

CHAPTER II

GENERAL REVIEW

2.1 Department Tourism and Culture of Bekasi City

Department Tourism and Culture of Bekasi City is an abbreviation of the Bekasi City Tourism and Culture Office which is responsible to the Mayor through the Bekasi City Regional Secretary. The Bekasi City Tourism and Culture Office is a regional apparatus that carries out government affairs in the tourism and culture sector in the form of an office. The Bekasi City DISPARBUD consists of various fields, namely the Field of Marketing, the Field of Tourism, the Field of Culture, and the Field of Creative Economy. The various fields in the Bekasi City DISPARBUD are intended to be representatives in facilitators to develop and improve Bekasi City Tourism which is superior, such as culinary, hotels, tourist attractions, IPR, Culture, Art Buildings etc. (Ahmad Z. , 2017)

Department of Tourism and Culture of Bekasi City located in the Bekasi City Government Center, having its address at Jl. Jend. Ahmad Yani No.1, RT.006/RW.005, Marga Jaya, South Bekasi District, Bekasi City, West Java 17141. The Bekasi City Tourism and Culture Office Building is located inside the Bekasi City Government Regional Secretariat Building or commonly called *The Blue House* which is located on the 7th Floor. (Ahmad Z. , 2017)

2.2 History of the Department of Tourism and Culture of Bekasi City

Bekasi City, one of the urban areas in West Java Province which also functions as a working partner area with DKI Jakarta and the flow of Modernization continues to penetrate as seen from the many shopping centers and industrial centers making Bekasi City continue to transform into a modern city and as a city. Goods and Services Industry.

Based on the explanation above, one of the reasons for the City of Bekasi as a tourist destination that does not escape the visits of the public, privileges also come from the culture of the people, the dual identity of the City of Bekasi which is characterized by traditional and modern culture and Bekasi culture which is ambiguous between Malay and Sundanese cultures. (Ahmad Z. , 2017)

Bekasi City Government Issued a rule to form an agency that manages Bekasi City Tourism and Culture issues to focus more on developing Traditional and Contemporary Art and Culture Tourism Destinations and marketing with these rules, the Bekasi City Tourism and Culture Office was formed based on Bekasi City Mayor Regulation Number 82 of 2016. The Department of Tourism and Culture is a fraction of DISPORBUDPAR (Department of Youth, Sports, Culture and Tourism). (Ahmad Z. , 2017).

2.3 Vision and Mission of Department Tourism and Culture of Bekasi City

Vision: *The Realization of a Cultural, Creative, and Innovative Bekasi City Community*

Vision Meaning:

1. Cultured Community: creating community behavior that supports the noble values of Regional Culture which need to be developed and preserved as a support.
2. Creative & Innovative Society: Creativity is basically how to attend to an object or thing that did not exist before to be used. Innovativeness is how to think and do something new that can add or create beneficial values, both socially, culturally and economically.

Mission :

1. Improving Local Cultural Wisdom
2. Development of Tourism Destinations
3. Developing Innovation and Creativity in Marketing Arts, Culture and Tourism
4. Organizing Public Services and Accountability for Good Performance

Mission Meaning :

1. Preserving and introducing regional arts and culture that have the identity of the City of Bekasi to local, national and even international communities, able to increase public appreciation and awareness of regional arts and culture.
2. Increasing the potential of tourism destinations in Bekasi City.
3. Marketing the tourism and cultural potential of the city of Bekasi so that citizens can easily access the potential and tourist destinations that are ready to visit in the city of Bekasi.

4. Organizing good governance to improve the quality of public services.(Ahmad Z. , 2017).

2.4 Logo of Department Tourism and Culture of Bekasi City

The Department of Tourism and Culture of Bekasi City has its own logo.

The following is the Bekasi City DISPARBUD logo:



Figure 1. Logo of Department Tourism and Culture of Bekasi City

Source: A Brief Overview of the Bekasi City Tourism and Culture Office

The picture above is the logo of the tourism and culture department. Based on the mayor's regulation number 67 of 2021 regarding the tourism and culture department, the new Disparbud logo was legalized and inaugurated after changing its previous name to *Dispora*. The logo has five (5) pillars, which means that it includes five different fields, for example, the field of tourism, the field of culture, the field of marketing, the field of art development, and the secretariat.

The logo contains the following elements:

1. Barong Bekasi : Barong is one of the traditional arts typical of Bekasi which symbolizes loyalty.

2. Symbols of Bekasi City: The symbol is in the form of a shield with the basic colors of light green and sky blue which means hope for the future and breadth of insight and clarity of mind. *CITY OF PATRIOT* means the spirit of devotion in the struggle of the nation. The symbol is in the form of a shield with the basic colors of light green and sky blue which means hope for the future and means the spirit of devotion in the struggle of the nation.
3. Kembang Bekasi Dance: Kembang Bekasi Dance is an original art originating from the city of Bekasi which is nicknamed *The City of Patriots*. The Kembang Dance of Bekasi was introduced in 2010 as a typical performing art from the city of Bekasi.
4. Bekasi Lenggang Dance: Bekasi Lenggang Dance is a typical Bekasi dance that tells about the agility, joy, and agility of Bekasi youth. (Ahmad Z. , 2017)

Next about color, the color in the Disrabud logo is a combination of three colors, namely orange, yellow, and green. These colors have meanings, namely, orange means to bring the impression of creativity, happiness, freedom and self-confidence, yellow means a color that conveys a happy and optimistic impression, and green means a color that conveys a healthy and natural/natural impression. (Bekasi, Lambang Daerah Kota Bekasi, 2017)

2.5 Featured Program of the Department of Tourism and Culture of Bekasi City

1. Excellent programs from the Tourism Sector: Development of Duta Harapan Culinary Tourism Area, Supervision and Development of Tourism and General Entertainment Services Business, and Development of Rawa Lumbu Culinary Tourism Area.
2. Excellent programs from the Marketing Sector: Promotion of Nusantara Tourism, Bekasi Night Festival, and Creative Bekasi Festival.
3. Featured programs from the Cultural Sector: Abang Mpok Election, Literary Language Festival, and District Level Cultural Titles.
4. Excellent programs from the Creative Economy Sector: Mural In Bekasi, Copyright and Brand Management, Bekasi Batik Competition, and Bekasi Creative Center Building Management.
(Bekasi, Peraturan Walikota Nomor 67 Tahun 2021, 2021)

2.6 Organizational Structure of the Department of Tourism and Culture of Bekasi City

The Department of Tourism and Culture of Bekasi has the following organizational structure:

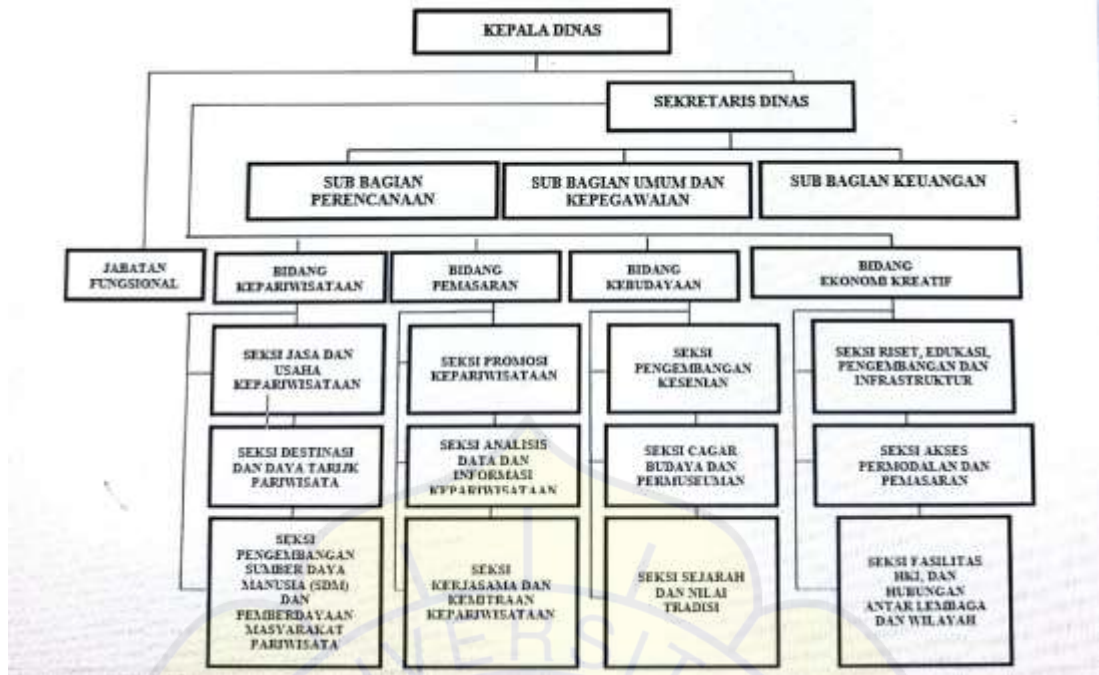


Figure 2. Organizational Structure of the Department of Tourism and Culture of Bekasi City

Source: A Brief Overview of the Bekasi City Tourism and Culture Office

Based on the Regulation of the Mayor of Bekasi Number 82 of 2016 concerning Position, Organizational Structure, Main Duties and Functions and Work Procedures at the Bekasi City Tourism and Culture Office, the organizational structure of the Bekasi City Disparbud consists of:

- a. Head of Department
- b. Secretariat, in charge of as below:
 - 1) Planning Sub-Section;
 - 2) General and Personnel Sub-Section;
 - 3) Finance Sub Division.
- c. Tourism Sector, in charge of as below:
 - 1) Tourism HR Development Section;
 - 2) Strategic Area Management and Tourism Destinations Section;
 - 3) Tourism Community Empowerment Section.

- d. Marketing, in charge of as below:
 - 1) Promotion Means Section;
 - 2) Promotion Section;
 - 3) Data and Information Analysis Section.
- e. Cultural Affairs, in charge of as below:
 - 1) Cultural Heritage and Museum Section;
 - 2) History and Traditional Values Section;
 - 3) Regional Language, Literature, and Script Section.
- f. Field of Art Development, in charge of as below:
 - 1) Traditional Art Section;
 - 2) Contemporary Art Section;
 - 3) Facilities and Infrastructure Section.

2.7 Position, Functions and Main Duties of the Department of Tourism and Culture of Bekasi City

The position of the Department of Tourism and Culture of Bekasi City as an assistant element of the Mayor in the administration of government affairs in the tourism sector and government affairs in the cultural sector.

Based on the principle of regional autonomy, the main task of Department of Tourism and Culture of Bekasi City is to carry out the affairs of Bekasi City Government in the field of tourism and culture preservation in Bekasi City area.

The function of Department of Tourism and Culture of Bekasi City to formulate policies for the Tourism, Culture and Creative Economy sectors; coach and mentor of tourism and cultural actors in Bekasi City area, to coordinate of the Regional Technical Implementation Unit (UPTD), to report and coordinate tourism and cultural affairs.

2.8 Main Functions of Culture Field

Based on the Regulation of the Mayor of Bekasi Number 82 of 2016,

Paragraph 5 Article 17 concerning the Field of Culture as:

1. The Cultural Sector has the task of assisting the Head of Service in lead, control, and coordinate the formulation technical policies and implementation of government affairs that become the authority of the Service which includes cultural heritage and museums, history and traditional values as well as regional languages, literature and scripts to achieve the technical implementation of affairs in the field.
2. To carry out the tasks as referred to in point (1),

The field of culture has the following functions:

- 1) Preparation of work programs and plans for Field activities;
- 2) Formulation of policies, technical guidelines and strategic plans in accordance the scope of their duties;
- 3) Formulation and implementation of protection, development and utilization of cultural heritage and museums;
- 4) Formulation and implementation of the preparation of technical instructions, protection (IPR), coaching, development, preparation historical and traditional needs and procurement;
- 5) The formulation and implementation of the preparation of the needs plan and procurement, data collection, facilitation of preservation and development in regional languages, literature and scripts;

- 6) Implementation of monitoring and evaluation of activities within the scope of his duties;
- 7) Carrying out other official duties in accordance with the orders of the Head of Service;
- 8) Preparation of reports on the implementation of tasks to the Head of the Department.

3. To carry out the duties and functions as referred to in point (1) and point (2), the Cultural Sector has a job description as below:

- 1) Leading, organizing, fostering, and controlling the implementation tasks according to the scope of the field;
- 2) Compiling vision and mission materials according to their field of work to formulated into the concept of the Office's vision and mission;
- 3) Formulate and formulate a strategic plan for the field;
- 4) Formulate and formulate materials for policy stipulation and/or technical instructions according to the scope of their duties as material determination of leadership policies;
- 5) Compiling and formulating work guidelines in the scope of the field their duties are in accordance with applicable regulations;
- 6) Compiling, formulating, and determining work programs and Field activity plans in accordance with the strategic plan and policies that have been set by the Head of Service according to the scale priority;

- 7) Formulate a proposed budget plan for sector activities for formulated into a budget plan for Department activities;
- 8) Preparing and submitting a proposed cost requirement plan routine activities according to their field of duty to the Head of the Service;
- 9) Correcting and/or signing the draft official document relating to the authority in The provisions of the official script guidelines and/or on the instructions or disposition of the leadership;
- 10) Correct and initialize the concept of Recommendation or Note Consideration or Certificate and/or public service others to be signed by the Head of Service through the Secretariat;
- 11) Provide related technical and/or administrative considerations strategic policies in accordance with the scope of their duties to Head of Department;
- 12) Provide input, suggestions and information to the Head of Service related to the implementation of the tasks within the scope of the Field;
- 13) Planning, dividing tasks, instructing, supervising, organize, evaluate and report on the implementation of activities fields that include cultural heritage and museums, history and traditional values as well as regional languages, literature and scripts;
- 14) Identify problems related to implementation activities and provide alternative problem solving;

- 15) Carry out technical coordination with the Secretary and Head of Division others in the performance of their duties;
- 16) Coordinate with government officials at the same level as Regency/City, Provincial Government, and Central Government as well as vertical agencies in The context of carrying out their duties according to the policy of the Head of Service;
- 17) Directing, distributing, monitoring, evaluating and supervising the implementation of tasks within the scope of the field;
- 18) Foster, evaluate and motivate the performance of subordinates in efforts to increase work productivity and career development;
- 19) Carry out continuous monitoring of the employees within the scope of the field in accordance with applicable regulations;
- 20) Provide sanctions in accordance with the authority of the upper echelon level violation of staff/subordinate discipline in accordance with applicable regulations;
- 21) Formulate material for field performance reports;
- 22) Formulate and submit accountability reports carrying out administrative duties The Head through Secretary at the end of each fiscal year or at the time of handover position;
- 23) Carry out other official duties assigned by the leadership according to the authority of the field of work.

4. Culture Sector, in charge of as below:

- 1) Section of Cultural Conservation and Museums;
- 2) Section of History and Traditional Values;
- 3) Regional Language, Literature and Script Section.

