

CHAPTER I

INTRODUCTION

1.1 Background of the study

Emotion is an overflow of human feelings. Emotions greatly affect human life. Emotion gives color to human life. There are two kinds of emotions in terms of the effect they produce. The forms of these emotions are in the form of positive and negative emotions. Both of these emotions can be felt by every individual. Negative emotions are described by feelings of fear, sadness, anger, dislike and other negative feelings, while positive emotions are the opposite (Seligman, 2005: 38-39). Research on the concept of happiness as expressed by Maggino (2015) comes from the tradition of the social indicator movement which aims to find non-economic factors of human / community welfare. The research on happiness has developed quite widely and contributed to conceptual, methodological, and practical discussions, development has brought the concept of happiness and subjective well-being as an inclusive topic that applies to all types of cultures, majority or minority groups (subgroups), and weak social classes such as farmers without means of production (Davey, Chen, & Lau, 2009).

People live in their happiness, live their lives full of enthusiasm and optimism and far from suffering. They have clear life goals, both long and short term. They also realize how happy it is to live life, even though life can find out how bad things are. Jalaluddin (2008) happiness is a life choice, the disaster that comes is felt by everyone but happiness comes only from oneself. Happiness is a goal for every human being. Happiness is something that is fun, joyful, brings pleasure and the achievement of a goal. Happiness in everyone is different, because happiness is a subjective thing. The happiness of each individual is different from each other even though experiencing the same incident. Happiness in each individual depends on meaning and understanding happiness (Lukman, 2008). Happiness is often to seen as the setting of goals of life in a urban area and becomes a culture in everyone's life.

In a few years there are many paper and research conduct to indicate the happiness level and make the indicative of the happiness factor influence by the people. The study of the concept of happiness can be traced to community inside their experienced.

Greek philosophical texts (White, 2010), which is also one of the implications of the study of the concept of the non-economic quality of life (Quality of Life Studies) in the 1960s (Diener & Seligman, 2004; Kesebir. & Diener, 2008; Maggino, 2015) said that the research of the happiness always conduct and comes from the tradition from social indicators in additions to figure out a factor in economics from the welfare of the people. The agenda and research about happiness grown successful

giving a contribution into the practitioners for conceptual, methodological, to practical discussions. Research on people happiness or community is generally examined through two categories of variables, namely micro variables and socioeconomic (macro) variables. The two variable categories also signify the end of the basic assumption that economic welfare has a different effect on the level of happiness (Diener, Diener & Tamir, 2004 ; Sohn, 2010).

Lucas (2003) critics that remark on results coming from the happy of productivity worker line of research but even though happier individuals are more sociable, active, and confident, also happier likely to use quick and efficient strategies for processing information. In a psychology fact the more works are productive is causing by a happy mood, those declared from the 75 directors employed in the private sector in Canada in line of productive level research. While (Oswald, 2015) the overcome issue of causality and provide a clear evidence of the existence of a casuals link between human Well-being and human performance, randomly the participants of research show that the treatment is affected the happiness where they are working.

According to BPS (2015) in Yoeti, 2016 (the 2014 method of happiness index is: a composite index compiled by the level of satisfaction with 10 essential aspects of life. These ten aspects in substance and together reflect the level of happiness which includes satisfaction with: 1) health, 2) education, 3) work, 4) household income, 5) family harmony, 6) availability of free time, 7) social relations, 8) the condition of the house and assets, 9) environmental conditions, and safety conditions, 10) safety conditions.

Economic theory endorsed the view that money makes someone happier. Those with higher income are the happier person than those with less income. While Esterlin (1995) explained through a survey that increased income does not mean the existence between happiness during a certain period presented the evidence after a series of studies found the increase in per capita disposable income. Another research conducted that the happiness and income in the long term through the various question happiness does not increase with the raising of the incomes. The formation of the concepts of happiness in the end is relatively influenced by the construction between poverty and welfare.

Such stigma and stereotypes tend to be more socially influential for rural communities than for urban communities. Another recent article by Elizabeth W. published 2008 in *Science*, concluded that money can buy happiness, so long as the money is spent on someone else. They described three studies. The first was a survey of Americans and found that the amount of money people spent on gifts to others or gave to charity was positively associated with general happiness, even when overall income was controlled. In Al-Quran Islam believe that everything happened in human life is basically under the control of God.

لَهُمُ الْبُشْرَىٰ فِي الْحَيَاةِ الدُّنْيَا وَفِي الْآخِرَةِ لَا تَبْدِيلَ لِكَلِمَاتِ اللَّهِ ذَلِكَ هُوَ الْفَوْزُ الْعَظِيمُ

"They shall have good news in this world's life and in the hereafter; there is no changing the words of Allah; that is the mighty achievement." Qs. Yunus:64.

In another perspective of a researcher, Hegel said that the concept of happiness is internal constructive from human cognitive, but there are those who say that human happiness comes from the financial sufficiency that has been achieved.

Amato & Zuo (1992) also noted that economic aspects such as poverty will continue to influence the explanation of the concept of happiness for society.

People with higher incomes have more opportunities to achieve whatever they want, especially they can buy more goods and services. Apart from that, they also have a higher status in society. The notion of a relationship between income and happiness at a particular time and country has been the subject of a large empirical literature. As a result of previous research Ben found and accepted that wealthy people on average report higher levels of happiness (Blanchflower and Oswald, 2004).

While on the other hand another research open up that happiness should not be seen as easy as econometrics, happiness is defining and determinants of Well-being and happiness implementing on the predicator of economic outcomes. (Easterlin, 1974) showed that economists studied about happiness showed even though the average level of reported happiness is higher in richer countries is following by happiness growth also. Economists encouraged to apply data in their studies was reported that the levels of Well-being could serve as indicative of utility. By using happiness data to estimates utility functions has created an opportunity for empirical of certain microeconomic concept. The more of good or services you consume the closer you able to satiated and reaching a point at which an additional unit of good adds nothing to your satisfaction. (Krugman and Wells, 2013). Happiness is influenced by the factors of income in personal, income can be conduct from many sources in

this research Tourism activities is one of sector that support Local People happiness.

Tourism is related to administration and tourism entrepreneurs that include tourist objects and attractions, business facilities tourism, tourism service businesses, and other businesses (Soekadijo, 1997). Tourism is part of the culture for society related to utilization of time owned, with aim to please yourself nor other people. Included travel terms in law regulation or law No.10 year 2009, article 1 vers 1 mentioned that tourism are travel activities carried out by a person or group of people with visit a specific place for a purpose recreation, personal development or learn the uniqueness of its tourist attraction visited on a temporary basis. Tourism activities are synonymous with shopping activity that delivers significant influence for growth the city economy, through a source of income foreign exchange, income taxes and services other retribution. Tourism activities as one of the sectors that play a role in contribute to Local People revenue. Islam even though directly wrote in Al-Quran about tourism but there is a verse and Surah that every human life in the world should keep it well as long as their life used to be *Hamemayu Hayuning Bawana* in Javanese culture that every people understand what is born from nature will come back to nature and maintain it well.

الَّذِينَ يَذْكُرُونَ اللَّهَ قِيَامًا وَقُعُودًا وَعَلَىٰ جُنُوبِهِمْ وَيَتَفَكَّرُونَ فِي خَلْقِ السَّمٰوٰتِ وَالْاَرْضِ ۗ رَبَّنَا مَا خَلَقْتَ هٰذَا

بٰطِلًا ۗ سُبْحٰنَكَ فَقِنَا عَذَابَ النَّارِ

“Who remember Allah while standing or sitting or [lying] on their sides and give thought to the creation of the heavens and the earth, [saying], "Our Lord, You did not create this aimlessly; exalted are You [above such a thing]; then protect us from the punishment of the Fire.” Qs. Al Imran:191

Today's service business has dominated the global economy. In fact, the service sector is able to become the largest contributor to global Gross Domestic Product (GDP). At this time the service industry including tourism and the hospitality industry has contributed 64% of Global GDP, followed by the manufacturing industry 32%, then the remaining 4% is contributed by the agriculture industry (Lovelock, 2011) . Tourism has also proven capable of being a solution in sustaining the Indonesian economy. The tourism industry in various regions has been proven capable of providing significant positive impacts on economic development, such as: being able to create jobs, create new business opportunities, increase regional income and so on (Hermawan, 2016).

Tourism as a new industry has become known in Indonesia after the issuance of Presidential Instruction No. 9 of 1969 on 6 August 1969, which in Chapter II article 3 states that "tourism development efforts in Indonesia are a development and development of the" tourism industry "and are part of the development and development efforts as well as the welfare of society and the state". This presidential instruction also contains the objectives of developing tourism in Indonesia to increase foreign exchange income in particular and the income of the State and society in general, expand employment opportunities and encourage supporting industrial activities, introduce and utilize the natural beauty and culture of Indonesia, increase fraternity and national and international friendship. (Yoeti, 1983).

The Yogyakarta Palace is a place that contains a National cultural heritage that must be preserved. The Yogyakarta Palace is a kingdom that still exists in carrying out government activities to its people in the midst of this changing era of modernization and globalization. The Ngayogyakarta Hadiningrat Palace is the official palace of the Ngayogyakarta Hadiningrat Sultanate which is now located in Yogyakarta City. The palace complex still have a functions as the residence of the Sultan and his palace household, which still carry out the sultanate tradition to this day. This palace is now also a tourist attraction in the city of Yogyakarta. In terms of building, this palace is an example of Javanese palace architecture.

In the past Keraton Yogyakarta built the great walls by Prince Mangkubumi called 'Beteng' as a territorial that now we can found in a center of the city of Yogyakarta used for protection if any threat coming from the colonials. The great walls that surrounds the capital city of the Keraton is called Baluwarti fort, founded in 1782 AD. Inside the fort, apart from the Sultan's palace and the Taman Sari complex, there are also buildings, including the residence of the aristocrats, the residence of Abdi Dalem and the residence of a group of Keraton soldiers. The remains of the buildings that are still intact are the walls of the south side, the southeast corner, the southwest corner and the northwest corner. Can be seen from its rubble, this city's defensive fortress has a rectangular plan, each side facing the four main cardinal points. On the north side there are two gates (*plengkung*), while on the east, south, and west sides there is a gate (*plengkung*).

At each corner there is a lookout post called *tulak tala* (bastion) and now the parts of the southeast, southwest and northwest corners are still intact, while the northeast part is gone. It has a function as place of defends in a nowadays lived people who believe to carry out the wheels of government consisting of *sentana dalem* 'kinship of the king', *abdi dalem* 'servants of the king', and *kawula dalem* 'common people'. In another additions Keraton is a palace where are the King or Sultan lived inside with the helper and maintain the governance helped by the community lived around the Keraton.

1.2 Statement of the Problem

Many of research have focused and addressed the affected of tourism originally support to developing the economics welfare. Various studies have focused on developing sustainable tourism strategies for different communities (Lacitignola, 2007). Methieson and Wall (1982) suggested conceptually that tourism development generated economic, physical, and social impacts in the destination area. Holden (2008) further states that using tourism as a means of community development would seek to achieve an increase in tourist numbers and the subsequent expenditure, thereby making it possible for tourism benefits to trickle down to community members. Diener, Ng, Harter, and Arora (2010) examined the reason why happiness is associated with higher income, including the meeting of basic needs, improve satisfaction with one's standard of living, public goods, and fulfillment of psychological needs. But many study shows have the similar between Happiness and Income in a well-being of life. While Locke, McClear, and Knight (1996) noted that having no money is not the root origin of low self-esteem.

On the other hand even though there are studies that focused to determine the happiness of people by their income especially tourism activities but this research like to concern more about the factors moreover indicate the affected of tourism and culture of Keraton Ngayogyakarta Hadiningrat into the Local People life around it into their Happiness following by achieving the research objectives. Does influenced by only well-being satisfaction of income?

1.3 Research Question

From the background this study would identify with three research question indicate the factors affected the definition of happiness consist of:

- 1) What are the happiness definition of the Local People in “Njeron Beteng” Keraton Ngayogyakarta Hadiningrat
- 2) What is the affect from Tourism activities for people in “Njeron Beteng” Keraton Ngayogyakarta Hadiningrat
- 3) How Keraton Ngayogyakarta Hadiningrat influenced the happiness of Local People

1.4 Research Objectives

This research to find out and analyze the factors that affected the happiness of the Local People in “Njeron Beteng” of Keraton Yogyakarta. The author in particular intend for:

- 1) To define the happiness meaning of the Local People in ‘Njeron Beteng’ Keraton Ngayogyakarta Hadiningrat
- 2) To Find out the impact of the Tourism Activities in “Njeron Beteng” Keraton Ngayogyakarta Hadiningrat into the Local People.
- 3) To Identify the happiness definition from the Local People influenced Keraton Ngayogyakarta Hadiningrat

It is hoped that this study will provide a better understand of people and human perceptions of Happiness of life, Impact by tourism and explore the specific problem from the Community Based Tourism in associated of culture and customs by Keraton Ngayogyakarta Hadiningrat.

1.5 Contribution of the Study

This study does not only identify the definition of happiness of Local People in “Njeron Beteng” but also conduct to put more contribution with few stages of environment such as:

- 1) General Knowledge

The result of this study can worthwhile to the person and community to gives more knowledge especially interesting with the same linier science.

- 2) Researcher

This study hopes that give the beneficial into the researcher that would like to raising the same topic about happiness and as a evaluating material.

3) Government

This study contributed to the theoretical and practical of viewpoints in a happiness major literature. Most of a Happiness well-being and tourism studies attempted to examine the impacts of tourism impact into the local people economic. Learning from the local people experiences This study discusses a relationship between the happiness factor and the perceived impact of tourism in considering the two benefits and in it are also influenced by culture and customs. Thus, this study puts forward similarities the tourism studies approach was motivated from the perspective of local Kearton residents. From this study it is believed that the impact of tourism produces a complex phenomenon between tourists, community, cultural and spiritual ones must be considered simultaneously to evaluate the impact of tourism that can be a material to suggest the government as a policy maker