

Research Article

Bandung City's Parallel Diplomacy in Promoting Tegep Boots Fashion UMKM Products in Italy 2023

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Abstract: The development of international relations issues has made sub-state actors such as cities, states, and provinces enter international activities. With the rise of these issues, it is also based on the concept of decentralization and paradiplomacy and local governments with their autonomy rights can build cooperative relationships with governments at the same level globally. In carrying out the realm of promoting MSMEs, the City of Bandung is assisted by the Department of Trade and Industry. With the aim of this research, namely to find out how the parallel diplomacy process is carried out by the City of Bandung in promoting MSME Tegep Boots. This research uses a qualitative method with data collection techniques through interviews and also uses literature studies. In the results of the study, it was found that the City of Bandung actually carried out an elaboration with the City of Garut in promoting MSME Tegep Boots. So in terms of parallel diplomacy carried out by the actors, it actually proves that there is cooperation carried out by subnational actors from both the City of Bandung and the City of Garut with social actors, namely MSME Tegep Boots. In conducting a promotion of Tegep Boots UMKM in Italy, especially at the Lineapelle the International Leather Fair event, it turns out that the ones who play a big role are actually from Garut City and also Tegep Boots UMKM, and also most of the international events in promoting Tegep Boots, Tegep Boots actually also carries out many of these activities independently because units from Bandung City such as its government cannot only focus on Tegep Boots UMKM continuously.

Keywords: Cooperation; Governance; Parallel Diplomacy; Promotion; UMKM

1. Introduction

Along with the ongoing phenomenon of globalization, the landscape of international relations has undergone many changes related to its actors. The development of international relations issues has encouraged sub-state actors such as cities, states, and provinces to participate in international activities. This phenomenon is based on the concept of decentralization and paradiplomacy, where local governments with their autonomous rights can build cooperative relationships with governments at the same level globally. When the center that has the authority for international cooperation shows less than optimal performance in implementing policies, sub-national actors get space to play a more active role.

One important area where sub-national actors can play a role is in the promotion of Micro, Small, and Medium Enterprises (MSMEs). MSMEs have a crucial role in the economic development of a country (Indupurnahayu, Safalah and Utami, 2022). The involvement of MSMEs in the global value chain will increase profits at both the micro and macro levels. At the macro level, MSMEs have the potential to support national economic development, increase employment absorption rates, increase export value, and build foreign exchange reserves. Bandung City is one of the cities in West Java that has great potential in developing MSMEs, with the advantage as a center of economy, industry, and local brands in Indonesia.

This study focuses on parallel diplomacy carried out by Bandung City in promoting MSME fashion products, especially Tegep Boots, in Italy. Parallel diplomacy is the focus of the study to specifically analyze how Bandung City as a sub-national actor carries out its role.

Received: May, 20 2025;

Revised: May, 31 2025;

Accepted: June, 19 2025;

Published: June, 24 2025;

Curr. Ver.: June, 24 2025



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This research is important because the results are expected to be a consideration for sub-national actors, especially in making policies related to the development of MSME paradiplomacy.

Therefore, this study has high relevance to related fields of science, especially international relations studies, because it seeks to contribute to the conceptualization and theorization of parallel diplomacy. By analyzing the case study of the promotion of MSME Tegep Boots, this study aims to find out in depth how the parallel diplomacy process is carried out by MSMEs in Bandung City.

2. Literature Review

Diplomacy in this study refers to the foundation or basis as a study of diplomacy. Meanwhile, parallel diplomacy is the focus of this study so that the discussion in this study will be specific to parallel diplomacy. As a focus, parallel diplomacy is associated with the city of Bandung as a region or place where the object of research will be obtained. Subnational actors need to consider both dimensions in order to maintain the balance of each role of the actors involved, maintain the balance between benefits and costs, and involve the private sector and civil society with the region, and pay attention to the balance between global elements (international dynamics and change) and local elements (regional advantages and limitations).

2.1. Diplomacy

This research is expected to contribute to the conceptualization of parallel diplomacy. In addition, this research is also expected to contribute to the theorization of parallel diplomacy for MSME products. Therefore, in today's developments, many challenges are found in diplomacy, especially in dealing with multi-actors and multi-sectors. Cooper, Heine, and Thakur. (2013), in his book entitled "Diplomatic Afterlives" mentions a new term, namely "global trajectory" which is used to review the complexity of contemporary diplomacy which is estimated that traditional state diplomacy will become more difficult. Cooper, Heine, and Thakur (2013) also mentions that this difficulty can occur due to external and internal factors that influence a country's diplomatic activities. In the context of MSMEs, the region is trying to develop marketing in this study only three types of parallel diplomacy are used, namely ceremonial parallel diplomacy, single-themed parallel diplomacy, and global parallel diplomacy. In this study, parallel sovereignty diplomacy is not used because it has no relevance to the situation of the City of Bandung which is included in the sovereignty of the Unitary State of the Republic of Indonesia. In terms of type, Bandung City's parallel diplomacy is directed towards its subnational actors, namely the government and also its social actors in carrying out its parallel diplomacy, this is done because Bandung is diplomatic. Subnational actors need to consider both dimensions in order to maintain the balance of each role of the actors involved, maintain the balance between benefits and costs, and involve the private sector and civil society with the region, and pay attention to the balance between global elements (international dynamics and change) and local elements (regional advantages and limitations). These considerations need to be considered so that every policy made by the region can later increase its selling value and attractiveness in the international world without having to harm the region.

2.2 Micro, Small and Medium Enterprises (MSMEs)

Micro, small, and medium enterprises (MSMEs) have a fairly important role in the development of a country, especially in terms of its economy. The World Bank (2020) states that 90% of the many business entities that develop in countries are MSMEs and MSMEs have been able to absorb up to 50% of the workforce. Furthermore, small and medium enterprises have also contributed 40% to the gross domestic product (GDP) in developing countries, creating many jobs, and stimulating innovation and creativity.

3. Proposed Method

3.1. Research Design

In this qualitative research, the method used is an approach method that leads to two things, interpretivism or interpretation and value-laden. Interpretivism itself is an approach

that emphasizes a holistic approach to obtain a complete understanding based on reality because it considers objects not to be mechanistic but humanistic (Sudarsyah, 2013; Muslim, 2016; Jurana, 2019). Interpretivism or interpretation has three stages, namely meaning, interpretation, and understanding (Hendro, 2020). Meaning itself refers to interpreting or building meaning to data or something that is a fact (Hutagalung et al., 2021). Then, interpretation refers to the combination of understandings of a number of parties or sources in achieving a level of understanding (Qimyatussa'adah, 2017). Then, value-laden or full of values. value-laden refers to an approach to the situation where research is not free from subjective opinions or personal references (Dharma, 2018). Research assessment and informants involved in the research.

3.2. Approach Method

In this study, the approach method used is the descriptive and explanatory method. The descriptive method is a research strategy in which the researcher investigates the phenomena of life or events of individuals in explaining their lives (Rusandi & Rusli, 2021). This descriptive has characteristics such as data obtained in the form of images, words, and not numbers like qualitative research (Rijali, 2018). Meanwhile, the explanatory method is explaining, explaining, explaining an event or phenomenon (Sari et al., 2023). This method itself is often referred to as cause and effect research which is also often referred to as test research. Based on this study, this method will lead to the Tegep Boots UMKM which is promoted by in Bandung City to collaborate with Italy.

3.3. Research Techniques

In qualitative research, there are four data collection techniques starting from observing, conducting interviews, collecting documents (library studies), and collecting data both visual and audio (Cresswell, 2017). Furthermore, in international relations, Lamont explains that data collection techniques consist of Interviews, archival-based research, internet-based research. The guidelines used to interview sources are also based on interview guidelines compiled with unstructured and open-ended questions so that other opinions and views can be raised from Cresswell's research subjects.

3.4. Data Set

This research has a collection of data according to typology, techniques or methods, and data sources.

Table 1. Data Set.

No	Data Typology	Data Required	Data Techniques/Sources
1	Parallel diplomacy and parallel diplomacy of Bandung City	<ul style="list-style-type: none"> - Theory and concept of parallel diplomacy - Institutions or agencies involved in parallel diplomacy in Bandung City - Implementation of parallel diplomacy in Bandung City - Number of MSMEs in Bandung City - Types of MSMEs in Bandung City 	<ul style="list-style-type: none"> - Interviews, archival – based research, internet-based research.
2	UMKM	<ul style="list-style-type: none"> - Scale of business in Bandung City - Average income of MSMEs in Bandung City 	<ul style="list-style-type: none"> - Interviews, Archival and Document-based Research

		- Regional support for MSMEs in Bandung City	
3	UMKM Products	- Famous products of UMKM in Bandung City	- Interviews, archival – based research, internet- based research
4	Promotion of UMKM products of Bandung City	- Tegep Boots UMKM that has collaborated with the region for promotion Promotional strategies used by the Region to support Tegep Boots in establishing cooperation with Italy	- Interviews, archival – based research, internet- based research

For data typology, this study contains a number of data, namely parallel diplomacy and parallel diplomacy of Bandung City, MSMEs, products, MSME products and promotion of MSME products in Bandung City. Data typology for parallel diplomacy and parallel diplomacy of Bandung City seeks data in the form of theories and concepts of parallel diplomacy; institutions or agencies involved in parallel diplomacy of Bandung City, Implementation of parallel diplomacy of Bandung City. In obtaining data, Interviews, archival-based research, internet-based research are used. . This data is obtained by Interviews, archival-based research, internet-based research. From the entire data set, the data sources used are journals, articles, books, theses, reports, and questionnaires for each data need and suitability.

3.5. Validity and Reliability

This study uses two types of tests, namely validity tests and reliability tests. Validity tests are tests used to show the extent to which the measuring instrument used to measure what is being measured, in this case showing whether it is valid or not (Sanaky, 2021; Syahnita, 2021; Slamet and Wahyuningsih, 2022). Meanwhile, reliability tests are tests used to understand whether the questionnaire used to obtain research data can be called reliable or not (Ono, 2020; Teni & Agus Yudiyanto, 2021; Rosita, Hidayat and Yuliani, 2021). Through data triangulation, researchers try to use various sources from official documents to choosing the point of view of the interviewees or experts specifically. Triangulation is a study that uses data collection to obtain data from different sources through the same technique in testing data credibility by checking the data (Kasiyan, 2015; Budiana, Nurjaman and Sa'adah, 2022; Kojongian, Tumbuan and Ogi, 2022). Data that has been collected and proven to be reliable can be used as reference material for both current and future research. Triangulation also has several types, such as method triangulation, inter-research triangulation, data source triangulation, and theory triangulation (Alam and Sudirman, 2020).

3.6. Location and Time of Research

In collecting research data through literature studies and interviews, the research will be conducted in the following locations: Central Library of Padjadjaran University, Jalan Raya Bandung-Sumedang KM.21, Jatinangor, West Java Industry and Trade Service, Jl. Asia Afrika No.146, Paledang, Kec. Lengkong, Bandung City, West Java 4026, Tegep Boots Workshop and Showroom, Jl Pasirjaya VI no. 18 Buah Batu, Bandung 40264. The research conducted by the author took place from August 2024 to June 2025 or 12 months.

4. Results and Discussion

4.1. Results

Regarding the main duties and functions of the Bandung City Trade and Industry Service, because this Service is one of the apparatuses of the Bandung City Government, its duties and functions are to carry out development affairs in the fields of trade and industry. Based on Bandung City Regional Regulation Number 08 of 2007 concerning the Implementation of Bandung City Regional Affairs which is an elaboration of the Regulations on the Division of Affairs between, Provinces, Cities according to the authority that has been regulated in mandatory affairs and optional affairs related to trade and industry in Optional Affairs.

Bandung is one of the cities in West Java that has great potential in developing MSMEs. Bandung has an advantage, including as a center of economy, industry, and also a center for local brands in Indonesia. Not only that, Bandung has also carried out many international collaborations that have been implemented in the city of Bandung, such as culture, youth exchanges, infrastructure assistance, short-term investment, and grant receipts. MSMEs in Bandung that are able to compete in the international market include bamboo products by Adang Muhidin, clothing brands such as Dobujack and drinks from Amanda Sweet Cocona, in addition there are also Collectable art helmets made by Machine 56. Not only that, there are also Tegep Boots where this MSME comes from the city of Bandung.

Tegep Boots was founded by H. Tegep Okatviansyah, S. Sn who is a shoe designer, craftsman and entrepreneur who revolutionized the Indonesian leather boots industry. He is a graduate of the Bandung Institute of Technology (ITB), Faculty of Fine Arts and Design. Initially he developed Tegep Boots just as his thesis project before officially establishing the brand in 1997 in Bandung. Tegep Boots profile and researchers will also present products from Tegep which have been able to compete in the international arena.

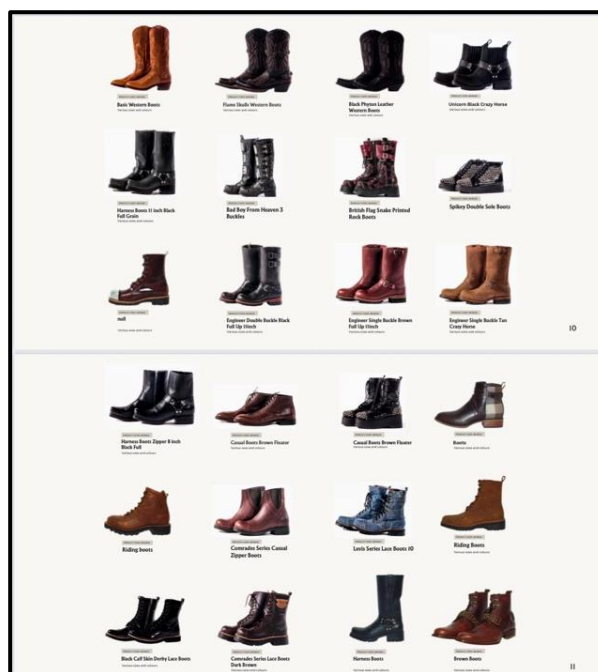


Figure 1. Tegep Boots Catalog Products.

The boots made by Tegep have an attractive design so that Tegep's products can compete on the international stage. Not only that, what's interesting here is that Tegep also has proud achievements as an UMKM from the city of Bandung, both nationally and internationally.

Table 2. Events Attended by Tegep Boots Products.

No	Event Title	Data Required
1	PERWAKILAN KADIN BUSINESS & INVESTMENT NETWORKING B20 SUMMIT INDONESIA, 13 -14 NOVEMBER 2022 NUSA DUA BALI	2022
2	SPOTLIGHT CELEBRATING DIVERSITY FASHION SHOW KOLABORASI TEGEP BOOTS X LENNY AGUSTIN FUNKY KEBAYA, 3 DESEMBER 2022 GREAT HALL, POS BLOC JAKARTA	2022
3	SPOTLIGHT CELEBRATING DIVERSITY FASHION SHOW KOLABORASI TEGEP BOOTS X OPIE OVIE, 3 DESEMBER 2022 GREAT HALL, POS BLOC JAKARTA	2022
4	SPOTLIGHT CELEBRATING DIVERSITY FASHION SHOW KOLABORASI TEGEP BOOTS X OPIE OVIE, 3 DESEMBER 2022 GREAT HALL, POS BLOC JAKARTA	2022
5	SPOTLIGHT CELEBRATING DIVERSITY FASHION SHOW KOLABORASI TEGEP BOOTS X KAYO BY FEY KAYO, 3 DESEMBER 2022 GREAT HALL, POS BLOC JAKARTA	2022
6	SPOTLIGHT CELEBRATING DIVERSITY FASHION SHOW KOLABORASI TEGEP BOOTS X KURSIEN KARZAI IL CUSTODE , 3 DESEMBER 2022 GREAT HALL, POS BLOC JAKARTA	2022
7	JAKARTA FASHION TREND KOLABORASI LIZA FITRIA X TEGEP BOOTS, SOEHNA HALL SCBD 12 JANUARI 2023, JAKART	2023
8	JF3 JAKARTA FOOD AND FESTIVAL 18 – 28 JULI 2024 KOLABORASI TEGEP BOOTS X RAEGITAZORO X BOTTLESMOKER, JAKARTA	2024
9	JF3 JAKARTA FOOD AND FESTIVAL 18 – 28 JULI 2024 KOLABORASI TEGEP BOOTS X SOFIE DESIGN, JAKARTA	2024
10	MUSLIM FESTIVAL KOLABORASI LISA FITRIA X TEGEP BOOTS AGUSTUS 2024, PRETTY WOMAN, JCC JAKARTA	2024
11	WORLD TOP MODEL INDONESIA 2024, KOLABORASI IVAN GUNAWAN X TEGEP BOOTS (PASSION PRIVE) FOR ANINDYA GUPTA`	2024
12	NDONESIA INTERNATIONAL MODEST FASHION FESTIVAL 30 OKTOBER 2024 -3 NOVEMBER 2024	2024
13	POTLIGHT 13-15 DESEMBER 2024 KOLABORASI TEGEP BOOTS X LENNY AGUSTIN, UNPOETRY, JAKARTA CONVENTION CENTRE	2024

Furthermore, regarding 'Tegep Boots' achievements in the international scope, they are no less numerous.

Table 3. Achievement of Tegep Boots in the International Scope.

No	Event Title	Data Required
1	ALAM TERAJAM COLABORATION WITH DEDEN SISWANTO, INDONESIAN FASHION CHAMBER FOIRE DE MARSHEILE, MARSHEILLE FRANCE	2019
2	FRONT ROW PARIS 2022 FASHION SHOW, KOLABORASI TEGEP BOOTS X LIZA FITRIA, 4	2022

	SEPTEMBER 2022 LA GALERIE BOURBON PARIS FRANCE	
3	LINEAPELLE 'THE INTERNATIONAL LEATHER FAIR 9 SEPTEMBER 2023, MILAN ITALY	2023
	SUPPORTING PUTERI INDONESIA HARASHTA	2024
4	DI AJANG PEMILIHAN MISS SUPRANATIONAL, POLANDIA	
	TRADE FORUM EXPANDING INDONESIAN	2024
5	MSME IN THE US MARKET 24 AGUSTUS 2024, WASHINGTON DC USA	
	WOW FESTIVAL 25 AGUSTUS 2024	2024
6	PENNSYLVANIA AVENUE, 3RD TO 7TH STREET, NW, WASHINGTON DC USA	
	SUPPORTING MISS UNIVERSE INDONESIA 2024	2024
7	CLARA SHAFIRA KREBS DI AJANG PEMILIHAN MISS UNIVERSE 2024, USA	

With many achievements that ultimately make Tegep a product that is able to compete on a national and international scale. In this study, researchers will analyze the parallel diplomacy of Tegep Boots' achievements that have been carried out between the collaboration of Tegep Boots UMKM and the City of Bandung in the Lineapelle the International Leather Fair event on September 9, 2023, Milan, Italy. The researcher's assumption here is that the City of Bandung is able to provide and implement parallel diplomacy in promoting this Tegep Boots Mode UMKM product, where the City of Bandung is able to provide a forum for UMKM from Bandung, so in the discussion, the researcher will continue in the next chapter to conduct a more in-depth discussion.

4.2. Discussion

Regarding the role of parallel diplomacy in the city of Bandung in promoting Tegep Boots UMKM products in Italy in 2023, the researcher conducted an interview process with several parties who according to the researcher could provide a view and also answer several questions that the researcher had made regarding the role of parallel diplomacy from the city of Bandung in order to promote the UMKM products in Italy. In the aspect of the city of Bandung here, the researcher was assisted by the Bandung City Industry and Trade Service to be able to answer several questions that had been submitted by the researcher to be able to answer this research, and not only that, the researcher here also conducted an interview process with its UMKM, namely Tegep Boots. Furthermore, in parallel diplomacy with a single theme, the city of Bandung actually held a go-export agenda here, including in the action of activities to carry out a promotion, for example in the go-export activity agenda carried out by the city of Bandung, namely the Tokyo international gift shop, but sometimes the obstacle here is when UMKM has indeed been followed in international class actions, sometimes UMKM in the city of Bandung are still many who are not too interested because they are afraid of the large number of export requests from foreign markets. Lastly, from global parallel diplomacy here, the City of Bandung in carrying out its cooperation is focused on the aspect of single theme paradiplomacy, where the City of Bandung is assisted by the Department of Industry and Trade in carrying out promotional actions for Bandung City's MSMEs in various countries assisted by the Domestic Attaché, Indonesian Embassy, Indonesian Consulate General, ITPC/from the Ministry directly in order to be able to carry out the process of promoting Bandung City's MSMEs in the international arena.

Discussing the role of parallel diplomacy implemented by the City of Bandung to support these MSMEs in international activities here is actually not implemented effectively or optimally, because when researchers conducted field observations and also conducted an interview process with the City of Bandung, they only answered Overall about the MSMEs they manage to be able to be in the international arena, while to be able to answer whether the parallel diplomacy they do, especially from the City of Bandung, to be able to support boots in international activities, one of which is in Italy, they are unable to answer this. So it can be concluded that they did not play their role in parallel diplomacy for Tegep Boots in Italy. With evidence that MSME Tegep Boots can still be in the international arena independently. According to the researcher, Tegep Boots UMKM must continue to be maintained, even though Tegep Boots has been successful in the international arena, with this

there are several strategic reasons according to the researcher, why the City of Bandung must be able to continue to maintain the UMKM, the first is that the UMKM can be competitive and also continue its business, because when Tegep Boots here has been able to penetrate the global market, they really need support in order to maintain and improve product quality and innovation, here they must be able to provide more support, so that Tegep Boots UMKM can continue to compete in the international arena. So a strong elaboration is also needed between the City of Bandung and Tegep Boots.

After discussing the strategy of MSMEs promoted to the international world by the Bandung City Industry and Trade Office here. In the end, the researcher also asked about the specific question, namely MSME Tegep Boots, the researcher asked about a form of facility or training or coaching carried out by the relevant agency for Tegep Boots, when they expanded before going abroad. The things done by the Bandung City here, especially from the Bandung City Industry and Trade Office. What they do is provide training for the party to Australia where before the promotion there are several variables that must be met such as field verification of the MSME and then ensuring the legality of the MSME is indeed in Bandung City, then the production is indeed also in Bandung City and there is also a mentor activity that they have done and also training that they have also implemented in the Indonesian export training center, especially at the Ministry of Trade. So when associated with the theory used by the researcher, namely Tavares (2016), regarding ceremonial parallel diplomacy, it is Garut City that directly carries out its ceremonial parallel diplomacy with Milan. In fact, the action of Garut City with Milan through the Lineapelle the International Leather Fair agenda, Garut City actually collaborated with UMKM Tegep Boots in attending the event. The definition of ceremonial parallel diplomacy aims to strengthen good relations between countries/regions that carry out cooperation, in fact, from the cooperation carried out by Garut with Milan from the sister city agreed by the two regions, it has shown its action in strengthening its good relations.

Furthermore, in a single-themed parallel where the meaning is that this diplomacy is carried out to hold a meeting with a certain theme, in fact, the Lineapelle the International Leather Fair event, carries a certain theme which turns out that both Garut and Milan do have a focus on the field of leather fashion and the principle of cooperation from these two regions in running their sister city because these two regions both focus on the leather sector.

Finally, there is global parallel diplomacy, that the cooperation carried out by Garut with Milan is not considered to be carrying out various types of cooperation at once, in fact, both remain focused and consistent in carrying out their cooperation actions because they both have a focus on the field of fashion in leather. From the three theories used by the researcher, it cannot be seen that the City of Bandung is carrying out parallel diplomacy directly, in fact, those who still have a large role in promoting Tegep Boots UMKM in the Lineapelle the International Leather Fair event are Tegep Boots itself and the City of Garut.

Conclusion and Suggestions

In this conclusion, it will be concluded based on the results of the researcher's findings and will be linked to the theory that has been used by the researcher, that this study discusses the Tegep Boots UMKM, where this UMKM is an UMKM originating from the city of Bandung and this UMKM has been successful in the international arena, one of which is this UMKM managed to participate in a major exhibition held by Milan, Italy, namely Lineapelle the International Leather Fair. So the researcher's assumption guesses that the Tegep Boots UMKM can succeed in the international scope in marketing its products because it gets a container from the city of Bandung. In the context of the City of Bandung in promoting UMKM Tegep Boots in Italy, the conclusion is as follows

Discussing the aspect of ceremonial parallel diplomacy, it is not the City of Bandung that is taking action to build the image of the city government and wants to strengthen its good relations, but the City of Garut is taking action in collaboration with Milan in parallel sistercity diplomacy, and this activity is implemented through the Lineapelle the International Leather Fair, in Italy and this event was attended by UMKM Tegep Boots as an UMKM that has often competed in the international arena and indeed this UMKM actively has a mapping strategy in order to be able to participate in the event even though it is under the City of Garut. So that in relation to the City of Bandung here, ceremonial parallel diplomacy is not actively participating as a whole because the ones who are actually doing a lot of elaboration here are the UMKM Tegep Boots with the City of Garut and Milan. Furthermore, in parallel

diplomacy with a single theme, this diplomacy is indeed carried out in a certain theme, namely the Lineapelle the International Leather Fair event, where this event is indeed implemented because Garut and Milan have a sister city collaboration and are engaged in leather fashion. Moreover, in this single-themed parallel diplomacy, both Garut and Milan have the same focus of strength in the fashion sector, especially leather. Discussing the actions of the City of Bandung, it is not seen in its active collaboration, because the City of Bandung here only knows that Tegep Boots is participating in the Lineapelle the International Leather Fair event accompanied by Garut.

Finally, global parallel diplomacy, in this sense it can be said that actors can carry out their collaborative actions in various fields, but in the results of the researcher's research that Tegep Boots as an MSME engaged in leather, then the City of Garut which brought Tegep Boots to be able to attend Lineapelle the International Leather Fair in Italy, it can be determined that its global parallel diplomacy is still running a single theme paradiplomacy which only focuses on the leather fashion sector between Garut and Milan. Discussing again about the role of the City of Bandung, here we also do not see the aspect of its global parallel diplomacy to promote Tegep Boots UMKM at the Lineapelle the International Leather Fair, Italy.

Regarding the suggestion from this study that when the City of Bandung found out that the Tegep Boots UMKM which originated from the City of Bandung would attend a major exhibition from Italy, which turned out to be a form of implementation of cooperation between the City of Garut and Milan, Italy, the City of Bandung should have continued to accompany the UMKM, because the origin of the Tegep Boots UMKM came from Bandung, not from Garut, in order to avoid "randomly claiming the brand".

Furthermore, the suggestion given by the researcher to the City of Bandung could also be the opposite if indeed a parallel diplomatic action was not carried out by the City of Bandung directly, at least the City of Bandung here offers its collaborative action with both the Tegep Boots UMKM and Garut so that the role of the City of Bandung here is active in participating in the activities of UMKM originating from the City of Bandung in the international arena.

The next suggestion is that the City of Bandung, although not participating in accompanying the activities carried out by the Tegep Boots UMKM together with the City of Garut, should still keep evidence of documentation archives as well so that it becomes a learning experience and motivation to carry out parallel diplomacy with the related countries. Finally, when the City of Bandung also knows that Tegep Boots UMKM can expand abroad independently, the City of Bandung should continue to accompany it so that the City of Bandung can also open a parallel diplomacy path with the relevant government.

In terms of theoretical suggestions, this study opens up opportunities for further research to be able to study and criticize the role of the City of Bandung in promoting UMKM originating from the City of Bandung, and this can also provide a point of view for researchers to provide input that the City of Bandung should be able to implement parallel diplomacy like the City of Garut and with further research can also provide an analysis of the implementation of parallel diplomacy that is indeed managed periodically and continuously which is indeed carried out by the City of Bandung, because what happens here is that the City of Bandung in promoting UMKM originating from the City of Bandung is still just a mentoring process and does not seek opportunities to carry out cooperation/implement parallel diplomacy.

In further research, it can also focus on how the mechanism is carried out by Garut City in implementing its parallel diplomacy, in the data found by researchers here, most of the roles involved are only Garut City in helping to promote Tegep Boots UMKM, not from Bandung City itself, which in reality is actually the original Tegep Boots UMKM comes from Bandung City. Not only that, in further research, it allows researchers to analyze why these two cities do not collaborate simultaneously regarding promoting Tegep Boots UMKM when the event does occur.

Author Contributions: Conceptualization: Mohammad Raihan Anwari and Windy Dermawan; Methodology: Mohammad Raihan Anwari and Windy Dermawan; Validation: Windy Dermawan; Formal analysis: Mohammad Raihan Anwari and Windy Dermawan; Investigation: Mohammad Raihan Anwari; Resources: Mohammad Raihan Anwari; Data curation: Mohammad Raihan Anwari; Writing—original draft preparation: Mohammad Raihan Anwari; Writing—review and editing: Mohammad Raihan Anwari and Windy Dermawan; Visualization: Mohammad Raihan Anwari; Supervision: Mohammad Raihan Anwari and Windy

Dermawan; Project administration: Mohammad Raihan Anwari; Funding acquisition: Mohammad Raihan Anwari and Windy Dermawan.

Funding: This research did not receive any external funding or was personally funded by the researchers.

Acknowledgments: The researcher would like to thank all parties who have helped carry out this research.

Conflicts of Interest: The author declares that there is no conflict of interest with any party in completing this research.

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