

CHAPTER I

INTRODUCTION

I. Background

Culturally, Surakarta is a major attraction for visitors to Indonesia. Surakarta's reputation as a city rich in tradition and culture attracts visitors from all over the world. The city demonstrates a significant commitment to the preservation and maintenance of Javanese cultural traditions, as seen from its tagline *Solo spirit of Java* (Prisma Dwi Anggraeni, 2022). The city's cultural treasures include the palace, the famous art of batik, shadow puppetry, and the distinctive Javanese music tradition. Kauman Batik Village is one of the important cultural assets in Surakarta. Kauman Village is located in Pasar Kliwon Sub-district, Kauman Batik Village is adjacent to the Great Mosque, North Square, and Surakarta Palace. Kauman Village has an area of 19.20 hectares bounded by main roads that are trade and service areas, including Jalan Yos Sudarso and Jalan Slamet Riyadi (Maulana & Nurini, 2019). Kauman Village is famous as Kauman Batik Village because there is a batik industry. The number of shops in Kauman Batik Tourism Village once reached 120 batik shops and currently there are around 60 batik shops in Kauman Batik Tourism Village (Rosikin, p. 2019). There are more than 30 batik industries in Kauman Batik Village. In addition, batik products and the atmosphere of historical building sites in the form of joglo, limasan, and colonial architecture make Kauman Village a unique tourist destination. This characteristic is what makes this batik village so popular with tourists.

Tourism in a city not only has a substantial influence on the local economy, but also plays a crucial part in the dynamics of government. As the number of tourists increases, the functions of city governments become more complex and diverse. The government must manage various aspects of tourism, including regulation, infrastructure development, promotion, and cultural preservation (Wiharjokusumo, 2020). In addition, the impact of tourism can also affect the relationship between the government and local communities, as well as be a factor in strategic planning and urban development. Therefore, the active participation of the community in the development of the Batik Kauman area is vital for the conservation and expansion of this cultural tourism site. Through activities such as batik-making workshops, cultural festivals and village clean-ups, the community has been actively involved in preserving the village's cultural heritage and batik production. Nonetheless, there

is still potential for improvement in terms of increasing community participation. Community participation is influenced by education, awareness, motivation and access to resources. Efforts to increase community participation should focus on improving these factors. Several studies have shown that a tourism-based approach can be used to develop Kauman Batik Village, with community participation, in order to preserve the cultural heritage and improve the quality of life of the local community (Yelvita, 2022). Therefore, the government must play a role in encouraging community involvement in the development of Kauman Batik Village.

In the context of tourism development, close collaboration and mutual support between the government and the community are key to achieving sustainable development goals. As the regulator and policy maker, the government is responsible for encouraging the expansion of the tourism industry. On the other hand, the community consisting of industry players, local artists, and local residents possesses valuable cultural knowledge and is important for the preservation and growth of the city's cultural heritage. Effective collaboration between the two parties can result in mutually beneficial tourism development, enhance the quality of the visitor experience, and promote a distinctive cultural identity. In this case, government communication is needed in order to harmonize goals and identify obstacles that can be overcome for the development of Kauman Batik Village. Communication is the process of delivering verbal or nonverbal messages from one individual to another to achieve a goal. Government is a collection of organs, bodies, or organizations, state apparatus, or state apparatus that carry out various activities or activities with the aim of achieving state goals (Jahira Asma&Anyari Mone, 2018). The communication function in government organizations includes an informational role and can be conceptualized as an information management system, meaning that all members in government organizations expect to be better informed and more timely. The second role relates to regulation, which is often associated with the implementation of organizational policies and guidelines. There are two types of channels used in government communication: internal channels, which are related to the internal bureaucracy and serve to promote communication within the government's internal public, and external channels, which serve as the public's communication channel with the government. So that government communication can be defined as a communication process to convey government ideas, strategies, and thoughts to community organizations in order to achieve state goals (Aprilia, 2022). Government communication has the essence of ensuring the functioning of

government for the benefit of society. The communication function in government is the most important part in realizing the implementation of government programs, where plans that have been prepared beforehand must be communicated to the public over a long period of time. To create a good understanding and cooperation between the two parties, this can be channeled through organizations within the government. Research results (Gemiharto & Juningsih, 2021) explains that the government communication process consists of three distinct stages. First, an individual or entity must initiate communication. Second, a message is sent from the source to the intended recipient. Finally, the communication must have a tangible influence or impact on the recipient.

In general, government communication is a way out to overcome problems in a government where government communication is a means or tool for the government to convey or receive information related to government policy. According to Beach in Silalahi (2004) emphasizes that government organizations will not be able to carry out their duties, optimize the use of resources, and ultimately achieve their goals without good communication. Government communication has a positive influence on the type, purpose and maintenance of relationships between tourism-related institutions. In this particular situation, the government assumes the role of a communicator, while the community assumes the role of a communicant. Nevertheless, this dynamic can be altered, with the community serving as the transmitter of its ideas to the government, while the government acts as the transmitter to ascertain the community's expectations. In that case, the government must of course fulfill the wishes of the community by considering according to the stipulated provisions. However, without the means and infrastructure of government communication relations in all directions in an activity, it will be difficult to determine what goals have been achieved and what obstacles hinder the implementation of work so that it is difficult to evaluate by all parties (government and community).

With the obstacles on the side of the Batik Kauman Village Community that have been described above, it is clear that the communication of the Surakarta City government has not been optimal, therefore the researcher is interested in conducting research entitled **"Communication of the Surakarta City Government to Build Community Participation in the Development of the Kauman Batik Village Area in 2022-2023"**.

II. Research Question

Based on the background description, it is necessary to conduct an in-depth study on How the Communication process of Surakarta City Government to build local community participation in the development of Kauman Batik Village Area in 2022-2023?

III. Research Objective

Based on the research questions, the aim of this research is to explain government communication process regarding community participation in the development of the Kampung Batik Kauman area in 2022-2023.

IV. Research Benefit

1. Theoretical Benefits

This research aims to enhance comprehension of government communication theory and its practical application in fostering community engagement in the development of cultural tourism areas. The findings can serve as a foundation for implementing similar government communication strategies in cultural tourism areas across different cities or countries. This research can improve the sustainability of area development and can enrich the understanding of the concept of sustainability.

2. Practical Benefits

There are several benefits for various parties including :

a. Benefits to the Government

The results of this study can provide input to the Surakarta City Government and related institutions in designing policies or evaluating Surakarta City Government Communication that supports Community Participation in building the Kauman Batik Village Cultural Area.

b. Benefits to Community

The results of this study can help strengthen the role and participation of the community in the development of Kauman Batik Village. The community can feel more empowered and have a voice in decisions that affect the area where they live. And with better communication strategies, the community can better understand and appreciate their own cultural heritage. This can increase understanding of the history, art, and culture of the Kauman area.

c. Benefits for Students/Researchers

The results of this study will help students or researchers develop research skills, including data collection, data analysis, and preparation of research reports. And this research enables students or researchers to understand and analyze government communication practices in the context of tourism development. This can be an important foundation for an understanding of the field of government communication.

V. Literature Review

No.	Title	Researcher	Contents
1	Communication Model of Tanjung Pinang City in the Development of Penyengan Island Tourism Riau Islands.	(Harto & Penyengat, 2019)	This article discusses the government communication model in tourism development in Penyengat Island, Tanjung Pinang, Indonesia. The objective of this research is to determine the government's communication model in managing the potential of tourism objects on Penyengat Island and examine the characteristics of the community in supporting environmental preservation. This article highlights the challenges faced in managing tourism resources and the lack of community involvement. The results show that good government communication and active community participation can support tourism development on Penyengat Island. The community supports tourism development and the improvement of the transportation system on the island.
2	Local Government Communication in Post-Disaster Beach Tourism Development Program.	(Istiyanto, 2020)	This research focuses on local government communication in post-disaster development programs for coastal tourism areas. The research

			<p>examines the different approaches taken by the local governments of Ciamis, Cilacap, and Bantul in their efforts to rebuild and restore the affected areas. discusses three related aspects of communication and development. These aspects include the focus on nation building and the role of mass media in contributing to this effort, the specific role of media in educating the public, and the use of communication activities to promote acceptance of new ideas and products within local communities. Highlighting the importance of community participation in development projects and the need for effective communication strategies in this process. The results of this study show that there are different approaches in post-disaster development communication in the affected coastal tourism areas.</p>
3	<p>Communication Strategy of Village Government in Increasing Community Participation in Development (Study in Batahan Village, Kotanopan District, Mandailing Natal Regency).</p>	(Afrizal, 2018)	<p>This research describes the Communication Strategy of the Village Government in Increasing Community Engagement in Development in Batahan Village, Kotanopan District, Mandailing Natal Regency. The study focuses on the communication tactics implemented by the village government to engage with the community.</p>
4	<p>Communication Strategy of the South</p>	(Aprilia, 2018)	<p>This study examines the communication tactics employed by the Tangerang City</p>

	Tangerang City Government in Socializing the Smart City Program.		government to promote the Smart City concept, the government is looking at the use of information technology to provide maximum and optimal community services.
5	Communication Strategy of the Makassar City Government in Socializing the Makassar Tidak Rantasa Program.	(Nur, 2018)	This research discusses the communication strategies used by the Makassar City Government in promoting the Makassar Tidak Rantasa (MTR) program. The findings indicated that the MTR campaign has been effectively executed by utilizing brochures and print media. However, there is a lack of synergy between the government and community organizations in promoting this program.
6	The History of Batik and The Development of Kampung Batik Kauman as a Local to International Tourism Destination.	(Lokaprasidha, 2017)	This study examines the historical background of batik and the transformation of Kauman Batik Village into a popular tourist destination, attracting visitors from both local and worldwide locations. It also discusses the importance of culture in tourism and the role of destination marketing and management in promoting tourism destinations. This research specifically focuses on the potential of Kauman Batik Village in Surakarta, Indonesia, to become a flagship tourism destination. The article highlights the historical and cultural significance of Kauman and the efforts made to revitalize and develop the area. Development strategies include

			promoting batik businesses, attracting students to the area, and providing facilities for recreational activities.
7	Analysis of Tourism Potential of Kauman Village Surakarta in Determining Sustainable Tourism Development Strategy.	(Mulyaningrum & Nurjayanti, 2023)	This research discusses the analysis of the tourism potential of Kauman Village Surakarta in determining sustainable tourism development strategies. The findings indicated that Kauman Batik Village possesses inherent qualities that can facilitate the advancement of sustainable tourism. The growth strategy of Kauman Batik Tourism Village encompasses three key aspects: the environment, the economy, and the socio-cultural sphere. Some of the barriers identified in the development of tourism in Kauman Village are the lack of promotion of MSMEs, the availability of culinary places that are not well-known enough, and the narrow road conditions.
8	SWOT Analysis as a Strategy for Developing Kauman Village as a Tourism Village	(Salsabila, 2023)	This research discusses the level of community participation in the preservation of Kauman Village in Surakarta. It mentions that the community plays an active role in decision-making, problem formulation, and attending community meetings. The journal also highlighted the importance of training the community to be friendly and informative to visitors. In addition, it mentioned the trend of shifting from mass tourism to alternative tourism, which provides an opportunity for

			<p>Kauman Village to capitalize on this momentum. The journal emphasized the need for accessibility and development of transportation infrastructure to attract more visitors.</p>
9	<p>Study of the Tourism Potential of Batik Village in Laweyan District, Surakarta City as a Cultural Tourism Object (Tourism Geography Review).</p>	<p>(Prananto., 2022)</p>	<p>This research discusses the potential of Kampung Batik in Laweyan, Surakarta as a cultural tourism destination. This research aims to identify the cultural attractiveness and potential of Kampung Batik Laweyan as a cultural tourism object. The condition of Kampung Batik Laweyan can be measured based on various aspects such as attractiveness, tourist visits, accommodation, accessibility, tourism information, infrastructure, and superstructure. The overall perception of the community is that accommodation, accessibility, road conditions, tourism information, and infrastructure in Kampung Batik Laweyan are considered good or adequate.</p>
10	<p>The Effect of Batik Kauman Tourism on the Economic Welfare of the Community.</p>	<p>(Wulandari et al., 2020)</p>	<p>This study examines the influence of Batik Kauman tourism on the economic welfare of the community around Kauman Village Surakarta. The study used observational analytic research and concluded that 51% of economic welfare is influenced by Batik Kauman tourism, Meanwhile, the remaining 49% is impacted by additional variables that were not taken into account in the</p>

			regression model.
--	--	--	-------------------

Table 1. 1 Literature Review

After understanding, reading, and studying the research in table 1.1, researchers found differences and similarities. There are five journals that discuss how Government Communication runs with different themes, case studies and research objects. In this study, researchers focused on the Research Object located in Kauman Batik Village in Surakarta City by discussing Surakarta City Government Communication, then the similarity between previous research and this study is that it focuses on City Government Communication, and previous research can be used as research material and reference for researchers to find out how other cities carry out City Government Communication.

Furthermore, there are five journals that discuss Kauman Batik Village. The equation of this research with previous researchers is of course in the Research Object, it is expected to provide knowledge for researchers by understanding how the condition of Kauman Batik Village. The difference between this research and previous researchers is in the theme of the discussion, this research is expected to provide new knowledge and help Surakarta City and the local community in developing Kauman Batik Village.

VI. Theoretical Framework

1. Government Communication

a. Definition of Government Communication

Communication activities are very important in various aspects of life. Communication is the main way humans interact, share information, and understand each other. Therefore, communication is the main tool to convey information. Communication is essential for human life, both individually and in groups, including government organizations, where communication is needed to maintain harmony among existing institutions, and more importantly, to communicate with the public. To understand the concept of government communication, we must first understand the two terms communication and government. The definition of communication according to Greenberg and Baron (in Wibowo, 2017: 166) explains that

"communication is the process by which a person, group or organization as the sender sends some type of information as the message to another person, group or organization."

Communication is the act of transmitting information from a sender (an individual, group, or organization) to a recipient (an individual, group, or organization) in order to enable the recipient to comprehend the message and provide a response to the sender. While the definition of government according to (Syafiie 2014: 12) is

"A specific group of people who conduct or organize, lead in relation to Society"

Ndraha (2011: 5) also presents the definition of government as follows

"Governance is a multiprocess system aimed at meeting the needs and demands of the governed for public and civil services."

From the definitions that have been outlined, it can be concluded that government communication refers to the act of human communication that occurs within the framework of a government entity. Government officials engage in the dissemination of information, ideas, emotions, and attitudes through the medium of government communication. Government Communication plays an important role in facilitating the efficient functioning of government operations for the betterment of society, with the ultimate goal of maximizing overall welfare and minimizing losses for all stakeholders involved. As stated by Erliana Hasan in her book *Government Communication* are

"Public dissemination of government concepts, initiatives, and policies with the aim of attaining state objectives. In this scenario, the government can be considered the sender of communication, while the community acts as the receiver. However, there are instances where the roles can be reversed, with the community taking on the role of sender, expressing ideas or desires, while the government assumes the role of observer, understanding the needs of the community." (Erliana Hasan, 2005: 95).

In this case, it means that the government has the jurisdiction and obligation to evaluate and potentially address these aspirations in accordance with relevant protocols and guidelines. The transmission and reception of messages takes place within a network characterized by interdependent interactions governed by established protocols. The communication that occurs involves not only the sending and receiving of information, but also the exchange of ideas, directions or emotions (Malone, 1997: 170). Expressing ideas, giving directions, or conveying

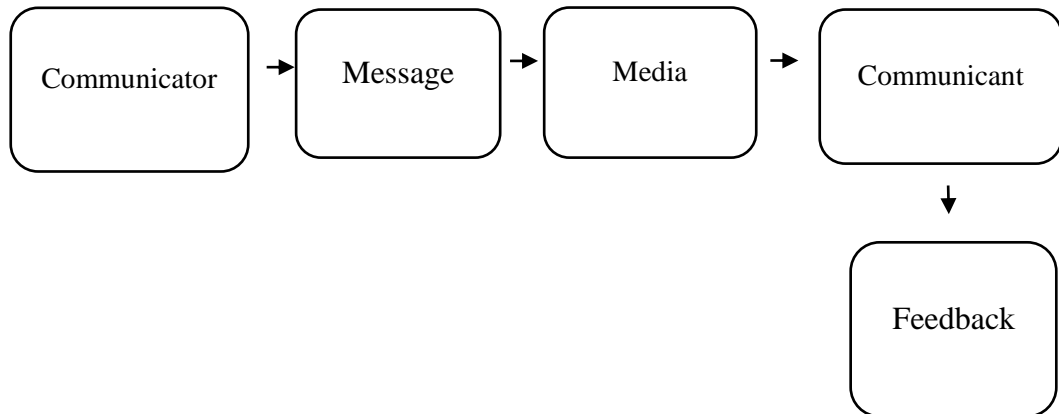
emotions relate to government actions and policies. The successful execution of a government organization's tasks, the optimal utilization of its resources, and the achievement of its goals depend heavily on good communication. Government organizations can achieve their objectives as they should if communication events, such as message reception and execution, are understood and can be controlled so that government agencies can achieve their objectives as planned.

According to Man-li, C. (2004) in his book entitled "The Mechanism of Government Communication" government communication refers to communication through mass media. It is not only a communication behavior but also a management behavior. This kind of communication has many characteristics, such as the authority and monopoly of the main body of communication, the relationship between the media and "give and take". In addition, people have no choice to select information. Government communication is a worldwide phenomenon, especially in special periods. Government communication helps form a uniform opinion and produces great social influence. Therefore, government communication is very important, and requires a lot of preparation.

b. Government Communication Process

The communication process entails the conveyance of information, ideas, emotions, or messages between two or more individuals through various techniques or channels with the aim of comprehending, exchanging knowledge, or exerting influence on others. It involves several components that collaborate to transmit, receive, and understand the message. Then the government communication process is defined as a series of procedures and interactions used by the government to communicate with the public/community, other government agencies, and other stakeholders in carrying out its obligations and responsibilities. This includes the delivery of government information, policies and communications to the general public, as well as the collection of feedback and public engagement. The following describes the forms of communication:

Communication Process



Source: E.Hasan. 2010. module 1, Government Communication Paradigm.

Based on Diagram 1.1 described above, which illustrates the basic components of the communication process as follows. (1) The presence of a communicator (Government and Tourism Manager) as an individual who conveys a message to the communicant. (2) A message has been summarized, containing the important content of communication (Message). (3) Communication media is a tool to convey messages that have been given by the communicator to be conveyed to the communicant. (4) as well as the presence of individuals involved in the act of communication called (Communicant/Community), Communicants are individuals who receive messages given by communicators. (5) Feedback refers to the communicant's answer or reaction to the sender's communication, which is given after receiving it. Communication is at the core of every human interaction, and in the context of government, the communication process is very important. Effective communication occurs when the communicator and the communicant reach a common understanding or interpretation of the transmitted information. Communicative communication occurs when two or more individuals engage in

conversation and have a common understanding. The similarity of the language used does not necessarily lead to the same meaning. Simply put, the communication process is considered communicative when the sender and receiver both understand the language and capture the intended message (Rahmawati et al., 2021).

2. Community participation

The term "participation" is derived from the English word "participacion," which refers to the action of actively engaging in or being involved in something. Participation entails the dynamic engagement of an individual, collective, or community in an activity, procedure, or the act of decision-making. Participation entails the deliberate engagement of an individual or collective in an endeavor or their input in the process of making decisions. As said by (Syamsuddin Adam in Prasetya, 2008: 54) that

" Participation refers to the active engagement of an individual, encompassing their mental, emotional, and cognitive involvement, which motivates them to contribute towards predetermined objectives and assume responsibility for the actions required to accomplish these goals."

Then the definition of participation by Fasli Djalal and Dedi Supriadi (2001: 201-202), namely

"Participation can include decision-makers encouraging people or communities to get involved by offering thoughts, opinions, goods, talents, materials and services."

From the definitions outlined, participation refers to the voluntary and intentional involvement of individuals or communities in a development program, covering all stages from planning and implementation to monitoring and evaluation.

Community participation refers to the active involvement of citizens or community organizations in various social, economic, political, cultural, and environmental aspects of a particular region or community. Community participation is an effort to empower communities by giving them the opportunity to have a voice in decision-making that impacts their lives, as well as enabling them to actively

contribute to the desired transformation. According to Adisasmita in his book entitled *Membangun Desa Partisipatif* about Community Participation are

"Community empowerment, involvement in the design and execution of development projects and programs, and the realization and readiness of the community to make sacrifices and contribute to the implementation of development programs are all examples of community participation."

People are considered the most important factor in the development process, especially recognizing the importance of initiating rapid growth from the grassroots level (Latif et al., 2019). This requires community mobilization to actively contribute to development progress.

Communities are categorized by Cohen and Uphoff (Josef Riwu Kaho, 1988: 113) according to the background and responsibilities of their members:

1. Local Residents
2. Community Leaders
3. Government employees
4. Related Employees

According to Cohen and Uphoff, as quoted by Josef Riwu Kaho in 1988, society is categorized based on two different dimensions, background and responsibility. Initially, the foundations of society were categorized into two main camps: traditional and modern. Traditional societies show a tendency to preserve long-standing cultural values and practices, whereas modern societies show a greater tendency to accept new things and accommodate developing trends. Second, society's responsibilities can be categorized into two main parts, inward and outward. Communities that have an inward orientation show more attention to domestic affairs, prioritize local interests, and are less accepting of external collaboration. In contrast, societies characterized by an outward orientation show greater receptivity to external influences, favor cross-border collaboration, and engage in broader engagement on a regional or international scale.

Cohen and Uphoff employ this classification framework in an effort to comprehend differences between societies, assist in the formulation of development strategies that are more suited to the attributes of each group, and ascertain the ways

in which societies, in accordance with their histories and obligations, can contribute to sustainable development. This categorization has the potential to offer a more profound understanding of the intricacies of society and direct the formulation of sustainable and efficient development strategies.

3. Tourism Development

Development is a dynamic process that seeks to improve or advance something, such as an individual, group, organization, region, or other entity. The goal of growth is to achieve better, progressive and superior progress in some aspect. Development can be described as a methodical and time-bound process that focuses on the use of cultural potential to achieve specific outcomes and meet the objectives of planned targets (Ayu Karlina, 2019). Development encompasses a wide range of endeavors, including economic expansion, infrastructure upgrades, social welfare improvements, public policy changes, and tourism promotion.

The definition of tourism development is a series of actions that, if followed, can have a significant impact on improving the quality of life of visitors. Tourism development can also be defined as a stage of effort that creates a dynamic unity in the utilization of tourism resources by integrating various non-tourism components that are directly or indirectly related to ongoing tourism development (Choirunnisa et al., 2021). Tourism development can generate several advantages and benefits. The purpose of tourism development is to provide reliable protection. Therefore, initiatives to increase various forms of tourism benefits can generate employment prospects, increase neighborhood and regional income, and contribute to national income, as well as foreign currency gains.(Sukmadi et al., 2020).

VII. Conceptual Definition

1. Government Communication

Government communication is the process of exchanging information, messages and policies between the government and the public or between government agencies. Messages sent and received include not only information, but also the sharing of ideas, instructions, and emotions related to government policies.

2. Community Participation

Community participation refers to the active involvement and contribution of citizens or community groups in decision-making processes, community development, or public affairs. It encompasses a wide range of involvement, from individuals, to communities, to countries, to the world, and covers a wide range of activities and contacts between people and interested parties.

3. Tourism Development

Tourism development is an effort to plan, manage, and promote the tourism sector in order to encourage economic growth, natural and cultural preservation, and job creation. involves a series of actions to develop the tourism potential of a region or country in a balanced and sustainable manner.

VIII. Operational Defination

1. Government Communication Process

The communication process is a series of steps or phases that occur when a message or information is transmitted from a sender to a receiver. This procedure involves a number of components that collaborate to facilitate communication and understanding. The following is an explanation of the communication process in this study:

- a. Communicator
 1. Surakarta City Government
 2. Kauman Batik Village Management Party
- b. Message
 1. Message inviting the community to collaborate with the government for local businesses
 2. Promotion of tourism development
- c. Media
 1. Digital Media : The Surakarta city government uses applications and projector screens as communication media.
 2. Print Media : The Surakarta City Government uses pamphlets, brochures, billboards, event calendars and information boards as communication media.
- d. Communicant
 1. Local Resident : Culinary SME seller, Batik entrepreneur

- 2. Kauman batik village workers
- e. Feedback
 - 1. Positife
 - 2. Negative

2. Community Participation

- a. Local Residents : Residents of Kauman Batik Village
- b. Community leaders : Chairman of the Kauman Batik Village Management
- c. Government employees : Tourist Area government employees
- d. Related Employees : Kauman Batik Village Management Party

IX. Research Method

A process or series of actions used to gain scientific understanding or knowledge is known as a research technique or scientific method. Therefore, research methods are a methodical approach to gathering knowledge. Meanwhile, the ways of conducting research procedures using research techniques. The form of research is usually referred to as the research method (Suryana, 2010).

1. Type of research

The research undertaken in this study is qualitative research with a descriptive technique. It aims to collect information about the current status of an existing symptom, specifically the state of the symptoms observed in the field at the time of the research, Arikunto (2005: 234). This methodology commences by gathering, scrutinizing, and deciphering data. The objective of this descriptive research is to generate a systematic, unbiased, and accurate portrayal or account of the facts, as well as the attributes and connections among the phenomena under investigation (Ditha Prasanti, 2018).

In addition, A qualitative research approach is a methodology that relies on qualitative evidence rather than statistical analysis. A qualitative approach is a research method that focuses on understanding the real-life experiences of respondents in the field, ultimately leading to the development of a theoretical framework. In this case, researchers explain and analyze information obtained from various things such as interviews, observations, and written notes so as to obtain clear and detailed answers to this research. As stated in the research title, "**Communication of Surakarta City Government to Build Community Participation in the Development of Kauman Batik Village Area in 2022-2023**" this study is a good fit for the descriptive qualitative research approach type

since it offers a detailed account of the social dynamics and interactions associated with the development of Kauman Batik Village Area.

2. Research Location

In the process of writing the research of Surakarta City government communication to build community participation in the development of Kauman Batik Village area, the author took the research location in Kauman Batik Village located in Kauman, Pasar Kliwon District, Surakarta City, Central Java by meeting the manager of Kauman Batik Village tourist attractions, batik entrepreneurs, and local communities. Researchers will also conduct research at the Surakarta City Hall to obtain data and interview several stakeholders concerned about the development of the Kauman Batik Village Area.

3. Data and Data Sources

a) Primary Data

Husein Umar (2013: 42) defines primary data as data that is directly collected from the original source, such as persons, through methods like interviews or questionnaires, which are often used by researchers. Primary data is collected by researchers to collect answers to the phenomena to be studied in this study. Primary data acquisition methods include various approaches, such as interviews, observations, and *Forum Group Discussions* (FGDs) (Fadilla et al., 2023). Primary data for this research will be collected through interviews with stakeholders in Kampung Batik Kauman, including the local community and the Surakarta City Government (Tourism Service and Communications Service of the Surakarta City Government)

Table 1. 2 Primary Data Source

Primary Data	Data Sources	Data Collection Technique
a) Communication process between the manager of Kauman batik village with local residents and the government	Kauman Batik Village Management Party	Interview
b) The role of the Surakarta city government in communicating with Kauman batik village administrators in		

an effort to increase community participation		
a) The impact felt by the community in the process of area development conducted by Surakarta City Government b) Government efforts to involve local communities in regional development	Local Community of Kauman Batik Village	Interview
a) Surakarta city government communication to Kauman community b) Challenges or obstacles faced by Surakarta City Government in building Community Participation	Surakarta City Government (Surakarta City Tourism Office and Communications Office)	Interview

c) Secondary Data

Secondary data refers to information that has been previously acquired, processed, and interpreted by external entities or for alternative objectives. Sugiyono (2018) defines secondary data as a data source that does not directly supply data to those collecting it. This data is not collected by researchers who are conducting research, but instead is data that already exists and is available. Secondary data can be obtained from various sources, including books, reports, journals, the Central Statistics Agency (BPS), and other data sources. Two data collection methods were used, namely documentation or observation.

Table 1. 3 Secondary Data Source

Data Source	Data Collection Technique
Surakarta City Regulation on Tourism development	Documentation
Number of local residents of Kauman Batik Village	Documentation
Batik Businesses in Kauman Batik Village	Documentation

4. Data Collection Technique

Data collection technique refer to a systematic set of approaches or methodologies used by researchers to collect information and related data for the purpose of answering research questions or achieving research objectives. This technique is used to collect relevant and high-quality data within the framework of analysis, evaluation or reporting in research. The data collection procedures used in this investigation

a) Interview

Interview is a data collection technique commonly used in research to gather information from respondents through direct interaction and a structured question-and-answer format. In research, interviews can be characterized as a kind of direct interaction between the researcher, who acts as the interviewer, and the respondent, who acts as the interviewee, with the main purpose of collecting relevant data or information for further research efforts. In this study, researchers conducted interviews to get more information about how the communication of the Surakarta City government to increase community participation in the development of the Kauman Batik Village area and before conducting interviews, researchers had compiled an interview list in advance. There are several sources that will be interviewed, namely:

1) Surakarta City Government and Surakarta City Tourism Office

Researchers will conduct interviews with the Head of the Tourism Service or interview tourism service employees who are related to the development of the Kauman Batik Village area.

2) Kauman Batik Village Management Party

The researcher will interview the Kauman Batik Village Management, the parties who will be interviewed are the Manager or Chair of the Kauman Batik Village Management, the Kauman Batik Village Management Coordinator, and the management body related to the management of the Kauman Batik Village tourist area.

3) Local Community of Kauman Batik Village

Researchers will interview around 5-10 local residents in Kauman Batik Village. Researchers will conduct interviews with local community figures, local business owners or entrepreneurs, and stakeholders in Kauman Batik Village.

b) Documentation Study

Documentation study centers on the systematic collection, examination, and description of pre-existing written or recorded documents as data sources. This method allows researchers to examine various forms of textual materials, including journals, historical records, archives, articles, and other related documents, to answer a specific research question or study objective. During the process of conducting a documentation study, the researcher conducts a thorough examination and analysis of the content of the documents. The main goal is to find patterns, themes or other related material that is directly applicable to the research being conducted. The documents may cover a variety of materials such as historical data, policy developments, certain phenomena, or various aspects related to the research problem. In this research, a documentation study was conducted to obtain supporting data about government communication in the development of Kauman Batik Village area, either from government data, population data, or Kauman Batik Village data.

c) Observation

Observation is a research method that involves systematic observation of objects, events, or individuals to gain an in-depth understanding of specific behaviors, interactions, or contexts. In observation, researchers actively observe and record what happens without intervening or influencing the observed situation. Observation can be done in various contexts, such as in the field, in this study the observation was done in the Kauman Batik village area.

5. Data Analysis Techniques

Data analysis techniques in qualitative research, researchers need to examine and understand the relationships and concepts to be developed and evaluated. understand the relationships and concepts to be developed and evaluated. Analysis, in the context of any research, is a cognitive process. It involves a methodical analysis of something to identify its components, the connections between those components, and how it fits into the larger context. Qualitative data analysis refers to the systematic process of organizing and synthesizing data collected from interviews, field notes, and other sources in order to enhance comprehension and facilitate the dissemination of findings to a wider audience. (Sugiyono, 2016). Analysis in this perspective encompasses three distinct streams of activities: data reduction, data display, and conclusion drawing. (B. Milles dan Huberman, 2014).

a) Reduction of Data

Data reduction is the systematic procedure of choosing, streamlining, summarizing, and transforming raw data acquired from field experiments into data that is more organized, cohesive, and comprehensible. This technique is conducted to categorize data into specific conceptual units, specific categories, and specific themes. Researchers can obtain a more precise and comprehensive understanding of the topic being studied by decreasing the amount of data.

b) Data Presentation

Data presentation is a form of packaging data with visual methods to summarize information and facilitate understanding. Data presentation can be done using tables, graphs, or diagrams. Data presentation aims to provide a systematic description of the phenomena that are the result of research or observation. By presenting the data, researchers can understand the data presented easily and then make an assessment or comparison.

c) Drawing conclusions

The process of drawing conclusions represents the ultimate phase in qualitative data analysis methodologies. Researchers must compile and summarize the findings found during the research process. Drawing conclusions aims to provide cohesive and meaningful answers to the research questions posed. These conclusions can also help strengthen or detail how the findings can contribute to broader understanding or to practical practice.