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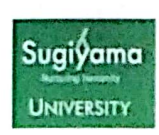


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STRATEGIC ANALYSIS ON DEVELOPMENT OF VALUE CHAIN FOR ECOTOURISM VILLAGE GAMPLONG SLEMAN YOGYAKARTA

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ABSTRACT

Yogyakarta, the special region in Indonesia has many places of tourism village. One of the villages is located in Gamplong Sumber Rahayu Sleman Yogyakarta. In Gamplong area, ecotourism are developed for the producing handy-craft centre. Ecotourism is the location whereas support local potential resources and conservation effort. This tourism village is also give a good appreciation to its environment, culture, history and local community participation. The ecotourism development in Gamplong area is initiated as an effort for tourism development that can support the local wisdom. The purpose of the research is to analyze the model of developing the village and also to analyze the strategic on development of value chain for the areas. The type of research is descriptive qualitative approach. According to that point, it is needed an executive corporation of ecotourism in order to organize all stakeholder's interest to get networking chain as called value chain. Many kind of parameter, especially internal and external factor with SWOT analysis model had done to approach the purpose of the research. The result of the research showed that the model of value chain that possible to develop this village are improving of producer, home stay, products of handy craft, agency, show room and Government. The strategic of developing value chain of ecotourism in this area are focus on improving human resources, marketing and stakeholder participation.

KEY WORDS: gamplong, handicraft, ecotourism, value chain

INTRODUCTION

Gamplong is the one of ecotourism villages that located on Sleman Yogyakarta Indonesia, 17 kilometers lies on the west side from Yogyakarta, Indonesia. Gamplong is a handy craft tourism village. It is a interesting place to be visited that the local people of this village still use traditional property to produce their product called non woven machine tools (ATBM). With the ATBM Crafter, Gamplong is one of centre of production materials placement (long scarf for women wind stomachs, road weaving craft, art bag, crafts for souvenirs, crafter braids. Not only famous for its ATBM, this village is also known by the creativity of citizens, to use that water hyacinth, Coconut lidi, mendong, and the fragrant root of the products from a number of privileges granted to export sales. They can produce products that they have a bag, purses, ladies accessories, curtains, carpet, etc. Their product is not only trade in Yogyakarta, but also to the other city in Indonesia like Jakarta and Bali. The handy-craft also

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had sold to abroad like Australia, Japan, China, Italy, and other place in the world via agencies or traders.

The domestic craft traders serve as intermediaries, who sell on local markets and to exporter. There are more than 50 Crafter with small businesses in this area. With their product of handy craft, the community able to get income to full fill their daily needed. Gamplong develop as the village rural economic. In Yogyakarta area, since the 1970's rural economies have experienced major economic, social, and environmental changes. The dominance of agriculture as the main driver of economic activity is and will for the future be shared with a more diversified rural economy. This provides the impetus for the design and delivery of a range of new products and services in rural areas ranging from rural tourism to organic farming, specialist food products, craft and many more. Rural tourism is a growing sector of the world's fastest (Guntoro,2010). The tourism industry, It offers many benefits to the rural community. It can be developed locally in partnership with other small businesses, local government and other agencies. They linkaged with the value chain of the tourism village system. The other hand, there many problem in Gamplong Community. Most of the crafter needs to earn quick money for a living, the artisans produce in fragmented environment, with no appreciation on market requirement, quality, design, standards and systematic organization of market. The condition need to solve the problem to develop the community village. The aims of the study are to analyze the model of developing the ecotourism village and also to analyze the strategic on development of value chain for the areas.

METHODS

To assess the location study we closed with purposive sampling study and operational study with case study in Gamplong Sleman Yogyakarta. The type of research is descriptive qualitative approach. We studied all of the member of Craft Group called "Tegar" in Gamplong area, listed bellow in Table 1. Parameters observed to study of strategic analysis on developing of value chain for ecotourism village with SWOT analysis, contain 2 (two) factors. (1).Internal Factors : The Internal Factors are the weakness and strength of Gamplong ecotourism village and its community. (2)External Factors : The External Factor are the opportunities and threat of Gamplong ecotourism village and its community.

Table 1. The list of Craft Group "TEGAR" Gamplong, Sumber Rahayu

No	Name of owner	Name of Small Bussines	Number of worker	No	Name of owner	Name of Small Bussines	Number of worker
1	Arif Jaka	Sriti Production	15	13	Supratman	Wida's Collections	15
2	Triyana	Gion Production	5	14	Kodardji	Suka Craft	10
3	Giono	Ragil Jaya	50	15	Zuhianto	Zulia Craft	10
4	Waludin	Oglek	200	16	Ribut	Velly Craft	8
5	Solisan	Mekar Mulya	5	17	Wardoyo	Ipoeng Surya Putra	30
6	Suparman	Lidi Mas	2	18	Purwadi	BM.Dian Putra	10
7	Farhan	Amalya Craft	15	19	Zarowi	Johan Craft	5
8	Marwanto	Lia Craft	10	20	Fitriyanto	Bias	6
9	Dwi Santoso	Putri Enceng	15	21	Arif Wahyudi	Arinda Craft	5
10	Suharyanto	TR Production	12	22	Suharno	Gria Craft	9
11	Kasiantoro	BG Production	20	23	Gilig Eko	Novi Craft	200
12	Sujarwanto	Aneka Jaya	15	24	Sumartono	Ardi Crfat	50
	Rohman H				Mukhsin		

Source : Craft Group "Tegar" Gamplong, Sleman, Yogyakarta, 2011

RESULTS AND DISCUSSION

We therefore analyzed the internal *Strengths* and *Weaknesses* of Gamplong village with regards to their particular type of handicraft production, while also examining the external *Opportunities* and potential *Threats* confronting them. In the process of implementing our SWOT analysis, we were primarily interested in looking at the following factors summarized below. Some of these factors were included as they related to the overall objective of our study mission which was to select a small business and others which were able to serve as models. We therefore provided a score or rating for each factor (4 = major strength; 3 = minor strength; 2 = minor weakness; 1 = major weakness), so that we can compare and rank each small business, in order to improve community development. There are many chains in this ecotourism village such bellow:

1. Producer.

Producer is craftsmanship and personal story that produce the handy-craft in Gamplong area. For each of the member of groups, we were interested in evaluating the level of craftsmanship in each small scale business and also whether the individual craftsman had an interesting personal story due to their many years of experience. In the process of the study we found that many families had been involved in handicraft production for more than 5 generations, and as a result had a lot of knowledge and wisdom to share.

2. Product of Handy-craft

This category includes the diversity (different types of products), design (different colors and patterns, etc.), and uniqueness of the each small business village products. For example, the traditional paintings of hand bag ,place mate are very unique; all the utilizing both traditional and modern designs and colors.

3. Home stay/ Guest House

As the ecotourism village, many people come and live in Gamplong for several day to study how to make the handycraft and also to refreshing. Any home stay or guest house also available in here, especially in the small business owner house. This category includes everything include the architecture of the houses, gardens, and overall design of the village. To receive a high score in this category, we were basically looking for villages which had maintained or preserved a traditional design (e.g. traditional houses with bamboo walls, play wood, stone ,gardens, etc.) as this type of architecture is usually more aesthetically pleasing to tourists.

4. Show room

To show their product each of the small business must has show room. The category includes there any or not the show room belonging of each small business all the member of Craft Group "Tegar". To receive the a high score in this category, we were looking for the small business that have show room and had maintained good looking and the consumers can see and interest to buy their product

5. Agencies

Agencies the domestics craft traders serve as intermediaries, who sell to local (domestic) market and to exporter or export the items themselves. This category includes there are any or not of cooperation among the village artisans and the other people or agencies to market their product. The quality of the relationship and support of the local government administration also studied. This category evaluates the current situation of the role of agencies and future potential with regards to increasing sales in the domestic market (Indonesian consumers), foreign tourist segment and export markets. The more diversified the customer base, the higher the score.

6. Government.

Local Government is needed to adequate support for marketing and promotion. The government also responsible giving infrastructure so the ecotourism village can be improved. His category includes the quality of the main roads. We were basically interested in selecting small business which were not already receiving a lot of technical support from government or other Non Government Organization (NGO's) and international organizations. If the small business received a lot of external training and support and therefore received a low score in this category. Similarly, the less support a village has translates into a higher score.

With the background of the study, the value chain can improve in Gamplong ecotourism village seen in picture 1.



Picture 1. Value chain in Ecotourism Village Gamplong Area

If the each of all sub system of value chain in Gamplong area goes well, it make the product of handy craft get the qualified and marketable.

SWOT ANALYSIS

SWOT analysis conduct to describe the internal factors and the external factor in Gamplong Area that influence the system of value chain of ecotourism village. There are analyze the Strength, the Weakness, the Opportunity and the Threat of all of condition . The result of the identifications of each item are follows:

1. Strengths

- a. Gamplong handy craft are availability of abundant and unique.
- b. Made from local raw material.
- c. Rich of culture practice, diversified culture and tradition
- d. High potential for empowerment of human resources
- e. High skill to produce any kind of ethnic product
- f. Current and potential Internal market based on tourism
- g. Improved macro economic management

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2. Weaknesses

- a. Fragmented production groups
- b. Unstructured and individualized production system
- c. Lack of strong umbrella sector organisation
- d. Lack of national policy on cultural industries
- e. Limited capitalization and low investment
- f. Insufficient market information on export trends, opportunities and prices
- g. Limited technical skills, capacity, technology integration and innovations
- h. Inadequate marketing program
- i. Limited resources for production, distribution and marketing
- j. Limited e-commerce competence among exporters
- k. Infrastructure inadequacies

3. Opportunities

- a. Interesting place to study in there
- b. High and positive market trends
- c. Several initiatives to support sector capacity building
- d. Duty draw back for all exporters
- e. Fair Trade Agreements in 2010
- f. Any kind Agencies are ready to help their market
- g. Government give Any kind skim and loan to improve their product

4. Threats

- a. Handicraft sector not mainstreamed in national planning priorities
- b. Minimize efforts by stakeholders in capacity building, research and training.
- c. Lack of competitiveness in the sector
- d. Absence of institutional support
- e. High costs of handling affecting profitability

Any kind of strategic can improve the empowerment of ecotourism village Gamplong, but the main of sector that had done to improve are human resources of all these system. Marketing and promotion must to improve especially with the e-marketing and the final of the key word to improve the value chain in this area is increase the role of stakeholder participation, i.e government, NGO, Craft Group Tegar and all communities in Gamplong.

CONCLUSIONS

1. The model of value chain that possible to develop this village are improving of producer, home stay, products of handy craft, agency, show room and Government.
2. The strategic of developing value chain of ecotourism in this area are focus on improving human resources, marketing and stakeholder participation.

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