

CHAPTER IV

GENERAL DESCRIPTION

A. Description of Research Location

1. Map of Yogyakarta Special Province



Source: wikipedia

Figure 4. 1 Map of Yogyakarta Special Province

2. Geographical Conditions of the Special Province of Yogyakarta

Special Region of Yogyakarta is one of the 34 provinces in Indonesia and is located on the central part of Java Island. Special Region of Yogyakarta in the southern part in the southern part is bounded by Indonesian oceans, while in the northeast, southeast, west, and northwest part is limited by the territory of Central Java Province which includes:

- a. Klaten Regency in the Northeast.

- b. Wonogiri Regency in the Southeast.
- c. Purworejo Regency in the West.
- d. Magelang Regency in the Northwest.

Based on the physiographic unit of Yogyakarta Special Region consists of:

- a. Southern Mountains with the sea $\pm 1,656.25 \text{ km}^2$ with an altitude of 150-700m.
- b. Merapi Volcano with an area of $\pm 582.81 \text{ km}^2$ with height: 80-2,911m.
- c. Lowland between the Southern Mountains and the Kulon Progo Mountains with an area of $\pm 1,215.62 \text{ km}^2$ with an altitude: 0-80m.
- d. Kulon Progo Mountains and the southern lowlands with an area: $\pm 706.25 \text{ km}^2$ with an altitude: 0-572m.

D.I position Yogyakarta, which is located between $7^{\circ}.33'$ - $8^{\circ}.12'$ 'South Latitude and $110^{\circ}.00'$ - $110^{\circ}.50'$ 'East Longitude, has an area of $3,185.80 \text{ km}^2$ or 0.17% of the area of

Indonesia ($1,860,359.67 \text{ km}^2$). Is the smallest province after DKI Jakarta, which consists of:

- a. Kulonprogo Regency, with an area of 586.72 km^2 (18.40%).
- b. Bantul Regency, with an area of 506.85 km^2 (15.91%).
- c. Gunungkidul Regency, with an area of $1,485.36 \text{ km}^2$ (46,63%)
- d. Sleman Regency, with an area of 574.82 km^2 (18,04%)
- e. Yogyakarta City, with an area of 32.50 km^2 (1,02%)

Based on information from the National Land Agency from $3,185.80 \text{ km}^2$ area D.I.

Yogyakarta, 33.05% are Lithosol soil types, 27.09% Regosol, 12.38% Lathosol, 10.97%, Grumusol, 10.84% Mediterm, 3.19% Alluvial and 2.47% are Rensina types.

3. Condition of Population in Yogyakarta Special Province

Population growth in 2016 against 2010 reached 1.18 percent, an increase compared to the previous year's growth, which reached 1.13 percent (BPS DIY, 2017). With an area of 3,185.80 km², the population density in DIY is 1,168 people per km². The highest density occurs in the city of Yogyakarta which is 12,854 people per km² with an area of only about one percent of the total area of DIY. Whereas Gunungkidul Regency which has the largest area reaches 46.63% percent has the lowest population density which is hunted at an average of 486 inhabitants per km² (BPS DIY, 2017).

Table 4. 1 **Condition**
of Population in Districts / Cities in DIY Province in 2010-2017

Year	Province				
	Kulon Progo	Bantul	Gunung Kidul	Sleman	Yogyakarta City
2010	389.661	909.539	677.376	1.103.534	387.379
2011	394.200	922.104	685.003	1.116.184	392.506
2012	398.672	934.674	692.579	1.128.943	397.594
2013	403.179	947.072	700.191	1.141.733	402.679
2014	407.709	959.445	707.794	1.154.501	407.667
2015	412.198	971.511	715.282	1.167.481	412.704
2016	416.683	983.527	722.479	1.180.479	416.683
2017	421.295	995.264	729.364	1.193.512	422.732

Source : BPS DIY

As shown in Table 4.1 the number of residents in the Regency / City of the Province of DIY has increased every year, this increase will affect the quality of the population. The highest number in Yogyakarta Province is in Sleman Regency with 1,193,512 inhabitants in 2017.

4. Regency / City Minimum Wage Conditions in the Special Province of Yogyakarta

Minimum Wage is the minimum standard used by businesses/companies to provide wages to workers who are routine every week or month even though they do not come to work but salaries or wages will remain in.

Table 4. 2
Minimum Wage Conditions for Regencies / Cities in DIY Province in 2010-2017

Year	Province				
	Kulon Progo	Bantul	Gunung Kidul	Sleman	Yogyakarta City
2010	751000	756000	746000	761000	766000
2011	815000	822000	808000	829000	836000
2012	897000	902000	893000	906000	911000
2013	954339	993484	947114	1026181	1065247
2014	1069000	1125500	988500	1127000	1173300
2015	1138000	1163800	1108249	1200000	1302500
2016	1268870	1297700	1235700	1338000	1452400
2017	1373600	1404760	1337650	1448385	1572200

Source : BPS DIY

As shown in Table 4.2, the highest Minimum Wage in Yogyakarta City of Rp. 1,572,200 in 2017 and this increase in Minimum Wages has a positive impact on the community to be more motivated and more active at work. Increase the level of consumption so that it will affect economic growth.

B. Characteristics of Respondents

In the study entitled Determinants that Influence The Selection of E-Commerce Sites by Millennial Generation used a sample of 200 respondents who were students of Yogyakarta with various backgrounds. This research was conducted from October 7 to October 21 2019. Based on the results of this study, the characteristics of respondents were as follows.

Table 4.3 **Characteristics of**
Respondents by Gender

No	Gender	Amount	Percentage
1	Men	81	40.5
2	Women	119	59.5
Total		200	100

Source: Primary data processed, 2019

As shown in Table 4.3, it can be seen that there are more respondents based on female sex than male respondents. 119 women and 81 men.

Table 4.4 **Characteristics of**
Respondents by Age

No	Age (years)	Amount	Percentage
1	18	47	23.5
2	19	48	24
3	20	37	18.5
4	21	47	23.5
5	22	11	5.5
6	23	6	3
7	24	2	1
8	25	2	1
Total		200	100

Source: Primary data processed, 2019

As shown in Table 4.4, it can be seen that 18-year-old respondents are 47, 19-year-old respondents are 48, 20-year-old respondents are 37 years, 21-year-old respondents are 47, 22-year-old respondents are 11, aged respondents 23 years as many as 6, respondents aged 24 years as many as 2 and respondents aged 25 years as many as 2.

Table 4. 5

Characteristics of Respondents by University

No	University	Amount	Percentage
1	UGM	53	27
2	UNY	26	13
3	UII	27	13
4	UMY	28	14
5	UPN	8	4
6	UAD	16	8
7	UAJ	10	5
8	UIN	32	16
Total		200	100

Source: Primary data processed, 2019

Distributing questionnaires to get respondents from each university by proportion.

$$\frac{\text{Total students}}{\text{Number of students per university}} \times \text{university } i \times 200$$

As shown in Table 4.5, in accordance with the target questionnaire distributed at an A accredited university that is Universitas Gadjah Mada 53, Universitas Negeri Yogyakarta 26, Universitas Pembangunan Nasional Veteran 8, Universitas Islam Negeri Sunan Kalijaga 32, Universitas Muhammadiyah Yogyakarta 28, Universitas Islam Indonesia 27, Universitas Ahmad Dahlan 16 dan Universitas Atma Jaya 10.

Table 4. 6 **Characteristics of**
Respondents by Parent’s Job

No	Parent’s Job	Amount	Percentage
1	Entrepreneur	67	33.5
2	Government Employees	33	16.5
3	Private Employees	58	29
4	Farmers / Ranchers	12	6
5	etc	30	15
Total		200	100

Source: Primary data processed, 2019

As shown in Table 4.6, it can be seen that most parents' jobs are as many as 67 entrepreneurs, then the second is 58 private employees, then 33 government employees, then 30 other jobs and finally 12 farmers/ranchers.

Table 4. 7 **Characteristics of**
Respondents Based on Expenditures Per Month

No	Expenditures per month (Rp)	Amount	Percentage
1	< 1.000.000	48	24
2	1.000.000 – 2.000.000	108	54
3	> 2.000.000	44	22
Total		200	100

Source: Primary data processed, 2019

As shown in Table 4.7, it can be seen that the most expenditure is around Rp. 1,000,000 - Rp. 2,000,000 in the amount of 108, then the second-highest expenditure is <Rp. 1,000,000 in amount of 48 and expenditure> Rp. 2,000,000 is 44.

Table 4. 8
Characteristics of Respondents Based on the frequently used Platform

No	Platform	Amount	Percentage
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1	Tokopedia	34	17
2	Shopee	138	69
3	Buka Lapak	13	6.5
4	Lazada	13	6.5
5	Blibli.com	2	1
Total		200	100

Source: Primary data processed, 2019

As shown in Table 4.8, it can be seen that the platform that was chosen was Shopee as many as 138, then the platform that was chosen was Tokopedia as much as 34, then BukaLapak and Lazada as many as 13 and finally Blibli.com as much as 2.

