

THE PARTNERSHIP OF SURAKARTA CITY'S GOVERNMENT AND CREATIVE INDUSTRY IN DEVELOPING CREATIVE TOURISM IN KAMPUNG BATIK KAUMAN, SURAKARTA

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Abstract

The development of creative tourism that relies on the creative industry in Kampung Batik Kauman requires cooperation and partnership with tourism stakeholders so that the planning and implementation go according to the goals of sustainable tourism. This study aims to identify the actual conditions of creative tourism and identify the form of partnership that exists between the government and the creative industry in Kampung Batik Kauman. The method used in this study is a descriptive method with a qualitative approach. The participants of this study were the government of Surakarta City and the creative industry involved in creative tourism activities and involved in cooperation or partnerships in Kampung Batik Kauman. The results of this study indicate that creative tourism in Kampung Batik Kauman meets the criteria for developing creative tourism. The form of partnership that exists between the government and the creative industry in developing creative tourism is a complementary partnership, where the benefits have been felt by the government and the creative industry but are still limited.

Keywords: Partnership; Creative Industry; Creative Tourism

A. INTRODUCTION

The development of cultural-based tourism destinations within the framework of creative tourism is not a new thing in Indonesia. One of the cities in Indonesia that implements culture-based tourism is Surakarta city. The culture of Surakarta City has the potential to be developed within the framework of developing a creative tourism-based area by empowering the potential for local wealth in the form of buildings, environment, history and socio-cultural traditions that rely on the creative industry can make a place a creative area (Priyatmo (2013); Ningsih, (2020)). Creative tourism is defined as a sub-segment of cultural tourism that focuses on interactive participation (Richards et al, 2018). Creative tourism is a new form of tourism that has the potential to change the existing tourism development model and make a new contribution to creating experiences for tourists. Creative tourism has great potential in helping to accelerate the economic, social and cultural growth, and development of local communities (Musthofa, 2018).

The development of creative tourism cannot be separated from the creative industry with its creative process of developing the existing potential. The involvement of the community and the creative industry is expected to be able to provide benefits to income and be able to preserve culture at the same time. This is in line with Richards et al (2018) explain that the creativity that is embedded in tourism development can lead to more sustainable growth, improvement of local people's welfare, and protection of local heritage. Creative industries

benefit from creative products that can convey a sense of place to tourists and still preserve local traditions (Santiago, 2017).

Surakarta City is an area that relies on creative industries with a cultural basis, with this Surakarta City has good potential to develop creative industries. Currently, Surakarta City has 15 creative industry sub-sectors and has established 5 leading sectors, namely performing arts, craft arts, culinary arts, fashion, and design (Isa, 2016). One of the icons of batik fashion and tourism in Surakarta is Kampung Batik Kauman which is the oldest batik village in Surakarta City. Based on UN-HABITAT (2011), it is known that the problem faced by the creative industry in Surakarta City including Batik Kauman Village is that the use of the creative industry has not been optimal, to increase the role and benefits of the creative industry in the economy, the Surakarta City Government launched the "One Village, One Product" program so that the creative industry is more productive and also becomes a tourist destination.

Developing tourism requires the cooperation of various parties, not solely the task of the government or the tourism industry. The partnership is a strategy for bringing together and involving tourism stakeholders so that the planning and implementation of activities can run in accordance with sustainable tourism goals (Darwis & Junaid, 2016). Through the partnership, government, organization, and communities can set common goals and work together in addressing challenges and problems, the partnership will benefit all parties involved and achieve sustainable tourism development (Graci, 2013). Cooperation and partnerships between tourism and creative industries can play an important role in safeguarding and promoting tangible and intangible heritage, as well as in generating socioeconomic benefits for all stakeholders UNWTO (2016).

Rusdiana (2014) explains that in establishing a partnership there are four principles that must be met, namely, mutual need, mutual strengthening, and mutual benefit. Levinger and Mulroy (2004) put forward four forms of partnership, a potential partnership where both parties have realized each other but have not cooperated, a nascent partnership where both parties have formed a partnership but the efficiency of the partnership is not optimal, complementary partnership partners have gained and increased impact on their business but are still fixed and relatively limited, and synergistic partnership where partners have benefited from each other by solving problems and adding new activities or innovations.

Based on the explanation above, this study examines how the form of partnership between stakeholders, in this case, the government and the creative industry in developing creative tourism in Kampung Batik Kauman, Surakarta City.

B. RESEARCH METHOD

A descriptive method with a qualitative approach is used in this study to understand and describe the condition that happens in the field regarding the partnership process between the government and the creative industry, and the actual condition of creative tourism in Batik Kauman Village in accordance with Hardani et al (2020) who explained that a qualitative approach is an investigation process to understand social problems based on an atmosphere that takes place naturally with the aim of understanding the phenomenon as a whole, through a holistic analysis, and producing a description containing synthesis and abstraction. Determination of informants using a snowball sampling technique. In collecting data, this study conducted observations, documentation studies, and in-depth interviews to collect

information from informants who met the criterias: involved in creative industry activities in Kampung Batik Kauman, actively involved in creative tourism activities in Batik Village Kauman, engaging in cooperation or partnership between Surakarta City Government and creative industries in Batik Village Kauman. Based on the specified participant criteria, several have been obtained the participants involved are chairman of the Kampung Batik Kauman Association, Creative industry owner Batik Gunawan, Surakarta City Tourism Office, Surakarta City Trade Office, and Office of MSME.

C. RESULTS AND ANALYSIS

1. Result

In the year 2006, formed Kampung Batik Kauman Association and Kampung Batik Kauman launched as one of the tourist villages in Surakarta City. There are several tourist activities offered in Kampung Batik Kauman such as shopping, religious tours, creative tourism, and sightseeing by walking along the existing alleys while feeling the atmosphere of the past reflected by the old houses.

Creative tourism in Kampung Batik Kauman is making batik where tourists can freely make and learn about the process of batik and be guided directly by the craftsman. However, not all creative industries provide this tour package in their showroom, some of them only focus on batik production and marketing.

Through the Kampung Batik Kauman Association, various training conducted by the Surakarta City Government in terms of Dinas Perdagangan (Office of Trade), Dinas Koperasi dan UKM (Office of MSME), and Dinas Pariwisata (Office of Tourism) as an effort to support economics and tourism activities managed by actors' creative industry in Kampung Batik Kauman. The government acts as a regulator or work program compilers in partnership with industry players creative to provide coaching, training on developing business and improving the quality of human resources, and tourism training such as institutional strengthening and engagement creative industry in tourism events.

The government and creative industries have benefited from the establishment of a partnership between the two. Through partnerships, the government can formulate appropriate policies, and improve a positive image of the achievements of the creative industry for example Surakarta City has been named as KaTa Kreatif 2019, while the creative industries feel the benefits of improving the quality of human resources and improving the economy. Barriers felt during the relationship partnerships are creative industry players who have not focused on developing creative tourism together and as a unit in Kampung Batik Kauman although several events have been held in Kampung Batik Kauman.

2. Analysis

a. Creative Tourism in Kampung Batik Kauman

From the results of data analysis through data collection, data presentation, and conclusions, the results obtained are as above. Furthermore, an analysis of the data is carried out to adjust the implications of the concept.

Creative tourism in Kampung Batik Kauman helps develop the creative potential of tourists because it supports and equips tourists with various equipment to encourage creative ideas in drawing batik motifs. Creating active involvement of tourists because batik activities are packaged interactively and there is communication between actors and tourists when the activities are carried out in the workshop because they are guided, taught, and shown the batik

production process directly, equipped with a batik museum. Batik creative tourism gives tourists the opportunity to develop their talents, interests, and potential in learning batik in accordance with the characteristics of Kauman Batik, namely classical patterned batik with the rules of Keraton Kasunanan Surakarta. Tourists can modify batik motifs according to their age, abilities, and interests, activities organized by the creative industry with guides are residents of Batik Kauman Village and its surroundings resulting in tourist contact with the local community.

The atmosphere of Kauman Village which is still filled with ancient houses, and workshops with a typical Javanese atmosphere in the past provide a distinctive experience that is different from other places. The creative industry provides services for the maintenance of cultural assets due to maintaining culture through creativity and being environmentally friendly because the main input of the creative industry is creativity, not natural resources such as mining and not relying on heavy industry (UNCTAD, 2008, p. 26). The creative industry in Kampung Batik Kauman is doing maintenance of cultural assets and revitalized ancient houses without eliminating characteristics and using traditional Javanese nuances as showroom and restaurant design. In addition to the maintenance of ancient houses, creative industries also maintain traditional batik culture, such as written and stamped batik, and minimize the use of large machines such as batik printing, the coloring process is carried out using natural materials as well as synthetic with attention to the waste disposal process.

The creative tourism aspect in Kampung Batik Kauman is in accordance with four key aspects of creative tourism stated by Binkhorst (2007) in Richards (2010), namely developing creative potential, creating active involvement, providing distinctive experiences, and creating joint creations that have been fulfilled by batik creative tourism in Kampung Batik Kauman.

1) Develop Creative Potential

Bhinkosrt (2007) in Richards (2010) said that tourists need to be equipped with the tools to be creative and develop potential in themselves and bring home something more than just a souvenir. Through the learning batik package, managers or creative industries have provided complete batik equipment for tourists namely canting is a tool for writing on cloth, wax, or wax blocking the pattern that has been drawn so that the dye cannot penetrate, the cloth is the media for batik, plank as a cloth frame, as well fabric dyeing supplies. The manager has provided batik tools to support tourists to be creative in their batik motifs.

2) Creating Active Engagement

Creating active involvement meant is tourists actively involved in cultural activities and cultural exchanges occur with society (Bhinkosrt, 2007 in Richards, 2010). Through the learning batik package that is available tourists are directly involved in cultural activities, namely batik. Indonesian batik itself has been added to the list of Intangible Cultural Heritage of Humanity by UNESCO and has been recognized internationally batik as the history of human civilization (en.unesco.org). While on a creative tour tourists are directly involved in batik activities, tourists are also taught about the history of batik, batik motifs, and others make tourists not only practice batik but also get more knowledge about batik through guides and batik actors directly which increases communication or contact between tourists and actors and create opportunities for cultural exchange takes place.

3) Providing a Distinctive Experience

Creative tourism will link creativity in teaching culture and local identity so that tourists get a distinctive experience according to the destinations visited (Bhinkosrt, 2007 in Richards, 2010). The things that distinguish Kampung Batik Kauman from the others is a

batik activity that is packaged interactively and carried out directly in the workshop, guided and taught directly by the batik maker who comes directly from Kauman Village, is shown batik production process directly, and equipped with a museum batik owned by the creative industry. During the process of learning batik, tourists will be taught about the history of batik, types of batik, and typical batik motifs of Kampung Batik Kauman which have classic strokes which is unique and influenced by the rules of the Kasunanan Palace Surakarta. The atmosphere of Kampung Kauman is still filled with houses of ancient style and arrangement of showrooms, and workshops with a typical Javanese tempo atmosphere used to provide a separate experience for tourists who can't be found somewhere else.

4) Creating Co-creations

Creative tourism requires togetherness between tourists and local residents in creating joint creations (Bhinkosrt, 2007 in Richards, 2010). Batik creative tourism activities in Kauman Village which is interactive and guided directly by the batik maker local residents of Kampung Kauman and its surroundings make it happen direct contact with local residents. As long as the activity is on progress there is a lot of two-way communication between batik makers and tourists, Communication and direct contact with this batik create togetherness between tourists and local residents to create a batik work.

b. Established Partnerships Between Government and Industry Creative in Kampung Batik Kauman

Based on the results of observations and interviews with participants, it can be known that Surakarta City's government and the creative industry in Kampung Batik Kauman have entered into a partnership. The establishment of this partnership is based on a sense of mutuality requires from both sides, the creative industry requires support in the form of business strengthening while the government requires it creative industry as a driver of the economy and strengthened by the commitment both partners towards their common goal of improving economy for the welfare of society, reducing unemployment and social inequality. Rusdiana (2014) explained that partnerships have goals in economic and socio-cultural aspects, partnerships between the government and the creative industry of Kampung Batik Kauman have an economic goal to be achieved, the goal is to develop the business so that can welfare of workers, while the goal of the socio-cultural aspect is the government has an obligation to play a role in developing creative industry businesses and play a role in driving the economy in Surakarta City.

There are 3 principles of partnership described by Rusdiana (2014) which have been fulfilled by the Surakarta City government and the creative industry in Kampung Batik Kauman, namely:

1) Mutual Needs

The creative industry and the government are doing partnerships because they need each other. The creative industry needs support such as capital assistance, training, promotional support, and others to improve and strengthen their business. The government needs the creative industry to be the driver of the economy, to be a participant and supporter of the events held. The two parties who needed each other finally formed a partnership to fulfill their integrity and strengthen both.

2) Strengthening

Through partnerships, the efforts made can be stronger and can provide benefits for the creative industry. Through partnerships, the government can map the creative industry's potential and evaluate its shortcomings and advantages to formulate appropriate work programs and strategies.

3) Mutual Benefit

Creative industries get benefits in the form of capital assistance support, training to improve the creativity and quality of human resources, get the opportunity to expand the market that makes their business more developed than before, supported by developing their business through tourism. The development of the creative industry has a positive influence on the community's economy. The success of the creative industry fostered by the government also provides a positive image for the government and the City of Surakarta itself, namely with the election of Surakarta City to become the KaTa Creatif 2019.

Based on the conceptual framework of Levinger and Mulroy (2004) the partnership established between the government and the creative industry to develop creative tourism in Batik Kauman Village can be classified as a complementary partnership form because both parties have received benefits and increased impact in their business, but the benefits felt are still fixed and limited for the creative industry that does not conduct creative tourism workshops, but income is limited to batik sales.

D. SIMPULAN/CONCLUSION

Creative tourism organized by the creative industry helps preserve the culture and assets of Kauman Village. Creative tourism activities in Batik Kauman Village fulfill four key aspects: developing creative potential, creating active involvement, providing distinctive experiences, and creating joint creations.

Partnerships have been established between the government and the creative industry with the fulfillment of the principles of partnership, mutual need, mutual strengthening, and mutual benefit. The form of partnership that is established is classified as a Complementary Partnership, both parties have received benefits and increased impact in their business, however, the perceived is still limited to the creative industry that provides batik workshops or tour packages.

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