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 kapabalitas dinamik terhadap pengelolaan daya saing pariwisata di Kota Tua Jakarta. Kota Tua Jakarta sebagai tempat wisata berkompetis dengan tempat wisata lainnya, baik di internal wilayah ataupun dengan dunia internasional. Untuk dapat sukses melalui kompetisi dibutuhan 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 linkungan yang dinamik dalam upaya mampu bertahan hidup dengan mengintegrasi, 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 adapatif dalam memenuhi indek 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 provide ilustration how public organization used dynamic capability to keep organization fit to the competitive and dynamic situation. In this paper how the public organization continously anticipating and adjusting are using three driven factor (Rothaermel & Hess, 2004; Neo & Chen, 2007) at able people, agile process, and intergroup relationships and three key element (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 goverment, tourism department of Jakarta, Museum in Old Town Jakarta and comunities in Old Town Jakarta. These research is using SSM-Based AR to explores 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 Marshal (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 provide ilustration how public organization used dynamic capability to keep organization

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