

**THE GOVERNMENT STRATEGIES TO IMPROVE THE TOURISM
POTENTIAL IN THE FACE ASEAN ECONOMIC COMMUNITY 2015**

(Case Study: The strategy adopted by Local Government in Gunung Kidul
Regency, especially the Department of Culture and Tourism to improving the
tourism potential in Nglanggeran Tourism Village)

UNDERGRADUATE THESIS

Submitted to Satisfy the Requirement of Attaining the Degree in Political Science
of International Program of Governmental Studies, Faculty of Social and Political
Sciences, Muhammadiyah University of Yogyakarta

Written By:

Bayu Prayogo Ujariyadi

20120520115

**INTERNATIONAL PROGRAM OF GOVERNMENTAL STUDIES
FACULTY OF SOCIAL AND POLITICAL SCIENCE MUHAMMADIYAH
UNIVERSITY OF YOGYAKARTA**

2016

ENDORSEMENT PAGE

This undergraduate thesis entitled:

**THE GOVERNMENT STRATEGIES TO IMPROVE THE TOURISM
POTENTIAL IN THE FACE ASEAN ECONOMIC COMMUNITY 2015**

(Case Study: The strategy adopted by Local Government in Gunung Kidul
Regency, especially the Department of Culture and Tourism to improving the
tourism potential in Nglanggeran Tourism Village)

Written By:

Bayu Prayogo Ujariyadi

20120520115

This Undergraduate Thesis has been Examined and Endorsed by The Board of
Examiners from Department of Governmental Studies, Faculty of Social and
Political Sciences, Universitas Muhammadiyah Yogyakarta on:

Day/date : Friday, August, 26, 2016

Place : Examination Room IGOV

Time : 08:00 – 09:00 a.m.

BOARD OF EXAMINER

ADVISOR/CHEF OF EXAMINER

Drs. Muchamad Zainuri, M.Si.

EXAMINER I

EXAMINER II

Erni Zuhriyati, S.IP., MA.

Drs. Juhari Sasmito Aji, M.Si.

Acknowledge By:

CHAIRMAN OF GOVERNMENTAL STUDIES DEPARTMENT

Dr. Titin Purwaningsih, S.Ip, M.Si.

STATEMENT PAGE

I the undersigned here by:

Name : Bayu Prayogo Ujariyadi

NIM : 20120520115

Department : International Program of Governmental Studies (IGOV)

Faculty : Social and Political Science

Research Title : THE GOVERNMENT STRATEGIES TO IMPROVE THE TOURISM POTENTIAL IN THE FACE ASEAN ECONOMIC COMMUNITY 2015 (Case Study: The strategy adopted by Local Government in Gunung Kidul Regency, especially the Department of Culture and Tourism to improving the tourism potential in Nglanggeran Tourism Village).

I stated that this Undergraduate Thesis is originally my work result. There are no other works that ever been proposed to gain Bachelor Degree in any University. As far as my knowledge, there is also no working result that ever published in the reference list. Moreover, if someday there there are certain parties were feeling pain and report, I will responsible and overcome all the consequences.

Yogyakarta, September 2016

Bayu Prayogo Ujariyadi

MOTTO

“False hope was more painful than the bitter reality though”

(Bayu Prayogo Ujariyadi)

“Men dream. But dreams hold no bright light of hope has now turned into a long night of capacity. Lost in the dark, we surrender our minds and forget who we are.

But some of us have woken up. They remain us that we all have a choice. To stand, not kneel. To oppose, not obey. To live, not just exist”

(Bayu Prayogo Ujariyadi)

DEDICATION PAGE

*To my Parents,
the reason of what I become today*

*To my Grandfather and Grandmother
They were someone I loved very much*

THANKS TO

1. Prof. Dr. Bambang Cipto, MA. As the rector of Universitas Muhammadiyah Yogyakarta
2. Ali Muhammad, S.IP., MA., Ph.D. As the head Faculty of Social and Political Sciences.
3. Dr. Titin Purwaningsih, S.IP., M.Si. As the head of Governmental Science
4. Eko Prio Purnomo, S.IP., M.Si., M.Res., Ph.D. As the Director of International Program of Governmental Studies (IGOV).
5. Drs. Muchamad Zainuri, M.Si. as my advisor during to finished this undergraduate thesis.
6. My examiner Erni Zuhriyati, S.IP., MA. and Drs. Juhari Sasmito Aji, M.Si. who gave me useful advice and input to make this undergraduate thesis become better.
7. Thank you to all lectures who has teach me in International Program of Governmental Studies.
8. Thank you to all my friends in IGOV batch 2012: Amir Firdausi, Agashy Oktoz, Aghisna, Nurhidayat, M. Taufiqqurochman, all IGOV Students.

PREFACE

All praise belongs to Allah SWT for all his guidance and mercy so that the writer been able to finish Undergraduate thesis titled “The government strategies to improve the tourism potential in the face asean economic community 2015 (Case Study: The strategy adopted by Local Government in Gunung Kidul Regency, especially the Department of Culture and Tourism to improving the tourism potential in Nglanggeran Tourism Village)”. Sholawat and Greetings go to Prophet Muhammad SAW, the lighter, the greatest person as the messenger all knowledge to Muslim and His believer. This research aimed to analyse The strategy adopted by Local Government in Gunung Kidul Regency to improving the tourism potential in Nglanggeran Tourism Village. The writer realised that this research still has many weakness and imperfections, the critique, and recommendations for greatness in the future are hoped. Moreover, I hope it can contribute as the reference for literature studies, about conflict resolution practices and environmental issues. In particular, the writer would like to thank my supervisor Drs. Muchamad Zainuri, M.Si. which gave the best treats as the guiding supervisor, valuable input and support throughout the entire period. Finally, I would thank my family for being helpful and best spirit during my time studying at International Program of Governmental Studies.

CONTENTS LIST

TITLE.....	i
ENDORSEMENT PAGE	ii
STATEMENT PAGE	iii
MOTTO	iv
DEDICATION PAGE.....	v
THANKS TO	vi
PREFACE	vii
ABSTRACT	viii
CONTENT LIST.....	ix
TABLE LIST	xiii
FIGURE AND GRAPH LIST.....	xiv
CHAPTER I INTRODUCTION.....	1
1. PROBLEM BACKGROUND.....	1
2. RESEARCH QUESTION.....	5
3. PURPOSE AND BENEFITS OF THE RESEARCH	6
a. Purpose of The Research	6
b. Benefits of the Research.....	6
4. THEORITICAL FRAMEWORK	7
a. Theory of Strategy	7
b. Development of Tourism Potential	11

c. ASEAN Economic Community (AEC).....	17
5. DEFINITION OF CONCEPT.....	21
6. DEFINITION OF OPERATIONAL.....	22
7. RESEARCH METHOD.....	24
a. Types of Research	24
b. Location of Research.....	24
c. Source of Research Data	24
d. Data Collection Technic	25
e. Data Analysis Technique.....	25
CHAPTER II RESEARCH OBJECTS DESCRIPTION	27
1. THE CONDITIONS IN GUNUNG KIDUL REGENCY.....	27
a. History of Gunung Kidul Regency.....	27
b. Geographical Conditions.....	28
c. Topography Conditions.....	30
d. Climatological Conditions.....	31
e. Demographic Conditions.....	32
f. Social and Cultural Conditions.....	33
g. The Local Government Conditions	34
h. Department of Culture and Tourism of Gunung Kidul Regency	40

2. THE CONDITIONS IN NGLANGGERAN TOURISM VILLAGE	42
a. History of Nglanggeran Tourism Village.....	42
b. Geographical Conditions	43
c. Demographic Conditions.....	46
d. Fascination in Nglanggeran Toursm Village.....	47

CHAPTER III THE GOVERNMENT STRATEGIES TO IMPROVE THE TOURSM POTENTIAL IN THE FACE ASEAN ECONOMIC COMMUNITY BY LOCAL GOVERNMENT IN GUNUNG KIDUL REGENCY ESPECIALLY THE DEPARTMENT OF CULTURE AND TOURISM 2015..... 52

1. SWOT ANALYSIS.....	52
a. Internal factors.....	52
b. External Factors.....	63
2. PROBLEM SOLVING STRATEGIES	68
a. Systematic SWOT analysis	68
b. Analysis identification of various internal and external factors.....	69
3. SUPPORTING AND INHIBITING FACTORS IN THE DEVELOPMENT STRATEGY OF TOURISM SECTOR IN NGLANGGERAN TOURSM VILLAGE.....	73
a. Supporting factors	73
b. Inhibiting factors	74

4. STRATEGY DEPARTMENT OF CULTURE AND TOURISM IN GUNUNG KIDUL REGENCY TO DEVELOPING THE POTENTIAL OF TOURISM IN NGLANGGERAN TOURSM VILLAGE	74
a. Development of Rural Toursm Destinations	74
b. Tourism Promotion.....	77
c. Institutional Development of Tourism	79
CHAPTER IV CONCLUSION.....	82
1. CONCLUSION	82
2. SUGGESTION.....	83
REFERENCE	85
APPENDEX	89

TABLE LIST

TABLE 1.1	9
TABLE 1.2	16
TABLE 1.3	20
TABLE 2.1	33
TABLE 2.2	46
TABLE 2.3	51
TABLE 3.1	70

FIGURE LIST

FIGURE 1.1	10
FIGURE 1.2	12
FIGURE 2.1	29
FIGURE 2.2	31
FIGURE 2.3	44