



The Role of Yogyakarta Tourism Kampongs in Supporting Creative Industries Potency

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Abstract. The creative industry has an essential role in supporting Indonesia's economic movement, especially in the tourism sector. Tourism has become the leading sector of Yogyakarta, which is popular as the second tourist destination after Bali. There are 17 tourism *kampongs* registered in Yogyakarta that offer a variety of uniqueness based on their community's local wisdom. In addition, the tourism *kampongs* may be an alternative tourist destination to introduce various local creative industries that reflect the values of art and culture. This study aims to find out the role of tourism *kampongs* in supporting local creative industries in Yogyakarta. It also explores the various products and services in tourism kampongs, which represent each *kampung*'s local potencies. The research implemented a descriptive qualitative method, particularly a case study. Based on the local creative industries survey that dominated Small and Medium Enterprises (SMEs), it can be described that culinary, craft and performing arts are sub-sectors of creative industries dominating the Yogyakarta tourism *kampongs*. These three sub-sectors are also scattered in almost all tourism *kampongs* in Yogyakarta. This study has identified that the tourism *kampongs* play a key role in promoting, introducing, and maintaining creative industries. Collaboration between Yogyakarta tourism *kampongs* and local creative industries has shown on the tour packages, such as walking tours, craft workshops, and other services. Furthermore, this mutual relationship may be a strategy to empower local SMEs and communities.

Keywords: Creative Industry · Small and Medium Enterprises · Tourism Kampong · Yogyakarta

1 Introduction

Tourism and creative industries are two fields that mutually support and benefit the welfare of Indonesians. The existence of creative industries in a village or tourist *kampung* can also create many jobs for the surrounding community and introduce local potential [1]. In Yogyakarta City, tourism *kampongs* are one of the alternative tourist attractions developed by the spirit of community empowerment or named community-based tourism [2]. The development of tourism *kampung* in various Yogyakarta City areas has also become the best practice for developing the sustainable economic, socio-cultural, and environmental sectors. Additionally, the image of Yogyakarta City as the leading

tourist destination in Indonesia also has been supported by the local wisdom of tourist kampongs. Tourism *kampongs* commonly provide various attractions for domestic and foreign tourists. Cultural, educational, historical, and culinary tourism are typically the mainstays of Yogyakarta tourism [3]. These types of tourism are supported by the collaboration of the local communities, local governments, and tourism organizations.

Based on data from the Yogyakarta City Tourism Office [4], there are 17 tourism *kampongs* spread over eleven sub-districts in the various Yogyakarta City areas. Tahunan, Dipowinatan, Prenggan, Tamansari, Kauman, Kadipaten, Pandeyan, Rejowinangun, Becak Maju, Pakualaman, Purbayan, Cokrodiningratan, Sayidan Warungboto, Sosromenduran, Niti Gedongkiwo, and Dewa Bronto are Yogyakarta tourism *kampongs* which have been operated since many years ago. The name of tourist *kampongs* in Yogyakarta is generally influenced by the village level's name (*kelurahan*). Each tourist *kampung* in the city of Yogyakarta has a unique and diverse tourist attraction according to their local potential. Therefore, the existence of tourist *kampongs* also generates business opportunities to meet the various needs of tourists. The community who live in tourist *kampongs* also plays an essential role in developing Small-Medium Enterprises (SMEs) of any creative industries. The involvement of SMEs in tourism activities is used as a benchmark for the success of tourist villages. Thus, the creative economy sector development is the strategic step to empowering the community [5].

The involvement of local SMEs in any tourism *kampung*'s activities in Yogyakarta is needed to build collaboration. As found in many regions in Indonesia, people who live in the urban tourism areas of Yogyakarta also have values in building cooperation, known as *gotong royong*. Furthermore, there are many settlements in the tourist kampongs or villages of Yogyakarta, which shows their spirit of togetherness and harmony (*guyub*) [6]. Synergy to develop Yogyakarta tourism *kampung* is a shared responsibility among managers, communities, entrepreneurs (SMEs), village officials, and local governments. Each of these elements has its respective role in synergizing to improve the quality of tourist *kampongs* [7]. In this research, the main topic is the mutual relationship between the tourism *kampongs* and the creative industries. In the middle of a tourism city, the creative industry should be able to take opportunities to support tourist kampongs in Yogyakarta. However, some creative industries still look for their role in finding opportunities and challenges in collaboration with tourist kampongs in Yogyakarta.

Based on previous studies, the close relationship between creative industries and tourism sectors in Indonesia has been studied by several researchers. An analysis of the creative industry's support in the tourism sector [8] shows that many SMEs in tourist destinations sell several products that expose local culture, particularly handicraft products. In addition, the investigation of one of Indonesia's 'super-priority' tourist destinations also showed that some creative industries also provide tourism experiences as tourist attractions [9]. In line with some previous studies, this research explores the local potencies of creative industries in Yogyakarta tourism kampongs. Moreover, it looks for tourism *kampongs*' role to support the local creative industries. This research also tries to formulate the relationship between the local creative industry and the tourism *kampung* in Yogyakarta. This potential of local creative industries data can also support preparing a tourism *kampung* development plan in Yogyakarta.

2 Methods

This study uses a descriptive qualitative approach, in which data collection methods are conducted through observation, interview, and Focus Group Discussion (FGD) with the managers of tourism *kampongs* in Yogyakarta. The research method utilized in this study is a case study of the local creative industries located in Yogyakarta tourism *kampongs*. According to the definition, qualitative research aims to understand the current phenomena or concepts and describe the field data found [10]. In addition, the purposes of the qualitative case study are to explore activities and describe conditions in the natural setting. This research carried out observation and a semi-structured interview with respondents in each tourism *kampung* to identify primary data of local creative industry potencies. Moreover, this research not only aims to define data found by displaying pictures and words but also a few numerical data based on semi-structured interview and survey data. To be explained the method visually, Fig. 1 shows the flow of this research process.

This qualitative research explored the role of tourism *kampung* in supporting the creative industry and places the researcher as a critical instrument in collecting data for analysis to answer research questions. Besides exploring qualitative data from the interviews, this study also developed a simple questionnaire as part of a semi-structured interview. This stage is like a survey that aims to describe the characteristics and population of an object under study [11]. The analysis process tabulates the identification results after collecting the field data about the local creative industry in Yogyakarta City’s tourism village. Therefore, this study analyzed the data from two types of data sources, which are primary and secondary data. The primary data collection has been collected through field observation and semi-structured interviews with tourism *kampung* managers. Due to the schedule limitations, these primary data collections have been conducted in 13 Yogyakarta tourism *kampongs*. The remained data and information of 4 Yogyakarta tourism *kampongs* were collected from their official website. However, the data found have been discussed with all managers or representative managers in the Focus Group Discussion. The result of the study has been presented as a report for dissemination and respondent validation [12].

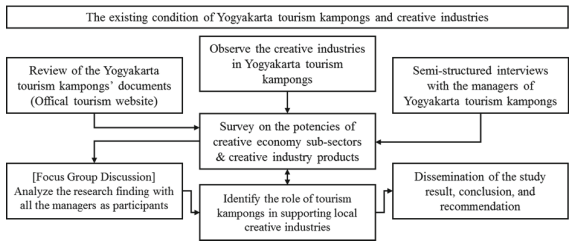


Fig. 1. The flow chart of the research process.

3 Result and Discussion

3.1 The Potencies of Local Creative Industries in Yogyakarta Tourism Kampongs

Each tourism *kampung* in Yogyakarta has a uniqueness that represents its local wisdom. Many creative industries provide various products and services to make pleasant tourist experiences. According to the definition and study [13], many creative industries focus on creating products or services and rely on expertise, talent, and creativity. Based on the observation and semi-structured interview, there are many potencies of the creative industry products that have been identified on Yogyakarta tourism kampongs.

Table 1 shows that the research data were collected through semi-structured interviews with managers of Yogyakarta tourism kampongs and a review of documents from the official tourism website. The questionnaire of semi-structured interviews asked the managers about the top three local creative industry potencies that have been represented in their tourism kampongs so far. Besides identifying local creative industries, it is also found many products and services that become the mainstay of each tourism kampung. Calculating the data found, Fig. 2 shows the potencies of creative economy sub-sectors that dominate in Yogyakarta tourism kampongs are culinary (34%), craft (32%), and performing arts (24%). Culinary sub-sector products, such as Gudeg, Bakpia, Jamu, and other traditional beverages, became the products offered in most Yogyakarta tourism kampongs. Tourism kampongs also exploit various local craft-based products and workshops as an attraction for tourists. The performing arts are also provided in most Yogyakarta tourism kampongs.

Related to the survey data on the province's level, culinary and performing arts sub-sectors are also the top 3 creative economy sub-sectors in D.I. Yogyakarta based on the Ministry of Tourism and Creative Economy survey in 2019–2020 [14]. Based on these data, Music, categorized in others (Fig. 2), has become the provincial level's second sub-sector of the creative economy. In some tourism kampongs, such as Tahunan and Kauman, fashion which is supported by the batik craft industries sub-sector, became the one tourism attraction. Therefore, this survey comparison proved that creative industries in Yogyakarta have contributed to economic sector growth.

3.2 The Role of Yogyakarta Tourism Kampongs in Supporting Creative Industries

The managers of Yogyakarta tourism kampongs arrange the kampung tour package and promote the local potencies simultaneously. A walking tour, which is called *blusukan*, is one of the main activities provided by most Yogyakarta tourism kampongs. It lets tourists walk down the alleys in the tourist kampung to see exciting places, such as historical buildings, riverbanks, art studios, SMEs, and home industries. Through the walking tour, tourism kampung also has the primary role of introducing the local potencies. The walking tour package generally brings tourists sightseeing around kampung and invites tourists to make something in a craft or culinary workshop. Besides relying on craft and culinary sub-sectors, some tourism kampung also made performing arts the main show to enchant tourists. Traditional dance, which is empowered by the local community, is

Table 1. The potency of creative industries in Yogyakarta tourism kampongs

| No. | Name of Tourism Kampong | Potencies of creative economy' sub-sectors | The Potency of Creative Industry Products |
|-----|-------------------------|---|---|
| 1. | Tahunan | a. Fashion b. Performing Arts c. Culinary | a. <i>Jumputan</i> Fabric, Batik, Eco-Print b. <i>Jumputan's</i> Traditional Dance, <i>Reog Panji</i> , <i>Gejog Lesung</i> c. <i>Ampyang & Bakpia</i> |
| 2. | Dipowinatan | a. Music b. Performing Arts c. Culinary | a. <i>Gamelan</i> , <i>Karawitan</i> , <i>Cokek'an</i> Music b. <i>Jathilan</i> , Java Classical Dance, <i>Bregada</i> , <i>Sendratari Ramayana</i> c. <i>Arem-arem</i> , <i>Bakpao</i> |
| 3. | Purbayan | a. Culinary b. Craft | a. <i>Kue Kembang Waru</i> , <i>Kipo</i> , <i>Yangko</i> b. <i>Silver Crafts</i> , <i>Silversmithing Workshop</i> |
| 4. | Prenggan | a. Culinary b. Craft c. Performing Arts | a. <i>Kipo</i> , <i>Klathak Satay</i> , <i>Karang Satay</i> b. <i>Silver Crafts</i> , <i>Silversmithing Workshop</i> , <i>Batik</i> c. <i>Gejog Lesung</i> , <i>Jathilan</i> , <i>Karawitan</i> , <i>Keroncong</i> |
| 5. | Tamansari | a. Craft b. Application c. Culinary | a. Batik, Painting Art, Mural T-Shirt, Leather Puppet b. <i>Cyber Kampongs</i> , Social Media Education c. <i>Apem</i> , <i>Gudeg Ceker</i> , <i>Brongkos Koyor</i> |
| 6. | Kauman | a. Culinary b. Fashion c. Craft | a. <i>Kicak</i> , <i>Wedhang Jawa</i> (Javanese Beverages), <i>Megono</i> Rice b. Batik dress, Shibori Fabric c. Leather Craft |
| 7. | Kadipaten ^{*)} | a. Craft b. Culinary | a. Leather Puppet, Batik, Mask Craft, Recycled Craft b. <i>Kue pukis</i> |

(continued)

Table 1. (continued)

| No. | Name of Tourism Kampong | Potencies of creative economy' sub-sectors | The Potency of Creative Industry Products |
|-----|-------------------------|---|---|
| 8. | Pandean ^{*)} | a. Performing Arts b. Craft | a. Shadow Puppet Show, <i>Karawitan</i> , <i>Kethoprak</i> , <i>Jathilan</i> , <i>Mocopat</i> , <i>Ledek Gogik</i> , <i>Bregada</i> (The Kraton Yogyakarta Army) b. Silver Crafts, Knitting Craft, <i>Gamelan</i> Workshop |
| 9. | Becak Maju | a. Performing Arts b. Craft c. Culinary | a. <i>Reog Dor</i> , Outbond package, River Tubing b. Recycled Craft, Leather Puppet c. <i>Jamu</i> (Traditional Herbal Medicine), Traditional Snack, <i>Moaci</i> |
| 10. | Rejowinangun | a. Performing Arts b. Culinary c. Craft | a. <i>Edan-edanan</i> Traditional Dance, Puppet Show b. Leaf Chips, Leather Craft, <i>Jamu J'GER</i> c. Recycled Craft, Leather Craft, Sculpture Craft, Batik, |
| 11. | Pakualaman | a. Culinary b. Craft c. Performing Arts | a. <i>Rujak</i> Ice Cream, <i>Enting-Enting</i> , <i>Jamu Gingsang</i> b. <i>Gendewo</i> (traditional bow), Batik Pakualaman c. Java Classical Dance, <i>Karawitan</i> |
| 12. | Cokrodingratan | a. Performing Arts b. Craft c. Culinary | a. <i>Srandul</i> , Traditional Dance, <i>Bregada</i> Show b. Batik, <i>Jumputan</i> Fabric, Knitting Craft, Flower Arrangement c. <i>Peyek Kacang</i> , <i>Apem</i> , <i>Arang Gesing</i> , <i>Mento</i> (Traditional Snack) |

(continued)

Table 1. (continued)

| No. | Name of Tourism Kampong | Potencies of creative economy' sub-sectors | The Potency of Creative Industry Products |
|-----|--------------------------|---|--|
| 13. | Niti Gedongkiwo | a. Performing Arts b. Culinary c. Craft | a. Java Classical Dance, <i>Keroncong</i> , <i>Bergada Show</i> b. <i>Gudeg Manggar</i> , <i>Bajigur</i> , <i>Jarelegowo</i> (Traditional Beverage) c. <i>Blangkon</i> , Leather Craft, Batik |
| 14. | Warungboto ^{*)} | a. Performing Arts b. Craft c. Culinary | a. <i>Karawitan</i> , Java Classical Dance, <i>Bregada Show</i> , <i>Guyon Maton</i> , <i>Kethoprak</i> , <i>Reog</i> , <i>Jathilan</i> , <i>Keroncong</i> , <i>Mocopat</i> b. Recycled Craft, Batik, Beaded Accessories c. <i>Gudangan</i> , <i>Baceman</i> , <i>Gudeg Pawon</i> , <i>Bakpia</i> , <i>Stup Buah</i> |
| 15. | Sayidan ^{*)} | a. Craft b. Culinary c. Music | a. Bamboo, Wood, and Coconut Shell Craft, Flower Arrangement b. <i>Lesehan Sayidan</i> (LeSa), <i>Brondong</i> (Traditional Snack) c. <i>Keroncong</i> |
| 16. | Sosromenduran | a. Performing Arts b. Craft c. Culinary | a. <i>Bregada Show</i> , <i>Barongsai</i> , Traditional Dance b. Patchwork Crafts, Yogyakarta Souvenirs, <i>Bregada Miniature</i> c. <i>Kopi Joss</i> , <i>Setup Jambu</i> , <i>Soto</i> , <i>Bakso</i> , Street Vendors |
| 17. | Dewa Bronto | a. Fashion b. Craft c. Culinary | a. Batik with Natural Dyes (Canting Makaryo) b. <i>Blangkon</i> , Recycled Craft, <i>Pecut</i> (Traditional Whip) c. <i>Sate Telo</i> (Cassava Satay), <i>Wedhang Bajigur</i> , <i>Gudeg</i> , <i>Bakpia</i> |

^{*)} Data was collected through online document reviews. Source: Yogyakarta Government Tourism Office

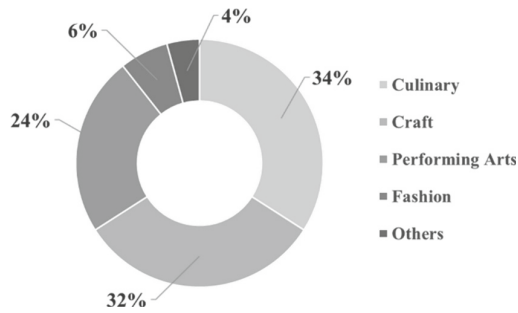


Fig. 2. Data on creative economy sub-sectors potencies in Yogyakarta tourism kampongs.



Fig. 3. Walking tour in Tahunan Tourism Kampung to introduce *jumputan* creative industry (SMEs). Source: Author's Documentation.

usually performed at a welcome ceremony. Therefore, tourism kampongs managers play an essential role in designing a tour package that engages more communities.

There are many ways for Yogyakarta tourism kampung managers to support local creative industries. They usually start to coordinate with local SMEs and plan to build a tour package together. For instance, Tahunan tourism kampung provides a tour package in the craft sub-sector that allows tourists to make *Jumputan* fabric and traditional batik in a workshop. It is also considered a creative collaboration to promote Tahunan as the Batik and *Jumputan* craft center. Figure 3 shows the tourist activity guided by the managers of Tahunan tourism kampung. In many Yogyakarta tourism kampongs, batik workshops also become tourist activities available in many tour packages.

The tour package is an entry point to integrate creative industries into tourism kampongs based on this study. Some tourism kampongs integrate walking tours and craft workshops into their tour packages to collaborate with the creative industries. Purbayan, Prenggan, Pandeyan, Cokrodiningratan, and Tamansari are several Yogyakarta tourism kampongs that have craft workshop in their tour package. Silversmith workshop is one of the main tourist attractions of some tourism kampongs located in Kotagede. Based on the interview, this service became an effort to maintain the existence of Kotagede as the center of Yogyakarta's silver industry. Moreover, besides providing a silversmith workshop, Purbayan tourism kampongs designed an innovative tour package named



Fig. 4. Traditional dance performance at Tamansari Tourism Kampung Festival. Source: Author's Documentation.

photo walk. This package is a combination of walking tours and photo sessions simultaneously. Besides walking tours, several tourism kampongs also provide cycling tours, which bring tourists to visit some tourist attractions, creative industries, and heritage buildings. In the previous study [15], cycling tour has become an innovative approach for recovering the social and economic sector, especially in tourism activity during the pandemic COVID-19.

Yogyakarta tourism kampongs also held festivals to promote local creative industries and local potencies, such as traditional dance, ceremonies, and other cultural events. In 2021, Tamansari tourism kampung (Fig. 4) held a festival themed *Wisata, Belanja, & Kuliner* or tourism, shop, and culinary. These keywords have represented the tourist activities to support the growth of tourism kampung and the creative industry. The tourism kampung manager also invites local creative Industries (SMEs) to exhibit their products and services at the festival. Several tourism kampongs, such as Warungboto, Pakualaman, and Rejowinangun, already held the tourism kampung festival supported by the Yogyakarta Office of Tourism in 2021. The Yogyakarta government also promotes and empowers many local creative industries (SMEs) by supporting festivals or any other tourism kampung events.

This study tries to ensure the research's findings with tourism kampongs managers by providing a Focus Group Discussion (Fig. 5). It is shown that the survey of creative industries has represented the Yogyakarta tourism kampung's local potencies. Moreover, every Yogyakarta tourism kampung has iconic products, like culinary, craft, and performance arts, that are supported by the local Small and Medium Enterprises (SMEs) or creative industries. The tourism kampung managers also concur that local creative industries play an essential role in forming their kampongs' image. Moreover, the daily activity of creative industries can attract tourists to visit and learn something. In the culinary sub-sector, cooking a traditional snack, like *Kipo* in Prenggan, become a pleasure activity available in the tour package. Various artists and cultural communities also contributed to enlarging the Yogyakarta tourism kampung.

As shown in Fig. 6, there is a collaboration between the tourism kampongs and the creative industries (SMEs) in Yogyakarta. Tourism kampongs play a key role in introducing, promoting, and maintaining the creative industries (SMEs). The tourism kampongs introduce the local potencies produced by the SMEs through walking tours to the SME's workshops and the community of art and culture. Tourism kampongs



Fig. 5. Focus Group Discussion with Yogyakarta tourism kampong managers. Source: Author's Documentation.

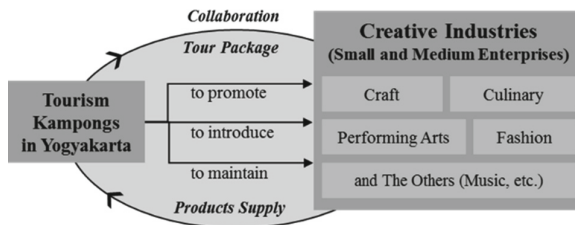


Fig. 6. The mutual relationship between the tourism kampongs and creative industries in Yogyakarta. Source: Author's Documentation.

also support the creative industries by promoting the products on their website and social media. Furthermore, the tourism kampongs encourage the creative industries to maintain the local potencies in order to preserve the local culture. For example, such an effort may be conducted by organizing art and crafts workshops. In many tourism kampongs, the daily activities in performing arts studios also become tourist attractions. In order to keep up the local culture, tourists can join to learn traditional dance in many tour packages.

On the other hand, the creative industries provide the local potencies and products for the tourism kampongs as their primary attractions that may attract more tourists. Based on the collaboration, it can be concluded that the tourism kampongs and the creative industries in Yogyakarta support each other. The development of the tourism kampongs may significantly influence the improvement of the local potencies produced by the creative industries and vice versa.

4 Conclusion

Yogyakarta tourist kampong tour packages have contributed to supporting the local creative industries. In Yogyakarta, tourism kampong's support also plays an essential role in introducing, promoting, and maintaining local potencies. A walking tour (*blusukan*) also becomes the way to introduce the cultural and local potencies of tourism kampongs, such as traditional culinary, craft, art, fashion, and performance arts. In this case, the tour packages are important to promote all the local potencies. The promotion of tour

packages also informs tourists of the many local creative industries and communities, even though the products are not widely known. Promoting tourism kampung that invites tourists to visit become a beneficial impact on the creative industries. Traditional dance performances and culinary or craft workshops, which educate tourists to make something in tourism kampung, also have contributed to maintaining local culture. When a tour package is implemented, tourist activity plays the main role in maintaining local potencies in tourism kampung. Culinary, craft, and performing arts are the creative economy's sub-sectors that dominate the tourist kampung in Yogyakarta. The collaborative tour package between the creative industry and tourism kampung can be a strategic plan to empower the community through the tourism sector.

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