil society* dalam program revitalisasi situs bersejarah di Kota Metro, dengan fokus pada studi kasus kegiatan *Metro Culinary Night and Finance Fest 2023*. Kolaborasi ini bertujuan untuk melestarikan warisan budaya dan meningkatkan pertumbuhan ekonomi lokal melalui berbagai kegiatan seperti bazar kuliner, sosialisasi literasi keuangan, *talkshow heritage*, lomba menggambar dan mewarnai, serta *live music* dan *stand up comedy*. Penelitian ini menganalisis peran masing-masing sektor dalam kegiatan tersebut serta dampaknya terhadap pemanfaatan dan pengembangan warisan budaya di Kota Metro. Penelitian ini menggunakan kerangka kolaborasi dari Huxham dan Vangen (1996) yang meliputi enam dimensi/tahapan, yaitu *managing aims*, *compromise*, *communication*, *democracy and equality*, *power and trust*, serta *determination*, *commitment*, and *stamina*. Metode penelitian yang digunakan adalah metode kualitatif dengan data yang diperoleh melalui observasi lapangan, studi pustaka, dan wawancara. Hasil penelitian menunjukkan adanya pengelolaan tujuan yang memudahkan proses kolaborasi melalui misi bersama, kompromi melalui kesepakatan formal komunikasi terbuka, kesetaraan dalam pengambilan keputusan, terbentuknya komitmen dan kepercayaan yang menjadi kekuatan dalam menentukan keberhasilan kegiatan *Metro Culinary Night and Finance Fest 2023*, serta pencapaian hasil yang bermanfaat bagi setiap *stakeholder* dan berdampak positif pada program revitalisasi situs bersejarah.

Kata kunci : *Multi-sektor, Pengembangan Situs Bersejarah, Budaya dan Ekonomi*

ABSTRACT

GOVERNMENT, PRIVATE SECTOR AND CIVIL SOCIETY COLLABORATION IN CULTURAL HERITAGE REVITALIZATION PROGRAM IN METRO CITY (CASE STUDY OF METRO CULINARY NIGHT AND FINANCE FEST 2023)

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This research discusses the collaboration process between the government, private sector, and civil society in the heritage site revitalization program in Metro City, focusing on the case study of the Metro Culinary Night and Finance Fest 2023. This collaboration aims to preserve cultural heritage and promote local economic growth through various activities such as culinary bazaars, financial literacy socialization, heritage talk shows, drawing and coloring competitions, and live music/stand-up comedy. The research analyzes the roles of each sector in these activities and their impact on the utilization and development of cultural heritage in Metro City. The study examines collaboration through the six dimensions/stages of Huxham and Vangen (1996), which are managing aims, compromise, communication, democracy and equality, power and trust, and determination, commitment, and stamina. The research method used is qualitative, with data obtained through field observations, literature studies, and interviews. The results of this study indicate the presence of goal management to facilitate the joint process with a shared mission, compromise referring to formal mutual agreements, open communication, equality in decision-making, the formation of commitment and trust as strengths in determining the success of the Metro Culinary Night and Finance Fest 2023, and the achievement of results by each stakeholder, impacting the heritage site revitalization program.

Keywords: Multi-sector, Historic Site Development, Culture and Economy