

STAKEHOLDER ANALYSIS IN REALIZING SUSTAINABLE URBAN TOURISM IN YOGYAKARTA CITY

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ABSTRACT

The purpose of this research is to conduct *stakeholder analysis* to realize *sustainable urban tourism* in Yogyakarta City. This is important considering that tourism development in Yogyakarta City needs to pay attention to and practice the concept of *sustainable urban tourism*. The absence of *stakeholder analysis* makes it difficult to identify the strengths, interests, and influences of each stakeholder. Thus, the implementation of this policy always experiences various obstacles, especially when it is associated with the acceleration of tourism development in Yogyakarta City. This research uses a qualitative approach with a descriptive method. Data collection was carried out by observation, interviews, FGDs, and documentation reviews. The study results show that the Yogyakarta City Government is trying to prioritize sustainability in tourism policies. The application of Hamemayu Hayuning Bawana in tourism policy has implications for making a grand design of a sustainable and inclusive tourism policy. Although within seven years the implementation of sustainable tourism policies has been carried out, this study found the fundamental difficulties of sustainable city tourism policies in Yogyakarta City in the form of different stakeholder preferences. Based on the combination of three characteristics, namely: strength, importance and influence, the three actors can be classified, namely 1) *definitive stakeholders*, namely the DIY government, which has all three characteristics, 2) *dominant stakeholders*, namely the Yogyakarta City Government, which has characteristics of strength and interests, 3) *dangerous stakeholders* i.e. companies have attributes of power/power and interests, 4) *demanding stakeholders*: Street Vendors, Tourists and City Residents who only have interests become objects of city tourism policy. From the stakeholder analysis, it can help all stakeholders to make holistic policies that are able to benefit in a balanced manner to all.

Kata Kunci: *Stakeholder analysis, sustainable urban tourism, Kota Yogyakarta*