

DEVELOPMENT OF INFORMAL SECTOR IN TAMANSARI HERITAGE AREA YOGYAKARTA

Septiawan Bagus Panglipur¹, Sita Yuliasuti Amijaya²

^{1,2} Magister Arsitektur, Fakultas Arsitektur dan Desain, Universitas Kristen Duta Wacana
Jl. dr. Wahidin Sudirohusodo No. 5-25, Yogyakarta, 55224
Email: ¹ sbsakamoto@gmail.com

Abstract

Tamansari heritage environment is one of cultural heritage area in Yogyakarta City; built by the first Sultan of Yogyakarta, which is functioned a place for resting and bathing. Tamansari is also believed as a mystical meeting place, between the *Sultan Hamengku Buwono I* with *Nyi Roro Kidul*; the ruler of the south coast. It is also believed Tamansari to have a mystical path connected directly to the south coast. Kampung Tamansari has good economic growth, related to its cultural heritage status. The residents around the complex develop the cultural heritage site as a historical tourism attraction. They do improvements in Tamansari area for being neater and cleaner, also take advantage of tourist visit by providing informal economy facilities. Many shops and souvenir stores are growing up, also many food kiosks and street vendors increase there. Kampung residents also build a community tour guide group to assist the tourists so, they can more easily get to know Tamansari area. This research will discuss, how the strategy of residents there for taking advantage of the informal economic opportunities that arise due to the object existence and status of cultural heritage area in Tamansari.

Keywords: tourism village, Tamansari complex, informal economy sector, cultural conservation area.

Abstrak

Judul: *Perkembangan Ekonomi Sektor Informal di Kawasan Cagar Budaya Tamansari Yogyakarta*

Kampung Tamansari merupakan salah satu kawasan cagar budaya di Kota Yogyakarta karena memiliki wisata cagar budaya yaitu kompleks bangunan Tamansari. Bangunan tersebut merupakan sebuah bangunan bersejarah yang didirikan oleh Sri Sultan Hamengku Buwono I yang difungsikan sebagai tempat istirahat dan pemandian, selain itu Tamansari juga sebagai tempat di mana Sri Sultan Hamengku Buwono I bertemu secara mistis dengan Nyi Roro Kidul. Di tempat ini terdapat jalur mistis yang terhubung secara langsung ke pantai selatan. Kampung Tamansari memiliki pertumbuhan ekonomi yang meningkat karena memanfaatkan status cagar budaya dari Tamansari. Para warga memanfaatkan situs cagar budaya ini sebagai tempat wisata historis. Area Tamansari direnovasi menjadi lebih bersih dan lebih bagus, sehingga menarik perhatian para wisatawan. Selain merenovasi, para warga juga memanfaatkan kunjungan wisatawan dengan memberikan respon di bidang ekonomi informal. Banyak warung dan toko souvenir yang bermunculan, banyak juga warung makan dan pedagang keliling yang bersiap di area kampung. Warga kampung juga merespon dalam bidang jasa, mereka membentuk komunitas pemandu wisata untuk memandu para wisatawan yang datang. Mereka menawarkan jasa pada para wisatawan ketika sedang berkunjung, agar wisatawan dapat lebih mudah mengenal Tamansari. Penelitian ini akan membahas bagaimana warga memanfaatkan peluang ekonomi yang muncul akibat keberadaan dan status kawasan cagar budaya Taman Sari.

Kata kunci: *kampung wisata, Taman Sari, ekonomi sektor informal, area cagar budaya.*

Introduction

Tamansari building complex is one of cultural heritage area in Yogyakarta City. Tamansari was built by the first Sultan of Yogyakarta, which is functioned a place for resting and bathing. Tamansari is also believed as a mystical meeting place between Sri Sultan Hamengku Buwono with Nyi Roro Kidul, the ruler of the south coast, and believed to have a mystical path connected directly to the south coast.

Kampung Tamansari has good economic growth, related to its cultural heritage status. The residents around the complex develop the cultural heritage site as a historical tourism attraction. They make improvements in Tamansari area for being neater and cleaner. Further, they take advantage of tourist visit by providing informal economy facilities. Shops and souvenir stores are growing there. Residents also react the situation mostly in public service sector; for example, they initiate a community tour guide to assist the tourists so they can more easily get to know Tamansari environment. People are trying adding the mystical part for making story about the object more interesting.

Research Methods

This research applied descriptive methods; through approach in descriptive qualitative based on the land-use of Kampung Tamansari. Research focus is on the economic development and activities related to land-use on site. Survey is done to collect the empirical data about the condition of Kampung Tamansari and further is analyzed by using theory. The used theory in this research is regarding to Kampung Taman Sari, informal sector and economic development.

Analysis and Discussion

Tamansari was built in 1765 and has an area of 10.5 hectares. it is located on the southern-west side of the Yogyakarta Palace. This building was built by two architects: Tumenggung Mangundipura and Demang Tegis, a Portuguese man who was given the rank *Demang* by Sri Sultan Hamengku Buwono I. (Dwidjaraya in Wardani, 2013:109)

In addition, a place for bathing and resting, Tamansari is also a means to preserve the sacred relationship between Sri Sultan Hamengku Buwana I and his successors with Kanjeng Ratu Kidul. Taman Sari is seen as a facility to establish the legality of Sultan as the king of Mataram dynasty. (Soedarsono in Wardani, 2013:110)

Local people had belief that Tamansari had a path or tunnel directly to the south coast, where the ruler of south coast live. But it is never confirmed. The local technology for making a tunnel to the south coast; more than 25 km; is still in question for that time. The tunnel was not physically existing, but it might be a mystical path, to connect the Sultan to see Nyi Roro Kidul when he renewed his mandate in governmental duties.

Tamansari complex consists of several objects (Wardani, 2013), such as *Pulo Kenanga*, *Sumur Gumuling*, *Terowongan Urung-urung*, *Gapura Panggung*, *Umbul Binangun*, and *Pasarean Dalem Ledok Sari*.

Pulo Kenanga

Pulo Kenanga is often called the Water Castle. This place is a magnificent building like a palace with elements of water surrounding it. *Pulo Kenanga* was built by a Portuguese architect called Demang Tegis in 1758- 1765.

Sumur Gumuling

Sumur Gumuling is often called an underground mosque. Like mosque in general, this building also has a place for wudlu under the stairs.

Terowongan Urung-urung

It is a tunnel for the defensive fortress that is used a protection from assault in war. In addition, this pathway is also the route to the pool.

Gapura Panggung

On the eastern side of the octagonal building, there is a gate building called *Gedhong Gapura Panggung*. This building has four levels, two levels locate on the western side and two others are on the eastern side. The gate symbolizes the year Tamansari was first built in 1684 based on Javanese calendar, or in 1758 on the AD (*Anno Domini*) calendar.

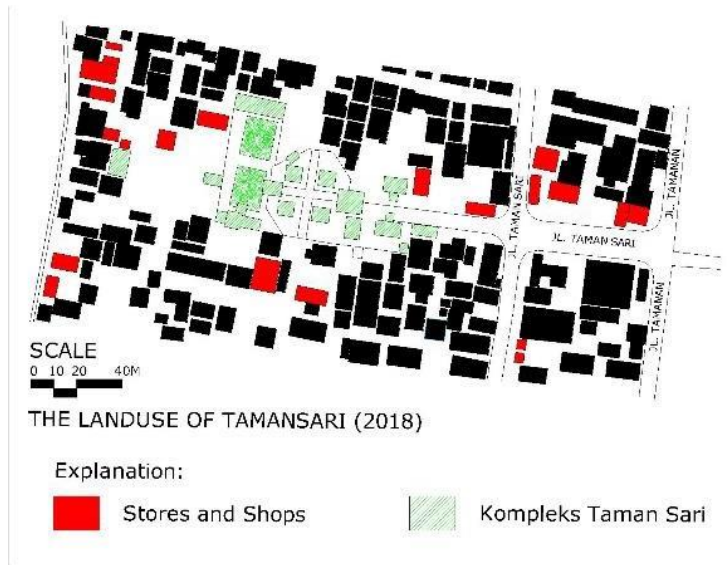
Umbul Binangun

Umbul Binangun is a bathing pool for Sultan and his family. The complex is surrounded by high clay potteries. The complex itself has three ponds/pools.

Pasarean Dalem Ledok Sari

As the name is *Pasarean*, this building serves as resting area. The word *sare* in Polite Javanese means sleeping in English. Inside this building, there is a Sultan bed, kitchen, sewing room, luggage and storage room, and garden.

Based on its interesting history, Tamansari becomes a very popular historical tourism spot in Yogyakarta. The residents are positively responded. They spontaneously develop the informal sector to respond the tourist-visit. Kampung residents start opening stores and shops as supporting facilities for tourists. Some souvenir shops are opened. Some villagers join the community tourism group and become tour guides to help tourists get to know Tamansari and its surroundings. Residents who use the informal sector in the form of food mini-stores, grocery stores, or souvenir shops, mostly are occupying the main road that tourists pass through to the object. Picture 01, explains the path in where the stores located. Begin from the entrance of Tamansari complex to the main gate before entering the complex.



Picture 01. The location of stores and shops in Tamansari
Source: Observation, May 2018

Shops, grocery stores, food ministores (*warung-Ind*), and cafes locate on the edge of the main road that is passed by tourists. The strategy is done for directly connecting with tourist visit. While vendors are crowding mainly in three locations: first in the parking area, the main entrance to Tamansari and third in the surrounding of exit. They seem to welcome tourists who will enter the complex and just come out from the Tamansari building area.



Picture 02. A shop located at the front of the Tamansari location utilizes the hectic area to carry out economic activities

Source: Panglipur's documentation, May 2018

According to Sibhat (2014) informal sector actors have characteristics that do not have official protection from the government, lack of minimum wages and social security of work, self-employment, absence of inter-organizational exchanges (sort of appeal in the context of trade), income and little, low occupational safety, and not benefiting from an institution.



Picture 03. Street vendors welcome tourists from Tamansari building

Source: Mata's documentation, May 2018

Sibhat (2014) also describes the characteristics of the informal sector actors, namely tight market competition, the narrow scale of work is only limited to the family environment, easily accessible, utilizing local wealth, ownership by the family, and the absence of protection from a particular institution.



Picture 04. Drink and food stalls welcome the arrival of tourists at the entrance gate

Source: Mata's documentation, May 2018

While Simanjuntak in Atyanto (2014: 5) argues that the characteristics of the informal economy is that the scale of the business is relatively small and simple, usually does not have a business license, which certainly makes this sector attractive because it makes it easier to do, generally has low income, linkages with other sectors is very small, and the type of business varies, for example street vendors, stalls, barber, pedicab drivers, and others.



Picture 05. T-shirt shop with Bamboo Cotton Material which is a new basic material in making T-shirts in Tamansari Village

Source: Panglipur's documentation, May 2018

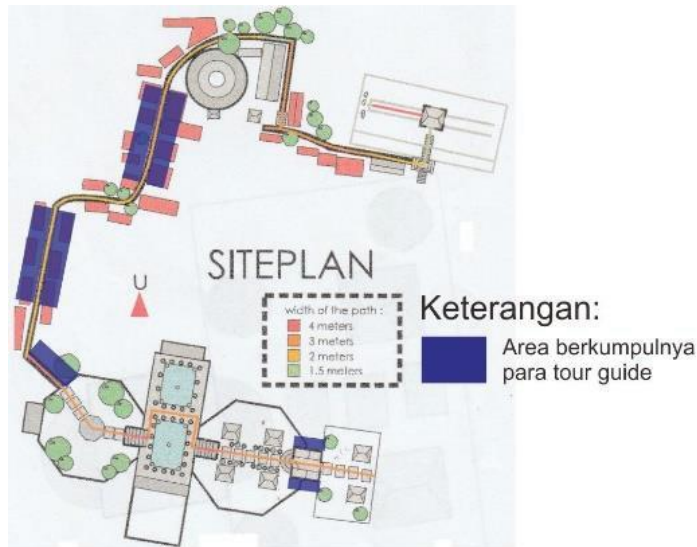
Business in the informal sector is in great demand by residents. In addition to bringing benefits and advancing the economy of the villagers, some residents feel their ability to increase in certain fields. For example, t-shirt and batik entrepreneurs, they feel that the business can be passed on to the next generation, especially painting batik skills, it will be very beneficial if the skill is not broken and continues. It is not only beneficial for the batik maker but also can maintain local wisdom from the residents of Kampung Taman, besides that it can also be a characteristic of Tamansari Village.



Picture 06. Suhardi's Batik Lukis shop is one of the local treasures of Taman Sari

Source: Documentation of Panglipur, May 2018

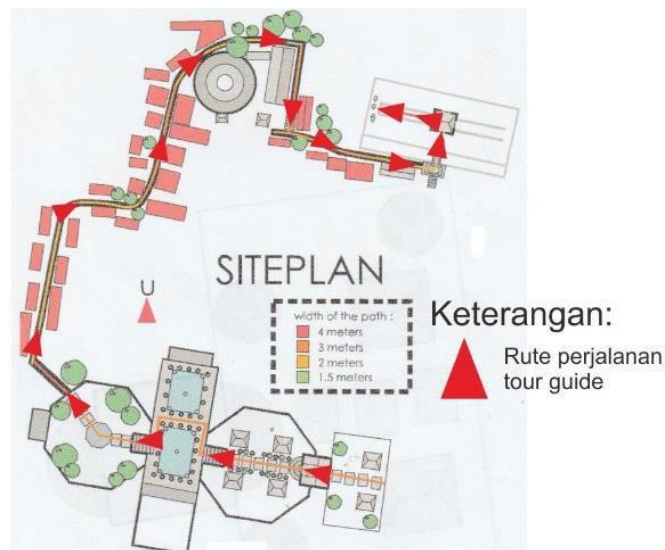
In addition to the culinary and goods trade sectors, residents also target the service sector which is a tour guide that helps tourists. Residents who became tour guides are offered and service offered to tourists. Although only ordinary citizens, it turns out there are some people who are fluent in English, even those who are fluent in English are fathers who are already over 50 years old.



Picture 07. A gathering area for tour guides in the Tamansari area

Source: Noviadri's Observation, May 2018

Almost on every edge of the Tamansari tourist route there are tour guides who are ready to serve tourists. They offer their services to guide tourists easier to understand and understand about Taman Sari, especially in its historical part.



Picture 08: Tamansari tour guide travel route

Source: Noviadri's Observation, May 2018

All economic activities in Tamansari Village are included in the characteristics of informal economic activities according to Sibhat and according to Simanjuntak in Atyanto. The residents that involved in the economic activities of the informal sector in Tamansari is mostly *abdi dalem* or court relatives or still a descendant of the previous king. In carrying out economic activities in the informal sector, they do not have to have a business license, because their average monthly income is less than 5 million rupiah.

Conclusions

With the existence of citizens who are aware of business opportunities, it does not rule out the possibility that the village's economic life will be able to grow even better. It is better if there is a special training to continue special skills that are owned by residents of Kampung Taman. Special skills such as batik painting, tour guides, and others. If there is batik painting training at every batik shop, it will greatly help the continuation of the economic potential in the souvenir sector. And if there is a kind of verbal or written training about the history of Taman Sari, language training, mass communication, and marketing skills, will be very helpful in the tour guide sector.

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