

RESPONSIVE PLANNING FOR CULTURE OF RIAU PROVINCE AND MALAYSIA (BUILDING A CULTURE OF COOPERATION BETWEEN MALAYSIA AND RIAU PROVINCE)

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ABSTRACT. *Regional development planning in order to promote a conducive investment climate, so that the person with the influx of foreign and local investors to avoid the chaos and rejection (resistance) by the community and the people in the name of society. Such symptoms are quite common in setiagmail. Entry of investors who damaged area then triggered by the local government interests. Then, instead of it that any development of regional development that people should know what the area will be used and what their role is to harness and development success. Society not only as objects but people should also actively influence the implementation and development processes. The central theme: Governance Innovation, strengthen border cooperation, strengthen the innovation system of government in an effort to boost cooperation between the countries, with the hope of the resurrection of a conducive investment climate. The method used is descriptive analysis with qualitative approach, while the techniques used informants purposive with the Regional Development Planning Agency of Riau Province. The theory used is the original core of the three strategies: planning, development of local culture, and responsive model. The role of local government is expected to go through three strategies to further improve planning model can correctly answer the problems that developed in the community. The presence of investors are also expected to spur regional development to improve the level of people's lives. Steps and planning models which will be presented to be the main reference for government agencies when the formulation of local cultural development planning policy.*

Keywords: *Planning, responsive, development, culture, measures and models.*

INTRODUCTION

Planning is a regular process and systematic in order to achieve the objectives in the future, in which top management to determine and establish goals and objectives. Planning needs to be of attention problems in society as a step to give an answer to the public (Responsive). Planning as a process to achieve the goals envisioned by the organization and the community and be sustainable.

An understanding of the plan is a person who is more important, because the future is not a fantasy and dream without the fact it is a concrete manifestation of a real desire. Planning

concept provides a clear picture of the future of life will happen. Therefore, an understanding of the plan to become a major when developing regions including the border region as a region has a strategic value. With a good understanding of the concept plan will be able to create a system and plan the right characteristics, accurate and have an impact on the formation of the control system, the conditions of performance, and functions of the organization, coordination and control in organizations.

Cultural development of the area is planned as an effort to shift towards modernization and prosperity. Changes in development is not just a change in culture and economic structures alone but a thorough change as a process that leads to changes in orientation and culture. In connection with the culture of planning to build a system that is responsive should take a few steps and then correctly and refers to a model of effective analysis, especially in border areas, because the area had the very potential to be developed as a step to build a conducive investment climate for potential investors locally and abroad through cooperation in the field of culture.

The development of cultural cooperation between the Riau Province, Malaysia and Indonesia in general, can have an impact on tourist traffic, especially Riau and Indonesia in general. Due to historical, cultural and geographical position in both regions is very possible to be developed jointly.

1. Literature

The author discusses the theory related to the planning system of government in the development of local culture. In the field of cultural development is essentially responsive planning is as follows:

Planning is a process that is prepared to achieve a better future. Work plan process or as a fantasy but a process is in need facts and data are then compiled systematically. As a continuous planning to achieve certain goals (Conyees and hills).

Planning is the selection of a series of activities and the subsequent dissolution of what to do, when, how, and by whom (T.Hanni Handoko, 1998).

Culture is a general process of intellectual, spiritual and aesthetic development, a particular way of life from, whether of a people, a priod or a group, Refer to a works and practices of intellectual and especially artistic activity. (A process of intellectual, spiritual and aesthetic development; special way to live better than a man a period or a group; refers to the works or intellectual practice and in particular meant to be art activities. (Raymond Williams. Jayapoken.bologspot.co. id 2012).

1.1. Understanding of cultural planning system

Planning is a thought that if done before doing something to be desired. Planning is the process of preparing for what will be done and what is desired in the future. The planning process and planning costs imaginary and irrational but it is estimated process who want the facts, data and empirical. Plan function can provide future acquisitions and also know the weaknesses and strengths in the past. Because the scope of planning time is long and requires a relatively long time, the plan can be divided without a short-term planning, medium and long.

- 1.1.1. Definition of planning is a continuous process that includes decision or election-alternative use of resources to achieve specific goals in the future (Conyess and Hills, 1994). Then it was said that planning is the process of choosing among a variety of activities are desirable because not all desired it can be done and achieved in the same time (Yulius Nyerere,). Planning is a concept of planned, systematic governed by a particular agency to achieve its intended purpose. According to Harold Koontz and Gcyril O Donel. Planning is the function of a manager who is related by choosing objectives, policies, procedures, programs and program alternatives that exist. While G.R.Terry Planning is to select and connect assumptions about the future to describe and formulate ways -activities required to achieve the desired results. Why planning it becomes more important, because it is none other than to achieve the protective Benefit risk reduction resulting from errors in decision making and planning, and also to achieve positive benefited interest, the achievement of organizational goals increase. Then the kind of planning that is needed is: 1) policy planning is a policy plan, outline of a general nature such as the Development Plan. 2) details of the Program Planning and explanations policy planning and 3) Operational plan technical plan.
- 1.1.2. The characteristics of planning responsive: 1) Planning in accordance with the objectives, 2) on target, 3) the manager serves as a control, 4) staff walked in a coordination, 5) an increase in performance, 6) their understanding and cooperation ,
- 1.1.3. Cultural development of the area is a series of business growth and changes are planned and carried out consciously by the nation, the country towards modernity in the context of public welfare, (P. Siaagian t, 1984). Development is the transformation of developing countries to the developed countries and can be explained through a sequence of levels or stages (wwRostow.) The theory is very popular developed in his book The Strategic of economic growth (1960) according to the theory of classification Todaro are grouped into levels liner (liner strategies model) According to Rostow economic growth there are five stages :. 1) the traditional society, 2) the precondition for take- from, 3) take-of, 4) the drive to maturity, 5) the age of high mass consumption. Onwards said structure economic development not only economic changes but also as a process that causes changes in the orientation of the organization, a change in the public perception, changes in investment activity and change of life and customs. Then, in accordance with the development of La Peire systematically planned and conducted business with the changing circumstances more perfect level. Meanwhile, according to Gouled is one form of social change and modernization particular form of development while industrialization is one aspect of development. According to Gina (1994), that the development is as a process of change for the better through what *terncana* done. Regional development is systematic efforts of various actors, communities, governments and mutual conditions for private and public face *asfek* dependence and linkages with the order of their physical, social, economic and environment to create new opportunities in an effort to improve the welfare of the community. *Tujuanya* The building is the week to reduce the gap (desparsi), empowering people, and social welfare and add a new workspace. With reference to the two definitions, it can be said that the Development Planning is a process for the preparation.
- 1.1.4. Culture is a manifestation of an abstract idea, in the form of ideas, and the ideas, values and norms. Culture can also be a manifestation of the kind of action - the action and activity of man as a social system can be seen as a real community. And then culture could also be the work of humans (artifacts) as a result of human actions (John Story, 2009). Culture is a way of life that developed and owned by a group of inherited captivate the generations that. Culture can be formed out of habit, religion, politics and language. The existence of a culture can not be separated from the human personality

as a pattern of human life. According Melmerville J.Herskovits and Bronislaw Malinowski is everything contained in society is determined by the culture of the community (cultural determinism). According Selo Soemardjan a means of work, a sense of community and creativity. Generally, culture is something that affects the level of knowledge and ideas and to cover the existing system in the human mind. Kontjoroningrat said the whole of the dangers of cultural creativity, taste and human initiative of the actions and work set in community.E.B.Tylor shows that culture includes knowledge, belief, art, morals, law, customs, and habits of the human capabilities.

- 1.1.5. Responsive is simple to understand. A policy, programs, activities and budget based on the needs of the community. Views on this responsive based comte2 Aguste theory starts from the law responsive. Among others say that the law is responsive that has these characteristics: 1) the law repressive and can be seen from the adaptation definite and opportunities against political and social environment, 2) the legal means of autonomic system the rule of law, 3) the law responsive to a condition adjustment in which the kind of competence to a size the ability to participate in the system access.
- 1.1.6. Riau Cultural Cooperation and Malaysia. In a meeting of the Malaysian government on April 25, 2008. Hope to continue enhanced cooperation between the two countries in order to increase the number of tourist visits both countries. Riau and Indonesia in general have relatively similar culture. Then lies in area located on the south china sea trajectory. Then historically that particular Riau has character and historical value very close relation to Malaysia, and this can be proved by the growing history of the kingdom of Siak Sri Indrapura.

In the course of the Kingdom of Siak Sri Indrapura, which the Kingdom of Siak formed because of a split in the Malay Empire Sulthan Abdul Jalil Rahmat Shah (King kecil) with Sulthan Sulaiman. According to the records is expected in 1723 and there was also said in 1725 AD From the Kingdom of Malacca.

As has been done between Riau and Malaysia cooperation is education, because education as a process of cultural and national character building. Education is shown to clinch a generation that has a powerful civilization, as a new generation that does not lose the identity of children who have the character of Malay culture in particular. Educational nature can familiarize man with a noble civilization. Henry A. Giroux in *Border Crossings: Cultural Workers and the of Education* (1993) expressed concern over the bad practice of education towards economic efficiency. Degradation of the identity of educational institutions from public education institutions organized into porters, said the reduction s narrowing the essence of education due to lack of educational philosophy.

In the other areas is cooperation on forest fire prevention system and land by Universiti Putra Malaysia by Riau Province Government in 2017. And explore the science of catastrophic floods in Riau province.

2. Measures and Models

In promulgating cultural development planning policies that are responsive. Responsive programs and activities that can be done through some effective measures, as a teaching tool to identify problems that developed in the community. Structured plan is to provide solutions and answers from problems developed in the community. The purpose of the application of

the measures is to ensure the achievement of the goal of cooperation will be carried out between the two areas that have been agreed. As in the following diagram:

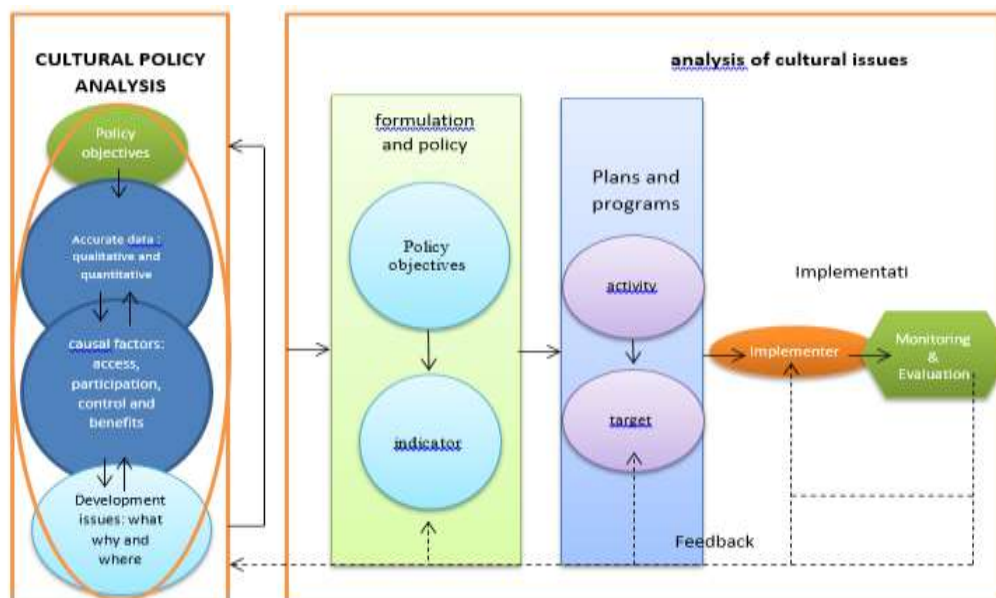
2.1. Steps

Step I	Organizational leadership Ecology understand the concept of public administration, since the birth of the policy stems from the growing issues and require a response through policies that can respond
Step II	Perform analysis of internal and external potential
Step III	Perform analysis of goals, objectives policies, programs and activities that passed and that will come
Step IV	Presentation valid and accurate data (data base survey), to know the problems are objectively
Step V	Identification of the factors causing the growing problem
Step VI	Reformulation programs and activities related to the response to public interest, particularly in the border
Step VII	Preparation of action plans, determination of base-line or as a basic frame of reference the progress of programs and activities as standard policy performance indicator issues and Determination

The adoption of a model of the finance ministry on gender responsive planning.

Here is a map analysis:

2.2. Planning analysis model cultural cooperation



This analysis refers to the purpose of the current policy, with the accompaniment of the development of a variety of issues and problems that occur. A number of issues can be obtained from valid data, to see there are four factors cause may also happen that such issues as support of analytical problems. Based on the analysis, it is formulated policies related to

the problem and to minimize the impact of the problem in question. Then the necessary standardization as an indicator, and then made responsive programs and activities with due regard to targets and implemented then carried out monitoring and evaluation so look for feedback. For the purposes of simple that this matrix as a workflow determine the steps that have been mentioned in the section above, there is a strategic move to achieve 8 responsiveness in development planning.

3. Results and Discussion

The provincial administration in carrying establishing cooperation between the State Culture Jirana Malaysia and Riau Province, has carried out several years ago. Given Riau and Malaysia as a neighboring region then there is also a cultural affinity that the Malay culture. It woke up during the royal establishment of Siak Sri Indrapura forecast in 1723 or 1725 m. In building a culture of cooperation based on actions and analysis model has been constructed in such a way that cultural cooperation can provide opportunities for prosperity for the people. Cooperation carried out through nine steps that have been prepared and then perform the analysis model; Analysis cultural policy, policy formulation and culture, plans and programs of cultural, implementation and monitoring.

CONCLUSION AND RECOMENDATION

Conclusion

Responsive planning in the development of the local culture as culture-based local development plan, to understand the theory of responsive planning, organizing work in accordance with the steps that have been prepared which then refers to the analysis model has been agreed upon. How this is done in an effort to build the investment climate. It is expected that the plan to establish the pattern of development cooperation in the field of culture, particularly Riau Province Negara Malaysia. Since both of these historical area, culture and geography have in common, the potential is strategically feasible to improve the welfare of the community.

The cooperation between these countries do have a very strategic economic opportunities, have the same culture and occupies very strategic namely its trade area along the South China Sea. On the other hand, this cooperation is built As a neighboring country has a lot to provide jobs and Riau have a sufficient amount of productive labor.

Culture is an integral part of the human character assimilar behaviors, work, ideas, ideas, values, norms, real and abstract perspective in the public sphere. Can be formed from religion, culture, customs and laws.

Suggestions

Through this paper is expected to:

1. Making reference in formulating regional policies to develop cultural cooperation between Riau and Malaysia in particular and among other areas

2. Adding science and knowledge among readers of this paper adds insightful thinking, especially among academics.
3. Providing a model and system planning in response to developments in the community environment.

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