

CHALLENGING POTENCY OF JAYENGAN: NEW OPPORTUNITY FOR DEVELOPMENT OF SUSTAINABLE JEWELRY CREATIVE INDUSTRIAL KAMPUNG-BASED TOURISM IN SURAKARTA

W. Astuti ^a, Q. Qomarun ^b, A. Febela ^b, R. A. Putri ^a, D. W. Astuti ^b

^aUniversity of Sebelas Maret Surakarta, Indonesia

^bUniversity of Muhammadiyah Surakarta, Indonesia

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Corresponding Author:

Winy Astuti

Universitas Sebelas Maret, Indonesia

Email: winyast64@gmail.com

Abstract: Local-based tourism becomes one of economic development strategies of the area based on local potency. Sustainable tourism can be defined as 'tourism, which takes into account of its current and future economic, social and environmental impacts', addressing the demands of visitors, the environment, industry and local communities as the host of development. Kampung Jayengan Surakarta is the traditional settlement located in the downtown, which spontaneously developed by Banjar Community, that arrived in Surakarta in 1746 as jewelry traders. Right now, the existence and the identity of Kampung Jayengan as Kampung of Jewelry has been lost its attraction, constrained by development of modern public facilities and services in the city center. This study analyzed the challenge faced by Kampung Jayengan to develop its potencies as Jewelry Industrial Kampung-based Tourism becoming a part of tourist destination in Surakarta as a creative city. The research type was predictive research by using mixed methods. Several analyses have been conducted from identification of the potencies of kampung. It consisted of analysis conformity of the area to the spatial structure general plan policy; analysis of demographic; analysis of economy, analysis of availability of public infrastructure; analysis of building and environment and analysis of land use suitability. Results of analysis shows that the area has a great challenge for Jewelry Industrial Kampung-based Tourism development, which will have multiplier effect on increasing economic development of the area as well as economic development and welfare of the local community.

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1. INTRODUCTION

Development of primary tourism product is very important related to tangible and intangible products, as a main pull factors, which motivates tourists to visit. They expect for experiencing and exploring the special product of the destination area. This will be continued by development of diversification of the product as many elements are associated with the product itself (Benur & Bramwell, 2015). Local-based tourism becomes one of strategies of economic development of the area based on local potency and special characteristics of the area. Sustainable tourism can be defined as 'tourism, which takes into account of its current and future economic, social and environmental impacts, addressing the demands of visitors, the environment, the industry and local communities as the host of development'. Therefore development of General Spatial Plan will has a role for directing of future development, maximizing all the potency and generating opportunity for the area for regional economic development based on the locality (Jamal & Getz, 1995).

The attraction of tourist destination depends on most potency of physical characteristics, socio cultural characteristics as well as economic potencies as a basic product of the destination *Special interest tourism* is a trip undertaken by tourists which visits a particular place due to their special interest to certain objects or activities that can be found or carried out at the location of the tourism destination (Hall, 1992). The products of special interest tourism can be local uniqueness potentials and attractions including natural physical characteristics, socio-cultural, and building architectures. Development of primary tourism product

is very important related to tangible and intangible products. Therefore it is important to develop the diversification of the product to be interested by tourists to visit. With the complexity of tourism development and the spread of activity and actors involved, new concept in planning for tourism has to be based on integrated planning concept. According to Baud-bovy (1982) any stage in tourism development plan should be integrated into the national socio-economic and political policies, into the natural and the built environment, into the socio and cultural circumstance, into the related sectors of economy, public budget and into the international tourism market.

Kampung is a traditional settlement in Indonesia, which is usually has special characteristics of ethnics and locality. On Government of Indonesia encourage “one village one product” in order to encourage *kampung* to increase the economic development based on their own resources. Most of the resources is based on special characteristic of creative industry, such as ‘Batik-traditional clothes of Indonesia’, ‘*blankon*-traditional hat of Java’ and jewelry. *Kampung* Jayengan Surakarta is the traditional settlements located in the downtown, which spontaneously developed by Banjar Community, that arrived in Surakarta in 1746 as jewelry traders. Right now, the existence and the identity of *Kampung* Jayengan as *Kampung* of Jewelry has been lost attraction constrained by development of modern public facility and services in the city center. This study aims to explore the challenges of *Kampung* Jayengan as Jewelry Industrial *Kampung*-based Tourism, which is a part of tourist destination in Surakarta as a creative city. Results from this research shows that the challenges of development of Jayengan *kampung* as Jewelry industrial *Kampung* Tourisms are mainly by strengthened Political Policies and Institutions supporting Development of the Area; collaboration among stakeholders; Integration of the primary product of tourist destination and other socio-cultural associated potencies of the Area; and Integration of Potencies with Integration of Potencies with related sectors of the economy. This will sustain the area, generate multiplier effect on economic development and welfare improvement of the area as well as of the local community. Integration of all the potencies with all aspects of development: Nation’s political policy, natural and the build environment, socio-cultural of the community, all related sectors of economy will challenge and sustain the further development of Jayengan Jewelry *kampung* as new Tourist Destination Area in Surakarta based on Creative Industry.

2. DATA AND METHODS

2.1. Jayengan as a Part of Surakarta as Creative City

The concept of the creative economy expands from creativity in the whole of the economy, including socio economic processes and the organization of creative labor (Moore, 2014). Urbanization creates a high density of population, which is pulled by attractiveness of the city, especially in Javanese cities. Creative economic activities of the urban people become a new source of economic activities in the highly economic competition of the city. Creative industries in urban rejuvenation, place art and creative industries as a significant role for rebranding the city. In Indonesia, the development of the creative industries has been started since 2007 by the Department of Commerce through research and publications regarding the role of creative industries in Indonesia and it was continued by development roadmap. Although this concerned about the creative industry, it has been moved to the Ministry of Tourism and Creative Economy. Based on Creative Industries Mapping Study Based Department of Commerce Republic of Indonesia, the definition of Creative Industries in Indonesia is derived from benefitting creativity and inventiveness of the individual (Departemen Perdagangan Republik Indonesia, 2007 in (Wiryo et al., 2015)) Some cities have been declared as creative city such as Bandung, Surabaya, Jogjakarta as well as Surakarta.

Kampung Jayengan is located in the center of the City of Surakarta, which is split into two areas by Gatot Subroto Street, with the Darussalam Mosque as the center. Having administrative area of 29.30 Ha, the most land usage in Jayengan is dominated by residential development, covered of 13.51 Ha. It consists of 9 RWs (Neighborhood Unit) and 30 RTs (Community Unit), with number of households was 1,424 and population of 5,771 persons in 2015.

Jayengan also has very strategic location in between *Kampung* Laweyan and *Kampung* Kauman as Batik *Kampung*, which was previously existed as *Kampung* tourist destination based on creative industry. According to General Spatial Plan of Surakarta, Jayengan is located in BWK I (City Development Area I) (Figure 1), which is planned for the main tourist destination together with Kasunanan Palace, Mangkunegaran Palace, Sriwedari Park and Batik Museum. In spite of this, policy direction of potential sector in Jayengan is strengthening creative industry and tourism to encourage regional economic

development of Surakarta City in national levels, in directed of the Center for Development of Creative Industry. Formulation of Forum Jayengan Jewelry Kampung in July 2015 has been widen opportunity for developing networking among government, private sector, NGOs and other institutions.

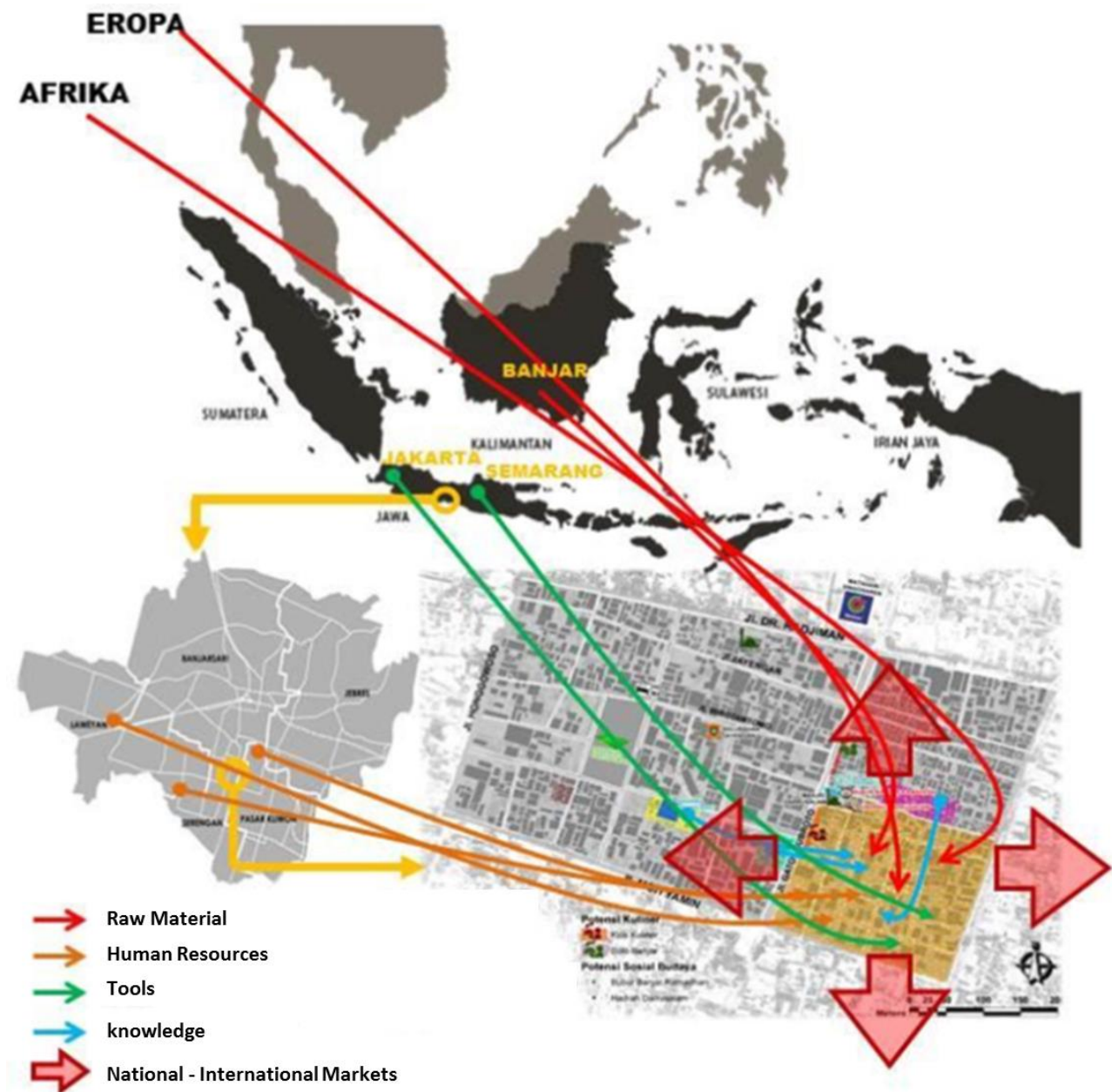


Figure 1. The Map of Kampung Jayengan Surakarta (Source : Astuti et al. (2015))

2.2. Research Methodology

This research includes in a predictive research, where exploring the potencies and constraints of existing area for future area development as tourism destination based on creative industry of jewelry. This research used qualitative approach with mixed of both qualitative and quantitative data (Figure 2). Several Focused Group Discussions, interviews to related local government and field survey were organized. The field observation was conducted in order to obtain special characteristics of the area using the spatial mapping survey method for the following aspects (Table 1):



Figure 2. Process of Analysis

Table 1. Survey Design (sources : Astuti et al. (2015))

No	Variables/ Aspects	Purpose of analysis	Technique
1	Political Policies and Institutions supporting Development of the Area	<ul style="list-style-type: none"> • Analysis of conformity and supporting policies in national, province as well as local area for development the area as kampung tourism based on Jewelry creative industry in Jayengan 	<ul style="list-style-type: none"> • Content analysis of government document • Interview • FGD
2	Collaboration among Stakeholders	<ul style="list-style-type: none"> • Analysis of stakeholders • Analysis of organizational networks • Analysis of roles of stakeholders 	<ul style="list-style-type: none"> • Secondary data • Interview with related government units and stakeholders • FGD
3	Integration of the primary product of tourist destination and other socio-cultural associated potencies of the Area	<ul style="list-style-type: none"> • Analysis of basic sector • Analysis of primary, secondary and tertiary economic activity of the area 	<ul style="list-style-type: none"> • Field observation • Interview with related government units and stakeholders • FGD
4	Integration of Potencies with related sectors of the economy	<ul style="list-style-type: none"> • Analysis of availability of related sectors of economy 	<ul style="list-style-type: none"> • Field observation • Interview with related government units and stakeholders • FGD

3. RESULT AND DISCUSSION

3.1. Challenging Potency of Jayengan as Jewelry Industrial Kampung-based Tourism

As discussed earlier that the challenges of potencies of Jayengan have been indicated from several aspects of Political Policies and Institutions supporting Development of the Area; Collaboration among Stakeholders; Integration of the primary product of tourist destination and other socio-cultural associated potencies of the Area; and Integration of Potencies with related sectors of the economy. All the aspects are interrelated to each other supporting and challenging the development of Jayengan Jewelry Kampung.

3.1.1. Political Policies and Institutions supporting Development of the Area

Integration of the development plan of the area into the nation's policies as well as City development policy is one consideration for tourism development. This partly because the attention of community-based tourism and domestic recreation is mostly supported by public financing and the consideration of inter-regional tourism development (Baud-Bovy, 1982). Development of Kampung Jayengan as Jewelry industrial Kampung-based Tourist has been supported by General Spatial Plan of Surakarta. This is stated that Jayengan is located in BWK I (City Development Area I), which is planned for the main tourist destination together with Kasunanan Palace, Mangkunegaran Palace, Sriwedari Park and Batik Museum. The policy direction is addressed for strengthening creative industry and tourism to encourage regional economic development of Surakarta City (General Spatial Plan of Surakarta, 2011-2031).

In National Policy, BAPPENAS has introduced the program of Local Economic Development (LED), which is applied in several local government in Indonesia. The local Government of Surakarta City, through

BAPPEDA has developed Blue Print Creative Economic Development 2015-2025 and establishing Roadmap and Development Program of Creative economy. The forum of Jayengan Jewelry Kampung has been included as one of 31 economic cluster in Surakarta. It means that the Government of Surakarta has supported the development of JKP as new tourist destination based on economic creative industry.

3.1.2. Collaboration among Stakeholders

Collaboration is "a process of joint decision making among key stakeholders of a problem domain about the future of that domain" (Gray, 1989). While, collaboration for community-based tourism planning is a process of joint decision making among autonomous, key stakeholders of an inter-organizational, community tourism domain to resolve planning problems of the domain and or to manage issues related to the planning and development of the domain. Collaboration is necessary where in the process of development the problems are getting complex and require an inter- or multi-organizational response, as they are beyond the capability of any single individual or group to solve single-handedly (Trist, 1983). Therefore, this needs effective organizational structure and network for developing tourism management and for sustaining the area as well as the socio-economic of the community. Achieving coordination among the government institutions, between the public and the private sector, and among private enterprises is challenging. This needs mechanisms and processes for incorporating the diverse element in the tourism system. In Jayengan Kampung Permata (JKP), internal institution in charge in this process of development of Jayengan as Jewelry Tourism Kampung is Forum JKP, which leded by local people in charge in economic activity as jewelry trader. Development of Jayengan Jewelry Kampung recently is in early stage of development where the perception of communities in charge in the jewel's economic activities and related supporting goods vary. Most of the members of JKP forum is individual business actor as jewel trader, who has not seen this process of development of tourist destination as benefit to them, which increase the competitiveness among them and in turn, could affect the economic viability of the tourism industry in the community. Some community is perceived that development of JKP is only for individual benefit.

Even though external support multi-organization especially from the government to development of the area is proved, the internal organization has faced a complex institutional relationship problem. Darussalam foundation, which was first institutionally established in Jayengan as religion-based institution for managing presence of community service organization of Darussalam Elementary School and cultural resources under the Darussalam Mosque becomes dominant institution actor in the Development of Jayengan Jewels kampung. The institution which should become collaboration partner with Forum JKP, has therefore encouraged the Forum of JKP and tend to be more powerful and authorized. This limits involvement of Jayengan community in the process of development due to exclusiveness of Darussalam Foundation in Jayengan as Banjarness community.

3.1.3. Integration of the primary product of tourist destination and other socio-cultural associated potencies of the Area

Development of tourism destination based on the local potency of community should encourage integration between tourism product and local socio-economic condition of the area. Visitors always have expectation for experiencing and exploring the specific environment and socio-cultural-economic of the destination. Therefore, development of primary products in tourist destination is very important and becomes the identity of the area, as "one village one product". However, usually many elements associated with the main product (Smith, 1994 in Benur & Bramwell, 2015).

In Kampung Jayengan, the special product of tourist destination area is Jewelry Art. It also has special potencies related to the existence of wonderful heritage artefact, named Darussalam Mosque (Figure 3), which was originally built by Banjar Community who came to Surakarta in 1910. Recently, Darussalam Mosque becomes a center for Moslem activities such as education and Moslem tradition. Education activities are occurred in Darussalam Moslem Elementary School and *Pesantren* (Moslem Boarding School) of Darussalam. One of Moslem cultural activities can be found in the field yard of Darussalam Mosque every Ramadhan, which is called *Bubur* Banjar Tradition (Banjar Porridge) (Figure 4), distributed to all Moslem community surrounding areas that come to the mosque in the evening. This tradition becomes interesting attraction in *Kampung* Jayengan every year, which attracts tourists and information media such as national and local television studios and journalists to report. There are also some Moslem traditional attractions such as *Hadrah* (Moslem dance) and *haul* tradition, which attracts people surrounding to visit.



Figure 3. Darussalam Mosque as heritage building in Jayengan



Figure 4. Tradition of Bubur Banjar in Jayengan

As Tourist Kampung, the primary product of Jewelry Art has associated with Building and Environment characteristics of Javaness-Banjarnese Traditional Buildings found in the area (Figure 5), which has opportunity to attract the tourists. In spite of this it has Kartopuran square for development support to Jayengan Jewelry Kampung in conducting events for tourist attractions



Figure 5. Heritage Building in Jayengan

3.1.4. Integration of Potencies with related sectors of the economy

Tourism destination based on creative industry is dependent for its development with many other sectors of the economy such as transportation, industry and handcraft, urban development, telecommunication, information, which are influenced by the policy in national, regional and municipal authority. Therefore It has to be planned accordingly, it has to be integrated into comprehensive planning at national, regional and local levels. Tourism product and attraction in destination area is very important in giving experience and impression to visitors. Primary tourism product will be more interesting, eventhough it is a complex due to many elements associated with this product, such as input of services, hospitality, choice of tourism, tourist involvement in delivery services, and tourist experience (Smith, 1994 in Benur & Bramwell, 2015).

Jayengan (Figure 6) becomes a new tourism destination area in Surakarta, which concentrates on primary product of Jewelry, with its diversification such as gold, silver and stone. Product concentration in one area will have advantage on competitiveness and sustainability of the area (Table 2). From data of PDRB (Domestic Regional Product) of Serengan District, manufacture industry is the second position in contributing to 31% of regional product. The urban facilities grow and expand, such as hotels, restaurants, and trading, which are the main infrastructure for development of tourist destination, are really important. This is also supported by National Economic Policy of *One Village One Product*, which has been strongly found in this area by special product of Jewel Art with most of Banjar Community living there in charge in Jewel production activity as they are originally come from Martapura Banjarmasin Kalimantan Island, which

is famous as Jewelry Community (Figure 7). The primary product of Jewelry is also supported by Banjar culinary in emergence the areas such as Banjar *Soto*, *wadai wadai*, *Srabi Notosuman*, *Bakmi Ketoprak* dan center of Surakarta souvenir, which have been previously exist.

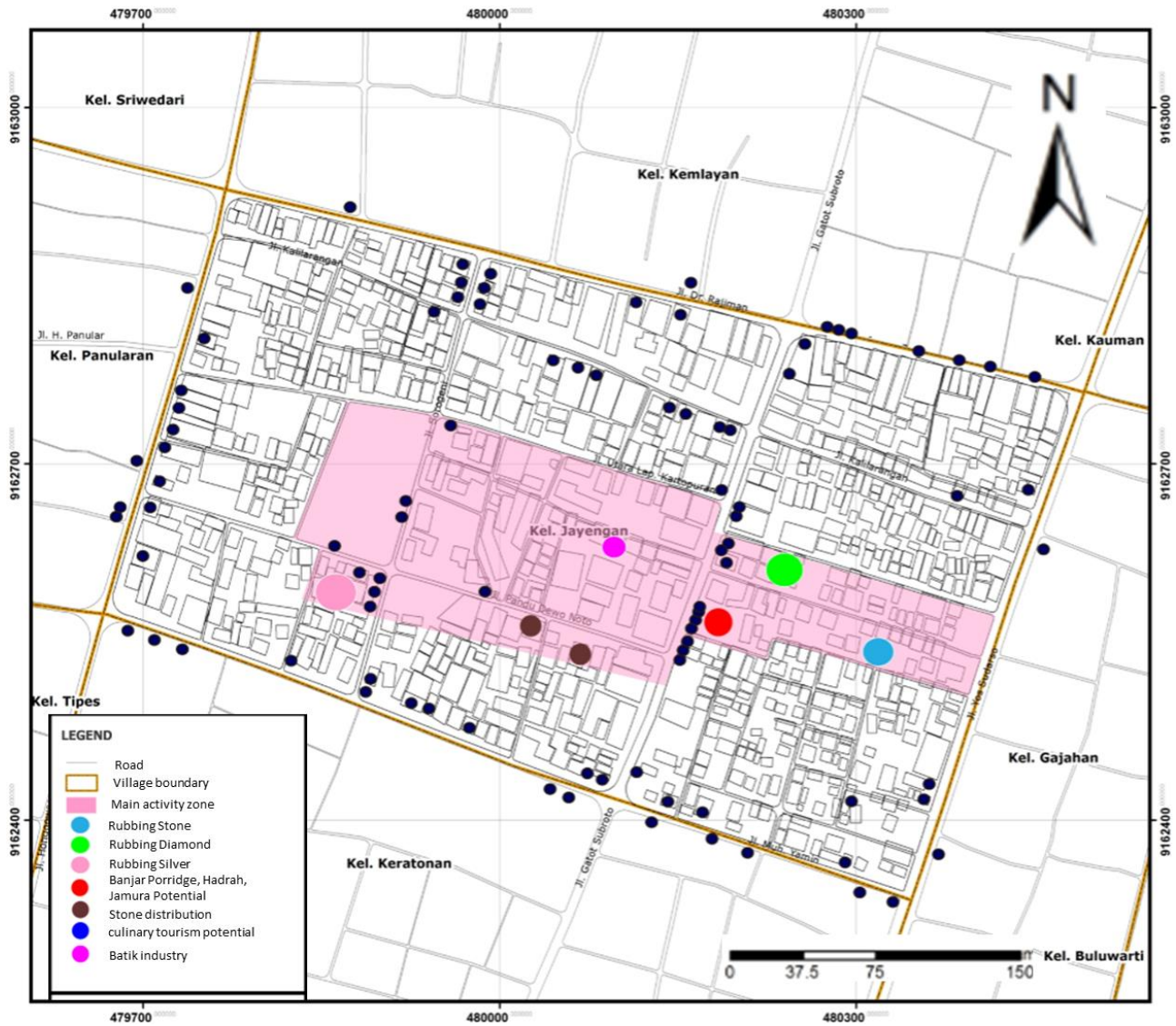


Figure 6. Map of Location of Economic activities in Jayengan Kampung



Figure 7. Jewelry art and stones as the main creative industry in Jayengan (left). The Mayor of Surakarta took attention to Jewellery collection in Yusuf's Jewelry in the Kampung Launching, 18 October 2015 (right)

Table 2.The Challenges Potency of Jayengan for Development of Sustainable Jewelry Creative Industrial Kampung-based Tourism (sources: Analysis Astuti et al. (2015))

No	Aspects	The Challenges
1	Political Policies and Institutions supporting Development of the Area	<ul style="list-style-type: none"> • National political and policies and institutions supporting development of jayengaan Jewelry Kampung • General spatial plan of Surakarta and sectoral plan related to development of Jayengan Jewelry Kampung • Blue Print of Development of Creative Economy
2	Collaboration among Stakeholders	<ul style="list-style-type: none"> • The challenges of human resources individually as well as as organization in managing the tourist destination area and collaborating with other institutions and parties
3	Integration of the primary product of tourist destination and other socio-cultural associated potencies of the Area	<ul style="list-style-type: none"> • The challenges of jewelry product as primary product of the area • The associated potencies for development of JKP; cultural-religion potencies, architectural potencies, moslem-education potencies
4	Integration of Potencies with related sectors of the economy	<ul style="list-style-type: none"> • Availability of diversification of product such as gold, silver and stone • Availability of urban facilities growth and expansion, such as hotels, restaurants, and trading • Availability of main infrastructure for development of tourist destination • Availability of related sectors of economy Banjar culinary

3.2. Concept, Skenario of Development of Jayengan Jewelry Kampung-based Tourism

Concept of tourism planning development has to consider the interdependency between development of tourism and the overall socio-economic development of the area as well as development of the country; the interdependency between tourism sector itself, between the resources, various related markets and tourism industry, and the interests of participants in the development of tourism (Baud-Bovy, 1982). Based on the analysis of special characteristics of the area and multisectoral analysis, the concept of the area is formulated as Jayengan Jewellery Kampung as 'Integrated Creative-Industrial Tourism' based on locality. Industrial District is networks, formulated from synergizing all local industries, which tends to be agglomerated in order to benefit one and another as industrial cluster (Kuncoro, 2002). According to Madecor, in Purwaningsih (2012, in (Setiyani, 2014)), there are 3 main components of industrial cluster. The first is *Primary Product of industries*, which is the main industrial clusters, it has great impact in development of cluster. In Jayengan Jewelry Kampung, the main industrial cluster is found to be Jewelry activity production, which is going to be diversification of product of experiencing attraction in the area. The second is *diversification of product of industries* as supplier industries which supports the development of the core industry. In this case, there are production industry of Jewelry stones (diamond) and production industry of jewelry frame, which is usually made from gold or silver. And the third is *related to socio-economic cultural sectors of industries* which has contributions to and get benefit from the core industry such as raw material, technology, human resources and marketing distributors. In Jayengan Jewelry Kampung, the Government of Surakarta in Kelurahan levels as well as in the City Levels takes a part in development of Kampung. In spite of this, there is Community Forum of Jayengan Jewelry, which has an important role for networking and negotiating to other institutions and other parties, which are supporting the development of Kampung Jayengan as Jewelry Kampung based on locality (Figure 8)

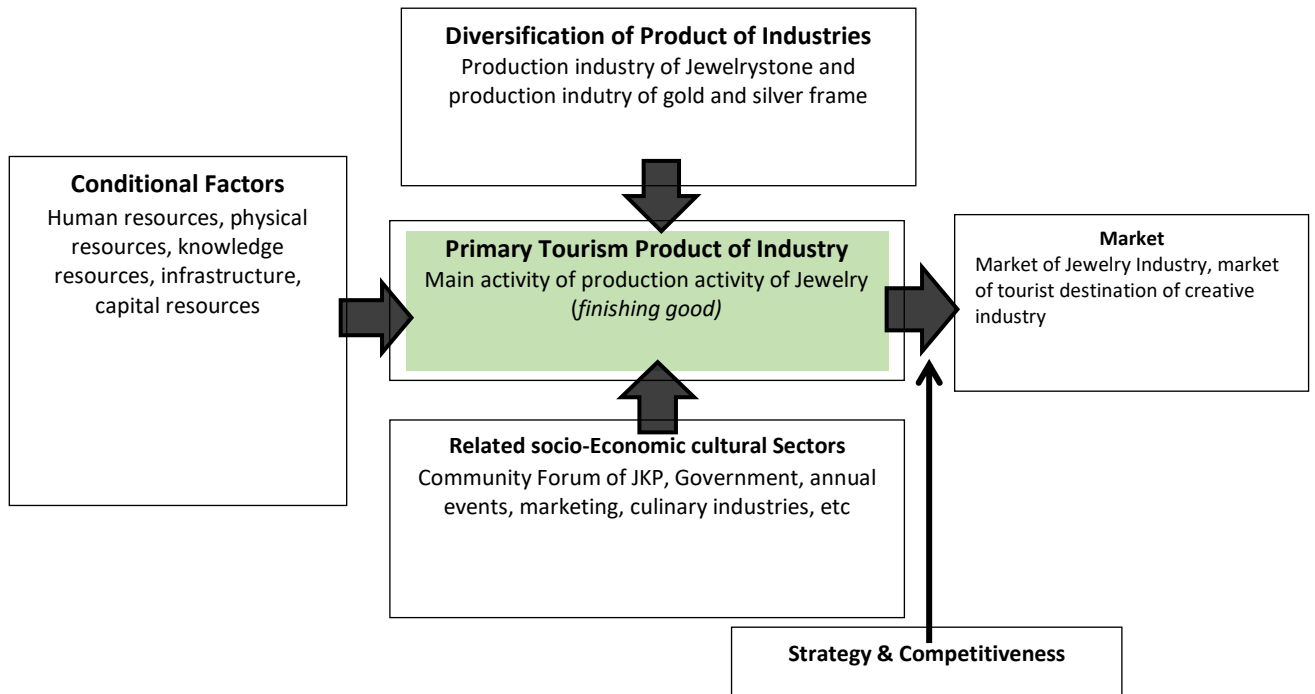


Figure 8. Concept of Jayengan Jewelry Kampung as ‘Integrated Creative-Industrial Tourism’ based on locality (Sources : [Astuti et al. \(2015\)](#) developed from cluster model of Madecor (2001) in ([Setiyani, 2014](#)))

This research developed Grand Design of Jayengan Jewelry *Kampung*, which has been planned for 20 years (2015-2035). In the first five years, *Kampung* development is planned for strengthening internal institution and initiation of Government Networks with the capacity building strategies in the form of Forum Jayengan Jewelry Kampung; developing of Block Area I as the center of the planned area; strengthening networks with other institutions and related parties; developing of Jewelry industrial cluster institution and cooperative institution; developing of related events such as bazar, expo; and developing of Information and Technology for marketing kampung as tourist destination based on creative industry. In the second five years, *Kampung* development is focused on strengthening networks to External Institutions (Government, private, community and NGOs), with the strategies of networking to related industrial clusters such as batik, *blangkon*, fashion, etc together with conducting physical construction of the area including signage, pedestrian, street furniture and marketing facilities in Block Area I. According to Low and Altman 1992 in Wang and Chen 2015, place satisfaction is an important aspect of sense of place that deals with how a place meets to fill preconceived expectations and therefore needs standard of quality of life. Physical construction of the area will generate image and identity of a place for association between people (tourist) and place. In the third five years development, this will be focused on physical development of Block Area II, which is the development of creative industry production as an experienced tourist attraction for visitor and strengthened production chain and development of tourist infrastructure and accessibility. In the fourth five years (after 2030) the *Kampung* will sustain the area.

3.3. New opportunity for Development of Jayengan Jewelry Kampung

According to the potencies explored above, Jayengan can be developed as Jewelry kampung-based tourism with the future development plan 2035 ([Table 3](#)), which the future block plan as described in [figure 9](#) below:

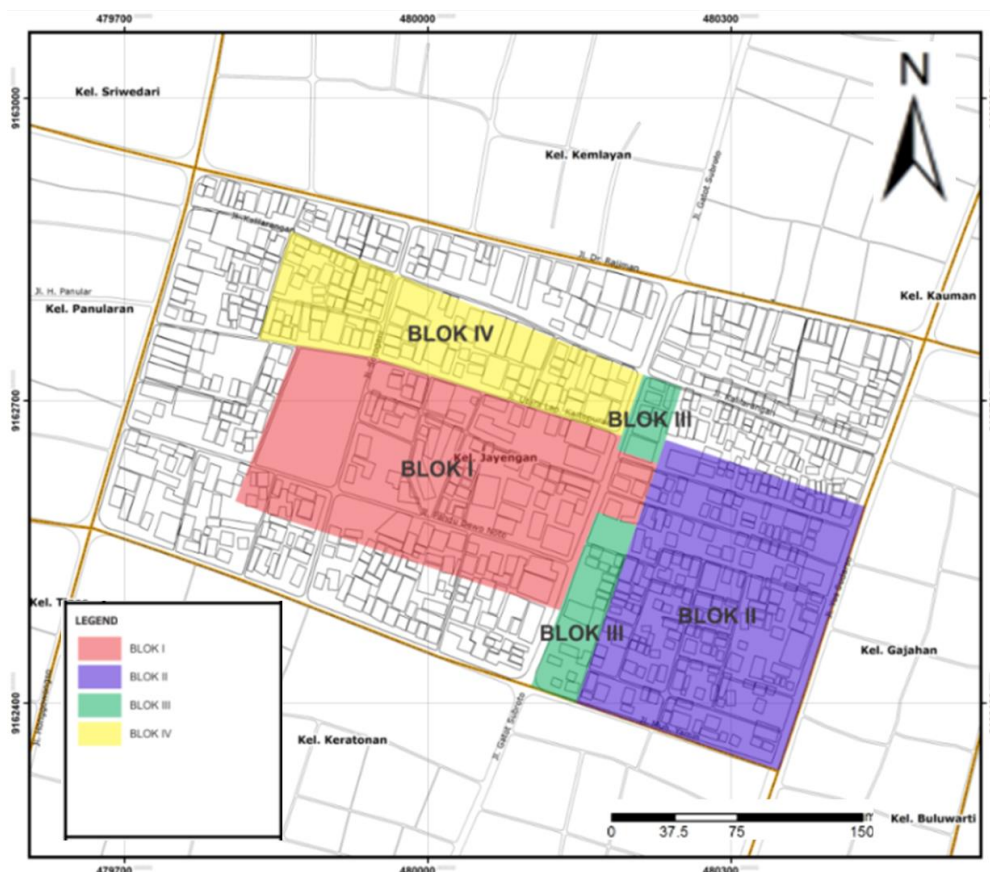


Figure 9. Block Plan of Jayengan Jewelry Kampung 2015-2035

Table 3: Future Development Plan based on Block Area Characteristics

DEVELOPMENT BLOCK	Characteristics of Area	Future development Plan (2015-2035)
BLOCK AREA I	<ul style="list-style-type: none"> - Existence of office of Head of Kelurahan Jayengan ; Darussalam Mosque and Center of Information of Jayengan Jewelry Kampung as the office of Forum JKP - Existence of Annual event of Banjar Porridge (Bubur Banjar), Hadrah traditional Moslem dance and other Banjar- Java traditional cultural activities. - Kartopuran square as the center public space of the Area - Existence of some Jewelry shops, tourist facilities such as hotel, restaurant - Physical condition of the area has not determined as tourist destination space identity 	<p>Directed for Block of Primary Product Development integrated with socio-economic-cultural associated potencies</p> <ul style="list-style-type: none"> - Block area I will be developed as Center of development of the Jayengan Jewellery Kampung; center of local government office; center of Information; - Darussalam Mosque will be developed as center of socio-cultural-education activities. - Katopuran square will be created as place for interaction among communities and tourist attraction and events creation. - Center of production market of the kampung
BLOCK AREA II	<ul style="list-style-type: none"> - Existence of residential area of Jewelry workers generates opportunity for tourist product development - Physical condition of the area has not determined as tourist destination space identity 	<p>Directed for Block of Diversification of primary product of Jewelry for tourist unforgettable experience,.</p>
BLOCK AREA III	<ul style="list-style-type: none"> - Existence of culinary economic activities along the mainroad , which has not been physically good condition - Occupation of Darussalam Mosque owned land by several economic activities especially culinary vendors - Potency for development of Darussalam Mosque as a Center of Jayengan Jewelry Kampung integrated with center of local culinary 	<p>Directed for Block of Diversification of primary product and integration with socio-economic-cultural associated potencies</p> <ul style="list-style-type: none"> - Preservation of Darussalam Mosque as heritage artifact and development it's area surrounding as a Center of Jayengan Jewelry Kampung integrated with center of local culinary
BLOCK AREA IV	<ul style="list-style-type: none"> - Existence of hotel Matahari and other hotels and tourist facilities - Potential for development of tourist facilities 	<p>Directed for development of JKP byIntegration of Potencies with related sectors of the economy</p> <ul style="list-style-type: none"> - Center for development of tourist facilities of Jayengan Jewelry Kampung such as hotel, travel agent, guest house, souvenir shops etc.
BLOCK AREA V	<ul style="list-style-type: none"> - Residential area 	<ul style="list-style-type: none"> - Planned for adequate residential area

4. CONCLUSION

Development of Creative Industrial Kampung-based Tourism is challenged by firstly, Political Policies and Institutions supporting Development of the Area. Development Plan Jayengan Jewelry Kampung should be integrated with and conformed to nation's policies as well as City Development Policies as tourist destination development based on local potencies, which is mostly supported by public financing and consideration of interregional tourism development. Secondly, collaboration among stakeholders is obviously needed, where in the process of development is getting complex and need inter-organizational response, which are beyond the capacity of individual or group to solve. Development of Jayengan Jewelry Kampung is challenged by cohesiveness of internal Community Forum (JKP), Coordination among stakeholders, mechanisms and processes for incorporating the diverse elements in the tourism system, which constraint the sustainability of the development. Thirdly, Integration of the primary product of tourist destination and other socio-cultural associated potencies of the Area. As development of primary product in tourist destination becomes identity of the area as one vilage one product, which attract tourist to visit, integration with specific local socio-economic cultural condition will attract tourist to visit for experiencing and exploring the area. The challenges are how the destinantion area develop spesific product attracting people to visit. Development of Jewelry as primary tourism product based on creative industry in Jayengan Kampung becomes spesific in Surakarta, which cannot be found in other areas, except in Martapura as the origin of Jewels industry. Fourthly, Integration of Potencies with related sectors of the economy is challenging, where tourist destination based on creative industry is associated with related sectors of economy such as transportation, industry and handicraft, urban development, telecommunication, information. How the local policies can support development of its related sectors and limit the impact of development. For sustaining the development needs long term development plan based on the Concept of Jayengan Jewelry Kampung as 'Integrated Creative-Industrial Tourism' based on locality as instrument for direction and integration of any parties, responding opportunities and challenges for development of Jayengan Jewelry Kampung.

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