

COMMUNITY DEVELOPMENT, “DESTROYER TO MANAGER” : CASE STUDY IN
BRECCIA CLIFF GEOHERITAGE, YOGYAKARTA, INDONESIA.

Purbudi Wahyuni¹⁾, Istiana Rahatmawati²⁾, Tri Wahyuni³⁾,

purbudiwahyuni11@gmail.com./rahatmawati@gmail.com

Management Department, Economic Faculty, UPN “Veteran” Yogyakarta

Abstract

Breccia Cliffs located in Prambanan Subdistrict, Sleman Regency, Yogyakarta, Indonesia. According to the community living standard, Prambanan Subdistrict area is classified as the second highest level of poverty in Yogyakarta Province. The local community doing illegal mining for their living. As the president of Indonesia in the year 2014 states the Nawacita program, the Development Plan placed the tourism sector on the main priority. Yogyakarta Province Government policy in the development plan is that tourism development should focus on developing the potential that exists in society and prioritized on the poor or underdeveloped subdistrict. Breccia Cliffs was declared as Geo-heritage by the Governor of Yogyakarta Sri Sultan HB X in May 2015. The Community Development program have been conducting. Breccia Cliffs nowadays manage by the local community.

Keywords: Breccia, Geo-heritage, Community Development

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INTRODUCTION

Breccia Cliffs was declared as Geo-heritage by the Governor of Yogyakarta Sri Sultan HB X in May 2015 based on the findings of previous academics stating that breccia cliffs are the result of lava sediment from Ancient Nglangeran Volcano which is included in the history of "the process of forming the island of Java". Breccia Cliffs located in Prambanan Subdistrict, Sleman Regency, Yogyakarta, Indonesia. According to the community living standard, Prambanan Subdistrict area is classified as the second highest

level of poverty in Yogyakarta Province. The local community doing illegal mining for their living. As the president of Indonesia in the year 2014 states the Nawacita program, the Development Plan placed the tourism sector on the main priority. Yogyakarta Province Government policy in the development plan is that tourism development should focus on developing the potential that exists in society and prioritized on the poor or underdeveloped subdistrict. The community development have been continuously improving since 2015. The local community that used to be the destroyer, now become manager in the Breccia Cliffs Geo-heritage Prambanan, Yogyakarta

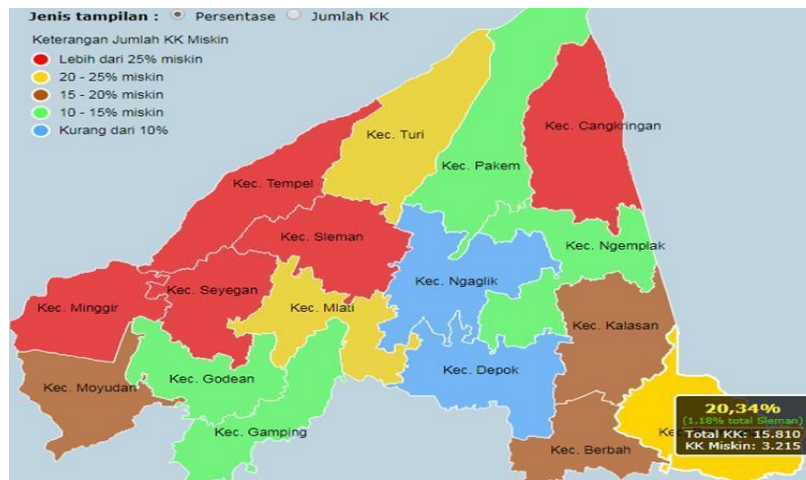


Figure 1. Map of poor KK Sleman District 2016

Source : Pemkab Sleman

BACKGROUND THEORY

Rational Decision Making Theory

Problems with the Rational Decision-Making Model.

The rational model seems so logical, yet it is rarely practiced in reality. One reason is that the rational model assumes people are efficient and logical information processing machines. But people have difficulty recognizing problems; they cannot (or will not) simultaneously process the huge volume of information needed to identify the best solution; and they have difficulty recognizing when their choices have failed. The second reason why the rational model doesn't fit reality is that it focuses on logical thinking and completely

ignores the fact that emotions also influence-perhaps even dominate-the decision making process.

According to rational model, the first step in the decision-making process is to identify problem or recognize an opportunity. A problem is a deviation between the current and the desired situation. An opportunity is a deviation between current expectations and a potentially better situation that was not previously expected. Second step is to determine the most appropriate decision style. One important issue is whether this is a programmed or nonprogrammed decision. A programmed decision follows standard operating procedures. Nonprogrammed decisions include all steps in the decision model because the problems are new, complex, or illdefined. The third step is to develop a list of possible solutions. This step usually begins by searching for ready-made solutions, such as practices that have worked well on similar problems. The fourth step is to choose the best alternative. In a purely rational process, this would involve identifying all factors against which the alternatives are judged, assigning weights reflecting the importance of those factors, rating each alternative on those factors, and calculating each alternative's total value from the ratings and factor weights. The fifth step is to implement the selected alternative. This is followed by the sixth step, evaluating whether the gap has narrowed between "what is" and "what ought to be." Ideally, this information should come from systematic benchmarks, so that relevant feedback is objective and easily observed.

METHODS

This research conducted as qualitative research supported by personal intention approach between illegal mining community and Government (Governor), policy intention and charismatic leader (The Governor also as The Sultan of Yogyakarta Kingdom) (Emory,1980). Personal intention through Focus Group Discussion (FGD). Technical analysis using Rational Decision Making Model (Mc Shane and Glinow, 2005)

DISCUSSION

Community Development program organized by government in order to transform the local community occupation from illegal mining (destroyer the Breccia Cliffs) to be touristic area manager Breccia Cliffs Prambanan. There are six steps that should be done as follows:

1. The first step in the decision-making process is to identify problem or recognize an opportunity. The main problem in this case is poverty and lack of Geo-tourism knowledge. The opportunity in this case is that Breccia Cliffs has beautiful natural scenery. Breccia cliff garden has facilities for nature lovers activities with terrain that fits into a means of rock climbing activities, mountain bikes, rail motorcycles, and jeep tours.



Figure 2. Appearance of former breccia stone mine before being managed and often visited by youth

2. Choose the best decision style. The program on Community Development were organized as Continues improvement. Breccia Cliffs become area tourism and the local community can earn their living legally and in the same time they conserve the unique geo-heritage area.
3. Develop alternative solution. The first thing to do in this step is establish the Pokdarwis (Tourism Community) following by doing comparison study to the similar case.
4. Choose the best solution. The best solution for Breccia Cliffs Pokdarwis is manage the area to become attractive and comfortable for tourists.
5. Implement the selected alternative. The community members improve their competencies to become tour guide for instant by internship program.
6. Evaluate decision outcomes. In this step, the stake holder mentoring and guiding to be manager.



Figure 3. Breccia Cliffs Geoheritage Tourism

CONCLUSION

Personal intention approach, Policy intention and Charismatic leader was successfully changes The local community occupation from illegal mining to geo-heritage tourism manager of Breccia Cliffs Prambanan, Yogyakarta, Indonesia.

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