

The Image of Sundanese Culture City:

The Phenomenological Study on Public Relations of Local Government in Purwakarta District

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Abstract—This research is about the image of the City District Government Sundanese culture in Purwakarta. A positive image not instinctive, but there are PR efforts through its activities, it is intended to establish a good relationship with the surrounding community. Efforts are being made fairly Purwakarta Government managed to build a culture based image Sundanese, besides Purwakarta also received many awards as the best district in the development of one-stop service. This Study is qualitative research with phenomenological approach, phenomenology is a study that explores the deepest experience of informants or objects of research, data collection was done primarily in the form of in-depth interviews with local government PR Purwakarta and secondary sources in the form of literature and supporting data such as historical and cultural presence in Purwakarta. Purposive sampling is the technique of selecting informants in this study. Research results indicate that the formation of the background image of the city Sundanese culture in Purwakarta Regent starting from the idea that has aspirations of hearts since he became ordinary people, he wants to build a more advanced Purwakarta and it wanted to show progress from all sides. The image of the City Sundanese culture development in Purwakarta seen from the aspect of education and infrastructure.

Keywords— *image; culture city; purwakarta; public relations*

I. INTRODUCTION

Every organization wants a good reputation, a good reputation can be achieved with the formation of a positive image and positive image management is the job of a PR. Government Public Relations do not need to be popular, the important work of Public Relations succeeded in helping the institution / client achieve its goal of delivering a message that can be understood public stakeholders [1].

Structural public relations is a profession, but public relations functions are not only in those who have the task of public relations, everyone is expected to be a publicist for himself and his institution. Public Relations / Public Relations has a function such as serving the public interest, maintaining good communication, as well as emphasizing moral and good behavior and this function is expected to be done by every individual [2,3].

Public Relations is needed to handle communication activities, disseminate the existence of the organization, handle communication crisis, rapid dissemination of information to the public, handle the image and Reputation Company, and gain public support. PRO have the task to seize public sympathy, equate perception and foster good relationships. The core purpose of public relations is to build, maintain, improve and improve the image of the institution [4].

Image is a shadow or image that others give themselves and institutions. Every individual has an important role to maintain his image, either self-based image called self-image or image-based image [4, 5].

Image is one important element in the company or institution, both government and private. The image of an institution will have implications for the institution's reputation, the image being the main goal of public relations. The image is not just stop until the stage of building or creating it, but the image is expected to be maintained and even improved to a better direction [4, 5].

Purwakarta Regency is a regency in West Java Province of Indonesia which is arranging itself as a city of cultural character and as a district with a history of Sunda kingdom is quite thick as it is based on pre-research data Purwakarta Regent H. Dedi Mulyadi SH said that Purwakarta Government wants to make history and culture of Sundanese as part in fixing and organizing the city in accordance with his vision of "Purwakarta Character" [6]. Based on pre-research data, the researcher observed that Purwakarta Regency under the leadership of Dedi Mulyadi began to build the image of Purwakarta Regency as the image of Sundanese culture that raised from the character of Sundanese society [7].

Efforts made by the Regional Government of Purwakarta fairly successful built the image based on Sundanese culture, besides Purwakarta also get many awards as the best regency in the development of one-stop integrated service, as for the awards: 1) award from the President as the Regency / City Organizer Best One Year Integrated Service Year 2007 (nomination), 2) Award from West Java Governor as Public Service Work Unit (UKPP) achievement in West Java Province 2008, 3) Public Service Unit in the framework of Prime Service Implementation at Provincial Level of West Java

Year 2009 , 4) Investment Award as Rank I Category Best District in Investment Services Year 2009, and 5) Investment Award as Rank III Best District Category in Implementing PTSP in Investment Field Year 2010 (quoted from BPMPTSP Purwakarta, Published on 12 November 2012) [7, 8].

The awards and consistency of Purwakarta Regency Government in building the image of Sundanese culture city become an interesting discussion to be studied, in this research the researcher will explore the deepest experience of Public Relations of Purwakarta Regency Government about Purwakarta image as the City of Sundanese Culture.

II. RESEARCH METHOD

This research uses qualitative research method with phenomenology study. Qualitative research is a study that uses a variety of methodological approaches based on a variety of theoretical rules [9, 10, 11, 12].

The purpose of phenomenological research is to explain what experiences a person experiences in this life, including his interactions with others [13].

Schutz phenomenology gives rise to consequences at the level of research methods that primarily affect the observation system or observation, especially in research that is based on the search about the meaning of action [14, 15].

This research uses qualitative research method with phenomenology study, in order to explore the deepest experience of Public Relations of PEMDA Purwakarta. The data collection technique used In-depth Interview and Passive Participatory Observation.

III. RESULT AND DISCUSSION

Purwakarta is an area that is undergoing a sharp transition of change because of the era of industrialization that gave birth to diversity of productivity, diversity of human behavior and cultural diversity. Purwakarta carries the basic foundation that is true even where and from any group of people must return to the basic value of land, water, air and sun as the basis of human creation.

Purwakarta is also full of historical, cultural and interesting regional characteristics, a region that is now growing rapidly with a blend of modernization and cultural traditions that remain intact. An area with an amazing expanse of colorful nature. The green rice fields, the reassuring spirits of the soul, and the amazing reservoirs. The splendor of traditional ceremonies and dances complement the natural beauty, describing the character and spirit of life.

A. Reasoning of image of the city of Sundanese culture

Not many heads of regions are able to incise something for the region he leads. This phenomenon also raises doubt some people in entrust their mandate to the head of the region. In the midst of a leadership crisis in this country, a small part of society is pushing from the ground up to make a difference. Changing something that used to be amazing. Polishing success became a philosophy of life. Patching something banal to be the capital of innovation.

Dedi Mulyadi is one of those small groups. Kang Dedi, who has been trusted for two periods as Regent of Purwakarta, has incised many things in this regency [16] and one of which is inscribed by Purawakarta Regent is to re-establish Sundanese culture through his leadership in Purwakarta Regency.

Dedi explore the strength of local culture as a bow in managing the community as cultural capital "*ngolah nagara*" [17]. Dedi Mulyadi who was born and raised in West Java found all of it from the insight of his ancestors: Sundanese philosophy and culture in the *angon-angon* who live in the mind and depth of the inner trough of Sundanese people, by exploring the strength of this local culture then formed the image of the Sundanese cultural city in Purwakarta.

Image of Sundanese culture city in Purwakarta regency according to informant Azis Sub-section of Public Relations News and Documentation from interview result at Public Relations Office of Purwakarta Regency stated that the background originated from Purwakarta district head that is Dedi Mulyadi (Regent Purwakarta) who has always been an observer when he became an activist, joined the Society organization (Ormas), Chairman of the Board of the Golkar Party. He lived in Purwakarta to see the development of Purwakarta since the first and heard from some people that Purwakarta has no progress, just like this, with the turn of the previous Mayor did not show significant changes and at that time Mr. Dedi has more ideals with devotion and pure heart.

The result of interview with the Head of Sub Division Head of Reporting and Documentation Public Relations of Purwakarta Local Government explained that the background of the formation of the image of Sundanese culture in Purwakarta begins with the thought of Dedi Mulyadi (Purwakarta Regent) which is Purwakarta society already has the ideals of the deepest heart that he want to build Purwakarta more advanced again and this progress wanted to be shown from various side, according to him Dedi has desire to make Purwakarta as area having its own personality, stand alone, have character and characteristic. Dedi argues that Purwakarta must create something that can lift the image of the area and the first goal of Dedi since the first is to revive the culture, especially Sundanese culture and according to the culture cannot be developed from one side only but from various sides.

B. Image Development of Sundanese Culture City in Purwakarta

Cultural development through community welfare starts from Education. Purwakarta implanted education with a goal of 9 years of education and this goal in Purwakarta actually implemented from elementary school to high school (SMP) did not obstruct the obstacles and continuing education from elementary to junior high school is called by one roof means that school nine years and after the students come out of this one-roof element then they can immediately proceed to high school or vocational school.

One effort Purwakarta government under the leadership of Dedi Mulyadi in implementing this program nine years is to provide light to parents who are confused send their children to school because they do not have the cost. The government frees the Purwakarta community from school fees, it is

certainly welcomed by people who do not have the cost to send their children to school.

Cultural development through this educational process was implemented early on by Dedi and he broke through the education system. The education system is broken through the evaluation of "why is the child now not like the first?", He said the child now has no character, one of them through the example of brawl. Ganging happens everywhere, in other cities including in Purwakarta. This phenomenon makes the Regent Purwakarta take an attitude.

According to informant's high school, SMK brawl is closed, this is done to anticipate the increase of schools that students experiencing brawl. This decisive stance taken by the government is intended that all elements of education together can help the government to minimize the occurrence of brawl between students so that students in Purwakarta have a character that can apply from the meaning of "*silih asah, silih asih and silih asuh*".

The result of the interview with the informant explained that the development of culture through the process of further education is by the Purwakarta Regent (Dedi Mulyadi) coming to the schools to appeal that the character of the educator to determine the character of the students in the future. According to him educators must also first love the Sundanese culture in terms of language, according to informants of the language used from Monday to Sunday there is the language especially. The use of clothing was one of the government's efforts to instill a sense of love for Sundanese culture.

The development of the image of the Sundanese culture city through education is by making the local wisdom-based education system as a means of building a characteristic Purwakarta district. Local wisdom, which is a culture of the past, is now highly coveted.

The local wisdom-based education system as a means to build Purwakarta Regency is characterized by one of the Purwakarta Regent program, he has the concept that education should be based on local cultural wisdom so that the learning objectives in the school are not limited to the knowledge of the book, but the learning can be done by digging knowledge from wisdom local culture. The goal is for students to know their environment and to know the potential of their area especially in remote areas like Maniis, Tegalwaru and Sukasari sub districts. In addition to learning like students in general they can learn from the potential of the region.

Another development of Sunda cultural imagery conducted by Purwakarta district government under the leadership of Dedi Mulyadi is by building a Sunda-based infrastructure. The Mayor builds a more beautiful city face. This is seen in every corner of Purwakarta city that is getting beautiful and clean. Quoted from the book Kaasih Kang Dedi Mulyadi explained that the condition of the formerly shabby city set beautiful.

Not only that, from the observation and interview the authors observed that the nuances of Sundanese in the arrangement of the city also looks very thick so that when other residents go to this area then the smell of Sunda began to smell fragrant.

Informants at the time of the interviews explained that the development of urban infrastructure initially did not run smoothly, the pros cons occurred on the city planning done by the Regent, which became phenomenal at the time was the making of statues that exist in the main streets of Purwakarta. The pros cons of the event ultimately made public opinion which is not a bit cornered Dedi regents at that time, counter that occurred not only from local community but from some public figures outside the city Purwakarta. The informant explained that at that time the Regent was blamed for his decision to build the statues on the arrangement of Purwakarta city but the regent did not even bit afraid to face him. Statues that have been dismantled by some people who cons, rebuilt by Dedi and eventually gradually people want to understand and accept the reason why the regents make these statues.

Other infrastructure development is to build museums about the history of Sunda. One of them is the Sundanese history museum which is present in twin buildings, reviving traditional market and by conducting deliberation with the residents and this program becomes mandatory activity of Mayor. This is similar to the expression of the heart of Regent Dedi through the book Kaasih Kang Dedi Mulyadi. This book explains about the Changed Growth Awards.

The word "*gempungan*" in Sundanese means "conscience" or "*musyawarah*". The name of *gempungan* in Purwakarta Regency became one of the mandatory components of the activities conducted by the Regent Dedi Mulyadi. Full, the name of the activity is "*Gempungan diburu Urang Lembur*" (Deliberation in the Village People's yard)

IV. CONCLUSION

The background of the formation of the image of the Sundanese cultural city in Purwakarta begins with the thoughts of the Regent of Purwakarta which has the ideals of the heart since he became an ordinary society, he wanted to build Purwakarta more advanced again and this progress wanted to be shown from various sides. Regent has the desire to make Purwakarta as an area that has its own personality, stand alone, has character and characteristic. Purwakarta must create something that can lift the image of the area and the first goal of the Mayor since long ago is to revive the culture, especially Sundanese culture.

Image development of Sunda Sundanese city in Purwakarta Regency is seen from education and infrastructure aspect. Purwakarta who invested nine years of education and the program is named with one roof elementary school. Purwakarta regency government also give relief to the society whose son daughter want to continue to high school / vocational high school, this financial aid in the form of freed (free) to the students from tuition fee, besides development of image of sunnda culture city is through educational process with firmness of government attitude closing schools whose students experience brawl, the application of language and clothing cultured Sunda, the next government under the leadership of Dedi Mulyadi create a system of education based on local wisdom as a means of building a characteristic Purwakarta district. Local wisdom, which is a culture of the past, is now highly coveted. According to Prof. Ieke Sartika Iriany this is a

continuous life grip. Local wisdom is a very wise idea, embedded from generation to generation.

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