# **UNDERGRADUATE THESIS**

# COLLABORATIVE GOVERNANCE: ECONOMIC RECOVERY USING SMART TRADITIONAL MARKET IN THE YOGYAKARTA CITY GOVERNMENT

Sumbmitted in Partial Fulfillment of the Requirement for the Bachelor's Degree in Government Science



# Written by: KARISSA ARDELIA ABIEZA NUGRAHA

Student ID: 20190520083

INTERNATIONAL PROGRAM OF GOVERNMENT AFFAIRS
AND ADMINISTRATION
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA
2023

## TITLE PAGE

# COLLABORATIVE GOVERNANCE: ECONOMIC RECOVERY USING SMART TRADITIONAL MARKET IN THE YOGYAKARTA CITY GOVERNMENT

# **UNDERGRADUATE THESIS**

Submitted in Partial Fulfillment of the Requirement for the Bachelor's Degree in

Government Science Faculty of Social and Political Sciences Universitas

Muhammadiyah Yogyakarta

Written by:

KARISSA ARDELIA ABIEZA NUGRAHA

**Student ID:** 

20190520083

**Supervisor:** 

Awang Darumurti, S.IP., M.Si.

INTERNATIONAL PROGRAM OF GOVERNMENT AFFAIRS AND ADMINISTRATION

FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE MUHAMMADIYAH UNIVERSITY YOGYAKARTA

2022/2023

# **DECLARATION PAGE**

Hereby this letter declared that,

Name : Karissa Ardelia Abieza Nugraha

Student Identity Number : 20190520083

I hereby declare that my thesis entitled: Collaborative Governance: Economic Recovery Using Smart Traditional Market I made it with my own work and do not contain work that has been submitted for a bachelor's degree at my university. Furthermore, if in the future there is evidence of duplication and there are other parties who feel disadvantaged, then I will be responsible and accept all the consequences that accompany it.

Yogyakarta, April 1st 2023

Karissa aroum ancea Nugraha

### **DEDICATION PAGE**

Praise the author goes to Allah SWT who has given health, grace, and guidance, so that I as the writer am still given the opportunity to complete this thesis as one of the conditions for obtaining a bachelor's degree. Even though it is far from perfect, I am proud to have reached this point, which finally finished this thesis at the right time. With all the limitations that I have, there are still many deficiencies that must be corrected. Hopefully the results of this research can be useful, especially for the world of education.

In writing this thesis, I received a lot of help from various parties. Therefore, my thanks go to:

- 1. Allah SWT for all His mercy and guidance so that this final project can be completed properly.
- 2. To my beloved parents, father and mother, whom with great patience and sacrifice always provide encouragement, material and non-material assistance so that I can complete my studies.
- 3. To my supervisor, Mr. Awang Darumurti, S.IP., M.Si. who have taken the time and with great patience have provided guidance in the preparation of the thesis.
- 4. Lecturer in the Undergraduate Program in Government Science at the Muhammadiyah University of Yogyakarta and Administrative Staff at the Yogyakarta Muhammadiyah University for their education and guidance.

- 5. To my friends from the International Program of Government Affairs and Administration (IGOV UMY), thank you very much for accompanying me during college to the process of working on my thesis.
- 6. To my friends from the 2019 Study Program in Government Science, Muhammadiyah University of Yogyakarta, who have provided lots of advice and motivation, thank you for your support. Togetherness that has been achieved for these 3 years may be the most beautiful memories that will not be forgotten.
- 7. To my dear friends from college for 3 years; Elza Novira Tarino, Danysha Alivia Setyawan, Jihan Fadhilah Alrizal, Mutiara Fauziah Nur Awaliah, and Dian Aryanti Subadrin. I'm so thankful for this friendship. There's nothing more in the world that I appreciate than you being here for me through all the ups and downs in life.
- 8. To my dear friends who have been with me for 9 years; Nabila Tatjana Salsabila, Farah Hanifah, and Anita Rahmallah. Thank you for accompanying me in joy and sorrow since middle school until now.
- 9. Finally for myself, thank you for being strong and surviving until now until the writing of this thesis is complete.

I realize that this thesis is still far from being perfect, because it is not free from my weaknesses and limitations. Finally, I hope that this thesis is useful as additional knowledge and can provide benefits to all parties and be used as further implications for students.

Billahi fii sabilil haq, fastabiqul khairat.

### **PREFACE**

All praise and gratitude to the presence of God the Most Merciful for all the abundance of His love, grace, and will so that the final thesis with the title "Collaborative Governance: Economic Recovery Using Smart Traditional Market in the Yogyakarta City Government" can be completed properly. The completion of this thesis would not have been possible without the help, guidance, and prayers from various parties. I would like to take this opportunity to thank all those who have helped in the creation of this work, a big thank you to the honorable:

- Mr Prof. Dr. Ir. Gunawan Budiyanto, M.P., as Chancellor of Universitas Muhammadiyah Yogyakarta.
- Mr. Dr. Takdir Ali Mukti, S.Sos., M.Sc., as the Dean of the Faculty of Social and Political Sciences of Universitas Muhammadiyah Yogyakarta.
- 3. Mr. Dr. Tunjung Sulaksono, S.IP., M.Si., as Chair of the Government Science Study Program of Universitas Muhammadiyah Yogyakarta.
- 4. Mr. Awang Darumurti, S.IP., M.Si. as the Thesis Advisor who has taken the time during the guidance process and patiently guided until the end.
- 5. All lecturers of Government Science at the Universitas Muhammadiyah Yogyakarta who have provided a lot of knowledge while in college.
- 6. Administrative Staff and Administration Science Laboratory at the Universitas Muhammadiyah Yogyakarta who have assisted the administrative process properly.

- 7. To parents, family, friends, and all parties that the writer cannot mention their names one by one who have given their prayers and support so far.
- 8. To the Department of Trade of the City of Yogyakarta (DISDAG) for giving permission and helping me in the research process.
- 9. To the staff of the Regional Development Planning, Research, and Development Agency (BAPPEDA) for the Special Region of Yogyakarta who have assisted me during the research process.
- 10. To the Department of Bank Indonesia Special Region of Yogyakarta for giving permission and helping me in the research process.
- 11. To the Beringharjo Foundation Initiative Indonesia for giving permission and helping me in the research process.
- 12. To the Wondis Chocolate for giving permission and helping me in the research process.

I hope that God Almighty bestows His grace and guidance on all of them. Hopefully this thesis can be useful for all of us.

Yogyakarta, March 16<sup>th</sup> 2023

Author

Karissa Ardelia Abieza Nugraha

# LIST OF CONTENTS

TITLE PAGE	Z		i		
VALIDATIO	N PAGE.		ii		
DECLARATI	ON PAG	FE	iii		
MOTTO PAG	GE		iv		
DEDICATIO	N PAGE.		v		
PREFACE	•••••		vii		
LIST OF CO	NTENTS	5	ix		
LIST OF FIG	URE		xii		
LIST OF TAI	BLES		xiv		
ABSTRAK	•••••		xv		
CHAPTER I	INTROD	DUCTION	1		
1.1.	Backg	round	1		
1.2.	Resear	Research Question			
1.3.	Resear	Research Aims and Objectives			
1.4.	Benefi	Benefits of Research			
1.5.	Literat	Literature Review			
1.6.	Theori	itical Framework	24		
	1.6.1.	Collaborative Governance	24		
	1.6.2.	Public Policy	40		
1.7.	Conce	eptual Definition	43		
	1.7.1.	Collaborative Government	43		
	1.7.2.	Public Policy	44		
1.8.	Operat	Operational Definition			
1.9.	Frame	Framework of Thinking			
1.10.	Resear	rch Methods	46		
	1.10.1. Types of Research		47		
	1.10.2.	. Nature of Research	47		
	1.10.3.	. Data Source	48		

	1.10.4	Procedure Research	50
	1.10.5	Data Collection Technique	52
	1.10.6	Data Analysis Technique	53
CHAPTER II	RESEA	RCH OBJECT DESCRIPTION	57
2.1.	Territo	ory Description	57
	2.1.1.	Geography	57
	2.1.2.	Climate	60
	2.1.3	Natural Conditions	60
	2.1.4	Demographics	60
2.2.	Econo	mic Conditions in Yogyakarta	61
2.3.	Profile	of the Yogyakarta City Trade Office	63
	2.3.1.	Institutional History	63
	2.3.2.	Vision and Mission of the Yogyakarta City Trad	.e
	Office	64	
	2.3.3.	Organizational Structure of the Department of	
	Comn	1erce	65
	2.3.4.	<b>Duties and Functions of the Yogyakarta City Tra</b>	ade
	Office	66	
2.4.	Profile	of Bank Indonesia	68
	2.4.1	Institutional History of Bank Indonesia	68
	2.4.2	Status of Bank Indonesia	69
	2.4.3.	The Task of Bank Indonesia	69
	2.4.4.	Goals of Bank Indonesia	70
	2.4.5.	Vision, Mission, and Strategic Values of Bank	
	Indon	esia	71
	2.4.6.	Organizational Structure	74
	2.4.7.	Profile of the Head of Bank Indonesia Represent	ative
	for the	e Special Region of Yogyakarta	78
2.5.	Profile	of Beringharjo Foundation Initiative Indonesia	79
	2.5.1	Institutional History of Beringharjo Foundation	
	Initiat	ive Indonesia	70

	2.5.2	Organisational Structure	81
	2.5.3	Vision and Mission	82
	2.5.4	Programs/Activities	82
	2.5.5	The Purpose of the Smart Traditional Man	·ket
	Progr	ram	87
2.6.	Regul	ations Related to Yogyakarta City Economic R	ecovery. 89
CHAPTER III	RESUI	LTS AND DISCUSSION	94
3.1.	Collaborative Governance Regime (CGR)		94
	3.1.1	Collaborative Dynamics	94
	3.1.2	Collaborative Actions	113
	3.1.3	Impact and Temporary Adaptation	123
CHAPTER IV	CONC	LUSIONS AND RECOMMENDATIONS	131
4.1.	Concl	usions	131
4.2.	Recommendations		
REFERENCE	S		137
ATTACHMEN	VT		145

### LIST OF FIGURE

- Figure 1.1 Data on the Development of COVID-19 in Indonesia on 2022-2023
- Figure 1.2 Collaborative Governance Theory according to Emerson, Nabatchi, & Balogh
- Figure 2.1 Percentage Distribution of Gross Regional Domestic Product Based on

Current Prices by Business Field in Yogyakarta City (%)

- Figure 2.2 Bank Indonesia Head Office
- Figure 2.3 Three Main Pillars of Bank Indonesia
- Figure 2.4 Organizational Structure of Bank Indonesia
- Figure 2.5 Director Head of Bank Indonesia Representative for the Special Region of Yogyakarta
- Figure 2.6 Markeplace Website of beringharjo.co.id
- Figure 2.7 Logo of Beringharjo Initiative Indonesia Foundation
- Figure 2.8 Organizational Structure Chart of the Beringharjo Initiative Indonesia Foundation
- Figure 2.9 SEMAR School Activities
- Figure 2.10 Curation, Digitization, Packing, and Branding
- Figure 2.11 Logo of SEMAR School
- Figure 2.12 Yogyakarta City Vision and Mission 2017-2022
- Figure 2.13 Yogyakarta City National Medium Term Development Plan Business Process

- Figure 3.1 FGD Between Yogyakarta City Government, Bank Indonesia Special Region of Yogyakarta, Beringharjo Initiative Indonesia Foundation, and Representatives of SMEs
- Figure 3.2 Curation, Digitization, Packing, and Branding
- Figure 3.3 Photo of Wondis Chocolate Products Promoted by the Beringharjo Initiative Indonesia Foundation
- Figure 3.4 Product Exposure Results on Instagram Accounts
- Figure 3.5 Beringharjo Digital Corner
- Figure 3.6 Example of Merchant Selling Results Online
- Figure 3.7 Yogyakarta Initiative Beringharjo Foundation Volunteers
- Figure 3.8 Zaki Sierrad with Heroe Purwadi, Deputy Mayor of Yogyakarta
- Figure 3.9 Market Trade Digitalization Training Held by SEMAR School
- Figure 3.10 Percentage Distribution of GRDP of Yogyakarta Municipality at Current Prices by Expenditure
- Figure 3.11 Yogyakarta Initiative Beringharjo Foundation with Yogyakarta City Government

## LIST OF TABLES

- Table 1.1 Summary of Literature Review
- Table 1.2 Operational Definition
- Table 1.3 Datas Required in Research
- Table 2.1 Table of Area by District in Yogyakarta City 2019
- Table 2.2 Average Number of Visitors to Beringharjo Market
- Table 2.3 Regional Medium-Term Development Strategic Issues
- Table 2.4 Summary of the Vision and Mission of the Yogyakarta City Medium Term Development Plan 2017-2022
- Table 3.1 Regional Medium-Term Development Strategic Issues
- Table 3.2 Summary of the Vision and Mission of the Yogyakarta City Medium Term Development Plan 2017-2022
- Table 3.3 Yogyakarta City Gross Regional Domestic Product
- Table 3.4 Evaluation of the Achievement of the Realization of the Key Main Performance Indicators for the City of Yogyakarta in the First and Second Quarters of 2022
- Table 3.5 Predicate of Main Performance Performance Indicators for the City of Yogyakarta in the First and Second Quarters of 2022