

ABSTRACT

Sister City Collaboration is a cooperative agreement between two cities, a province, state or prefecture level that has one or more similar characteristics in which the two regions are located in two different countries. These similarities, for example, there are cultural similarities, historical backgrounds or when viewed in terms of geographical areas of both the same coastal region or archipelago.

This study aims to analyze the collaboration between Sister City Bandung and Namur City in enhancing Bandung's creative industries. This collaboration began since the signing of the MoU in 2017. In the implementation, both parties jointly designed cooperation programs that will be carried out during the collaboration. Both parties agreed to collaborate in the fields of Science and Technology, Economics and Trade, Technical Capacity and Governance Management, Human Resources, Environment, Cultural Exchange, and Tourism.

The method used in this study is a descriptive research method that aims to explain the events of the present, describe, compile and interpret data which is then analyzed based on the concepts used by the author using secondary data. Data collection techniques are carried out by means of a literature study, where the writer collects data from books, journals, government agency reports and from other sources relating to the problem under study.

in it's implementation, several programs have not been realized and have not yet been implemented, but in the economic and trade fields there have been forms of implementation that are indeed in accordance with the programs that have been determined previously. The efforts of the Bandung city government to improve the creative industries, by promoting MSME products from the city of Bandung through the Little Bandung program as well as participation in the Europalia Festival held in Belgium in 2017. Both cities carry out collaborative programs which of course benefit both sides. especially for the city of Bandung. Within 2 years of the collaboration of Sister City of Bandung City and Namur City, every program that was carried out, although it could be said to be successful, there were some programs that could not be implemented properly.

Keywords: *Cooperation, Sister City, Bandung City, Namur City, Little Bandung, Creative Industry*