

CHAPTER IV

OBJECT OF RESEARCH OVERVIEW

A. Profile Special District of Yogyakarta.

1. DIY Geographical.

DIY was one of the provinces in Indonesia, located in the central part of Java Island. DIY position lies between 7°.33' - 8°.12' south latitude and 110°.00' - 110°.50' east longitude, and was recorded an area of 3185.80 km². 65% of the territory in the province at an altitude of between 100 m - 499 m above sea level; 28, 84% at an altitude of less than 100 m; 5, 04% at an altitude of between 500 m - 999 m and 0, 47% are at elevations above 1000 m. DIY is divided into five districts, namely Kulon Progo, Bantul District, Yogyakarta, Sleman and Gunung Kidul regency with the total number of villages in the districts of the village numbered 438. DIY provincial capital contained in the Yogyakarta District lead by Sultan HB X as governor of DIY. DIY there is a volcano of Mount Merapi with a height of 2,941 m, which is located in Regency Sleman. Several rivers also flow in the province, such as the Code River, Opak River, Progo River, River Gajahwong, Winongo and Serang River. DIY has a tropical climate which is influenced by the dry season and the rainy season. The total area owned by the widest Gunung Kidul Regency with an area of 1485.36 sq km area, followed by Kabupaten Kulonprogo with an area 586,27 km², Kabupaten Sleman with an area of 574.82 km², Bantul with an area of 506.85 km², and Regency

Yogyakarta with the smallest area covering an area of 32.50 km² (Badan Pusat Statistik Provinsi D.I.Yogyakarta, 2016).

2. DIY Tourism.

Besides being known as the city of students and culture, DIY was also known as the city of tourism, for DIY has a lot of resources that support to be used as a tourist destination, ranging from historical tourism, arts and culture, village tours, nature tours, and much more. Besides being a destination or a destination for local tourists, DIY is also a tourist destination for foreign tourist. Exotic nature, culture, art and DIY famous local population with the simplicity and hospitality is the main attraction for visitors who come to DIY and create a longing to always come back.

When we talked about the tourist destinations in DIY then there will be no end. It was started from the historical and religious, in the province there are some destinations and destinations such as Prambanan, Ratu Boko, Sambisari, Candi Abang, Candi Ijo, King of the Castle Baths Complex, Palace, site Warung Boto, Gede Mosque, the tomb of Kings in Imogiri , the tomb of kings in Kota Gede, the Vredeburg Fort etc. In DIY there are also several museums, such as the Keraton's Train Museum, Sonobudoyo Museum, Museum of Jogja Kembali, Ullen Sentalu, Affandi Museum, and much more. DIY also offers exotic beautiful landscape as Mount Merapi, Parangtritis, Indrayanti Beach, Coastal Pok Tunggal, Niagara Sri Getuk,

Goa Selarong, Pindul Cave, Mangrove Forest, Pine Forest, Orchard Mangunan, and more.

Culinary tourism in DIY was also interested to be on the agenda when visit DIY. Because culinary completes tourists visit when visit DIY through a variety of cuisine. The development of innovation and creativity of the entrepreneurs in the culinary field today makes a lot of diverse culinary offer. From signature dishes of DIY, national, and foreign until fusion food or kinds of cuisine that are a fusion of the food of area or tradition or cultures. Not be surprised if today visit to of DIY, besides being able to see the typical culinary of DIY like bakpia, gudeg, yangko, geplak, sate klathak, the tourists can easily see the places that serve culinary from several regions in Indonesia. This is because there are few universities in DIY, where his students came from various regions in Indonesia. Not only typical of DIY and national culinary course, cuisine from around the world can also be easily found in DIY, such as Italian culinary, American, French, Arabic, Chinese, Korean, French, Mexican and more.

3. Overview of Fashion Subsector in DIY.

Fashion is a creative activity was associated with the creation of clothing, footwear design, and other fashion accessories design, production of fashion apparel and accessories, consulting fashion product lines, as well as the distribution of fashion products. (Studi Industri Kreatif Indonesia, 2008).

One of the processes in the manufacturing of fashion products is ready-to-wear. Ready-to-wear is a manufacturing process which is based on the standard size/general and the results are marketed as a product that is ready to wear. The process of making the product ready-to-wear is usually used for clothing products, accessories, and footwear (Kementerian Pariwisata dan Ekonomi Kreatif RI, 2014). Because of DIY is well known with batik fabric, it makes many industries in fashion sub-sectors that choosing batik fabric as the raw material in the manufacturing process in fashion products ready-to-wear. Meanwhile, for the product accessories such as handbags and wallets and footwear are made from leather raw materials.

4. Overview of Culinary Subsector in DIY.

a. Gudeg.

Gudeg is one of the typical culinary of DIY and become an icon of DIY. Many people within Indonesia called Yogyakarta as Gudeg City. Gudeg is a typical food of Yogyakarta and Central Java which is made of young jackfruit cooked in coconut milk. The gudeg cooking process takes many hours. On the gudeg brown color, was derived from the leaves of teak participating cooked simultaneously. Gudeg itself serve as a friend to eat rice vegetables served with thick coconut milk (areh), chicken, eggs, tofu and sambal goreng krecek (Abadi & S).

b. Bakpia.

Bakpia is a traditional cake DIY was contained fine green beans and wrapped in a thin skin are made from flour. Currently, bakpia contents already vary among others, bakpia contain cheese, kumbu black, chocolate and much more. In terms of skin texture bakpia now more varied, ranging from soft, to the crispy. Bakpia industrial centers in DIY are in Ngampilan, Yogyakarta near Market Pathuk. In addition to gudeg, bakpia as food has become mandatory to be used as souvenirs by tourists visiting Yogyakarta (Kurniawan, 2010).

c. Coffee Shop.

The culture of drinking coffee almost has become part of the lifestyle, particularly in urban areas. Currently, the coffee shop is not just a coffee shop that serves drinks only, but its function is increasingly widespread, such as the place to converse or a place to have a meeting as a casual discussion. In urban areas the number of coffee shops grows more and more, ranging from the simple to the modern coffee shop. In terms of tourism and lifestyle, not a few travelers who come to the DIY kind of domestic and foreign tourists to just relax and enjoy the beauty of Jogja while tasting a cup of coffee at the coffee shop. In addition to eating places serving food typical of DIY, coffee became one of the destinations for the culinary tour in DIY.

5. Overview of Crafts in Subsector DIY.

a. Lurik.

Besides batik, DIY also has other unique fabric that is Lurik. Lurik craftsmen can easily be found at Dusun Krapyak, Sewon, Bantul. Manufacturer of Lurik still using traditional tools combined with human power. In addition to at Dusun Krapyak, craftsmen of Lurik fabrics can also be found in the area Maduksimo, Bantul. The striated fabric has a distinctive motif shaped vertical lines.

b. Silver.

DIY's silver centers was located in Kotagede. In Kotagede there are many silver craftsmen, majority are home industry scale or home industry. The products are produced also varies, ranging from rings, necklaces, miniature, badges, and much more.

c. Pottery.

Industrial centers of pottery can be found in Kasongan and Pundong, Bantul. The process of making pottery began with the processing of clay, then molded and dried and then burned. Pottery function itself is not only for household needs, with innovations that develop, refined of clay is also used as ornaments, vases, and even souvenir for the wedding.

d. Batik.

From the side of fashion and craft, batik has become the hallmark of DIY. Beside it was used as traditional clothing, as for women batik was used as a pair when wearing kebaya. But since the developments in the world of fashion make batik cloth not only can be used as official apparel and tradition, but also can be made as daily wear.

The process of making batik vary, there are written using canting, and there is also created using the stamp technique. This manufacturing process was affected the quality and price of batik cloth. Batik cloth dyeing process is divided into two kinds, the first to use natural dyes, and the second using synthetic dyes or artificial (Murtihadi & Mukminati, 1979).

B. Profile of Respondents

The respondents in this study were respondents who have a business related to the creative industries subsector fashion, culinary and craft and also related with the tourism sector in DIY. Respondents had consisted of the owner eateries (restaurant / café), a manufacturer of processed food, craft producers, and boutique owner.

1. Fashion Industry in DI.

For subsector of fashion, the writer was examined a sample with respondents that were consisted from boutique owner batik apparel, clothing

accessories such as jewelry, bags, purses, and leather shoes. Because these two business models that produce products that are commonly used as souvenirs by tourists. Almost the boutique business model utilizing social media and online as their marketing strategies methods. Because in the era of globalization and the ease of dissemination of information through digital media and social media, almost everyone has social media accounts and have a gadget that supports Internet access. Thus, it is used by the fashion businessman to help in marketing their products.

2. Culinary Industry in DIY.

Restaurant and café are part of the culinary industry. Restaurant and café is a provider of food and beverage services, which not only provides food and beverages but also offers a place for consumers to enjoy their meal. Usually for the eateries are still in small scale, they are not too notice with the aesthetics and interior aspect. But, for the eateries that have medium scale up, they not only pay attention to the taste of food, but they also pay attention to aspects of service, cleanliness, ambiance, and the interior of their business as a way to attract the hearts of customers. The researchers took respondents in some areas in DIY, such as a restaurant that serves DIY's traditional foods, cafes, and coffee shops.

Food processed products are usually sold in packaged form. Processed products were getting has many variations. If related to a traditional or typical food preparations DIY, bakpia into processed food products are most wanted

by tourists as souvenirs, besides a culinary icon of Jogja, bakpia also have many flavors.

The writer took samples bakpia manufacturers that located in the Ngampilan, which is Ngampilan is center of bakpia production. According to producers of bakpia, the production of bakpia increased when the holiday season arrives. For a small industry usually, they already cooperate with the bus driver of tourism, where they will sell their products on a bus theme or sell them at the tourist bus passengers, as a strategy to compete with the bakpia's producers with large scale. Meanwhile, producers of bakpia with large scale, they cooperate with the pedicab drivers to bring tourists buy of bakpia in their store, to compensate producers of bakpia with this large scale will reward the pedicab driver who succeeded in bringing tourists to buy of bakpia in their store.

3. Craft Industry in DIY.

DIY craft has a lot of potentials, ranging from batik fabrics, bamboo craft, pottery, Lurik fabric, silver, and much more. Distribution locations dominated craft producers were in Bantul. For some types of craft such as blangkon, batik fabrics, and fabric Lurik marketed in Jalan Malioboro and Beringharjo because both these places are a mandatory destination for tourists who want to do shopping in Yogyakarta. The writer took samples of respondents for craft sub-sectors in some areas in DIY. Some of these respondents are already using information technology and social media and

online for marketing strategy. But some of them were still not utilized social media and online media as a marketing strategy of their products, even they do not know and understand how to use it, for example, is a large-scale pottery Pundong home industry in the village, Bantul. For the producers who already leverage the power of information technology and social media and online, they were admitted that make the marketing activities become much easier and more effective.