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Determining SWOT of Culinary Tourism in South Square of Surakarta Palace

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Abstract---*Keraton Kasunanan Surakarta is a mainstay tourist attraction in Surakarta. But the South Square looks very rundown with culinary street vendors who are less organized and were famous as a covert prostitution area at night. This paper aims to identify and analyze the strengths, weaknesses, opportunities, and challenges of the culinary creative economy in the place. Qualitative research methods using interviews were conducted with key figures from the local government, and the palace vendor streets association. The findings of those strengths, weaknesses, opportunities, and threats of street vendors are beneficial for the government, the king, and street vendors to have strategic planning with a win-win solution.*

Keywords---*palace, policy studies, potential map, strategic plan, tourism.*

Introduction

Surakarta Square area as one of the cultural and historical relics in the city of Surakarta is an area that has historical value and is an area that has a heritage in the form of certain buildings and architectural designs that characterize the past or conditions that existed at that time. This area was once part of one of the royal government centers in Central Java (Kraton Surakarta).

The results of the first year of research showed that the status of public space imposed on both squares plus the opening of Surakarta Palace as one of the tourist attractions in Surakarta then gave implications one of which is the influx of informal traders who bring problems to the sustainability of this Surakarta Square area. Many street vendors fill the area so that it covers its existence as an area of high historical value. As a result of the expansion of the Complex of North and South Square, which was once so rapidly becoming a yard for street vendors and parking vehicles, especially tourist vehicles, the meaning of the palace building complex and the square as a cultural reserve is fading (Yasin & Arch, 2006).

Another problem is the contradiction and conflict of interest between economic aspects by maintaining the informal sector and tourism objects of Surakarta Kasunanan Palace (Trisnawati et al., 2008). These two things can support each other to cause follow-up impact if planned correctly. Another finding has identified the utilization of

public space tends to be for the benefit of some people who make the meaning of its use shift (Yasin & Arch, 2006). This is coupled with the condition of utilization of Surakarta Square area that does not provide parking space for visitors or street vendors. The condition of street vendors who lined up and filled the road starting from Gladag Gate, the ring road of North Square, in front of Surakarta Grand Mosque and South Square that caused traffic jams. The number of traders will increase, especially before and at the time of the events organized by the Kasunan Palace. Big events related to the tradition can bring many visitors such as the ceremony / Kirab 1 Suro (source: an interview with Pimpro Revitalization, 2004). The impact on the economic side is very high, but if seen from the problems for the Surakarta Square Area shows the existence of trade and other non-cultural activities have eliminated its existence as a cultural heritage area and the aesthetic and monumental impression has caused the impression of slums and dirty (Adhitama & Wahyono, 2004).

Street vendors that occupy the public space of the city are street vendors located in the South Square of Kraton Kasunanan Surakarta. This square is one of the public spaces of the city that is utilized by the people of Surakarta and its surroundings to spend leisure time. The number of people in Surakarta and surrounding areas who use this public space presents opportunities for street vendors to peddle their wares. They consider that the south square is a potent enough work area to develop their small business, even for some street vendors this is the main job (Baumann et al., 2002; Dredge, 2006; Bozeman, 2000).

The business opportunities created by the south square seemed to be a magnet that caused the proliferation of street vendors there. The existence of street vendors is fully managed by the palace and provides financial benefits for the palace because traders are required to pay the levy money. This southern square also presents opportunities for traders outside Surakarta to sell there. Besides coming from Surakarta, many traders come from other areas such as Sukoharjo Regency. The traders who come from Surakarta city generally live around Surakarta Palace and usually, these street vendors buy raw materials for their merchandise not far from where they live (Agrafioti & Diamadopoulos, 2012). Not even a few traders from outside Surakarta migrated and lived around the palace to make it easy to sell in the square.

The emergence of street vendors has had various impacts positive and negative impacts. The negative impact of street vendors on city life is because they occupy locations that should not be. So there is a decrease in the quality of city space caused by the development of street vendors that are increasingly out of control every year. The phenomenon of the proliferation of street vendors in these cities seems to be the identity of big cities, especially in the center of the crowd. Based on Permen No. 41 the year 2012 article 33 concerning the determination of the location of street vendors, street vendor trade at the construction site set by the regent or mayor. The construction site consists of a permanent location and a temporary location. The permanent location of street vendors is equipped with accessibility and facilities and infrastructure including electrical facilities, water, trash cans, and public toilets. While the temporary location is the location of the street vendor's business premises scheduled until the period set by the district or city government. One of the bustling centers of the city that is widely used by street vendors to sell is the city's public spaces. Public spaces have high accessibility that can bring consumers to street vendors.

Public space is an open space provided by the government for the benefit of the people of the city and as a place to accommodate the activities of the city community. Open space is part of a space that has a definition as a container that accommodates human activities in an environment that has no physical cover (Luo et al., 1998). The ability of public spaces to accommodate community activities is decreasing because large street vendors occupy public spaces. The proliferation of street vendors makes the beauty or aesthetics of public spaces decrease because it is caused by waste produced by street vendors.

Street vendors in this square are dominated by traders who come from the city of Surakarta itself, but not a few traders come from Surakarta Karesidenan. Generally, they conduct migrate from their home region because of the business opportunities offered by the palace. One of the street vendors in the south square is the rental of children's toys. This street vendor came from Sukoharjo Regency who migrated temporarily to Surakarta just to rent out toy services. The informal sector has an economic chain that focuses on street vendor efforts in meeting the needs of its merchandise. The informal sector chain here means that these street vendors buy their toy equipment from toy manufacturers in Sukoharjo. The empowered workforce also comes from Sukoharjo.

Based on observations made by researchers both in the morning and at night that with the presence of this street vendor makes the aesthetics of the south square untidy or chaotic, the average trader in HIK (Special cuisine of the village) occupies on the southern and western edges attached to the wall (Behling et al., 2015). In addition, the characteristic of the south in the square merchants is the grilled meatballs that are almost in every corner of the square starting from the south, west, north, and east located on the roadside. Researchers also observed that the south square feels rundown and not clean.

The increasing number of street vendors who have been formalized and moved to shelters and culinary night markets reflects Surakarta's broader economic growth and increased trading activity. With 658 shelters for sellers built by the city in various locations to date, the authorities' approach to street vendors contributes to Surakarta's contemporary reputation for cleanliness and beauty. Overall, with the involvement of all community members in a dynamic urban economy, Surakarta has emerged as a destination for gastronomy, fashion, and creative arts in Central Java Province. The number of visitors to Surakarta has grown rapidly in the last seven years. The city currently has no data to show whether it is benefiting from increased revenue as a result of the relocation of street vendors. The likelihood of any increase will be very small in terms of direct income and cash to the city; the greater impact will be a multiplier effect on overall economic growth.

Surakarta's gross regional domestic product (GDP) increased by an average of six percent in the period 2005-2013. The number of street vendors relocated and the city's economic growth increased at the same rate. GDP is a very rough measure of growth, and does not necessarily indicate a causal link between these two increases – but what it shows is that the relocation of street vendors (making the city cleaner and more beautiful) has run parallel and is consistent with the city's overall economic growth. We know the informal sector currently caters to not only locals who are considered to 'need' cheaper food but also provides higher value products for many more affluent domestic and international visitors. The power to make others feel human as mayor of Surakarta has now been built on Jokowi's legacy, continuing to recognize street vendors as legitimate economic actors who can create a strong multiplier effect in the city's economy. Jokowi understands the importance of consultation and communication: he is skilled in seeing that any relocation following the city authorities needs to benefit traders as well. These benefits, offered in the form of facilities, training, freedom from extortion, and the opportunity to continue legitimate business down have real value for vendors and the wider community. Other city governments can learn important lessons from this example and use 'nguwongke' (humanizing humans) to find win-win solutions for their communities.

Method

This research is qualitative. This approach was chosen to explore qualitative information (Burawoy, 2009; Boddy, 2016; Lancaster, 2007; Gill & Johnson, 2002; Grbich, 2012; Huberman, 1992). Researchers conducted qualitative research with live interviews and conducted Focus Group Discussion (FGD) with stakeholders (local government and local street vendors to plan strategies for structuring and revitalizing the south square based on local wisdom. The scope of this research is the street vendors and other key resource persons to conduct FGD.

Research Results

The results of this study describe the description of the research containing the results of data search interviews. In conducting this data search, researchers research the ranks of government or service by requesting research permission from the relevant agency. Researchers made a cover letter and carried out the research permit process such as a cover letter and official documents from lecturers and Bappeda. After all the designs have been made, then in March the research team was forced to stop the preparation process due to the existing covid-19 pandemic, and the event has diverted the concept, previously FGD became an interview. The team searched for informants according to the results of the research team meeting of lecturers and assistants. Then the interview starts with the street vendors first.

The search for data from street vendors consists of 3 people. However, at the time of the first street vendors interview, there was something hidden, so that the next street vendors interview was conducted non-formal. After the permit was completed, researchers began looking for data from the tourism office (Amerta et al., 2018; Wesnawa, 2017). They were directed to come to the trade office. The next day, researchers came to the PUPR office to confirm the interview permit. On that day also researchers allowed interviews. Researchers are also directed to the Trade office as directed, researchers to the trade office and conduct interviews the next day. A few days later after obtaining confirmation from the palace, researchers and representatives from the Student Development Institute interviewed Alun-Alun Kidul Surakarta.

Street vendors in the palace square of Surakarta are dominated by traders who come from the city of Surakarta itself, but not a few traders come from Surakarta Karesidenan. Generally, they conduct migration from their home region because of the business opportunities offered by the palace. One of the street vendors in the south square is the rental of children's toys. This street vendor came from Sukoharjo Regency who migrated temporarily to Surakarta just to rent out toy services. The informal sector has an economic chain that focuses on street vendor efforts in meeting the needs of its merchandise.

This research is in line with that conducted by [Siswanto \(2015\)](#), which shows that the south square of Surakarta palace has unique and interesting tourism potential. Judging from the potential, it is very feasible to be developed as an attraction of ecotourism which is a type of eco-friendly tourism and has a positive impact on the empowerment of local communities. The results of interviews and observations on the management of the square area are as follows:

- 1) Impression of slums and not managed professionally the existence of activities in the Alun - Alun Area
- 2) Street vendor activity caused traffic jams due to limited parker land and activities along the road
- 3) There is no data on the number, location, business sector, and business license.

There is no communication to manage and organize street vendors and Alun-Alun area between the Kasunan Palace as the owner of the area and the Government of Surakarta City as the Manager of the City area.

Analysis of strengths, weaknesses, opportunities, and challenges (SWOT) of the creative economy of Surakarta City
Analysis of internal factors

Internal conditions describe all conditions and factors in the development of the creative economy and management of the Alun-Alun area, in the form of strength and weakness covering various aspects of human resource potential, infrastructure and facilities, and socioeconomic conditions of the community ([Görener et al., 2012](#); [Kurttila et al., 2000](#); [Sevкли et al., 2012](#)). The results of identification of potentials/strengths and weaknesses are as follows:

Strength

- 1) The strategic location of Surakarta city among the economic centers in EKs Karesidenan Surakarta
- 2) As a Javanese Cultural Center that has Javanese values and traditions that are still maintained and preserved
- 3) There is a potential for human resources to support creative economic development, especially the young population group (age group 19-40 years) which is quite a lot
- 4) Local Government Organization (OPD) and Forum for Economic Development and Employment Promotion (FEDEP) are the drivers in encouraging the development of a Creative Economy in Surakarta
- 5) Development and development of community economic business have been carried out by opd (Tourism Office, Trade Office, Industry Office, and Cultural Office) and related institutions through the approach of handicraft centers and tourism development areas.
- 6) The availability of website *facilitation* of Surakarta City Government (Solo Destination) provides information about the economy, tourism, and development of the City in detail.
- 7) There are educational institutions (SMK) and universities that are the center *of think tanks* and participate in providing human resources in the development of the creative economy.
- 8) Surakarta city has tourist destinations supported by a calendar of events that presents tourist attractions
- 9) Supporting facilities and facilities are well available in every tourist destination and nodes-the central nodes of the economy and public space.
- 10) Performing Arts, Batik Handicrafts, Culinary, and Product Design are subsectors that are in great demand by visitors/tourists to the city of Surakarta
- 11) Location Located around the kasunan palace as a symbol of Javanese culture.

Weakness

- 1) Not yet supported by tour packages that provide travel tours that are integrated with destinations and centers - centers of arts and entertainment activities;
- 2) Lack of awareness in supporting the development of the creative economy by citizens. (vandalism, the destruction of passions; generality);
- 3) Coordination between the Palace and OPD Surakarta in managing the Alun - Alun Utara and Selatan areas has not been carried out;
- 4) Cooperation with stakeholders in the management of the Alun - Alun Utara and Selatan areas has not been carried out;
- 5) The arrangement of street vendors and the provision of parking spaces that are still complained by visitors;
- 6) Has not accentuated its unique characteristics as a culinary tourist destination.

Analysis of external factors

External conditions are to describe all environmental conditions and factors that are outside, in the form of opportunities (*opportunities*) and threats (*threat*) covering various aspects of natural resources, human resources, infrastructure and facilities, and development policies that directly and indirectly affect the development of creative economy and management of the square area - Keraton Surakartasquare. Based on the results of identification of external factors, it is stated as follows:

Opportunity

- 1) Planning the promotion and development of inter-regional tourist destinations called Joglo Semar (Jogja Solo Semarang);
- 2) The policies of the Central Government and the City of Surakarta support the development of small, micro, and medium enterprises (MSMEs) to increase employment, increase the number of entrepreneurs and facilitate capital for MSMEs;
- 3) Central/provincial government policy establishes several cultural heritage areas and is used as one of the tourist destinations in the city of Surakarta.

Threat

- 1) National and world economy in recession;
- 2) Kompetitor other regional tourism events namely Yogyakarta, Semarang, Bandung, Jakarta and others;
- 3) The emergence of tourist destinations that combine local potential and tourist attractions.

Conclusion

- a) The appearance of street vendors has had various impacts positive and negative impacts. According to [Ganczak et al. \(2017\)](#), street vendors are a life belt that accommodates excess labor that is not accommodated in the formal sector to reduce the unemployment rate. Over time the labor force numbers continue to increase every year. However, this number of the labor force is not balanced with the formal employment provided by the government. One possible employment area is as informal sector actors or street vendors.
- b) One of the negative impacts caused is the decrease in the quality of city space caused by the increasingly uncontrolled development of street vendors every year. The phenomenon of the proliferation of street vendors in these cities seems to be the identity of big cities, especially in the center of the crowd. Based on Permen No. 41 the year 2012 article 33 concerning the determination of the location of street vendors, street vendor trade at the construction site set by the regent or mayor. The construction site consists of a permanent location and a temporary location. The permanent location of street vendors is equipped with accessibility and facilities and infrastructure, among others, electrical facilities, water, trash cans, and public toilets. While the temporary location is the location of the place of Business Street vendors scheduled until the period set by the government kabupaten or city.

The participation of local communities in the development of ecotourism is still not optimal, because so far the community is not very involved in the development of tourism ([Luthe & Wyss, 2014](#); [Gil-Pareja et al., 2007](#)). To succeed in the ecotourism development program, it is necessary to have the involvement and participation of local communities in their development.

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