
Patrakomala as Bandung City Government Innovation in Reorganizing the Creative Economy Post-Covid-19 Pandemic

¹Diki Suherman, Siti Alia, Andre Ariesmansyah, Dzarín Gifarian Khaulani

¹Universitas Al-Ghifari, Indonesia; dikisuherman44@gmail.com

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Abstract

The city of Bandung is one of the centers of the tourism sector, especially in the creative economy in Indonesia, which has experienced a decline in the number of tourists or visitors during the outbreak of the Covid-19 pandemic. This study aims to find out and analyze the innovations the Bandung city government has reorganized the Creative Economy Post-Covid-19. The method used in this research is literature review. In addition, data analysis techniques use content analysis. Collaborative Governance is the theory used in this paper. The results of this study are innovations carried out by the Bandung city government to reorganize the creative economy, especially Post-Covid-19, namely by launching and simultaneously launching the Patrakomala digital web portal (Sustainable Creative Economy Application Patron), which features digital information services for tourists. to help detect tourist destination points that become destinations, such as culinary, craft, fashion, game applications, and so on. The existence of Patrakomala is a policy innovation for the Regional Government of the City of Bandung so that it can develop the creative economy of the City of Bandung as a whole which will have implications for improving people's welfare through local economic growth. Patrakomala is also expected to become a medium of information and communication, as well as a place for creative economy education in the city of Bandung.

Keywords: *Policy Innovation, Patromala, Creative Economy, Bandung City, Post-Covid-19 Pandemic*

Introduction

The existence of the COVID-19 pandemic in addition to having an impact on health also has an impact on the economic and tourism sectors (Qiu et al., 2020). Tourism is a sector that contributes to increasing economic growth and community welfare, but the Covid-19 pandemic crisis actually worsens tourism conditions (Jordan et al., 2021). Some of the impacts on the tourism sector are declining tourism income, tourist visit activities being paralyzed due to the implementation of stay-at-home, and laying off workers so that unemployment increases (Bakar & Rosbi, 2020). This is a very significant phenomenon affecting the joints of life and has an effect on several activities not only in the economic sector but also in other sectors that result in paralysis.

This phenomenon actually occurs all over the world, including in Indonesia. In the West Java region, for example, Bandung City, which is one of several tourism centers in Indonesia, experienced a decline in the number of tourists or visitors during the Covid-19 situation that hit Indonesia and other countries. According to the Head of the Bandung City Tourism Office, Kenny Dewi Kaniyasi said that the problems that occurred in tourism during the Covid-19 pandemic, the City of Bandung also experienced a decrease in the number of tourist visits

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(www.sbm.itb.ac.id, 2021). This has a significant effect on local revenue and the welfare of people who depend on the tourism sector to meet their daily needs. Where in this sector many people, especially the middle class, are directly involved in this sector, by becoming partners who establish cooperation between MSME business actors and local tourism. So this sector will really be felt when it is paralyzed due to COVID-19, the impact is very large on society in general.

In this regard, it is necessary to pay attention to the tourism sector when facing crisis conditions that have a bad influence on the public interest, public welfare, and the interests of relevant stakeholders for the development of tourist destinations (Ritchie, 2008). The tourism sector is one of the many sectors that quite contribute to the state budget (Li et al., 2016), this is certainly a concern for the government, especially the Bandung City Government in managing and developing regional tourism objects. In addition, the tourism sector is one of several important sectors that contribute to boosting the economy of a region, generating more income, and helping to create jobs (Paudyal, 2012). The important role of the economic sector, especially tourism, is a sector that needs to be considered given the many benefits that can be obtained when this sector is strengthened again amid the pandemic storm that has hit the past few years. Because this sector is the heart that provides circulation to the lives of the people who are directly involved, many benefits are obtained from the tourism sector which provides livelihoods for many people.

Because the impact of the tourism sector has a domino effect, which affects many people, of course we need to know some previous studies that have examined crises that have an impact on the tourism sector including (Aliperti et al., 2019) Tourism, Crisis, Disaster: An Interdisciplinary Approach; (Bakar & Rosbi, 2020) Effect of Coronavirus disease (COVID-19) to tourism industry ; (Gatti, 2013) Tourism, welfare and income distribution: The case of Croatia; (Qiu et al., 2020) Social costs of tourism during the COVID-19 pandemic; (Ivan, 2020) Effects of Dynamic Organization and Digital Innovation on the Hotel Tourism Industry during the Coronavirus Pandemic Period; (Garau-Vadell et al., 2018) Economic crisis and residents' perception of the impacts of tourism in mass tourism destinations. *Journal of Destination Marketing & Management*.

From the several studies above, there have been many studies discussing the crisis caused by Covid-19 and its impact on the tourism sector, especially in the creative economy. Research results from previous studies convey a lot about the effects that arise from Covid-19, especially in the economic sector through declining incomes, declining production factors, increasing unemployment, creating panic among the public, and decreasing tourist visits. However, no one discussed policy innovation through appropriate information technology to revive the creative economy sector which was paralyzed by the impact of COVID-19, which differentiates it from other studies. So this can be a novelty of this paper, which needs to be explored and developed, considering that policy innovation is an important thing for local governments to do in responding to the pandemic problem, meaning that the role of the government is very important not just standing still and waiting for instructions from the central government. , but must work and think hard to provide new alternatives in the form of innovation in helping the central government to solve problems together.

Innovations are actually very diverse, depending on the ability to analyze and the resources they have to support them. One of them is the use of internal information technology (Ritchi et al., 2018) is one of the innovative ideas to reduce the existing limitations owned by the community and the government. The flow of information presented through the internet is currently very unlimited and can provide ideas and open up more diverse opportunities to

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develop businesses, of course, one of which is related to the tourism industry. This means that the role of technology in the era of disruption or the era of rapid transition from traditional to digital systems, plays a very important role, as an innovation that needs to be applied, especially in the tourism economic sector, in order to boost this sector again.

The Head of Business Development at SAGE Group said that through innovation and creative approaches, the tourism industry can survive in the midst of crises such as the Covid-19 pandemic (www.sbm.itb.ac.id, 2021). Therefore, to reorganize the creative economy sector in the city of Bandung during the Covid-19 period, innovation is needed so that tourism can bounce back from adversity. Therefore, this paper is important to be studied, because restructuring the creative economy sector through innovation post- COVID-19 pandemic is quite needed to overcome the slump in the regional economy, which has an attachment to the interests of many people and the public interest. It takes courage and the support of all available resources to make innovations in the field of digital technology so that they can be applied not only in the area of discussion. Because this is a big task and a shared task in returning the tourism especially in the creative economy sector as a leading sector, which can balance the economic aspects as an effort to prosper the community and provide benefits for those who depend on this sector for their lives, so that they can grow and develop much better, with the presence of digital technology as an innovation in improving the economic sector during a pandemic as is happening today.

Therefore, innovation is indispensable in reorganizing the tourism sector, it is important to understand because competition encourages the role of various institutions in regional tourism innovation (Hall & Williams, 2019). These innovations can be applied to the fields of entrepreneurship, tourism, superior products, good governance, to the use of appropriate technology (Imron, 2020). The innovations implemented can be classified as innovative programs when the program is sustainable in the tourism sector (Pramita, 2015). This means that this innovation is not only applied to incidental conditions but will continue to be carried out, in order to obtain the expected results with an ongoing and uninterrupted process because this has a long-term effect. For this reason, this research aims to provide knowledge and analyze the innovations of the Bandung City Government to reorganize creative economy post Covid-19 period. Given this, it is very important to study more deeply, to provide space for new contributions and thoughts to assist in providing value in helping to solve problems caused by this pandemic in the economy and tourism sector, especially in the creative economy in the city of Bandung.

Methods

The method used in this research is a literature study, is used to collect data, namely a way to accommodate relevant information related to the discussion or concern of the problem that is the object of research. This information allows it to be taken from library materials that are related to research topic issues consisting of books, magazines, and documents (Pasolong, 2012) related to the Bandung city government's innovation in reorganizing Creative Economy Post-Covid-19 , besides that also obtained from journals containing previous studies regarding the effects caused by the Covid-19 pandemic on the tourism sector especially in the creative economy, then obtained from archives owned by the Bandung city government with regard to policy innovations for the Bandung city government to reorganize creative economy post-pandemic. Covid-19, and finally obtained from the media, especially online media and websites that can be justified in loading information related to the innovation of the Bandung city government to reorganize creative economy post-Covid-19 pandemic.

Content Analysis is used to analyze the data in this study, which is one of textual data analysis to rearrange the data to allow the depiction and analysis of data. Verification of conclusions (Forman & Damschroder, 2007), This analysis is one of the most important research techniques seeking to analyze data in a particular context in view of the meaning of observed events (Krippendorff, 2018), which is rooted in the content of a written or printed information (Neuendorf, 2017), as for written materials such as book sources, scientific articles, theses, dissertations, encyclopedias, internet media, and others.

Results and Discussion

The tourism sector is a crucial sector, because this sector is important sector in supporting the economy, considering that many people take part in this sector, including MSME actors who are part of partners in the tourism sector. Moreover, the use of technology, which has developed rapidly, has played an important role in supporting and boosting the tourism sector. As stated by the World Tourism Organization (UNWTO) said that: Interest in the tourism sector has become widespread in the last few decades as it is also influenced by the increase in information and communication technology and better transportation facilities (Kumral & Önder, 2009). The tourism sector contributes to increasing the country's foreign exchange earnings compared to other sectors and creates jobs, the growth of the private industry can trigger economic growth (Yakup, 2019). Tourism at this time has become a fairly developed industry and shows fairly consistent growth every year and is a significant sector for developing countries (Windayani & Budhi, 2017). It is inevitable that this sector clearly plays an important role, which will have a huge impact on improving welfare. This sector is an inseparable part of regional development because this sector is attached to the needs of the community, where in this sector various kinds of human needs can be obtained, both basic needs such as clothing, food, and housing, as well as other needed needs.

Tourism destinations are growing rapidly, so some traditional tourism destinations are now facing a more competitive environment because more and more destinations are emerging. This is also a big challenge for tourism in the Bandung City area, to be able to compete with other tours, seeing the current dynamic environment with an increasing number of products and services available for the preferences of tourism visitors. Currently, the latest tourism is driven by the emergence of world globalization and ultimately encourages the emergence of connectivity between fields, nations, and individuals in the world. The rapid changes in information technology ultimately encourage the dynamics of world globalization, including the strengthening of the world of entertainment, recreation, and tourism (I. Utama, 2014). This means that there is a need for a transformation or change in tourism especially the creative economy to be able to compete in the era of rapidly growing use of digital technology so that can develop rapidly with several technological support roles that are applied in the management of tourism destinations and other services that are easy and fast.

Service in the tourism sector especially in the creative economy is something that needs to be taken seriously, with the presence of digital technology we need and must be able to adapt well because developments and changes in the times cannot be avoided, but must be balanced. Because if you only stick to conventional or traditional creative economy sector services, you will obviously be left far behind, and the creative economy sector will not be able to survive in the midst of changing times that are so fast. This sector needs to remain competitive in the midst of changes that occur, be it Covid-19, this sector must still be able to survive in the face of it because this sector is an important sector, which provides benefits to many people. For

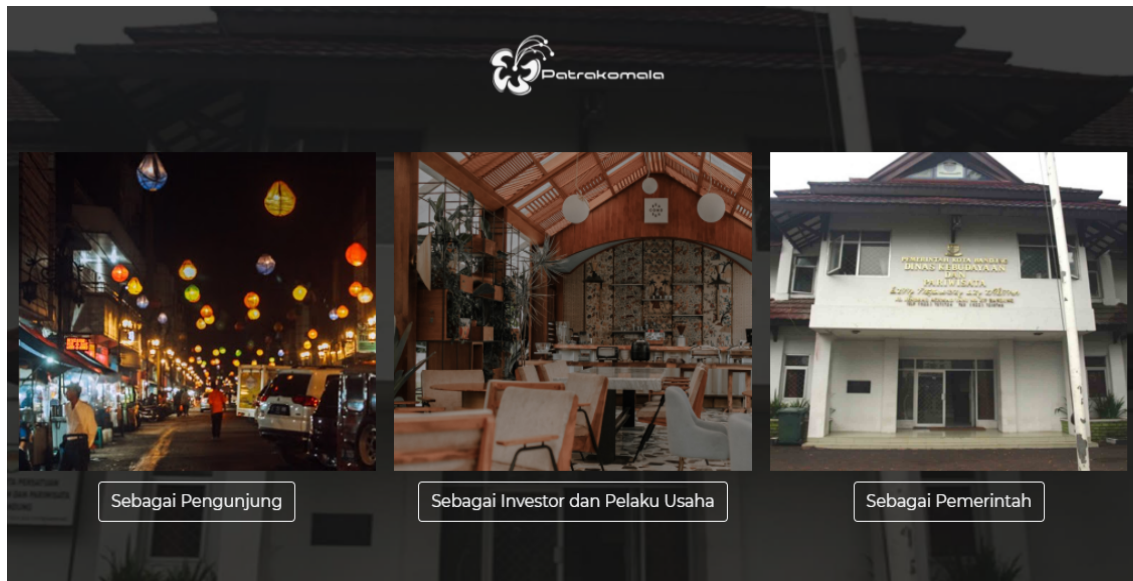
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that technology plays a role that will help the creative economy sector to be able to grow and develop better.

Significant changes in technology have had a significant effect on several industries, including the creative economy industry. Even long before the outbreak of the COVID-19 virus, digital transformation in the creative economy sphere was very developed and people were starting to realize that if they wanted the creative economy industry to progress, digitalization was needed. Indonesia Care is a manifestation of the creative economy sector improvement plan of the Ministry of Tourism and Creative Economy which has the aim of implementing the habit of healthy protocols (Cleanliness, Health, Safety, and Environmental Sustainability) in all tourism objects in Indonesia. Innovation and adaptation are needed through digitalization to support the business that is being carried out and collaborate with stakeholders to get a more diverse and broad coverage. Like the government, non-government parties, namely the private sector, play a crucial role in creating digital transformation in creative economy, especially in this pandemic situation. Both the government and entrepreneurs can take collaborative actions with several stakeholders in the technology sector, for example creating digital applications for marketplaces and payments (Geors, 2021). The role of the government here is very important to bind the community so that they can collaborate well, because the creative economy sector will not succeed if it is only the responsibility of the government, but must play the role of the community, even today involving the media and the use of technology to be very helpful in improving the creative economy sector.

This is certainly one of the roles carried out by the Bandung City Government in making innovations for the Bandung city government to reorganize creative economy post-Covid-19 pandemic, with the support of supporting infrastructure that uses the necessary information technology base. Bandung City Disbudpar with the leading sector in the creative economy initiated Vacation-2021 with the theme Stunning Bandung 4.0: Creative Tourism Through Digital Tourism with the aim of being a means of promoting the City of Bandung which embeds itself as a digital destination with its tagline as creative tourism By launching and officially introducing the Patrakomala digital portal (Patron for Sustainable Creative Economy Applications). The creation of this portal is intended by the Bandung City Government in the future to be able to spread information through digital platforms for tourists or the public to be able to easily find the tourist destinations they want, such as culinary, fashion, craft, game applications, and others (Destinasianews.com, 2021).

Figure 1

Website Patrakomala Department of Culture and Tourism Bandung City



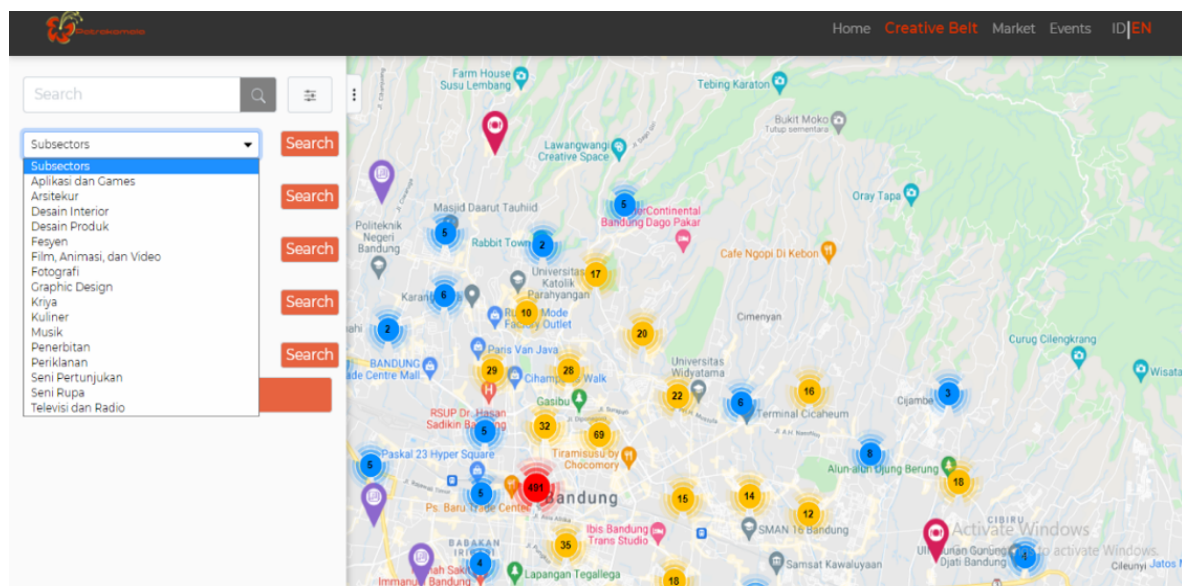
Source: <https://patrakomala.disbudpar.bandung.go.id>

Patrakomala (Patron for Sustainable Creative Economy Applications) is an information and mapping portal for creative economy entrepreneurs in the City of Bandung, which was launched by the Creative Economy Division at the Bandung City Culture and Tourism Office (Ekraf Disbudpar Bandung). In Figure.1, the main display on the Patrakomala web shows three options that the user/user can choose, the first as a Visitor, as an Investor and Business Actor, and as a government.

Patrakomala collects information and data from all creative economy actors in the sixteen creative industry sub-sectors of Bandung City and maps them into an information center that is easily accessible to all parties involved, from project owners, investors, stakeholders, to the general public. Patrakomala also functions as a news portal that displays the latest news about activities and all things related to the creative industry of Bandung City. Patrakomala is one of the concrete steps taken by the Bandung City Government to support the development of the creative industry and the stakeholders involved in it. Patrakomala can be used to find and map information and data on creative economy business actors in the city of Bandung. Patrakomala users can search for this business either by creative economy sub-sector or by region or district.

Figure 2

Features on the Patrakomala Department of Culture and Tourism Website Bandung City



Source: <https://patrakomala.disbudpar.bandung.go.id>

On picture. 2, there is a Creative Belt, Market and Events menu which is a feature on the Patrakomala Website on Department of Culture and Tourism of Bandung City, which is offered for visitors who want to know or find what they want to get from tourism in Bandung City, which can be searched by Subsector, Subdistrict, Village, Travel Packages and Travel Belts. The first is the subsector feature, which is a feature that provides information on the types of tourism in the city of Bandung including: (a); Architecture (b) Product design; (c) Interior Design; (d); (e) fashion; (f) Photography; (g); Film, Animation and Video (h) Crafts; (i); Graphic Design (j) Culinary; (k) Music; (l) Advertising; (m); Publishing (n) Performing Arts; (o); Television and Radio (p) Fine Arts; Apps and Games.

The second is the Subdistrict feature, which is a search feature for tourism locations based on the scope of the sub-district which is included in the city of Bandung, which consists of 30 sub-districts. The third is the Village feature, which is a search feature for tourism locations based on the scope of the village in the Bandung city area, which consists of 153 urban villages. Third, the Travel Package feature is a travel package search feature that can be used in Bandung, including; Cigadung Travel Packages; good Cigadung Art Tour Cigadung Culinary Tour; and. And the four Travel Belt features, which are a search feature for the Travel Belt places that tourists need when visiting the city of Bandung, include Cigadung Belt; Antapani Belt; Asia Africa Belt; Belt Setration; Cicendo Belt; Cibaduyut; Cihampelas Belt; Riau Belt; Sacred Belt; Dago Belt; Sumatra Belt; Setiabudi Belt; Ujungberung Belt; and Kiaracondong Belt.

In this regard, the Bandung City Government Innovation in Bandung reorganizing creative economy post-Covid-19 pandemic became a breakthrough to increase regional tourism by using information technology in today's digitalized era. As conveyed Dewi Kaniyasi, the Head of DISBUDPAR of Bandung City, stated that the launch of Patrakomala 2021 has the aim of introducing the City of Bandung which is one of the digital destinations with the main

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tagline creative tourism. (I. G. B. R. Utama & Junaedi, 2015), argues that tourism entrepreneurs must always follow several rules, namely empowering human resources accompanied by strengthening so that they can contribute to providing added value to visitors, work connections are connected harmoniously, utilize technology, prioritize information technology as accurately as possible so that can increase added value, and innovation in all lines, and can be competitive in the tourism sector. Digital technology in the creative economy sector of course also requires qualified human resources in it, to assist in properly managing the use of technology needed in this sector, because digital technology no matters how good it is, if it is not used properly and by the right people it will not have a big impact. in the advancement of this digital-based tourism sector creative economy.

Along with the development of technology and the internet, making innovations are also developing in information media related to many things including tourism information (Maturbongs & Lekatompessy, 2020). The use of good technological innovation will certainly greatly affect the tourism sector, especially in the city of Bandung, this sector uses a lot of digital technology in adding innovation to its products. One of them is through the e-commerce platform, there are cultural products and local community creations. In addition, digital technology can be useful for generating digital platforms that are useful as a medium for promoting the tourism sector, and the emergence of various digital applications as a means of payment is proof of the development of the digital economy era (Puslitbang Aptika dan IKP, 2019). The world of technology affects the joints of sectors in the economy, including in the financial transactions used, which have implemented many aspects of digital technology, this means that the role of tourism must also adapt to the development of an all-digital era, in order to survive and keep up with the times. so fast. So that the tourism sector especially the creative economy becomes a sector that can develop following technology-based developments, so that it has strong competitiveness and is flexible in providing services to visiting tourists. Therefore, the transformation of creative economy governance combined with digital technology plays an important role in boosting development in the region, so that it can develop much better.

Besides the development of the tourism industry at the regional level, the tourism industry is able to contribute more to local revenue. As stated by the WTTC (World Travel & Tourism Council) provides recommendations for the tourism sector as a priority strategy and recommends that the tourism industry be made a priority to assist the development of an effective industry and towards an open market and compete through the global market by increasing tourism promotion as part of efforts to implement sustainable development, because the impact of the tourism sector on the economy includes having a large influence. For this reason, the availability of technology is a basic requirement in order to increase tourism competitiveness to foster a creative economic climate (Kemenparekap, 2020). So improving the quality of tourism especially the creative economy is a must for the government, especially in local governments, considering the impact that if this sector is developed properly and combined with digital technology as it is today, it will provide a stimulus to increase revenue for the region, even though there is budget support as well. from the government, which must dare to allocate a large budget, to assist in improving the quality of digital technology-based creative economy. In some cities with fast accessibility, the use of digital technology in the creative economy sector has become a very big opportunity to attract tourists, with various features and conveniences obtained from the use of digital technology in the creative economy sector, this must really be responded well. and well facilitated, given the enormous opportunity when this is implemented.

Therefore, the right thing was done by the City of Bandung to bring innovation to reorganize creative economy post-Covid-19 pandemic, through fostering the creative economy sector and providing facilities such as websites that are integrated with applications to accommodate creative business actors/businesses in the City of Bandung, which has a major contribution to the development of the regional creative economy sector. The innovation made by the City of Bandung in structuring the creative economy sector post-Covid-19 pandemic is one of the innovations in policies and regulations related to culture and tourism that are connected to one another. The system is also carried out through collaborative ways in collaboration with various parties in the development of creative economy in the region. This moment is also adjusted to the growing development of technology related to tourism, culture, and local creative products (Puslitbang Aptika dan IKP, 2019). Because tourism allows all stakeholders to work together to reorganize the creative economy sector that affects the regional economy, it also opens up opportunities for a sustainable future by increasing the focus on ensuring the growth of creative economy in a good environment that is in harmony with preserving the natural environment and the surrounding local community (World Economic Forum, 2017).

The limited concern about the creative field in the Bandung Creative Belt is public information that not many people know about, the socialization of the platforms created by the authorities, one of which is Patrakomala, is deemed less than optimal in order to stem creative people, the statement was made by Cosplay activists in the city of Bandung, which is one of the groups that is expanding its business to Japan, Osaka, and Nagoya, but it is unfortunate that this is not channeled so that there are efforts to move by collaborating with the private sector, namely the Bank is still in the research stage (Ariesmansyah, 2019).

The government is an institution that plays an important role as a facilitator, by picking up the ball, to dare to start from which direction to take the right action, both from the public or the community or community or known as bottom-up or from the direct government or also known as " Top Down ". This is an agenda that must be sustainable or sustainable in the economic sector, especially in the development of the creative economy through Bandung creative belt (Ariesmansyah, 2019).

The innovation of the Patrakomala application cannot be separated from the role of collaboration between the Bandung City government and the creative community in the City of Bandung which is one of the targets of this application (Kunariyanti & Yuwono, 2019). Creative communities in several big cities in Indonesia, including the city of Bandung, were formed due to the rapid development of information technology. With the existence of information technology, it is easier for the creative economy industry to market its products through various channels, both goods, and services. In 2015 the city of Bandung managed to enter the UNESCO Creative City network (UNESCO Creative City Network) so that's why the Patrakomala application can be an alternative for creative economy industry players to easily market their products to the expected recognized not only by the local market but also by the international market.

The innovation carried out by the Bandung City Government rearranged creative economy post-Covid-19 pandemic, by fostering the creative economy sector and then providing digital facilities to promote local creative products, this became a regional advantage as a relative (competitive) resource to face various challenges and challenges. competition in the tourism sector, by strengthening the position and resources owned to show a distinctive difference from others (Porter & Heppelmann, 2014). Because as is well known that the city of Bandung is known as a city with various kinds of culinary offerings that arouse appetite,

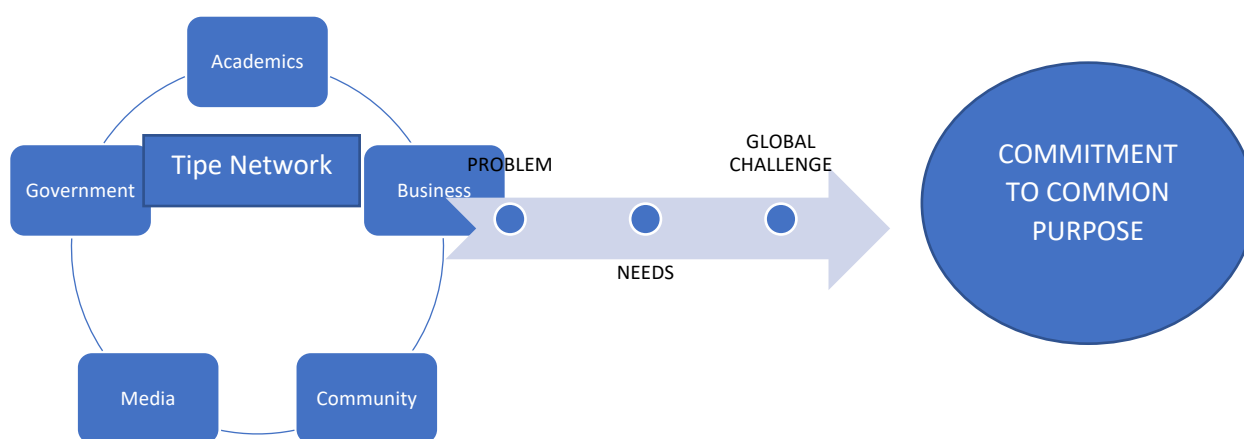
traditional special attractions that are equivalent to international class, a socio-cultural environment that is "some hade kasemah", which has the meaning of respecting its guests, as part of the city's image. known as Paris Van Java. (Syarifuddin, 2018). Even the City of Bandung received an award from the Taste Atlas Award 2021 as a list of the best culinary cities in Asia at number 5 with a score of 4.39, superior to other cities in Asia such as Seoul, Hong Kong, and New Delhi which are also the prima donna of culinary tourism paradise (Aurellia, 2021)

Various strategies have been taken by the Bandung City Government, including by Department of Culture and Tourism in the field of Uk kraft which was given a mandate as the leading sector in carrying out the development of the creative economy, but there is an obstacle in the ways that have been carried out, focusing on awareness among several sectors that have not been able to unify perceptions and what Collaborative governance is a unit in regulating policies where more than one public institution can involve many stakeholders or stakeholders with backgrounds other than government such as the private sector in the formal decision-making process, concern on mutual consensus, and involve all deliberatively (Ariesmansyah, 2019).

Collaborative strategy quoted from Deserve recommends that there should be a strengthening of the collaboration of 8 important aspects that are a priority in developing the Bandung Creative Belt. So it is expected to be able to show the Collaborative Governance strategy in this BCB program (Ariesmansyah, 2019).

Figure 3

Collaborative Governance Bandung Creative Belt



Source: Processed by Authors, 2022

The implication of this research is to have an influence on the welfare of the people of Bandung City through the local economic sector to get back up and be productive, in developing superior products as one of the attractions of tourism with the digital facilities provided by the Bandung City government, this also provides new insights for business actors to learn to use technology that is currently developing as a means to promote local products that encourage tourism especially the creative economy in the city of Bandung.

Therefore, in the future, with the policy innovations made by the Bandung City Government in reorganizing the creative economy sector post-pandemic, it can be carried out by involving all stakeholders involved both from government and community elements or business actors in the creative economy sector, so that synergy is established through the use

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of facilities. information technology that is available that presents opportunities for the local economic sector to grow and develop in the midst of the digital age and post- COVID-19 pandemic as it is today.

The involvement of stakeholders in a quadruple helix, whether government, academia, business, or the media, has an important role (Suherman, Sugandi, et al., 2021), seeing that each actor networked with each other by having their respective roles but having the same goal. (Suherman, Suprayogi Sugandi, et al., 2021) . In improving the creative economy in the city of Bandung, the role of actors or stakeholders is very important and needs to be directly involved, because increasing the creative economy sector in helping to improve regional development, as an effort to improve the economy which will have an impact on the welfare of the community is not only delegated as a government task, but every element needs to be done. to help each other and work together to build the creative economy sector in the region, in order to provide benefits that can be felt together as well.

Future challenges in the creative economy sector need to be taken into account properly and cooperated well as well. This sector will be very important and have a big impact, when it really involves various stakeholders in it, even though this is indeed not an easy thing, because, with various views or ways of thinking from each stakeholder to respond to it, this diversity can be used as an opportunity and alternative in responding to the problem. a very comprehensive transformation of the creative economy sector. Coupled with the influence of the development of information technology that is growing rapidly, where all the information we need can only be accessed via a gadget or cellphone with internet support. With this rapid change, stakeholders also need to be involved in developing the creative economy in the region, by taking part in using the features or applications needed to support the digital-based the creative economy sector.

In the use of this digital sector, it is necessary to keep up with the times by abandoning traditional things that were previously applied in the management of creative economy sector. The need to balance technological developments by using features or applications that have been facilitated by the government in the city of Bandung is something that needs to be utilized properly by its users. At the same time, it also helps to socialize it to the general public, both nationally and internationally. Given that the city of Bandung is one of the areas in Indonesia that are the target of foreign tourists for vacations, of course, this is a very big opportunity to introduce the use of digital technology in the creative economy sector in the city of Bandung, it can make it easier for tourists to visit all There are so many tours in the city of Bandung. That way, the City of Bandung can have a better assessment, with a city that is very open and responds to the transformation of digital technology applied to various public sectors, one of which is the creative economy sector.

Even though the creative economy sector has been crippled by the current COVID-19 pandemic, don't give up without providing innovations that can maintain and build the creative economy sector to keep growing and developing. Because this sector has a domino effect on the lives of the general public, where this sector can assist in accommodating small, micro, and medium enterprises, to collaborate or symbiotically form a pattern of partners or cooperation, which has an impact on the welfare of the community, by earning income in this sector. For this reason, the creative economy sector is very important to be able to survive in the midst of the COVID-19 pandemic, because many people are involved in this sector, depending on their income to meet their daily needs. So the presence of innovation from the Bandung City government, with policy innovations made to make new breakthroughs with the Patrakomala application, can provide fresh air and a new atmosphere to improve and update governance and

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services in the creative economy sector that are simpler, faster, and easier to use. This will greatly help the community, both MSME business actors, and tourists visiting the city of Bandung.

Conclusion

The innovation of the Bandung city government to reorganize creative economy post-Covid-19 pandemic, namely by introducing and at the same time officially introducing the Patrakomala digital portal which is an acronym for the Sustainable Creative Economy Application Patron, which provides Digital Information services, especially for the creative economy activists or the public to find destination points, desired tours, such as culinary, fashion, crafts, game applications, and others. The existence of Patrakomala to be a medium of information and communication, as well as a place for the creative economy education in the city of Bandung to develop the creative economy in the city of Bandung as a whole which will have implications for improving the welfare of the community through local economic growth from the existence of this creative economy sector.

The existence of Patromala needs to be encouraged through massive socialization, this is to make it easier for various parties to recognize and understand it, especially for local business actors to use the digital facilities that have been provided, as an effort to improve the regional creative economy sector in the city of Bandung post-COVID-19 pandemic. Because the revival of the creative economy sector will greatly impact and have a major impact on the level of community welfare, especially the people in the city of Bandung who directly participate in becoming business actors who partner or cooperate with several tours in the city of Bandung. This paper is also a challenge for all elements involved, not only the Bandung City government, to try hard to restore the creative economy sector so that it can run and grow well in this time of the Covid-19 pandemic.

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