

Stakeholders Analysis: Implementation of the Policy of Traffickers of Street Markets in Achieving Education and Culture Tour in Yogyakarta City

by Argo Pambudi, Fransisca Winarni, dan Pandhu Yuanjaya

ABSTRACT

The purpose and objective of this research is to conduct deep stakeholder analysis about the implementation of policy of structuring street vendors in realizing educational and cultural tourism in Yogyakarta city. This is important considering the arrangement of street vendors during this time to get resistance from various parties. The absence of stakeholders analysis makes it difficult to identify the strengths, interests and influence of each stakeholder. Thus, the implementation of the policy always experienced various obstacles, especially when associated with the acceleration of tourism development in the city of Yogyakarta.

This research uses qualitative approach with descriptive method. Data collection is done by observation, interview, survey and documentation study. Data analysis uses six stages based on stakeholders analysis method.

The results of this study is intended to compose academic texts that are expected to be a consideration of the preparation of correction or revision or review of government policies that have been regulating the existence of street vendors in the city of Yogyakarta. This is important because the main findings of the study, based on three combinations of stakeholder character, namely strength, importance and influence, the DIY Government has a dominant position. While on the other hand, street vendors have a low bargaining power because it only has the interest of continuing business activities in Malioboro. In addition, this provision produces a policy brief to make it easier for all stakeholders to understand the role and relationship between actors.

Kata Kunci: Stakeholder analysis, street vendors, educational and cultural tourism