



# PROCEEDINGS

## International Seminar

### on

## Agro-tourism Development

### (ISAD)

AGRO-TOURISM:  
EDUCATING, CONSERVING,  
AND EMPOWERING

Hosted by:



Faculty of Agriculture  
Universitas Pembangunan Nasional "Veteran" Yogyakarta  
Indonesia

Held on:  
December 6<sup>th</sup> - 8<sup>th</sup>, 2011

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# Proceedings

**International Seminar on Agro-tourism  
Development (ISAD 2011)**

**AGRO-TOURISM:  
EDUCATING, CONSERVING AND EMPOWERING**



Field Trip held on 6 December 2011

Seminar held on 7 - 8 December 2011  
in Faculty of Agriculture, UPN "Veteran" Yogyakarta  
Indonesia

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# Proceedings

International Seminar on Agro-tourism Development  
(ISAD 2011)

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YOGYAKARTA

## Preface

Agro-tourism has become increasingly popular among domestic and foreign travellers. This is because Agro-tourism manages to utilize the natural beauty of agricultural landscapes and the cultural diversity of each region. The goal of Agro-tourism is not only for natural conservation, but also for empowering local communities socially and economically. Simply, by developing Agro-tourism, local economies grow. However, to further empower the local communities, it is imperative that they are involved in the planning, decision making and management of the Agro-tourism. Thus, education plays an important role in this matter. The theme of the seminar is Agro-tourism development based on local resources. Topics of interest for the seminar include: Services on Agro-tourism, Socio-culture, Economics and business, Regional development, Land management, Processing of agricultural products, Agronomy, Forestry, Livestock, and Fishery.

The objectives of the seminar are sharing research information and empirical experiences, as well as innovative ideas that will open new perspectives on agriculture related to tourism issues. It also aims to establish interaction and communication among researchers, observers and practitioners in finding solutions of the problems regarding agriculture and tourism to improve welfare of the rural areas.

On behalf of the international seminar organizers, we are pleased to present the Proceedings of the International Seminar on Agro-tourism Development (ISAD 2011). ISAD is an event held in cooperation between the Faculty of Agriculture Universitas Pembangunan Nasional "Veteran" (UPN "Veteran"), Yogyakarta, Indonesia and the Faculty of Resource Science and Technology and Faculty of Economics and Business Universiti Malaysia Sarawak, Malaysia.

Finally, we would like to express our gratitude to the Rector UPN "Veteran", Yogyakarta for the financial support, the Dean of the Faculty of Agriculture for hosting, and the Scientific and Steering Committee. We wish to thank the keynote speaker Sultan Hamengku Buwana X, and invited speakers Syukur Iwantoro, MS., MBA, the Head of Agro-tourism Commissions, Ministry of Agriculture Indonesia; Prof. Shuib Ahmad, Institute of Agricultural and Food Policy Studies, Putra Infoport, Universiti Putra Malaysia; Prof. Haruo Kuroyanagi, Jogakuen Sugiyama University; Prof. Jesusa D. Ortuoste, Sultan Kudarat State University The Philippines; Marc Vanacht, President of AG Business Consultant, USA; and Dr. M. Reza, Expert of Taman Buah Mekarsari, Indonesia; as well as participants for their contribution in making the seminar a success. We wish to thank the Regency and Local Government of Bantul Yogyakarta as the major sponsor and all other sponsors for their contribution in making this seminar possible. As a Chairperson, I highly appreciate the great efforts of the members of the organizing committee whose hard work made this seminar a great success.

Yogyakarta, December 8, 2011

Siti Syamsiar

Chairperson, ISAD 2011



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## STRATEGY ANALYSIS OF CREATIVE INDUSTRIES DEVELOPMENT IN BANTUL DISTRICT, PROVINCE OF YOGYAKARTA

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### ABSTRACT

The industrial sector became the driving national economic growth, it is proved by its contribution to GDP. Gross Regional Domestic Product at current prices in the DIY within a period of four years showed an increase, from Rp 22,023.716 million in 38,102.134 million in 2008, and 41,427.31 million in 2009. Development Plan in sub-sector Creative Industries is an advanced series of Indonesian creative economic development planning of with more detailed on each Creative Industries subsector. Creative industries sub-sectors include: advertising; architecture; art market; craft; design; fashion; video, film & photography; interactive games; music, the performing arts; publishing & printing; computers & software services; television and radio; and research and the development. Developmental policy on creative industries in Bantul district is a strategic policy options for improving the society welfare in the era of regional autonomy. The potency of creative industries in the district of Bantul, is good and varied, but it is needed to get support and facilitation from the government and business groups. Developmental strategy of creative industries in Yogyakarta is including: creating a conducive atmosphere for encouraging people creativity, developing creation capabilities of creative value, and increasing the opportunities or demand for creative products. Government of Bantul regency can be act as promoter for developing creative economy by building commitment to facilitate an integrated creative economic development and build synergy between business and academia.

KEYWORDS: creative industries, strategy, development, policy

### INTRODUCTION

Creative industries in many countries currently are believed contributing to the economy of the nation. Several studies have been conducted to determine the development and pursuit of the creative industries sector in the economy. Simatupang (2007), stated that in 2000, creative industries contribution to GDP of United Kingdom was 7.9% and its growth was 9%. Contribution of creative industries to the GDP was 3.1% in New Zealand, and 3.3% in Australia. Indonesia began to realize that the creative industries sector is a potential industry sectors to be developed. In 2002 - 2006, the average contribution of Creative Industries in Indonesia was Rp 104.638 trillion or 6.3% of GDP of Indonesia, it was able to absorb 5.4 million labor with the participation rate reached 5.8% and the productivity reached 19.5 million dollars per labor per year. Its annual productivity was higher than the



national productivity which were less than 18 million rupiah per labor. While the growth of creative industries reached 7.3% per year, higher than the national economic growth (5.6% per years). On the other hand, Tubagus fiki Chikara Satari (2008) and Togar Simatupang (2007), states that lots of Creative Industries continue growing and resistant to the economic crisis. Realizing the important role of the economy, the President had issued Presidential Regulation Number 28 Year 2008 regarding the National Industrial Policy which came into effect on May 7, 2008. In that regulation, the Government set a priority industry groups, including processing industries such as industries of precious stones and jewelry, pottery and ornamental ceramics, essential oils and snacks. In particular, he asked for developing crafts products based on arts and culture, inheritance, ancient objects and history, traditions and customs, as a starting point to enhance competitiveness in the era of creative economy. These conditions are very important to be mapped or documented, in order to provide an understanding of the importance of creative industries, as well as to improve evaluation on the activities which were already undertaken and to construct the development steps.

## OBJECTIVES

Objectives of this study are:

1. Constructing the pattern formation and development of creative industries in Bantul district, that can be used as guidelines for good coaches agency in the province as well as in district / city
2. As the material of policy formulation which is related to the establishment and development of creative industry in Bantul

## METHOD

Data were collected by interviewed of 30 creative industries management, which were stratified randomly selected. Material covered in this study emphasized on the SWOT analysis of formation pattern and creative industries development that should be done by the government of province or regency/city. According to the Department of Trade RI (2008), creative economy was a new economic era of intensifying information and creativity by relying on the idea and stock of knowledge of human resources as the main production factors in economic activity. Creative economy was a manifestation of the quest for sustainable development through creativity. Sustainable was defined as a competitive economic condition that had renewable resources. Great message offered by creative economy is the utilization of renewable and infinite reserve resources, i.e. ideas, talents and creativities. In the creative economy itself, there is part that can not be separated from creative economy. It is the creative industries.

Creative industries could also be interpreted as an industry that has new ideas, creative human resources and the ability and talent that continues to be developed in completing each task (Setyoso Hardjowisastro, 2009). Cokorda Istri Dewi (2009) explained that the creative industries came from the human ideas which were renewable resources. Unlike to the industries with physical raw material, the capitals of creative industries are ideas, talents and skills. According to the United Nations Conference on Trade and Development / UNCTAD (2008) in Mohammad Adam Jerusalem (2009), creative industries were:

1. Cycle of creation, production, and distribution of goods and services using creativity and intellectual capital as primary inputs;

2. Part of a series of knowledge-based activities, focusing on art, which could potentially bring in revenue from trade and intellectual property rights;
3. Consists of touchable products and untouchable intellectual or artistic services with creative content, economic value, and market destination;
4. Cross-sector on art, services, industry, and as a part of a new dynamic sector in world trade. Stated in Yogyakarta Governor Regulation No. 17 Year 2010 regarding Regional Government Work Plan (RKPD) Special Province of Yogyakarta in 2011, that during the years 2005-2008 the development of economic growth in DIY tended to fluctuate. The rate of economic growth of DIY in 2005 and 2008, were 4.47% and 5.01% respectively. The lowest economic growth rate occurred in 2006 that was equal to 3.71%. Economic growth of DIY Province was 4.39% in 2009. The economic condition of DIY in 2011 is still indicates a relatively good direction. Although, in general, regional and national economy has not been free from the influence of global financial crisis.

Development Plan in sub-sector Creative Industries is an advanced series of Indonesian creative economic development planning of with more detailed on each Creative Industries subsector. Creative industries sub-sectors include: advertising; architecture; art market; craft; design; fashion; video, film & photography; interactive games; music, the performing arts; publishing & printing; computers & software services; television and radio; and research and the development. Development plan of 14 sub sector begins with an understanding of each sub sector and analysis of basic conditions and industrial pillar. Based on the understanding and analysis of conditions, compiled a map of the strengths and weaknesses of the industry, as well as the opportunities and threats. The mapping is as a reference for setting objectives, direction and design of development roadmap. The development plan is terminated by a common action plan to be done in collaboration among government agencies, and the success stories of creative people in each sub sector.

## RESULTS AND DISCUSSION

### 1. Analysis of Internal Factors

Internal conditions describe all the conditions and factors of Bantul regency society, in the form of the potential /strength and weakness, which covers various aspects of human resource potency, infrastructure and facilities, and socio-economic conditions of society. The results of the identification of potency / strengths and weaknesses of the development of creative industries in Bantul District are as follows:

#### a. Strength

- 1) Location of Yogyakarta is strategic as a center of economic, culture, and education equipped with a complete telecommunication facilities for encouraging the development of creative economy.
- 2) The potential human resources, especially the young people who are well educated with a variety of their creativity agencies.
- 3) The existence of community economic development and supporting program by the government through various programs such as PNPM Mandiri, PNPM Peduli, KDP, KUR, etc.



- 4) Availability of the art market facilities at Gabusan, malioboro, JEC and websites media of DIY government
- 5) There are many higher institutions (GMU, UNY, UIN, UPN, UII, ISI etc.) which are ready to be creative product development laboratory
- 6) Availability of transportation, building, training center, electronics center, shopping center, tourism, and general activities to support the creative industries function of DIY
- 7) Yogyakarta has various traditions, cultural centers and events that can be used as developing forum for creative industries such as sekaten, labuhan, rasulan, etc.

**b. Weakness**

- 1) Lack of data base of 14 creative industries sub-sectors as the basis for developing institutions and agencies in DIY
- 2) Less of government attention through programs and activities to empower and facilitate the development of creative industry center, due to the low of budget
- 3) Inter-agency/ SKPD coordination and support are not optimal to support the development of creative industries
- 4) The reluctance of communities to participate in government programs due to the complexity of the bureaucracy and taxation affairs
- 5) The absence of a media center as activity centers, laboratories, reference sources, promotion, and update information for the development of creative industries community
- 6) A society cultural mindset with a strong traditional mindset and unopened to receive new technology
- 7) The absence of policies that encourage the development of creative atmosphere in Yogyakarta
- 8) Inter-regional cooperation is not yet optimal for marketing products and services of creative industries such as Solo, Semarang, Cilacap, etc.
- 9) Cooperation with big companies and brand holders is not yet optimal to elevate and provide skills to the community-based industries
- 10) Support of the business element is not yet optimal such as Chamber of Commerce, Industrial associations and academia in the development of creative industries in Yogyakarta
- 11) Lack of financial and industrial management skills in running the creative industries in the community
- 12) Cooperative functions as capital and raw materials providers , and marketing is not yet optimal in supporting the operation of creative industries
- 13) Lack of business assistance and entrepreneurship spirit strengthening among the people to seek the potency and forward-looking

## 2. Analysis of External Factors

External conditions is describing all the conditions and factors that are beyond the government and people of Bantul Regency, in the form of opportunity and threats covering various aspects of natural and human resources, infrastructures and facilities as well as development policies that directly and indirectly affect the development of creative economy in Bantul regency. The results of the identification of external factors are as follows:

### a. Opportunity

- 1) A national policy support of Ministry of Commerce for developing creative economy in Bantul District along with the enactment of Presidential Instruction No. 6 of 2009 on Creative Economic Development and establish Indonesia in 2009 as the Year of Indonesia Creative Technology (ICT).
- 2) The opening of free trade ACFTA 2010 develops business opportunities for national and International
- 3) The policy support in an effort to develop small, micro and medium enterprises (SMEs) in order to increase employment, number of entrepreneurs and the capital facilitation.
- 4) Shifting the urban lifestyle back to nature and loving art can be a "market" for the creative product of Bantul Regency.
- 5) Applicability of Asian free trade (ACFTA) started in 2010 became an opportunity for creative economic development to compete in regional and international markets.

### b. Threat

- 1) Competition increase of creative economy product with other cities that have been developed and facilitated the development of creative economy first, such as Bandung who had had a "trademark" as a creative city.
- 2) The entry of low-priced creative products from abroad (Japan, China, Korea and Taiwan), especially children's toys, textiles, garment, free software, movies, VCDs, comics and books into the traditional markets which are urging local creative products
- 3) The entry of similar handmade and fashion products from other areas with better quality, can threaten the crafts industrial market of Bantul Regency.
- 4) The entry of products that supported by multi-national companies (multinational corporation), such as Mc Donald, Coca Cola, Marlboro, Sony Microsoft, IBM or imported by big national companies such as Gramedia, Graffiti, etc.
- 5) The absence of Intellectual Property Rights (IPR) protection facilitation for copyright of products of Bantul District residents that may lead to the recognition of the other party. For example: Batik, design, crafts, etc.

Yogyakarta province creative economy model, developed by the withdrawal of a building, which consists of foundation, building (pillars) and roof (main actor) elements form.



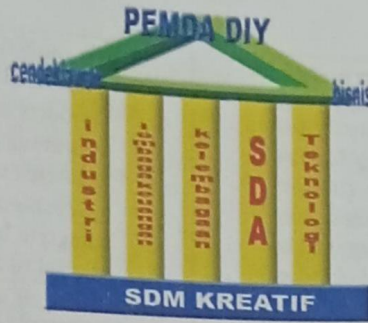


Figure 1. Pillar model on the development of creative industry

## Result Analysis

Num	Goal	Direction	▲ STRATEGY
1	The creation of a condition that encourages creativity of the community	Increased the awards to creative people of Bantul District	<ul style="list-style-type: none"> <li>▲ To provide support for talented creative people who get awards at provincial, national and international levels.</li> <li>▲ Appreciation / awards to creative people of Bantul regency.</li> <li>▲ Provide support for implementation of 14 sub-sectors of creative economy</li> </ul>
		Database creation and networking of creative people in Bantul regency;	<ul style="list-style-type: none"> <li>▲ Build databases, success stories and creative products of creative people of Bantul Regency.</li> <li>▲ Facilitate the development of networking and encourage cooperation among creative people of Bantul District</li> <li>▲ Encourage and facilitate creative people from other areas to visit Bantul district to share experience and knowledge and build business networks in the area of creative economy</li> </ul>
		Strengthening the conducive business condition for investment of supporting technology of creative economy	<ul style="list-style-type: none"> <li>▲ Improving regulation, facilitation and services of simple licensing of creative economy.</li> <li>▲ Socializing of licensee policy of economic creative industries</li> </ul>
		The creation of an appreciation of the IPR and socialization of IPR's importance.	<ul style="list-style-type: none"> <li>▲ To campaign the importance of creativity and intellectual property rights as a major capital of a competitive advantage in an era of creative economy.</li> <li>▲ Providing educational services and community service in the form of IPR information service.</li> </ul>

		Increased appreciation of local culture and local wisdom	<ul style="list-style-type: none"> <li>▲ To campaigning the usage of Bantul regency creative product as an effort to create a market for creative products outside the region through the utilization of community events or activities as a medium for creative economic development.</li> <li>▲ Encourage the creation of creative products that integrate local culture and trends of interest to the market of inside and outside the region as well.</li> </ul>
		The creation of the creative community with mutual respect and mutual exchange of knowledge	<ul style="list-style-type: none"> <li>▲ Facilitate and encourage the community formation of creative people in Bantul District</li> <li>▲ Empowering communities to participate actively in the creative community, both formal and informal.</li> <li>▲ Creating a public open space for assimilation of values and knowledge exchange between stakeholders in the area of creative economy.</li> </ul>
		Creation schemes and financial institutions that support the growth of industries in the creative economic field	<ul style="list-style-type: none"> <li>▲ Encourage and facilitate the creation of an appropriate financing scheme for the creative economy industries.</li> <li>▲ Develop non-bank financial institutions at the centers of creative industries.</li> </ul>
		Strengthening the relationship between business and government with financial institutions.	<ul style="list-style-type: none"> <li>▲ Facilitate meetings between industries in the field of creative economy with the financial institution.</li> </ul>
2	Development of creation capabilities on creative value	Increased qualified creative Human Resources (HR) in Bantul Districts	<ul style="list-style-type: none"> <li>▲ Developing education and training curriculum and extracurricular activities at school oriented to the formation of creativity and entrepreneurship in students as early as possible.</li> <li>▲ Strengthening access to information and knowledge exchange of creative economy in society</li> </ul>
		An increasing the number of qualified educational institutions, formal and non formal training that supports the creation of creative people.	<ul style="list-style-type: none"> <li>▲ Encourage the private sector to build the qualified training and education institutions in the area of creative economy with affordable cost.</li> <li>▲ The provision of infrastructure and non-formal education facilities based on creative economy.</li> </ul>
		Increasing number of entrepreneurs in the creative economic field.	<ul style="list-style-type: none"> <li>▲ Provides simplicity of starting and running businesses for new entrepreneurs in the creative economy</li> <li>▲ Encourage successful entrepreneurs to share experience and expertise to the community to create new creative entrepreneurs.</li> </ul>



		Strengthening the capacity of technological mastery and ability to use computers in the field of creative economy	<ul style="list-style-type: none"> <li>▲ Improving the quality of education and training institutions of information and communication technologies in the creative economy field</li> <li>▲ Intensify research and technology cooperation in the multidiscipline creative economic field between educational institutions, especially on information technology base-universities</li> </ul>
		Increased attractiveness of industries in the creative economic field	<ul style="list-style-type: none"> <li>▲ Extending the reach of the distribution of creative products marketing outside the region of Bantul Regency.</li> <li>▲ Increase market appreciation on creative products outside the area of Bantul regency.</li> </ul>
3	Increasing opportunities or demand for creative products	Increasing awareness and appreciation of other areas to the creative product of Bantul Regency	<ul style="list-style-type: none"> <li>▲ Promoting creative products that have economic value and carry the hallmark of Bantul district to national level</li> </ul>
		Increasing efficiency and productivity of the industry to enhance the comparative advantage	<ul style="list-style-type: none"> <li>▲ Restructuring the supporting industries of creative economic industries.</li> <li>▲ Restructuring the industry distribution that supports the clusters creation of creative economy industry.</li> </ul>
		Increased local contained innovation, to create a competitive advantage	<ul style="list-style-type: none"> <li>▲ Socializing on the market, design, research, and technological developments related to the development of industries in the creative economic field</li> </ul>
		The bases establishment of industrial supporting technology in the field of the creative economy towards technology clusters	<ul style="list-style-type: none"> <li>▲ Optimize the role of research institutions, NGOs and universities to develop technologies that support the development of industries in the creative economic field.</li> <li>▲ Developing technology incubators to support the development of creative economy</li> </ul>

## CONCLUSION

Creative economic development policy in Bantul regency is a strategic policy options for improving the welfare of society in the era of regional autonomy. The potency of creative economy in Bantul District, is good and varied, however the role of Bantul Regency government and business groups in giving support and facilitation is needed for developing in order to be as a driving force for economic development of society. Development of creative economy is very important, because these activities can reduce unemployment and open up new business opportunities for the people of Bantul Regency.

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