

The Acculturation Impact of Chinese and Javanese Ethnic in Kampung Ketandan towards The Tourism Image in Malioboro Area

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Abstract. This study aims to describe the acculturation of Chinese and Javanese Ethnic in Kampung Ketandan towards the tourism image in Malioboro area based on the tourists' perception. The method of this study is written descriptively to obtain an overview of Kampung Ketandan tourist destination in Malioboro area. Meanwhile, the technique of data collection of this study used are interviews, observation and documentation. The results show that cultural acculturation in Ketandan Village has an influence on the image of tourism in Malioboro area. With the tourist attractions in Ketandan Village, such as the architecture of the buildings, which are historical evidence that there has been cultural acculturation between Chinese and Javanese ethnic which continues to be maintained by the people of Ketandan Village. Strengthened by the solidarity of the community in maintaining identity in an effort to preserve customs in the midst of the modernization era. This also does not apart from the history of acculturation which is involving the legendary figures from Ketandan Village itself. The combination of life between Chinese and Javanese ethnic who can live side by side in harmony and events which are held regularly every year are able to attract the attention of tourists and improve the image of destinations in Malioboro area.

Keywords: acculturation; kampung ketandan; malioboro area; tourism image

RESEARCH BACKGROUND

Kampung Ketandan is in Chinatown area located in the center of Yogyakarta City, precisely on Jalan Ahmad Yani, Jalan Suryataman, Jalan Suryotomo, and Jalan Los Pasar Beringharjo. Ketandan Village is also a witness to the history of cultural acculturation that occurred between Chinese culture and Javanese culture. Since 200 years ago, this area has been a place to live and earn a living for the Chinese people. Ketandan Village was born at the end of the 19th century, where this area was the center of Chinese settlement during the Dutch era. During Dutch rule there were regulations that restricted movement called *Passentelsel* and regulations that limited the spread of Chinese settlements in traditional areas called *Wijkertelsel*. However, with the permission of Sri Sultan Hamengkubuwono II, Chinese residents can still live in the area, with the aim that the Chinese community can have a positive impact on the community's economy by strengthening trade activities.

The Chinese community has played a very important role in the economy of Yogyakarta society for 200 years. They can interact with traders in Malioboro area. The interactions that occur in this area have been carried out for hundreds of years. So, there is a cultural exchange or acculturation between Chinese culture and Javanese culture. The cultural acculturation that occurs is found in the building architecture which is a combination of Chinese and Javanese. This original ethnic Chinese building in Ketandan Village has a mountain-shaped roof, but over time the roof has become pointed. This form of acculturation is something unique that other buildings rarely have. Therefore, the Yogyakarta City Government supports and designates Kampung Ketandan as a cultural heritage site in the Chinatown area. The Yogyakarta City Government also always emphasizes that the renovations

carried out still use Chinese architecture. Even the buildings that will be built and those that have already been built still maintain the Chinese style (warta.jogjakota.go.id, 2013).

Currently, Ketandan village and Malioboro area have become one of the busiest centers in Yogyakarta and are tourist destinations that are often visited by local and foreign tourists especially Ketandan Village which is currently part of tourism in the Malioboro area. There is a history of acculturation that tourists can explore through the existing buildings. This adds value to the image of tourism in the Malioboro area. The existence of Ketandan Village can also give rise to tourist stereotypes regarding the image of the Malioboro area. Malioboro tourists who visit based on curiosity want to know the history of Ketandan Village on foot. The impact of ethnic Chinese and Javanese acculturation on the tourism image of the Malioboro area can arise from the perceptions of tourists who visit Ketandan Village. However, tourists who visit the Malioboro area can also provide perceptions regarding the negative and positive image of tourism with the existence of Kampung Ketandan. The tourism image emerges from different tourist perspectives through certain evaluation. This evaluation can be through activities carried out, or in the form of concrete forms such as buildings with a certain design. Tourists can also assess the image of tourism in the Malioboro area through the elements of society in Ketandan Village, including harmonious living between racial and religious differences.

The image of tourism in the Malioboro area can also be influenced by the activities or events of the Yogyakarta Chinese Culture Week held in the Malioboro area. This activity is a form of appreciation from the Yogyakarta City Government for the acculturation of Chinese and Javanese ethnicities that occurred in Ketandan Village, and this activity is centered in Ketandan Village. This activity is held every time to welcome Chinese New Year and has been running since 2006. Chinese Culture Week is held as an annual event which is usually celebrated between January and February each year (Sudharsono, 2023: 287). In this activity there is a culinary market, *potehi* puppet show, lion dance, entertainment stage which can be seen by tourists. The Yogyakarta City Government is collaborating with Chinese residents throughout Yogyakarta to enliven this activity. As an effort to maintain the identity of Ketandan Chinatown village and at the same time improve the image of tourism in the Malioboro area. In line with the previous reasons, the research question can be formulated as follow "What are the factors that influence tourists' evaluation of the image of tourism in Malioboro area related to the acculturation of Chinese and Javanese ethnic culture in Ketandan Village?"

REVIEW OF RELATED LITERATURE

1. Acculturation

According to Koentjaraningrat (2015: 248), acculturation or culture contact is a social process that arises when a group of people with a particular culture is faced with elements of foreign culture in such a way that the elements of foreign culture are gradually accepted and processed into within one's own culture without causing the loss of the culture's own personality.

2. Tourism Image

Image can be interpreted as a picture obtained by the surrounding environment or other parties because of their experience and knowledge about an object. It can be concluded that tourism image is the image given by a tourist attraction that can have an impact on tourists to return to that object. (Muniroh, 2020: 56)

Tourism images can be a medium for introducing a tourist area. Tourism image is a belief about a place/destination that creates a certain feeling for tourists when carrying out tourism activities (Hanif et al in Kristina, 2020: 226).

RESEARCH METHOD

The method used in this research is a descriptive qualitative research method, where this research method is still based on the philosophy of positivism. This research mindset uses quantitative methods that are deductive in nature, but the data collected are qualitative data (Sugiyono, 2020: 456). The data in this research were collected by interviews, distributing questionnaires, and documentation. Interviews and distribution of questionnaires were given to tourists in Malioboro and Ketandan Village areas. The number of tourists was 10 people. Meanwhile, data analysis was carried out by analyzing the percentage results of each tourist's answer regarding to the impact of Chinese and Javanese ethnic acculturation in Ketandan Village on the image of Malioboro area.

RESULTS AND DISCUSSION

RESULTS

Demographically, the tourists who were respondents in this research were tourists who were visiting the Malioboro area. Most of the respondents came from DIY and only one respondent came from outside DIY. Respondents were in the age range 15 - 35 years with jobs varying from students, students, teachers and private employees.

Based on the questionnaire distributed to respondents, from the question do you know Kampung Ketandan? The answers in figure 1 illustrate that most respondents (70%) know Kampung Ketandan, while the remaining (30%) respondents do not know Kampung Ketandan. This shows that although Ketandan Village is well known to respondents, there are still some people who are not familiar with it. It can be seen in the figure below.

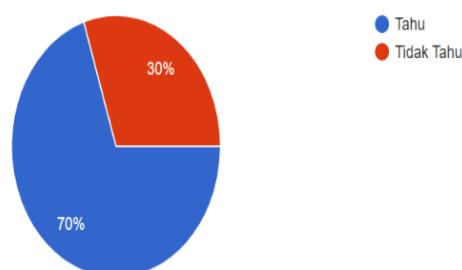


Figure 1. Primary data, 2024

Based on the questionnaire distributed to respondents, from the question do you know about the cultural acculturation that occurred in Ketandan Village? The answers in figure 2 illustrate that half of the respondents (50%) knew that cultural acculturation occurred in Ketandan Village, while the other half (50%) did not know. This shows that understanding of cultural acculturation in Ketandan village is still relatively between those who know and those who don't know.

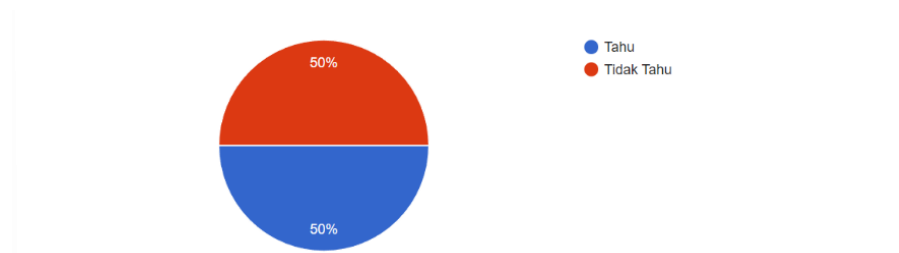


Figure 2. Primary Data, 2024

Based on the questions distributed to respondents, based on the question, in your opinion, are the people in Ketandan Village able to preserve their customs in this modern era? The answers in figure 3 illustrate that most respondents (80%) believe that the people of Kampung Ketandan are able to preserve their customs even in modern times. On the other hand, another 20% of respondents considered that the people of Kampung Ketandan were unable to maintain their customs in modern times. This shows that there are differences in perception among respondents regarding whether the people of Ketandan Village can maintain their customs.

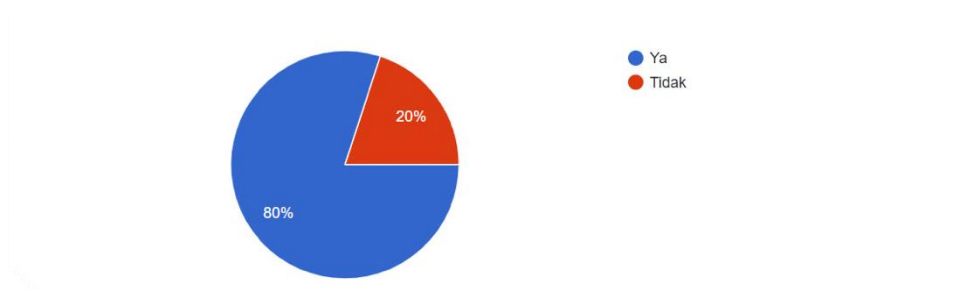


Figure 3. Primary Data, 2024

From the questionnaire distributed to respondents, based on the question Do you know the architecture in Ketandan Village as a form of cultural acculturation? The answers in figure 4 illustrate that most respondents (60%) know that architecture in Ketandan Village is a form of cultural acculturation. This shows that some respondents are very aware of this. However, the remaining 40% of respondents did not know that architecture was the result of cultural acculturation. This shows that there is still room for better understanding and appreciation of how acculturation is reflected in village architecture.

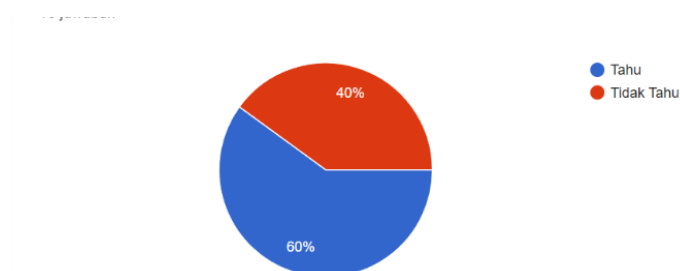


Figure 4. Primary Data, 2024

Based on the questionnaire distributed to respondents, from the question do you know the history of acculturation that is still sustainable today in Ketandan Village? The answers in figure 5 illustrate that half of the respondents (50%) know the history of cultural acculturation and that it is still sustainable in Ketandan Village to this day. However, the remaining half (50%) did not know anything about the history of cultural acculturation that took place in the village. This shows that there are differences in the level of knowledge of respondents regarding the history of cultural acculturation that is still maintained in Ketandan Village.

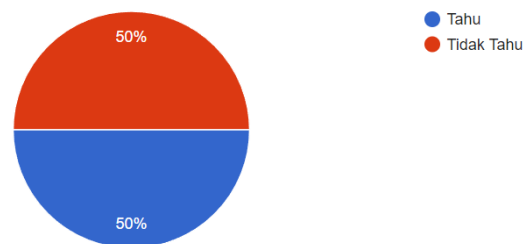


Figure 5. Primary data, 2024

Based on the questionnaire distributed to respondents, the question was: Do you think the Chinese and Javanese ethnic groups in Ketandan Village can live side by side in harmony? The answers in figure 6 illustrate that most respondents (80%) agree that ethnic Chinese and Javanese can live side by side in harmony in Kampung Ketandan. Meanwhile, another 20% of respondents were not sure whether the two ethnic groups could live side by side in harmony. This shows that most respondents believe that there is harmony between the Chinese and Javanese ethnicities in Ketandan Village, but a small number do not believe whether the two ethnic groups can live side by side peacefully.

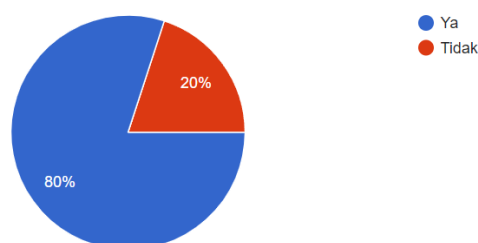


Figure 6. Primary data, 2024

Based on survey data, from the question, in your opinion, is the Chinese cultural week able to provide a positive image in the Malioboro area? The answers in figure 7 illustrate that all respondents (100%) think that cultural acculturation of Ketandan Village can improve the image of the Malioboro area. This shows that cultural acculturation is perceived as a positive thing and has the potential to improve the image of the Malioboro area in the eyes of respondents.

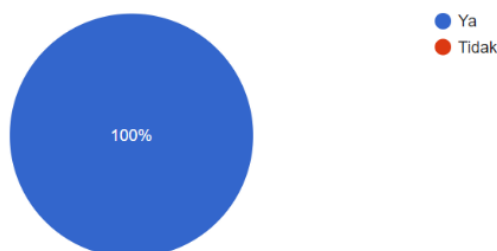


Figure 7. Primary data, 2024

Based on questionnaire data distributed to respondents, from the question about the culinary attractions in Ketandan Village, the answers in figure 8 illustrate that most respondents (80%) came to Ketandan Village because they were interested in tasting the famous food of Ketandan named *Yamiie*. On the other hand, 20% of respondents did not know the specific reason for their visit to the village. This shows that *Yamiie* has quite a big attraction for some tourists who visit Ketandan Village and has an influence on the image of tourism in the Malioboro area.

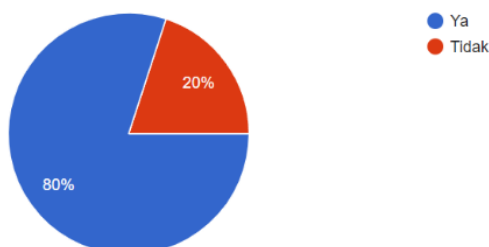


Figure 8. Primary data, 2024

DISCUSSION

Based on analysis of questionnaires and interviews conducted with tourists, each of them has their own assessment. This assessment factor is of course based on the knowledge they have. With the assessment factors expressed by tourists, it can be concluded that tourists' assessment of the tourism image in the Malioboro area from the impact of cultural acculturation in Ketandan Village is given through 4 factors.

The first factor is an assessment of the identity of Kampung Ketandan which is still maintained today, as well as solidarity between ethnic Chinese and ethnic Javanese in everyday life. Positive assessments (80%) were given by tourists regarding the life between the two ethnicities, namely Chinese and Javanese who were able to live side by side in harmony. The mixture of the two cultures that occurred has formed a life that is able to reflect a harmonious relationship. The culture, which is still strong and is still maintained today, can also be an attraction for tourists. The people of Ketandan Village still maintain their identity by using Chinese ornaments on every building they own, such as Chinese carvings, lanterns, red and yellow wall paint.

The second factor, namely assessment through the Yogyakarta Chinese Cultural Week activities which are held once a year. Because this activity is closely related to the Malioboro area. Tourists give a positive assessment (100%) of the Chinese Cultural Week activities, because tourists consider that Chinese Cultural Week has a big contribution or role in influencing the image of tourism in the Malioboro area. "In the opinion of a tourist, Mr. Suhardi Yusdi, the view regarding the image of tourism in the Malioboro area with the cultural acculturation in Ketandan Village is a positive thing. According to Mr. Suhardi Yusdi, the branding or selling price of the Malioboro area has increased with the Chinese Cultural Week activities which was held in the Malioboro area and became an attraction in itself."

The third factor, namely tourists giving positive assessments (60%) through the architectural form of Chinese and Javanese houses. The tourist attraction in Ketandan Village is in the form of building architecture which is historical evidence that cultural acculturation has occurred between the two ethnic groups. The cultural acculturation that occurs in Ketandan Village strengthens the image of tourism in the Malioboro area. The acculturation that occurs in Ketandan Village has a good impact on the tourism image of the Malioboro area. This acculturation has provided a role that is related to the concept of life which is interrelated in the image of tourism in the Malioboro area. The cultural combination of ethnic Chinese and Javanese has created a special attraction for Kampung Ketandan, as well as providing a uniqueness and attraction that is manifested in the form of architecture as evidence of the history of acculturation.

The fourth factor, positive assessment (80%) of tourists towards typical Chinese culinary delights, namely *Yamie* Ketandan, provides additional value as a tourist attraction in Kampung Ketandan. *Yamie* Ketandan Restaurant was founded in 2017 who the owner who of the restaurant is a native Ketandan village. Even though there are other *Yamie* sellers around the village, *Yamie* Ketandan is the main culinary choice when tourists visit Ketandan Village.

CONCLUSION

From the research data analysis, there are results in the form of 4 factors in the positive assessment of tourists towards the Malioboro area with the cultural acculturation that occurs in Ketandan Village. The assessment factors are:

1. Harmonious life between Javanese and Chinese ethnicities. Cultural acculturation has had a positive impact on ethnic Chinese in Ketandan Village to maintain their identity and preserve Chinese ethnic traditions and customs.
2. Chinese Culture Week which is held once a year can provide a positive image for tourism in the Malioboro area.
3. The combination of Javanese and Chinese architecture as historical evidence of acculturation in Ketandan Village.
4. Typical Chinese culinary delights called *Yamie* can attract tourists to visit Ketandan Village

Based on tourists' perceptions, Ketandan Village provides a positive image for tourism in the Malioboro area, because with cultural acculturation, many tourists are curious about the forms or forms of acculturation that exist in Ketandan Village. Of the four assessment factors from tourists, the holding of Chinese Culture Week is the most dominant factor influencing tourists' positive assessment of the tourism image in Kampung Ketandan. Thus, it can be concluded that Ketandan Village has played a role in improving the image of tourism in the Malioboro area because branding

or selling prices in the Malioboro area have increased. The architecture of the buildings, harmonious life between Javanese and Chinese ethnicities, Chinese cultural week, typical Chinese culinary delights are typical tourist attractions in Ketandan Village which have a long-term effect on the tourism image in the Malioboro area.

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