

Independent Entrepreneurship in The Tourism Sector in Disaster-Prone Areas of Mount Merapi

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Abstract– The eruption of Mount Merapi in 2010 has caused a rather significant material and immaterial loss for the people living around the area, particularly the district of Cangkringan in Sleman Regency, Special Region of Yogyakarta. As time goes by, an effort to improve the living standards of the population in Disaster-prone Area III is done by the people affected by Mount Merapi eruption. That is establishing such a tourism business as Merapi tour service by jeep, culinary tour, and various other tourist object en routes with the Jeep Merapi lava tour. A strategy is needed through social development from individual, community, and government approaches in the tourism and entrepreneurial sector in Merapi slope. This research is conducted by using qualitative approach, and the technique of data collecting is a literature study, in-depth interviews, observations, and documents. The type of this research is descriptive used to describe findings and analysis in district of Cangkringan.

Keywords: *entrepreneurship; social development; tourism*

I. INTRODUCTION

The Regency of Sleman, located in the Special Region of Yogyakarta, experienced a disaster of Mount Merapi eruption in 2010. One of the several sub-districts in the Merapi slopes affected by the eruption is the district of Cangkringan. This sub-district covers several urban villages located in Disaster-prone Area III of Mount Merapi, regulated in Article 3 and 6 of Sleman Regent Regulation No. 20 of 2011 on Disaster Prone Area. Records by the National Disaster Management Agency (BNPB) in 2010 show that the death toll from eruption of Mount Merapi in 2010 reached 347 people where most of its victims are from Sleman (246 lives). Furthermore, the eruption of 2010 caused the sub-district of Cangkringan to suffer severe damage to buildings, agricultural lands or farmlands, destruction of the houses covered by eruption materials, death of the animals which takes down the economic sector, along with tremendous natural deterioration. This situation takes quite a few to rebuild its residential areas, such as temporary or permanent housing, as well as the livelihoods of the local people.

With the independency of the people of Cangkringan, most of them have the passion and motivation to re-establish and improve their economy and social life of where they live by opening new businesses in the tourism sector. This began in 2011, where business actors began to utilize the local economy by establishing Merapi Jeep lava tour, which is a type of jeep rental service business through the eruption track

of Mount Merapi. Some also took the advantage by turning a house into such a museum as the Museum of 'Sisa Hartaku', as the evidence of Merapi eruption relics. While others benefited from the selling of such souvenirs and culinary attraction as 'Warung Kopi Merapi'. Unfortunately, these tourism sites have not yet received enough guidance from the Government of Sleman and the Tourism Office of Sleman Regency. In fact, the retribution charge has just been done since the beginning of March 2017. Furthermore, the existence of Disaster-prone Area III regulation is considered to be disadvantageous to some parties because a few of the tourist attraction buildings does not meet the standards of the regulation.

In some researches that have been done, for example, by Pujiastuti [2], it focused on analyzing the factors which determine the success of entrepreneurship after the eruption of Mount Merapi in 2010. The informants in the study are the members of a group of SMEs before the eruption of Merapi who worked as farmers. The target is the business group of Karya Manunggal Ngepringan village in Cangkringan District, Sleman Regency. The government who handles this is the Ministry of Cooperatives and SMEs and the policy based on Law No. 20 of 2008 about micro, small, and medium Enterprises as a policy to encourage the creation of new entrepreneurs in SMEs [3].

Another research by Mulyowati and Shanti [4], discussed about the community empowerment and ecotourism on the slopes of Mount Merapi which is said to be strong in developing creative economy in the Special Region of Yogyakarta. The Business creativity owned by Umbulharjo residents has a high innovation supported by the role of related institutions as supervisors and licensors as well as the Tourism Office of Sleman Regency. This research uses qualitative approach and case study method.

Midgley [5] describes the notion of social development as a planned social change process designed to promote the overall well-being of society in the context of a dynamic development process from all sides. That is, social development is not only done in one aspect, but also from all other aspects. It reflects the multidisciplinary nature of social advancement in implementing development. In its development, tourism sites of Mount Merapi in Cangkringan has experienced a fairly rapid progress, especially the type of business and community also government roles that have not yet been clearly defined. In the previous research, it has not been seen the clear cooperation between the government and

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the society in the tourism business sector in Disaster-prone Area III. To that end, this study further analyzes the strategies of social development in entrepreneurship in the tourism sector that is located specifically in Disaster-prone Area III of Merapi Volcano.

This research is aimed to answer this question “How is the strategy of social development approach in developing society tourism entrepreneurship in Disaster-prone Area III ?

II. RESEARCH METHOD

This research uses qualitative approach. Qualitative research is described as an effective model that occurs in a natural setting that enables the researcher to develop a level of detail from high involvement in the actual experience [1]. This approach is chosen to explore more in-depth information on the role and relationship between the Government and the people of Cangkringan district under Disaster-prone Area III of Mount Merapi. Data collection is done by literature study, in-depth interview, observations, and documents. The type of research takes the form of descriptive, used to describe the results of field analysis found in the District of Cangkringan. This research uses purposive sampling method. This research involves such various informants as, the entrepreneurs of Merapi Jeep Lava Tour, Sleman Tourism Office, and the Owner of ‘*Warung Kopi Merapi*’.

III. RESULT AND DISCUSSION

The result of this research analysis is based on the facts in post eruption field of Mount Merapi in 2010 that suffered natural and building damages up to 90%, community independence in building the economy and social life in District Cangkringan has a very significant increase proven by the rise in individual ownership of Jeep Lava tour as well as community ownership as recognized by the Chairman of the Tourism Jeep Association of Merapi Slopes (*AJWLM*) in Cangkringan and Kaliurang Regencies. As well as the addition of other types of businesses in the region. Jeep tour rental service business was initially established with the awareness of the community to work independently and to increase tourism revenue in the slopes of Mount Merapi. In addition, business expansion began to extend to new culinary businesses such as Merapi Coffee, which is a coffee plantation by native coffee farmer on the slopes of Merapi, and an increase in the income of the souvenir sellers or the owners of mini museums of local communities.

Their entrepreneurship process started in 2011 by rearranging the building land to be made into tourism sites of Disaster-prone Area III. However until now, some Cangkringan sub-districts still complains on the lack of local government participation in controlling the entrepreneurship of the community, with additions to complains for permanently built private tourist attraction, which contradicts to the Article 3 and 6 of Sleman Region Regulation No. 20 of 2011 on Volcano Disaster-prone Area. To which causes the entrepreneurial spirit of the community to be less appreciated by the government and is regarded as a business competition in the development of the community business.

The effort initiated by the people of Cangkringan Sub-district is in line with Suryana [6] stating that the essence of entrepreneurship is the ability to create something new and different through creative thoughts and innovative actions in order to produce opportunities. Based on that opinion, the people of Cangkringan, enables to empower themselves to open up a business by utilizing the area of Mount Merapi of the major eruption in 2010.

However, with the creative thinking and innovation of this society, it is still yet to receive enough support from the local government. As well as in regards to the training or control of the Sleman Regency government or the Tourism Office of Sleman Regency are still not able to integrate well with the local community. In fact, for social development, strategies from individuals, community, and also the government are needed. These three approaches are proposed by Midgley [5]:

1. Social Development by Individual

By this view, that prosperity can be lifted when individuals independently are able to do their willing (their prosperity) is a fundamental principal in western individuals and a base in the modern capital economy system. The supporters of this idea believe that the social welfare can be lifted when individuals struggle to lift their own prosperity. An individual is only able to fulfill their personal and family needs if there is a job vacant, a chance to be an entrepreneur, and a future for investment.

2. Social Development by The Society

People supporting this strategy believe that society and civilians own an inherent capacity to organize themselves for ensuring that their needs are fulfilled, their problems are solved, and chances to improve their life exist. To achieve these goals, they need to cooperate each other and possess the same goals. By this way, they are able to possess a control towards sources and local business.

3. Social Development by The Government

It is an idea stating that social development can be lifted by the government and the particular agents as policy makers, planners, and administrators which creating the base for static or country approach in social development.

Midgley [5] argues that social development should be seen as a progressive development that is accompanied by a harmonization between economic development and social development implemented in various sectors or interdisciplinary. In other words, social development must be able to change the condition of society from a certain position to a better progressive one (existence of dynamic change in the society) through sustainable economic development with social development and development carried out in various aspects in order for the welfare of the society to be achieved.

In this regard, the strategy of approach in social development is also regulated in article 14 paragraph (3) of Law No.1 of 2012 on Master Plan Tourism Development of Special Region of Yogyakarta which governs and controls the approach of development of tourism area of Yogyakarta Special Region with stakeholders as prescribed:

“Strategies for controlling the implementation of regional tourism development and strategic areas of regional tourism are conducted through enhanced coordination between government, local government, district/city government, businesses and community.”

Concurrently, if one of the approaches above does not run equally and simultaneously, it will open up possibilities of disparity between the community sectors or the government systems. According to the information provided by one of the owner of Jeep Lava Tour, he explains the hope and synergy between government and society with statement as follows:

"The Jeep must be owned by a native, cannot be an outsider. We want to have a periodic training or empowerment. There was socialization, but we want to be given more supervision and marketed throughout Indonesia. Actually, the existence of levy from the Local Government which recently been set, we feel that finally we are protected by the Tourism Office and the Local Government. We used to be unrecognized; we walked alone as it is. At first it was a trail motorcycle business, 1 to 4 motorcycles, until there are 56 trails and now we have almost 700 Lava Tour Jeep, and developing. If there's a levy, we can discuss it with the business actors, so things are well-integrated with the government. The existence of this tour will decrease unemployment in this area where some people once lost their job can now afford a house, since they also establish other types of businesses throughout the Lava Tour Jeep route." (Jeep Lava Tour Merapi informant, 2017).

In other interviews, one of the other informants of Jeep Lava Tour Merapi stated:

"Jeep Lava Tour, which runs by the community, but because it is getting crowded so the government starts to intervene and so there is a 60:40 revenue sharing, 60% monthly turnover to the villagers to be managed by hamlets and 40% to the government, this is in Kaliurang. In Cangkringan similar to parking levy, and the application of this new retribution introduced, not long ago, yes just this year. Whereas previously it was the people themselves who manage, because there are illegal levies this is the new government to apply this retribution and others." (Informant Jeep Lava Tour Merapi, 2017)

Not only from business actors Jeep Merapi, the owner of *Warung Kopi* (coffee shop) Merapi which assumes that the public requires the presence of government from all aspects provided the following statement:

"The Village Regulation now begins to allow anyone who opens a tourism business to protect small community businesses because we are constrained by the status of Disaster-prone Area III from the Regional Government. Because there are permanent buildings that actually enter Disaster Prone Area III area but why other people like these small businesses are not allowed to establish permanent buildings. In the area of Disaster-prone Area III is a tourist attraction that uses permanent buildings such as 'The Lost World Castle' was already reopened, whereas if we make a permanent building business it is not allowed. We hope there is a revocation of the status of Disaster Prone Area III, there may be but the rules are not as absolute as this. Also from the government, myself tends to create a guidance in the direction of independence of entrepreneur, I observe a lot of help towards SMEs but if from one's self there is no independence, as if it just want help, even if small groups are made, they only expect

funds from government to come but after that most of them disbanded even if the road is not maximal. So in my opinion, the hope to the government is directed to the business actors to have a sense of self-sufficiency first and who have advanced still to be assisted. Because there may be continuous training for agricultural sector, but the materials does not change at all." (Informant owner Warung Kopi Merapi, 2017).

Based on interviews with the Informant of the coffee shop, the importance of entrepreneurial spirit in business actors (individuals) should be developed in such a way for the sustainability of business owned, as it is expressed by Nugroho [7]. Which means the word 'entrepreneurship' is considered as one of the economic functions because of the passion for business to become an entrepreneur and eventually becoming entrepreneurs who are really crucial with their contribution to the government, business, and society. So far, concerning on the empowerment and business control in the tourism sector in the Disaster-Prone Area III especially in District Cangkringan, the Tourism Office of Sleman Regency, explained that:

"For the Cangkringan region, currently there has not much been done to the coaching of business actors such as traders and others. Now, no coaching has been done. If the direct coaching program entered the community from the Tourism Office, until now there has been none. So we are more into association. Although as in Cangkringan there should not be any new development because of Disaster-prone Area III, so only the existing ones we have to hold coaching, for example sweeping, which is in Disaster-prone Area III. So if there is a new building that does not have permission, if there is something they can not demand anything on us. If we provide a lot of land there, there will be new buildings (permanent) and other types, that's dangerous, so they are merchants only creates disturbances because it is not allowed. It is a sterile area, if we make it there, we will be inconsistent with ourselves. So they are free of and therefore, no retribution. Another thing with Jeep Lava Tour, coaching in the form of training never existed but not often only a few times, yesterday we had to give training to the guides, conditioning is done also because now it's a lot of Jeep is close to 600 more, so there is a socialization that includes from the Department of Transportation, and the Police." (Informant Tourism Office of Sleman Regency, 2017).

Though the local community business in tourism sector has been running for 6 years, the interview and observation result in District of Cangkringan Disaster-Prone Area III is shown that the coordination between the business actors, the tourism management in the community and government has not been balance yet thoroughly concerning on the economic development in the Disaster-Prone Area. The government should play its role to implement the regulations upon the principle of justice and expediency in the application of law especially to the small businesses in the disaster-affected community. Therefore, the local community doesn't feel excluded by the dominating private parties. Since based on the field observation, the existence of the business development

has decrease the amount of unemployment in the District of Cangkringan and improves their economic well-being after the 2010 eruption. In this study, it is seen that the role of the government, especially the Tourism Office, is less consistent in providing supervision, guidance or other support as has been stated in previous research. Thus, the role of the society and the government are needed to cooperate in social development, as the effort to keep improving the individual income or the region/state foreign exchange and to improve the well-being quality of the local community through tourism sector.

This research has a data-collecting limitation in the government sector concerning on the existence of permanent tourism buildings that are violating the regulation of Disaster-Prone Area III as a comparison material. Furthermore, this research is expected to be able to provide an overview to the society and government to discuss the need and each stakeholders role together as the effort of social development in Cangkringan District.

IV. CONCLUSION

The community entrepreneurship process in the Disaster-prone Area III basically provides an enormous opportunity to the people of Cangkringan to build their economy and social change through the development of tourism by the community, rental of tourism services, culinary business, cultural attractions or selling souvenir by opening up employment opportunities for local communities. However, to achieve social development, strategies are needed through individual, community and government approaches. In terms of individual approach strategies, these individuals are classified as having good business creativity and development proven by the increase of income in business actors in the district of Cangkringan. In addition, in the community approach strategy, it appears that the community can cooperate well enough, this is shown by the development of integrated tourism business between business actors along the route of Merapi Jeep Lava Tour. In contrast to the government's approach strategy, the government is still trying to provide control and guidance to the business actors of Merapi Jeep Lava Tour although it may seem less progressive. While the government's treatment in providing guidance and control of business and tourism actors, especially those engaged in culinary or souvenir tourism business and other tourist attractions in Disaster-prone Area III, especially in Cangkringan district which is quite passive. Thus, the social development strategy used in entrepreneurship in tourism sector in district of Cangkringan has not been able to integrate well as a step to improve the welfare of people affected by natural disasters after the eruption of Merapi Volcano in 2010.

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