

Analisis kapabilitas dinamik dalam pengelolaan daya saing pariwisata di kota tua Jakarta = Dynamic capability analysis for tourism competitiveness in old town Jakarta

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Abstrak

[ABSTRAK

Kajian ini melakukan analisis kapabilitas dinamik terhadap pengelolaan daya saing pariwisata di Kota Tua Jakarta. Kota Tua Jakarta sebagai tempat wisata berkompetisi dengan tempat wisata lainnya, baik di internal wilayah ataupun dengan dunia internasional. Untuk dapat sukses melalui kompetisi dibutuhkan strategi pengelolaan daya saing (Teece, Pisano, dan Shuen, 1997). Salah satu strategi untuk itu dengan meningkatkan kapabilitas dinamik pengelolaan Kota Tua. Kapabilitas dinamik adalah kemampuan untuk mengelola sumber daya untuk memenuhi tantangan lingkungan yang dinamis sehingga mampu memiliki daya saing (Teece dan Augier, 2007). Kajian ini memberikan contoh bagaimana organisasi publik harus beradaptasi dalam lingkungan yang dinamik dalam upaya mampu bertahan hidup dengan mengintegrasikan, memodifikasi, dan menata ulang sumber daya yang dimiliki. Hasil analisis memperlihatkan ada tiga faktor yang dibutuhkan untuk meningkatkan kapabilitas dinamik Kota Tua Jakarta yaitu orang yang mampu, proses yang tangkas, dan relasi antar kelompok. Faktor pendorong ini berinteraksi dengan elemen kapabilitas dinamik yaitu berpikir ulang, berpikir kedepan, dan berpikir modifikasi untuk menciptakan kebijakan adaptif dalam memenuhi indeks daya saing pariwisata. Kajian ini memakai metode riset tindakan berbasis sistem lunak. Adapun model riset tindakan ini menggunakan pendekatan dual imperative yang bertujuan untuk menyelesaikan masalah faktual dan mencari kebaruan dari teori yang ada.;

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ABSTRACT

This paper explores dynamic capability for tourism competitiveness in old town Jakarta. Dynamic capability is the ability to integrate, build, and reconfigure internal and external competencies to address rapidly changing environments (Teece, Pisano, & Shuen, 1997). This paper provides illustration how public organization used dynamic capability to keep organization fit to the competitive and dynamic situation. In this paper how the public organization continuously anticipating and adjusting are using three driven factors (Rothaermel & Hess, 2004; Neo & Chen, 2007) at able people, agile process, and intergroup relationships and three key elements (Neo & Chen, 2007) at thinking ahead, thinking again, and thinking across that used to achieve adaptive policies for tourism competitive advantage. Action research is conducted in the field of old town Jakarta governance including DKI Jakarta government, tourism department of Jakarta, Museum in Old Town Jakarta and communities in Old Town Jakarta. These research is using SSM-Based AR to explore the messy situation in Old Town Jakarta. Soft Systems Methodology is used to tackling social complexity in old town Jakarta. These research are dual imperatives of action research as mentioned by Mc Kay and Marshall (2001) and Hardjosoekarto (2013).; This paper explores dynamic capability for tourism competitiveness in old town Jakarta. Dynamic capability is the ability to integrate, build, and reconfigure internal and external competencies to address rapidly changing environments (Teece, Pisano, & Shuen, 1997). This paper provides illustration how public organization used dynamic capability to keep organization

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