

DEVELOPMENT OF HOTEL AND MALL IN YOGYAKARTA IN PERSPECTIVE OF PUBLIC POLICY AND MULTICULTURALISM

by Dr. Suharno, M.Si.

ABSTRACT

This study aims to: 1) assess the construction of hotels and shopping malls in Yogyakarta in the perspective of public policy, and 2) examine the relationship between the hotel and mall development policy in Yogyakarta with the conditions of multiculturalism in Yogyakarta. This research is a descriptive qualitative research, from paper and person types of data sources. Data was collected through interviews, observation, and documentation. Instruments used in this research are interview guides, check lists and recording notes. Testing validity of the data employed triangulation techniques, namely the triangulation of sources. While the analysis of data using qualitative data analysis, which includes data reduction, data display, conclusions and verification. The results of this study show that: 1) In the public policy perspective, the accountability is key variables of the policy at issue in the construction of hotels and shopping malls in Yogyakarta and surrounding areas. Associated with the accountability, there are several layers of considerations that must be put forward relating to the policy that will be incurred related to permitting the construction of shopping centers and lifestyle. First, conformance with the basic vision of development policy as well as the privilege of Yogyakarta Yogyakarta as a cultural city, a city of education, and tourism. Second, the impact of these developments on the social aspects of the people of Yogyakarta, especially around the construction site. Third, the construction will harm or benefit the community economically or not. 2) In the perspective of multiculturalism, the construction of hotels and malls can be explained at least by two main optical, i.e. the environmental impact of natural and social environment. The construction of hotels and malls have confirmed new mono culturalism in the governance aspects of the environment, the culture of subjugation perspectives and needs of the community to the needs and perspectives of neo-capitalism. It is obviously visible that single culture in the narrative construction of the hotel and the mall was to position a small people in a position to lose. The development will erode and change the cultural order Yogyakarta. Not only culture that will be eroded, if development continues, there will be symptoms of neo mono culturalism, namely the structure of a new culture, such as consumerism and hedonism.

Kata Kunci: Construction of Hotel and Mall, Yogyakarta, Public Policy, Multiculturalism