

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi diplomasi Kota Bandung dalam mempertahankan posisinya sebagai kota kreatif di jejaring UNESCO Creative Cities Network (UCCN) selama periode 2015–2025. Sejak ditetapkan sebagai anggota UCCN kategori desain pada tahun 2015, Bandung menunjukkan upaya kolaboratif antara pemerintah, komunitas, akademisi, pelaku usaha, dan media untuk memajukan sektor ekonomi kreatif berbasis desain. Penelitian ini mengkaji dinamika implementasi diplomasi kota Bandung melalui pendekatan teori Grandi yang mencakup tiga tahapan strategi: diagnosis, tujuan, dan penerapan. Metode yang digunakan adalah kualitatif deskriptif dengan studi kepustakaan. Data diperoleh melalui dokumen resmi, laporan keanggotaan UCCN, publikasi akademik, dan media daring yang relevan. Analisis dilakukan terhadap peran Bandung sebagai city as place dan city as actor dalam konteks diplomasi kota. Hasil penelitian menunjukkan bahwa Bandung berhasil menjalankan sebagian besar tujuan diplomasi kota, terutama dalam aspek budaya, politik, sosial, dan ekonomi. Capaian ini ditunjukkan melalui partisipasi aktif dalam forum internasional, penyelenggaraan kegiatan budaya skala global, dan pelibatan komunitas dalam inisiatif kreatif. Namun, aspek teknis masih menjadi tantangan utama karena keterbatasan anggaran pemerintah, belum optimalnya infrastruktur kota, dan lemahnya kelembagaan diplomasi kota secara struktural.

Kata kunci: Diplomasi kota, Kota Kreatif, Bandung, UCCN

ABSTRACT

This study aims to analyze Bandung's diplomacy strategy in maintaining its position as a creative city in the UNESCO Creative Cities Network (UCCN) during the 2015–2025 period. Since being designated as a member of the UCCN in the design category in 2015, Bandung has demonstrated collaborative efforts between the government, communities, academics, business actors, and the media to advance the design-based creative economy sector. This study examines the dynamics of Bandung's city diplomacy implementation through Grandi's theoretical approach, which includes three strategic stages: diagnosis, objectives, and implementation. The method used is descriptive qualitative with literature study. Data were obtained through official documents, UCCN membership reports, academic publications, and relevant online media. Analysis was conducted on Bandung's role as a city as place and city as actor in the context of city diplomacy. The results show that Bandung has succeeded in implementing most of its city diplomacy objectives, especially in the cultural, political, social, and economic aspects. This achievement is demonstrated through active participation in international forums, organizing global-scale cultural activities, and community involvement in creative initiatives. However, technical aspects remain a major challenge due to limited government budgets, suboptimal city infrastructure, and weak institutional structures for city diplomacy.

Keywords: City diplomacy, Creative City, Bandung, UCCN