

## Sustainable Tourism Village Development to Achieve Creative Industry in Yogyakarta (Case Study on Kasongan Tourism Village)

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### KEYWORDS

creative industry;  
sustainable  
tourism; tourism  
village,  
Yogyakarta,  
Kasongan.

### ABSTRACT

This study aims to analyze the development of sustainable tourism villages as an effort to achieve creative industries in Yogyakarta, with a case study in Kasongan Tourism Village. Kasongan Village is known as a center for pottery crafts that has great potential in developing community-based tourism. The challenge faced is how to maintain environmental and social sustainability while encouraging local economic growth through creative industries. The development of Kasongan Tourism Village as a creative tourism destination is expected to maximize tourism potential through the uniqueness of the crafts it has. The research method used is a qualitative approach with data collection techniques through interviews, observations, and document analysis to obtain an overview or description of the role of the creative industry in developing tourism in Kasongan Tourism Village. The results of the study indicate that the development of Kasongan tourism village has had a positive impact on the community, but improvements still need to be made in the management and marketing aspects of creative products. The recommendations produced include training for the community in product development, digital marketing strategies, and collaboration with stakeholders to increase tourist attractions. This study concludes that by implementing the principles of sustainability and strengthening the creative industry, it is hoped that Kasongan Tourism Village can become a model for other villages in Yogyakarta in developing sustainable tourism and strengthening the local economy. The application of the concept of creative tourism development is ultimately expected to be able to encourage the creation of sustainability in tourism development in Kasongan Tourism Village from a socio-cultural, environmental and economic perspective.

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### INTRODUCTION

Tourism is one of the strategic sectors that contributes significantly to economic growth, cultural preservation, and social development. In Indonesia, community-based tourism, such as tourist villages, is one of the main focuses in the development of this sector. Tourism is part of the local community's livelihood diversification strategy, where the existence of tourism is not to replace the community's previous employment patterns (Leu, 2019).

Creative tourism generally has basic components including active participation, authentic and unique experiences, exploration of creativity and learning processes, interactivity, relating to the culture and environment of the community, and utilizing both natural and local cultural resources. According to Ohridska-Olson, creative tourism is one form of development of cultural tourism. Creative tourism is the answer to the emergence of the creative era in the tourism sector (Ohridska-Olson, 2010: 44). The terminology of creative tourism emerged to answer the challenges of the economy which is filled with elements of innovation and creativity. This is an inevitable development in the evolution of tourism products. In creative tourism, it is not

only related to something to see, something to buy, and something to do but also related to something to learn and something to feel (Alfian, 2017).

Next is the theory about the process stages in developing service products which include idea generation, idea screening, concept development and testing, marketing strategy development, business analysis, product development, market testing, and commercialization (Kotler and Keller, 2016).

Tourism villages not only function as tourist destinations, but also as centers for empowering local communities through creative industries. One successful example is the Kasongan Tourism Village in Yogyakarta, which is famous for its pottery crafts. Kasongan Tourism Village has developed into one of Yogyakarta's tourism icons, which combines local cultural richness with community creativity. Sustainable development in this village is key to maintaining its appeal while ensuring economic and social benefits for the local community. However, to achieve this sustainability, a strategy is needed that integrates the principles of sustainable development, such as environmental conservation, community empowerment, and creative economic development.

Tourism development in Kasongan Tourism Village is closely related to the livelihoods of the Kasongan Village community as pottery craftsmen. Kasongan Tourism Village is currently dominant in efforts to meet the supply of the pottery industry as a trade commodity rather than the purpose of developing its tourism. In fact, Kasongan Tourism Village has cultural potential that is manifested in various forms of pottery crafts. Tourism in Kasongan Tourism Village is not only interesting in terms of its craft products but also the history and culture of its people. Along with the development of tourism, especially cultural tourism that does not only place tourists as "spectators" or connoisseurs, the development of Kasongan Tourism Village as a creative tourism destination is expected to maximize the potential of cultural/craft tourism in Kasongan. This study aims to formulate a creative tourism development model in relation to efforts to realize sustainable tourism in Kasongan Tourism Village-Yogyakarta. This study aims to analyze the development of sustainable tourism villages as an effort to achieve the creative industry in Yogyakarta, with a case study in Kasongan Tourism Village. Kasongan Village is known as a center for pottery crafts that has great potential in developing community-based tourism.

## METHOD

The research method used is a qualitative approach with data collection techniques through interviews, observations, and document analysis to obtain an overview or description of the role of the creative industry in tourism development in Kasongan Tourism Village. This research was conducted in Kasongan Tourism Village located in the Kajen Hamlet area, Bangunjiwo Village, Kasihan District, Bantul Regency, Special Region of Yogyakarta Province (DIY). In this study, interview and observation techniques were used to obtain primary data. To obtain primary data, researchers collected it directly by means of direct observation to Kasongan Tourism Village, conducting interviews with several related informants such as tourists, craftsmen, pokdarwis, and tourism business owners such as homestays.

## RESULTS AND DISCUSSION

The development of the craft industry in Bantul Regency has shown a positive trend in recent years. In 2023, there were 9,308 business units in the general craft sector with a workforce absorption of 31,948 people (Data: BPS Bantul). Bantul Regency has 75 industrial centers spread across 17 Kapanewon, with 44 of them focusing on the craft sector. In October 2024, the Bantul Cooperatives, Small and Medium Enterprises, Industry, and Trade Service (DKUKMPP) reported that the number of craft centers in Bantul reached 75,

spread across 17 Kapanewon. This increase reflects the significant growth of the craft industry in the region. In addition, in July 2024, the Bantul Creative Expo 2024 was held with 291 booths displaying craft products, culinary, fashion, and other goods. This exhibition is an indicator of the increasing number and diversity of craft products in Bantul. Overall, the available data and information show that the craft industry in Bantul Regency continues to grow until 2024, with an increase in the number of business units, industrial centers, and participation in creative industry exhibitions. The following is a table showing the development of the number of businesses, workforce, and production value in the Small and Medium Industry (IKM) sector in Bantul Regency in 2023:

No.	Small and Medium Industry Sub-Sectors	Number of Businesses	Labor	Production Value (Rp)
1	Food Processing	5.000	20.000	50.000.000.000
2	Handicrafts	3.000	15.000	30.000.000.000
3	Textiles and Clothing	2.500	10.000	25.000.000.000
4	Metal, Machinery, and Electronics	1.500	7.500	20.000.000.000
5	Chemicals and Pharmaceuticals	1.000	5.000	15.000.000.000
6	Others	2.000	10.000	25.000.000.000
	<b>Total</b>	<b>15.000</b>	<b>67.500</b>	<b>165.000.000.000</b>

Source: Central Statistics Agency of Bantul Regency, "Number of Businesses, Workers, in the Small and Medium Industry Sector by Industrial Sub-Sector in Bantul Regency, 2023.

The pottery industry that is developing in Kasongan is a tourist attraction for tourists. Kasongan Tourism Village has the potential for unique tourist attractions in the form of pottery/ceramics. This attraction is in the form of the characteristic shape and ornaments/decorations of the ceramics and the opportunity for tourists to participate in learning how to make them (Febriansyah, 2015). The location of the pottery craft business in Bantul Regency is spread across various regions, one of which is Kasongan. The location of the distribution of the pottery industry in Bantul Regency based on data from the Bantul Regency Cooperatives, Small and Medium Enterprises, Industry, and Trade Service (DKUKMPP) in 2023:

No	Subdistrict	Village	Number of Craftsmen	Information
1	Kasihan	Kasongan (Bangunjiwo)	300+	Main center of pottery with export orientation
2	Pleret	Potorono, Wonokromo	150+	Simple household pottery production
3	Imogiri	Kedungjati, Karangtalun	100+	Combination of pottery with traditional art
4	Sewon	Timbulharjo, Pendowoharjo	120+	Focus on innovative designs for souvenirs
5	Bantul (Kota)	Trirenggo, Sabdodadi	80+	Small producers with product diversification

Creative and innovative craft art industrialization expresses a reciprocal relationship as a positive response to the dynamics of tourism on the one hand and as one of the components of tourism that is interrelated with other components such as markets and consumers, private parties or entrepreneurs, and creative human resources and ultimately can support tourism sustainability (Sukarini, Beratha and Rajeg, 2019). Analysis of the Creative Tourism Development Model to achieve Sustainability in Kasongan Tourism Village consists of internal and external factors, namely:

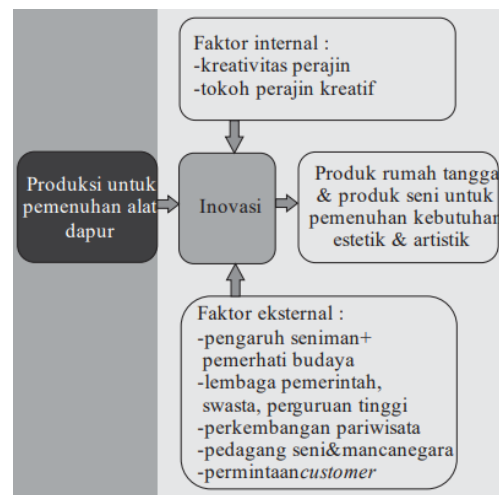


Figure 1: Factors Affecting Creative Production Results in Kasongan

After analyzing various internal and external factors that arise in the development of tourism in Kasongan Tourism Village, the next step is to analyze it based on the eight stages of tourism product/service development according to Kotler and Keller (2016). The explanation of the analysis of the creative tourism development model using the eight stages of product/service development according to Kotler and Keller (2016) can be seen as follows:

### 1. Idea generation

The requirements to become a tourist village include (1) having the requirements as a tourist destination; (2) tourism activities are carried out based on rural resources; (3) tourism activities involve active participation of tourists in rural life; (4) more oriented towards outdoor recreation; (5) giving great appreciation to local culture and wisdom; (6) providing adequate access both to other destinations and internally within the tourist village itself; (7) having adequate accommodation; and (8) having a community that cares about tourism. Of the eight requirements as a tourist village, Kasongan Tourism Village has not maximized its potential. In fact, the strength of the tourist attraction in Kasongan (and the surrounding areas) is not only limited to pottery crafts. Kasongan has other potential such as culinary tourism, nature tourism, and artificial tourism. From culinary tourism, Kasongan Tourism Village has Mbah Cemplung Fried Chicken, Kelor Porridge and Rajaklana Restaurant. From the nature tourism side, Kasongan Tourism Village has rafting attractions on the Bedog River and Selarong Cave. From the creative and culinary tourism side, 4 km from the pottery sales center there is the Monggo Chocolate Factory which is crowded with visitors.

### 2. Idea screening

To develop creative tourism, Kasongan already has a “creative person” asset in the form of the skills of local residents that are passed down through generations in making pottery. These creative people can be utilized to become guides for tourists who want to go on pottery tours. Making pottery should also be able to be done not only in the craftsmen's showrooms but also in existing homestays, of course with simpler equipment and techniques. In terms of space, the Kasongan Tourism Village area has its own workshops, which are located in the homes of residents who have pottery businesses. However, spaces that are specifically for tourism purposes are still needed. In the workshop area in question, a kind of culinary booth should also be provided that serves various foods for visitors, so that visitor activities are more centralized in one location. In terms of activities (events), there are many activities that can be displayed as tourist attractions in Kasongan. Art performances that are often displayed include wayang orang art, kethoprak putri art, cultural carnivals, macapat competitions, jathilan art, and various other art performances. At this stage,

the author argues that the creative tourism development model in Kasongan Tourism Village must be created by involving various components of attractions and tourist attractions around Kasongan. Contributions from institutional elements play an important role in the development of this creative tourism. In addition to the Tourism Office and Pokdarwis, Kasongan Tourism Village is a village based on the pottery craft industry. Therefore, the role of the Cooperatives, Industry and SMEs Office is very much needed in terms of providing guidance and training for craftsmen. The goal is for their capacity to continue to grow and be able to innovate according to the demands and interests of tourists.

### **3. Concept development and testing**

So far, the institution that is still active until now and has indirectly contributed to supporting tourism activities in Kasongan Tourism Village is UPT (Technical Implementation Unit). UPT is a facilitator as well as an institution that supports tourism activities in Kasongan Tourism Village. UPT offers various pottery making packages for tourists. UPT collaborates with the Bantul Regional Government through the Industry and Cooperatives Service to hold training activities and development programs. The aim is to improve the quality of craftsmen in Kasongan Tourism Village. The creative tourism development model in Kasongan Tourism Village is a combination of internal and external factors that require intervention from institutions or agencies that have a serious concern for tourism. Tourism in Kasongan Tourism Village has not been managed in an integrated manner. According to the author, these institutions or agencies actually already exist in Kasongan at this time such as Pokdarwis, Bantul Tourism Office, Dekranasda and so on. However, in practice, these institutions are felt to have not played a maximum role. The problem of the related institutions or agencies not being optimal in managing this tourist village does not only occur in Kasongan Tourism Village, but also in many tourist villages in Bantul.

### **4. Marketing strategy development**

The development of tourism marketing aspects in Kasongan Tourism Village can be seen in the packaging of tourism packages in a tourism branding called Kajigelem Tourism Village. The name Kajigelem is an abbreviation of Ka: Kasongan, Ji: Jipangan, Ge: Gendeng, and Lem: Lemahdadi. The four are the most prominent industrial centers in Bangunjiwo Village. This tourism promotion is carried out by the Tourism Office through tourism brochures, cooperation with travel agents, and websites. Meanwhile, for craftsmen and pottery showroom owners, the abilities and methods of promotion carried out are different from each other. Initially, promotion was more by word of mouth. However, it has developed using social media such as Instagram, websites and so on. For craftsmen/showroom owners who have the funds and understanding of marketing methods, it is certainly not difficult to have their own website or blog for promotion. However, not all are like that, some only rely on visits from tourists who stop by their showrooms every day. If the creative tourism network is formed better in Kasongan, tourism will develop more easily. For example, by working together to offer tour packages to travel agents. Marketing methods using social media are effective in introducing and attracting tourist visits.

### **5. Business analysis**

Kasongan Tourism Village sells tourism products in the form of pottery tourist attractions and their manufacturing techniques. Based on observations and interviews with several craftsmen, on average on weekdays, the profit obtained is 100-200 thousand rupiah per day when it is quiet or approximately 3 to 6 million rupiah per month. However, when the school holiday season arrives and holidays such as Eid and Christmas, they claim to be able to make a profit of up to 10 to 15 million in one month. This would be very different if Kasongan Tourism Village was marketed as a tourist destination in a tour package by collaborating with the nearest tourist attractions around it. When conducting observations at the Monggo Chocolate Factory on weekdays, which is not far from the Kasongan pottery sales area, the author found 5 buses visiting

the chocolate factory carrying a group of approximately 35 people in 1 bus. This means that the visit actually has the potential to provide 175 visitors to come to Kasongan, because to get to the Monggo chocolate factory, you must go through the main route of Jalan Raya Kasongan. With the results of these calculations, if the tour visit package to Kasongan Tourism Village is combined with the surrounding attractions, it will provide more economic benefits for the local residents.

6. Product development

Kasongan Tourism Village offers the attraction of unique and high-quality Kasongan pottery along with pottery making training attractions. After identifying the environment and tourist attractions around Kasongan Tourism Village, there are several other tourist attractions in the surrounding area such as culinary tourism of the Monggo Chocolate Factory and the Raja Kelana restaurant/resort/villa. Natural tourism such as Goa Selarong, and shopping and cultural tourism of the Jipangan Fan craft. These tourist attractions can be packaged into one tourist attraction package with Kasongan pottery tourism, so that the market segment is wider and can even attract the arrival and enthusiasm of tourists who previously did not know or were interested in pottery. The development of a creative tourism model by packaging other tourist attractions in the surrounding area can be more attractive than selling "Kasongan Tourism Village" as a separate tourist destination. Moreover, with the enthusiasm of young tourists who prefer tourist locations that have "intragamable" photo "spots", such as those found at the Chocolate Museum, Monggo Chocolate Shop and Chocolate Factory, Rajaklana Resto and Resort

7. Market testing

The target tourists in creative tourism are all ages, from children to adults. Each age segment is given a choice of pottery making tour packages based on the level of difficulty. For example, for children, the rotating technique is not used to make pottery shapes because it is relatively more difficult. They can be given a manual forming package by hand or other techniques such as decorating or decorating finished pottery with colored paint. While for older people, they can be given the opportunity to make pottery with rotating techniques to decorate.

On the other hand, Creative tourism development can start by first conducting tourism awareness socialization about the advantages obtained by developing creative tourism in Kasongan. Socialization can be done by collaborating with the Ministry of Tourism and Creative Economy and the Bantul Regency Tourism Office. Various events, promotional festivals for tour packages or craft exhibitions also need to be carried out to enliven the tourism and entertainment atmosphere to attract public interest. Creative Tourism Development Model in Kasongan Tourism Village

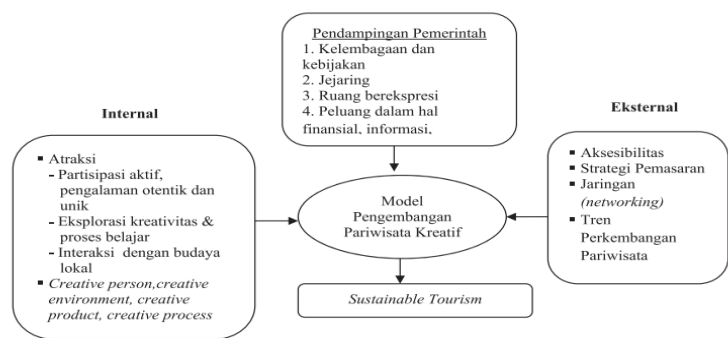


Figure 2: Creative Tourism Development Model Scheme in Kasongan Tourism Village



## CONCLUSION

Kasongan Tourism Village has great potential to become a center for creative industries, especially in the field of pottery crafts. The development of Kasongan Tourism Village has had a positive impact on the community, but there is still a need for improvements in terms of internal and external factors. And must use a creative tourism development scheme for creative product management and marketing, including from the emergence of ideas / concepts, idea filters, concept development / testing, marketing strategy development, business analysis, product development, market testing, commercialization. The resulting recommendations include training for the community in product development, digital marketing strategies, and collaboration with stakeholders to increase tourist attractions.

The creative tourism development model in Kasongan Tourism Village is a development model based on a sustainable creative industry business pattern in the craft sub-sector, where tourism is an added value whose commercial value is able to exceed the craft business/industry itself. So that in the end, tourism is able to contribute to improving community welfare and creating sustainability both economically, socially, culturally and environmentally. And with the application of sustainability principles and strengthening the creative industry, it is hoped that Kasongan Tourism Village can become a model for other villages in Yogyakarta in developing sustainable tourism and strengthening the local economy of the community.

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