

Development Strategic for Pillow Lava as Geoheritage and Education Tourism in Yogyakarta Indonesia

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DEVELOPMENT STRATEGIC FOR PILLOW LAVA AS GEOHERITAGE AND EDUCATION TOURISM IN YOGYAKARTA INDONESIA

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A. Introduction

Indonesia sebagai negara kepulauan yang dibentuk dari gugusan gunung api, salah satunya pulau Jawa, yang berada di tengah diantara pulau-pulau yang ada. Paaau Jawa terbentuk Tujuh puluh juta tahun yang lalu (Zaman Tersier) terdapat daratan yang berada di paparan Sunda (*Sundaland core*) diperkirakan telah bertabrakan dengan pecahan kecil Benua Australia yang menurut para ahli biasa disebut dengan *East Java Microcontinent* yang kemudian hasil dari lempeng yang bertabrakan ini menjadi Jawa bagian Timur. Pulau jawa sebenarnya terbentuk dari gabungan dua lempeng benua dan pada sisi Pulau Jawa bagian Barat diyakini memiliki umur yang lebih tua dibandingkan dengan Pulau Jawa dibagian Timur. Batas kontak antara kedua lempeng ini ditandai dengan adanya sesar purba yang membentang pada dasar sungai Luk ULO yang terdapat di Karangsembung, Kebumen, Jawa Tengah yang menyebrangi lautan jawa kemudian berakhir pada pegunungan Meratus, yang membentang Kalimantan Selatan.

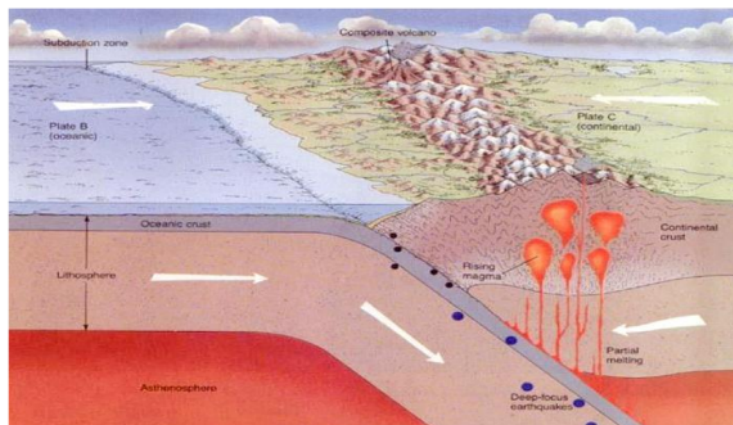
One among the tourists destinations in Yogyakarta is Pillow Lava Geoheritage. Pillow Lava is big black shiny stone which its texture similar to pillow. This kind of stone indicates as the lava the past millions years. It was the fluid lava in the very high temperature as the result of volcano eruption that rapidly frozen caused of water, and its formated looks like thousands of pillows. Pillow Lava (in bahasa Indonesia we call it Lava Bantal) appears because of the water of Opak river's stream. This interesting and attractive nature phenomenon identified the beginning process of the establishment of the first ancient volcano in Java island. The Pillow Lava can be found in many places in the southern Java island, there are in Berbah (Sleman, Yogyakarta).

According to the geologists, The ancient Volcano is used to located in under the sea. So, the eruptions from the bottom of the sea and the pillow Lava as the frozen material from it. The layers of the stones with the bright grey-white colour identified as the result of the rest of volcanic ash from Strato volcanic eruption. that located in the other side of river. This thic vulcanic ash layer shown the activity of the ancient volcano 36 million years ago. Pillow Lava which is located in Kalitirto and Jogotirto village, Berbah Subdistrict, Sleman Regency, DIY, Indonesia. It can be seen as frozen stones site, side by side with the rest of volcanic ash at the Opak riverside catagoried in rare and the best. And in the same time as the representative of the beginning of volcanos appearence in Java island.

Potensi Lava Bantal menjadi sangat mendukung strategi pengembangan pariwisata di DIY. Kunjungan wisatawan ke DIY di tahun 2016 mencapai 5.619.231 naik sebanyak 6% dari 4.122.205 di tahun 2014. Namun peningkatan jumlah kunjungan wisatawan tidak diimbangi adanya peningkatan rata-rata lama tinggal para wisatawan domestic dan wisatawan manca negara. Terbukti justru rata-rata lama tinggal untuk wisatawan manca negara, turun dari sebelumnya 2,16 hari menjadi 2,03 hari (BPS, 2016). Untuk itu perlu adanya strategi pengembangan wisata untuk meningkatkan jumlah kunjungan dan lama tinggal. Adanya wisata edukasi para wisatawan akan terlibat dalam proses edukasi.

B. Kajian Teori

Pariwisata telah terbukti mampu meningkatkan pendapatan suatu wilayah. Untuk itu Daerah Istimewa Yogyakarta sebagai salah satu provinsi di Indonesia dari 34 provinsi, sebagai wilayah yang dipimpin oleh seorang Raja yang sekaligus sebagai Gubernur, hal ini sebagai salah satu ciri keistimewaan, dengan jumlah penduduk sekitar 3.679.176 jiwa. Yogyakarta sebagai provinsi dengan ⁴Human Development Index (HDI) tertinggi dibandingkan provinsi lainnya di Indonesia. HDI explains how people can access development results in obtaining income, health, education and so forth. DHI was formed by three basic dimensions, a long and healthy life, knowledge, and a decent standard of living (BPS, 2016). Hal ini terjadi karena Yogyakarta sebagai kota budaya, kota pendidikan dan kota wisata. Sebagai kota wisata Yogyakarta terus berupaya untuk mencari potensi wisata yang bisa meningkatkan daya tarik wisatawan untuk datang di kota ini. Salah satu potensi yang saat ini dikembangkan yaitu potensi geoheritage, yaitu pillow lava, bisa digambarkan pada gambar 1.



Gambar 1. Pillow Lava Structure

Pillow Lava telah ditetapkan oleh Gubernur DIY Sultan HB X pada tanggal 25 Mei 2015 sebagai geoheritage yang unik dan satu-satunya di dunia, bisa dipergunakan sebagai tujuan wisata edukasi, bailokasi pillow lava saat ini seperti pada gambar 2.



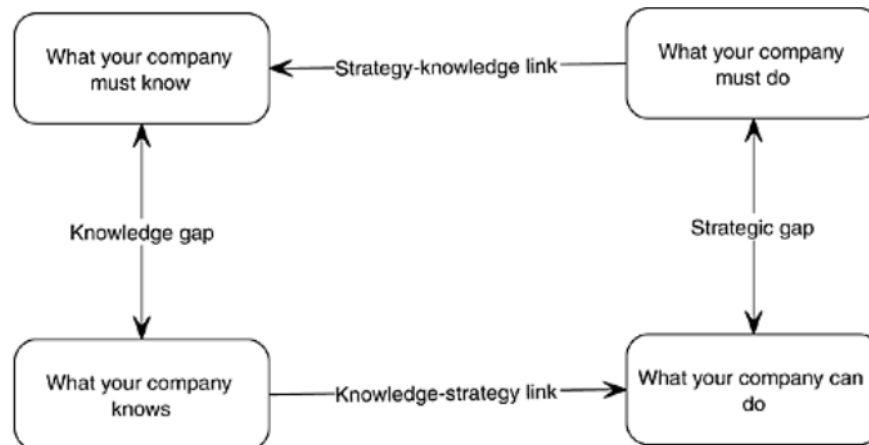
Gambar 2 . Suasana Pillow Lava di Tepi Sungai Opak

Strategi Pengembangan Pariwisata

Starting at the Top

To articulate the strategy-knowledge link, a company must explicate its strategic intent, identify knowledge required to actually execute that strategic choice, and reveal its strategic knowledge gaps by comparing these to its actual knowledge assets. The strategic choices that your company makes regarding technology, markets, products, services, and processes have a direct impact on the knowledge, skills, and competencies that it needs to compete in its intended markets. [9] Later, we will translate the links into actionable goals. Such a linkage is illustrated in Figure 1.

Figure 1. High-level Zack framework-based strategic knowledge gap analysis.



For our initial *high-level* analysis, we can categorize knowledge into three classification

1. **Core knowledge:** Core knowledge is the basic level of knowledge required just to *play the game*. This is the type of knowledge that creates a barrier for entry of new

companies. Since this level of knowledge is expected of all competitors, you **must** have it even though it will provide your company with no advantage that distinguishes it from its competitors.

Let's take two examples: One from the consumer electronics (hard product) business and one from Internet programming (soft product). To enter the modem manufacturing market, a new company must have extensive knowledge of these aspects: a suitable circuit design, all electronic parts that go into a modem, fabricating surface mount (SMD) chip boards, how to write operating system drivers for modems, and familiarity with computer telephony standards. Similarly, a company developing Websites for, say, florists, needs server hosting capabilities, Internet programming skills, graphic design skills, clearly identified target markets, and necessary software. In either case, just about any competitor in those businesses is assumed to have this knowledge in order to compete in their respective markets; such essential knowledge therefore provides no advantage over other market players.

2. Advanced knowledge: Advanced knowledge is what makes your company *competitively viable*. Such knowledge allows your company to differentiate its product from that of a competitor, arguably, through the application of superior knowledge in certain areas. Such knowledge allows your company to compete head on with its competitors in the same market and for the same set of customers.

In the case of a company trying to compete in modem manufacturing markets, superior or user-friendly software or an additional capability in modems (such as warning online users of incoming telephone calls) represents such knowledge. In case of a Website development firm, such knowledge might be about international flower markets and collaborative relationships in Dutch flower auctions that the company can use to improve Websites delivered to its customers.

3. Innovative knowledge: Innovative knowledge allows a company to lead its entire industry to an extent that clearly differentiates it from competition. Michael Zack points out that innovative knowledge allows a company to change the rules of the game.

Patented technology is an applicable example of changing the rules. Innovative knowledge cannot always be protected by patents, as the lawsuit between Microsoft and Apple in the 1980s should serve to remind us. Apple sued Microsoft for copying the look and feel of its graphical user interface (GUI). The Supreme Court ruled that things like look and feel cannot be patented; they can only be copyrighted. Microsoft won the case, since it copied the look and feel but used entirely different code to create it in the first place

Pembahasan

1. Core knowledge:

Core knowledge is the basic level of knowledge required just to *play the game*, *Pillow lava* sebagai asset yang unik yang menggambarkan terjadinya sebuah pulau dari dasar laut dengan segala keunikan kejadian geologi, bisa sebagai core knowledge yang ditawarkan pada para wisatawan. Dibangunnya museum, rumah edukasi (audio visual) proses terjadinya pillow lava, Para wisatawan umum bisa mempunyai gambaran tentang terjadinya Pillow lava, sedangkan para akademisi bisa mempelajari lebih detil tentang proses terjadinya pillow lava.

Keberhasilan jasa pariwisata lebih didominasi oleh kinerja sumber daya manusia, untuk itu perlu melakukan analisis tentang knowledge yang dimiliki oleh SDM, yaitu tentang what the organization know

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