CHAPTER I

INTRODUCTION

1.1.Background

In the current era of globalization, tourism is becoming an increasingly important economic sector for a country's economy. Tourism is a strategic sector in developing the economy especially the city of Yogyakarta itself. The Yogyakarta Tourism Office is responsible for the management and development of tourism in Yogyakarta so that it can drive the economy in the tourism area and develop tourism potential.

This study attempts to discuss the impact of Regional Regulation No. 3 of 2015 concerning tourism master plan development 2015-2025 on gentrification issues in the city of Yogyakarta. Gentrification is a phenomenon that has been identified more than half a century ago. This denomination arose in 1964, when sociologist Ruth Glass while analyzing some of London's neighborhoods, identified an influx of a population segment, descendants of the rural aristocracy, who bought and renovated old buildings. Although initially, this has been almost exclusively a social phenomenon, it has recently included the physical transformation of certain areas through urban rehabilitation (Lees et al., 2008).

Gentrification in developing countries is closely related to city government policy initiatives, gentrification is seen as a positive development for governments in developing countries (Shin & Kim, 2016). Gentrification is considered to be helping the government in reviving the metropolitan area which is starting to

decline in quality. However, the negative side is that the price of land in the vicinity increases, causing a scarcity of cheap housing and making it difficult for the poor to reach (Widianto & Keban, 2020).

In this case, the research will discuss the perspective of tourism gentrification. Tourism is one of the sectors that are the foundation of the economy in the city of Yogyakarta because it provides a different experience with various tours ranging from historical, cultural, and religious to culinary tourism. The city of Yogyakarta has many areas that have unique and superior attractions in the field of tourism, ranging from nature tourism (beaches, mountains, forests), culture (batik, palaces, sekatenan), religion, and cuisine. These various tourist attractions are very attractive to tourists, and therefore the city of Yogyakarta has become one of the destinations for tourist trips, thus increasing the flow of urbanization.

The tourism sector is one of the foundations of Yogyakarta city's economy, so the government is trying to improve it by making regional laws number 3 of 2015 concerning the tourism development master plan 2015-2025. Regional regulation No. 3 of 2015 concerning the tourism development master plan 2015-2025 in Yogyakarta tries to regulate and control the development of the tourism sector so that it is more developed. An illustration of the high growth in the tourism economic sector can be seen from the accommodation and food and beverage which contributed 11.03% of the total Gross Regional Domestic Product (GRDP) and a growth rate of 5.41%, the accommodation and food and beverage sector made the largest contribution to the Gross Regional Domestic Product (GRDP) Yogyakarta

City which is higher than Yogyakarta City GRDP Growth which is only 5.09% in 2021 (Badan Pusat Statistik, 2022).

The Yogyakarta City Government has finally placed the tourism sector as the backbone of economic growth after the sector's contribution to the city's economic growth is quite large, reaching 18.07% in 2021 (BPS, 2022). This is in line with the theme of urban development, which is to improve tourism-based infrastructure and economy for the benefit of the local population in 2020 (Rusqiyati, 2020). The high presentation of the tourism sector in increasing the economy in the city of Yogyakarta is the main model in development, so various accommodations, both hotels and services are needed to support tourism activities. Based on (BPS, 2022) there are 1100-star hotel units and 495 non-star hotel units which make the City of Yogyakarta the ruler of the highest hotel share in D.I Yogyakarta with respective figures of 63% and 33%, with this description, tourism can help improve people's quality of life through social and economic development. This includes the provision of education, health, and other social services, as well as economic development through new job opportunities and the development of local businesses.

In this context, the implementation of Regional Regulation No. 3 of 2015 concerning the tourism development master plan 2015-2025 has the potential to contribute to tourism gentrification if it prioritizes tourism development without considering the welfare of residents. Tourism activities can sometimes lead to tourism gentrification because tourism can be a driving force for gentrification in an area. Tourism gentrification is a specific form of gentrification that occurs when

tourism-related development leads to the displacement of low-income residents, cultural displacement, and homogenization of local cultures in the tourism area.

Tourism can contribute to gentrification in many ways. First, when an environment becomes popular with tourists, it can lead to an increase in demand for accommodation that supports both short and long-term tourism activities such as hotels, shopping centers, and other facilities. This can lead to a decrease in the availability of housing for long-term residents, increase housing prices and cause displacement of low-income residents (Amrozi et al., 2021).

Second, tourism can also attract businesses that cater to tourists, such as high-end restaurants and shopping malls. These businesses often cater to customers or tourists and may offer more attractive prices and product selections than existing local businesses, so they cannot compete with them. This can lead to long-term displacement of people and changes in the character and culture of the environment.
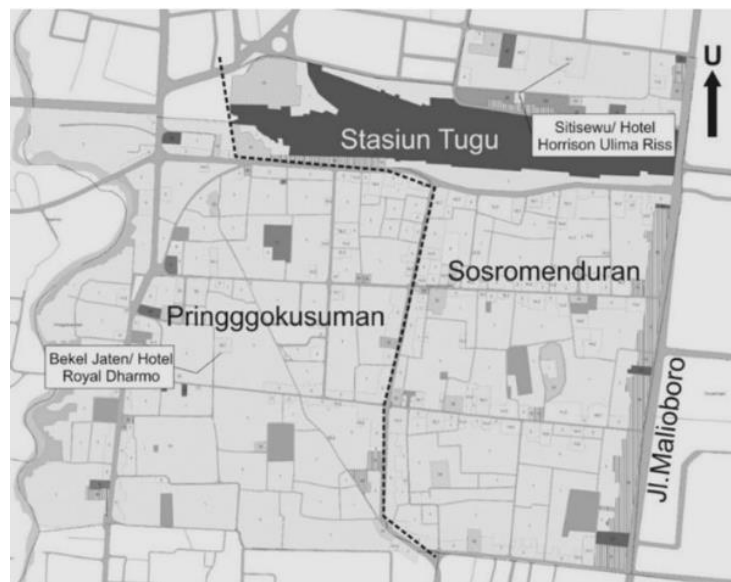

Figure 1.1

Map of Gedongtengen sub-district

One of the areas that are the center of tourism in the city of Yogyakarta potentially occurs tourism gentrification is the Gedongtengen sub-district (figure 1.1), which is the center of tourism for the City of Yogyakarta, led to gentrification that took place in a tourism style. The Gedongtengen sub-district is part of the lifeblood of Yogyakarta's tourism, economic and government sectors, namely Malioboro Street. Apart from that, shops and complexes containing souvenir sellers on Malioboro Street which are a favorite of tourists, are included in the Gedongtengen district area. Tugu Station, which is located in this area, is also the main arrival gate for tourists coming from the land route. As a result of the location of Malioboro and most of the facilities being located in the Sosromenduran sub-district, this sub-district is much busier and more advanced than the Pringgokusuman sub-district. Unlike Sosromenduran, where inns and hotels have been established for a long time, most of the Pringgokusuman area is still a densely populated settlement. As the main area in the city center which is experiencing the most massive tourism gentrification, the case study in Gedongtengen is considered to provide a more complete and complex picture of the impact of gentrification.

Massive development in meeting the needs of tourism changes the condition of the urban landscape so that in the end it causes gentrification in urban communities, which are generally people living in the poverty line, turning into elite residential property areas and commercial properties (shops, malls, accommodation facilities) (Lees et al., 2008). Property development caused by

tourism activities generally takes the form of accommodation facilities tourism gentrification (Widianto & Keban, 2020).

Figure 1.2

Data of Hotel Development in Gedongtengen Sub-District on 2016-2021
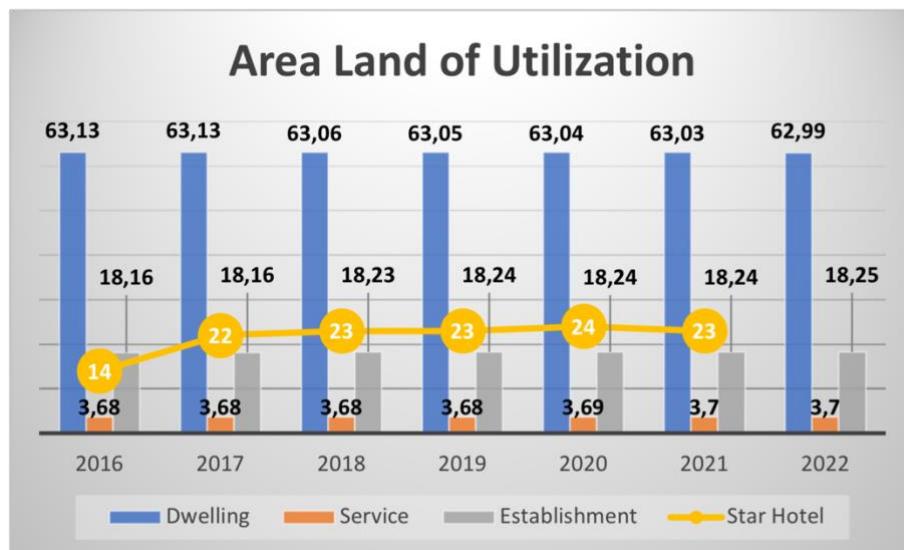

Source: (Badan Pusat Statistik, 2022a)

Based on the data (figure 1.2) Gedongtengen has exponentially building hotels year to year because the place is strategic for tourism accommodation. However, the growth of the tourism sector in the Gedongtengen district also has an impact on the emergence of gentrification problems. The increase in property prices around tourist areas occurred due to increased demand from investors or entrepreneurs to build hotels, resorts, or other tourist attractions in the Gedongtengen district. This increase in property prices often has an impact on people who have lived in the area for a long time, because they are no longer able to afford the higher living costs.

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Figure 1.3

Area Land of Utilization in Gedongtengen Sub-District

Source: (Badan Pusat Statistika Kota Yogyakarta, 2023)

The gentrification phenomena in occurs Gedongtengen district is supported by data (figure 3) from land utilization year to year, from the data (figure 1.3) we can interpret how the star hotel development, establishment, and service growth impact the decrease in dwelling land utilization. In 2016 there was massive star hotel development from 14 to 22 and this contrasts with the decline in land used for dwelling, from 63,13 ha in 2016 to just 62,99 ha in 2022. Moreover, the use of land for the service sector and companies has increased consistently from year to year.

This caused gentrification by tourism activities, especially in terms of the impact of spatial expansion caused, land transformation caused by tourism activities to meet accommodation needs tends to run very quickly, areas that were previously residential areas will be transformed into tourism accommodation areas, tourism gentrification indicates evictions, both voluntary and forced.

Based on the review of the impact of the tourism sector described above, provides an overview of how gentrification has occurred in the city of Yogyakarta, especially in the Gedong Tengen sub-district. The problem of gentrification caused by tourism activities needs to be considered by the Yogyakarta city government so that there is no wider social gap in society. It is necessary to have a concrete strategy so that the construction of facilities and accommodations to fulfill tourism activities can occur fairly and equitably. In addition, many parties do not know about the phenomenon of gentrification caused by tourism.

The introduction and concept of the phenomenon of gentrification due to tourism activities in the city of Yogyakarta requires a more in-depth study. This is because besides discussing the gentrification phenomenon which is new in Indonesia, the concept also sounds foreign to some stakeholders or the government, so they pay less attention to the factors and impacts caused by gentrification. Therefore, researchers try to study the concepts and impacts of gentrification caused by tourism activities in the city of Yogyakarta by referring to the policies of the local government of the city of Yogyakarta, taking the title "**IMPACT OF REGIONAL REGULATION POLICY NUMBER 3 OF 2015 CONCERNING**

TOURISM DEVELOPMENT MASTER PLAN 2015-2025 ON THE PROBLEM OF GENTRIFICATION IN YOGYAKARTA"

1.2.Problem Formulation

Based on this background explanation, we found several problems due to the high development of accommodation for the tourism sector such as hotels, inns, home stays in the city of Yogyakarta, causing gentrification problems in the community. Therefore this research formulates several problems "How does the implementation of the Yogyakarta City regulation number 3 of 2015 concerning tourism have an impact on the gentrification phenomenon in the City of Yogyakarta?"

1.3.Research Purposes

This study aims to find out how Yogyakarta City regulations regarding tourism have led to the emergence of the phenomenon of gentrification and examine the Yogyakarta City Government policies regarding tourism.

1.4.Research Benefits

According to the researcher, the benefits that can be obtained from this research are divided into two, namely:

A. Theoretical benefits

1) Researching this topic can contribute to the academic literature on gentrification and tourism development. The findings can help fill gaps in the current literature and add to the understanding of the relationship between tourism development and gentrification in urban areas.

2) Contributing ideas in the development of public administration science in general and City Governance in particular. Can provide answers to problems that occur, especially regarding the implementation of regional regulations that apply to the tourism sector.

B. Practical benefits

1) Inform policy decisions: By examining the impact of the tourism development master plan on gentrification in Yogyakarta, policymakers can make informed decisions about future urban planning and tourism policies. The research can provide insights into the effectiveness of the current policy and suggest potential modifications to mitigate gentrification-related issues.

2) Raise awareness: The research can also raise awareness about gentrification and its negative impacts on local communities. This can be particularly important for Yogyakarta residents who may be directly affected by the tourism development master plan.

3) Identify potential solutions: Researching the impact of the tourism development master plan on gentrification can also help identify potential solutions to mitigate the negative impacts of gentrification. For example, the research may suggest alternative policies or

approaches to urban planning that can help protect local communities from displacement and other gentrification-related issues.

1.5. Literature Review

In compiling a scientific work, previous research is needed as a source and comparison to the findings and conclusions of previous authors. There are 15 kinds of literature used to compare one study with other studies related to the title of this study. There are 5 articles showing gentrification caused by development or accommodation for tourism, research conducted by Murti & Rofi (2017) explained that the city of Yogyakarta is one of the tourist destinations in Indonesia. This causes an increasing number of requests for space as a residence, one of which is a hotel. This raises the pros and cons among the community related to the high construction of hotels. In his findings, he concluded that it had a positive impact on the economy of residents who had increased, but in terms of the environment around the hotel, it became difficult for residents to get clean water, so they had to use the services of a PAM (Drinking Water Company) to meet their daily water needs.

What's more, research conducted by Amrozi et al. (2021) links the development process for accommodation in the tourism sector such as hotels and other accommodations causing higher housing and land prices it has an impact on the ability of the native people of Yogyakarta who find it difficult to buy decent housing or houses. The research conducted by Widianto & Keban (2020) shows the

striking phenomenon of gentrification in the Malioboro area caused by the construction of hotels around Malioboro and alleys. In his findings, the impact caused was displacement which caused the original occupants to lose cheap housing, besides that the promised jobs were also not easily accessible by the community. The gentrification in the Malioboro area was caused by a building permit or *Izin Mendirikan Bangunan* (IMB) issued by the Yogyakarta government.

Research by Pratiyudha (2019) states that the root of the gentrification problem is the imbalance of development in urban areas caused by the emergence of the concentration of capital and the middle class so this process occurs. This imbalance in development makes gentrification a social problem in cities that needs to be addressed.

Therefore, careful planning is needed in every development that will be carried out, according to Medha & Ariastita (2017) Indonesia's development approach is thriving *Rational Comprehensive Planning* (RCP) where development is only based on a development planner, even though the RCP development approach has taken into account the principles of sustainability, socially the community is still not given much attention and is left behind. So in preparing a development, plan it is better to involve various parties such as the government, investors, and the community (multi-public). The involvement of these various parties certainly illustrates the pattern of planning in the right development so that the communication approach is more effective because of the creation of consensus from various related parties.

In addition to the development factor, 5 articles relate that tourism is also one of the factors that trigger and encourage the gentrification process. Based on research Leebrick (2015) states that the process of gentrification is driven by areas that become tourist destinations whose development is driven by private entrepreneurs in the expansion of tourism facilities and accommodations. This statement is supported by research by Gumilang et al. (2021) where tourism causes a gentrification process such as around Sarangan Lake, but indigenous people try to take advantage of the gentrification phenomenon due to high urbanization flows triggered by tourism and react wisely to increase their economy. This is in contrast to the conditions that existed in the city of Santa Cruz De Tenerife in Spain in the 1960s and 1970s where plans to make the city develop through a tourism economy designed by the government led to massive evictions and gentrification processes in a period of almost half a century, where the key actor in this phenomenon is the government that forces evictions on the community, the impact is that there is an imbalance between government programs and the community because people have difficulty adapting to take advantage of the growing tourist trade even when the economy changes more broadly (Herrera et al., 2007).

According to Sholeh & Yusuf (2022), tourism also encourages the flow of urbanization which changes the landscape of the foothills of the Lawu mountains with an aesthetically attractive view that makes the area turn into a densely populated area. The methodology used is to make maps and then analyze the changes that occur while also looking at the relationship between geospatial and social economics. The results of these findings are the high development carried

out by the community without considering sustainable development, besides that the impact is the loss of conservation land and catchment areas to become built-up areas. In addition, tourism also causes problems for people who live in the long term, because based on the characteristics of tourists who only visit temporarily and high mobility it has a social impact, namely unstable communication and weak social ties between neighbors in the environment (López-Gay et al., 2021).

In addition to the two factors, namely development, and tourism. Policies are also factors that influence the process of the gentrification phenomenon because policies have an impact both directly and indirectly on the community. Therefore, the policy is a factor that is quite crucial because it determines the sustainability of people's lives and determines long-term welfare. There are empirical cases related to public policies that have an impact on the gentrification process, namely in the cities of Harlem and Prenzlauer Berg, Bernt (2012) states that government policies in the two cities regarding infrastructure development and accommodation are also driven by high investment, especially related to housing and the real estate quickly. change the layout of the city. People with low incomes have experienced evictions due to exponentially increasing property prices.

Furthermore, Dillon & Fanning (2019) see the same trend where there is a gap between native residents in the city of Tottenham and upper-middle-class migrants. The gap that occurs is the impact of British government policy which seeks to redevelop or regenerate Northumberland Park which is a council housing area. The area has undergone redevelopment since the 1950s and 1960s with older buildings demolished. Today Northumberland Park is an area of high-rise buildings

and flats, Northumberland Park has experienced very high relative poverty rates for decades. Based on these conditions of poverty, the government tries to formulate policies to improve the economy. However, what happened instead was the eviction of poor people who benefited from migrants with more prosperous conditions.

Then according to Bunce (2009), sustainable policies by the government carry out massive development by involving the private sector as a strategy to attract investors which had an impact on the eviction of indigenous people on the waterfront in downtown Toronto which gave rise to the phenomenon of gentrification. This policy tries to revitalize the waterfront city of Toronto as an economic center by commercializing space for businesses and also building new housing. This policy was highlighted because it was considered a trigger for the emergence of gentrification problems and social exclusivity in development on the waterfront of the city of Toronto. The policy related to sustainable development is likely to sacrifice social justice, namely regarding cheap housing in the waterfront area of the city of Toronto.

Research conducted by Rigolon & Németh (2019) provides a different picture from research conducted by Bunce (2009) where government policies have an extraordinary influence on preventing gentrificationTakingng an empirical approach, namely through geographical and sociological conditions, it provides a concrete picture of the condition of society, especially in formulating policies to anticipate gentrification. Geographical and sociological empirical approaches can provide an overview of areas that are prone to eviction or gentrification, such as the city center. Based on this analysis, the government and the anti-gentrifying

community can be proactive in formulating strategies, for example building low-cost housing.

Gentrification can also be one of the benchmarks to determine the success of a policy (Drozda, 2019). Sometimes the high development and various public facilities are not intended for residents but only to attract investment from outside. In addition, gentrification can also be concrete evidence of fair policies by seeing whether there is an elimination of urgent social problems such as the economic exclusion of disadvantaged people.

The policy is one of the initial keys to overcoming the problem of gentrification throughout the world, an inclusive policy is needed so that it provides welfare for all elements of society, especially the poor. A possible study that can be done is to conduct a review from the perspective of an urban geographer and then formulate it into a systematic policy on the threat of gentrification in urban areas.

Table 1.1

Summary of Literature Review

No.	Variable	Research Result
1.	Development	(Amrozi et al., 2021; Medha & Ariastita, 2017; Murti & Rofi, 2017; Pratiyudha, 2019; Widianto & Keban, 2020) Development without sustainable planning is carried out and causes the phenomenon of gentrification.

2.	Tourist	(Gumilang et al., 2021; Herrera et al., 2007; Leebrick, 2015; López-Gay et al., 2021; Sholeh & Yusuf, 2022) Apart from development, the driving factor for the gentrification phenomenon is tourism. Tourism has such a big impact on the gentrification process because it increases mobility and builds accommodations to support tourism activities.
3.	Policy	(Bernt, 2012; Bunce, 2009; Dillon & Fanning, 2019; Drozda, 2019; Rigolon & Németh, 2019) The policy is a concrete factor in determining the direction of sustainable development. The success of the government is determined by the results of the policies they design, if we relate it to gentrification, many governments pay little attention to the effects of gentrification and are only concerned with development to improve the economy. Therefore, gentrification can be used as a benchmark for whether the policy is fair or not by looking at whether economic growth is spread evenly or only enjoyed by a handful of groups.

The various findings or research results above provide a general description of the processes and factors that influence gentrification in various regions and even countries. The above literature also examines gentrification from various perspectives and aspects so that the scope of research is broader and more

interesting. then this research will focus on examining gentrification through the perspective of Yogyakarta city tourism policy.

1.6.Theoretical Framework

The basic framework of the basic theory is the theories used in compiling research so that the research carried out has a clear, systematic, and scientific orientation.

1.6.1. Policy Impact Evaluation

The concept of policy, according to the Big Indonesian Dictionary, the policy is a collection of ideas and designs that become the framework and basis for a plan to implement a program, as well as confirmation of the aims, objectives, principles, and guidelines for the government to achieve goals.

Public policy is an instrument that supports the state in regulating people's behavior with specific aims and objectives. There are two ways to implement public policy, namely: directly through the implementation of a program, or indirectly through making derivative policies or derivatives of these public policies. Starting from programs, projects, and activities, which are a series of policy implementations. Policies are used to develop programs, which are then

transformed into projects before they become real in activities, whether carried out by the government, the community, or collaboration between the two.

The policy is usually used to select and highlight the most crucial decisions to improve the lives of both government and private organizations. Policies must be clear of any nuances or implications associated with the word "political", which is sometimes interpreted as prejudice based on self-interest. According to (Anggara, 2018), the rules of a stipulation apply and are determined by consistent and repeated behavior, both from those who make them and those who obey them (those affected by the rules).

According to Carl J. Federick quoted by Leo Agustino in Taufiqurokhman (2014), the policy is a series of actions or activities suggested by individuals, groups, or governments in situations where there are opportunities and challenges to implementing the proposed policy in the context of achieving the objectives. In addition, according to Edi Suharto (2008: 7) in Sore & Sobirin (2017) policy is a provision that contains principles to direct a planned and consistent way of acting in achieving certain goals.

In general, policies according to Said Zainal Abidin (2004: 31-33) in Sore & Sobirin (2017: 5) are classified into three levels:

1. General policies are policies that serve as guidelines or implementing instructions, both positive and negative, covering the entire region or agency concerned.

2. Implementation policy is a policy that describes general policy. At the central level, government regulations regarding the implementation of a law.

3. Technical policies are operational policies that are under implementation policies.

Nonetheless, from a historical point of view, policy activity in a scientific context which is commonly called policy analysis seeks to harmonize action and knowledge. According to William N. Dunn (2003), policy analysis in the broadest historical sense is an approach to solving social problems starting at a milestone when knowledge is consciously explored to enable explicit and reflective testing of the possibility of linking knowledge and action.

Based on the description of the policy above, in simple terms, public policy is described by Bill Jenkins in the book *The Policy Process by* Michael Hill (1993: 34) (in Sore & Sobirin, 2017: 6). Public policy is a decision based on the relationship of activities carried out by political actors to determine goals and obtain results based on consideration of certain situations.

In formulating, policies, analysis, and stages are needed so that they are appropriate and according to needs so that they can provide solutions to problems.

According to Dunn (2003), there are 5 stages in formulating policies, namely:

a) Agenda Development Phase

Elected and appointed officials place issues on the public agenda. Many issues were not touched upon at all, while others were postponed for a long time.

b) Policy Formulation

Officials formulate alternative policies to address the problem. The policy alternative sees the need to make executive orders, judicial decisions, and legislative acts.

c) Policy Adoption

Policy alternatives are adopted with the support of a legislative majority, the consensus among all institutions, or judicial decisions.

d) Policy Implementation

The policies that have been adopted are implemented by administrative units that mobilize financial and human resources.

e) Policy Assessment/Policy Evaluation

Audit and accounting units in government determine whether the executive, legislative, and judicial bodies comply with statutory requirements in policy-making and achieving goals. "Evaluation is the final stage in the policy process. Lester and Stewart (2000) state that policy evaluation is essentially studying the consequences of public policy. Policy evaluation as a functional activity has been carried out for a long time since public policy became known. Anderson (1979), argues that policy evaluation focuses on estimates, assessments, and estimates of the implementation (process) and the consequences (impact) of the policy. "According to Anderson in Irfan Islamy (1984: 115) the impact of the policy has several dimensions, namely 1. Expected and unintended consequences of the policy 2. Policy waste on situations or people (groups) that are not the main target/objective of the policy 3. Policy impacts may occur or affect current conditions or conditions that will come" 4. The impact of policy

on direct "costs" or direct costs 5. The impact of policy on indirect "costs" (indirect costs)

1.6.2. Gentrification

A. The Rise of Gentrification

The concept of gentrification has its roots in the early 20th century when wealthy people started moving into working-class neighborhoods in cities such as London and Paris. However, the term "gentrification" was not coined until the 1960s, when British sociologist Ruth Glass in Lees et al. (2008) used it to describe the process of moving middle-class individuals into inner-city neighborhoods and changing their character.

Gentrification is a phenomenon that even before the term had not been invented. Based on the explanation of Clark (2005: 260) in Lees et al. (2008), 'Ruth Glass did coin the term in 1964 which was described by Smith (2005: 34-40) with a background by events such as *Haussmannization of Paris*. Baron Haussmann, a member of the court of Napoleon IIJ, demolished residential areas where the poor lived in central Paris, displacing them to make room for the city's now famous tree-lined streets that showcase the city's famous monuments. Strict guidelines were applied to new buildings along the highway, and the residences there became some of the most exclusive in the city. Gale (1984) argues that by the late 1930s, parts of New York, New Orleans, and Charleston, as well as the Georgetown area of Washington, D.C., were all gentrified. However the emergence of proper gentrification, according to Clark (2005), began in postwar advanced capitalist cities.

Gentrification gained momentum in the United States in the post-World War II era, as urbanization and the growth of the auto industry caused the flight of middle-class residents from the cities to the suburbs. In the 1960s and 1970s, urban reform efforts, such as highway construction and public housing projects, disrupted inner-city communities and contributed to the decline of many urban neighborhoods (Clark, 2005).

In the late 20th century, gentrification re-emerged as a result of urban revitalization efforts, such as the preservation of historic buildings and the promotion of mixed-use development. The process has accelerated in recent decades, driven by global economic growth and the increasing popularity of city living (Clark, 2005).

Today, gentrification remains a controversial and complex issue, with implications for social justice, affordability, and preservation of cultural heritage. Efforts to tackle gentrification often focus on the need for affordable housing, protection of tenants' rights, and promotion of equitable and inclusive neighborhood development.

B. Definition of Gentrification

Early descriptions of gentrification by Neil Smith (1982: 139) are very similar to those by Ruth Glass (1964) in Lees (2008). Gentrification in this context is the process by which working-class residential neighborhoods are rehabilitated by home buyers middle class, landlords, and professional developers. In the early 1980s, the term 'gentrification' could easily be found in dictionaries and its definition closely resembled Smith's definition above.

The Oxford American Dictionary in 1980 defined 'gentrification' as 'the movement of middle-class families to urban areas which causes property values to increase and has the secondary effect of expelling poorer families'. Gentrification is the investment of capital in urban centers, designed to create space for a more affluent class of people than currently occupying that space. The term, coined by Ruth Glass in 1964, has been largely used to describe the residential aspect of this process, but this is changing, as gentrification itself progresses (Smith, 2005).

It was clear by the early 1980s that the housing rehabilitation Ruth Glass described was only one aspect of the gentrification process. As cities looked for ways to reimagine themselves from deindustrialization, urban waterfronts were rebuilt, hotel and convention complexes were built, and retail and restaurant districts were developed. It was deliberately built as a middle-class space in the city center. This makes Neil Smith (2005) argue that gentrification is a very dynamic process.

Gentrification refers to the transformation of working-class or low-income neighborhoods into more affluent areas. These changes usually occur as a result of the renovation of old buildings and the influx of high-income individuals and families, leading to increases in property values and rents. The process of gentrification often results in the displacement of indigenous peoples, who cannot afford the increased costs of living and can lead to changes in the cultural makeup and character of the environment.

Gentrification is driven by several factors, including the increasing popularity of urban living, the availability of finance for rebuilding, and government policies that encourage investment in urban areas. The result is often the creation of more attractive and livable neighborhoods, but it can also lead to a loss of affordable housing, an erosion of cultural diversity, and the exclusion of low-income residents. The term "gentrification" is often used to describe these social, economic, and political changes and their implications for communities and populations.

C. Tourism Gentrification

Tourism gentrification is a type of gentrification that occurs as a result of the growth of the tourism industry in a particular location. When a city or neighborhood becomes popular with tourists, the demand for hotel rooms, restaurants, and other travel-related services increases. This can drive up property values and rental prices, making it more difficult for residents to live there (Lopes et al., 2019). As a result, low-income residents may be displaced, and society may become less diverse and more homogeneous. An increased influx of tourists may also lead to changes in local culture, as businesses serve the interests and tastes of tourists rather than the needs of the community. This type of gentrification can have both positive and negative impacts, such as the creation of new jobs and the preservation of historic buildings, but also the loss of affordable housing and the erasure of local cultural heritage.

The increasing number of tourists triggering tourism gentrification causes migration of old residents and changes in the character and cultural

identity of the environment or community. This can occur as a result of rising property prices, as well as changes in local facilities and services to cater to tourists rather than the needs of residents. This can have negative impacts on communities, including loss of affordable housing, damage to local culture, and undermining of social cohesion.

The process of tourism gentrification occurs because the environment or area changes as a result of increased tourism activity. These changes often result in the displacement of old residents, higher housing prices, and homogenization of local cultures as businesses cater to the tastes of tourists, not the needs of the community. The term "gentrification" is used to describe this change because it often leads to the gentrification of the area, with an influx of wealthier individuals and businesses changing the character and demographics of the community.

Regarding tourism gentrification according to Atkinson (2004), we can conclude that the indicators include:

a) Increase in property prices: Property prices in tourist areas are starting to increase, in line with the growth of the tourism industry.

b) Physical environment transformation: The physical environment of tourist areas is starting to change, with the emergence of new modern and commercial buildings.

c) Displacement: Residents are starting to be forced to move from their area because of rising property prices and changes in the physical environment.

d) Community social conflict: Social conflict occurs when residents who still live around the area point to migrants as the cause of the problems they receive.

1.6.3. Tourism

A. Definition of tourism

When viewed from an etymological perspective, the word "Pari" and "Wisata" from Sanskrit is the origin of the word "Pariwisata". "Pari" means repeatedly, often, and round, while "Wisata" means to travel. Then referring to the origin of the word, the meaning of tourism is travel that is carried out repeatedly, both by individuals and groups and in large circles.

Based on Law no. Number 10 of 2009 concerning tourism, what is meant by tourism is travel activities carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited in a temporary period. Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government, and local government. Then tourism is the activities and human needs related to tourism that are multidimensional and multidisciplinary involving interactions between tourists, local communities, entrepreneurs, and the government.

Yoeti (1994) stated that tourism is an important factor in fostering national unity whose people have different regions, dialects, customs, and tastes that are also diverse. Tourism is an important factor in economic development because its activities encourage the development of several sectors of the national economy, for example:

1. Increasing urbanization due to the growth of development and renewal of tourist facilities includes the development and improvement of tourism infrastructure and sub-infrastructure;

2. Expand local goods;

3. To stimulate new industries related to tourism services, for example, transportation businesses, and accommodation (hotels, motels, tourist lodges, campgrounds, etc.) which require the expansion of several industries such as hotel equipment, handicrafts;

4. Supporting state revenues with foreign currency to reduce deficits in the balance of payments and advance the national economy;

5. Has a positive impact on the workforce in the country, because tourism expands new jobs, new assignments in hotels or other lodging places, travel businesses, government offices that take care of tourism and translators, the handicraft and souvenir industry, as well as places another point of sale.

B.   Tourism benefits

According to Sebele (2010), Tourism provides enormous benefits to the progress and development of the tourism area, namely:

1. Contribution to conservation and tourism

   Tourism activities can be one of the driving factors for preserving tourist areas in Yogyakarta City, especially in cultural heritage areas. Maintaining and preserving cultural heritage can increase visiting tourists because of its unique and different characteristics from other tourist objects.

2. Culturally

   Providing cultural transfers to tourists so that they can enjoy, admire and provide knowledge about the culture of the tourist objects visited.

3. Local sources of goods and services

   Entry into the tourism economy, through the provision of goods and services, is one way in which residents in developing countries can sustain their livelihoods and help alleviate poverty.

   Tourism also brings many benefits to the local population as it makes use of locally available materials and creates a higher multiplier effect as most of the income generated is kept in the local economy.

4. Local development

   The results show that benefits are flowing from tourism activities through rents to local homeowners. The results also show that many tourists rent accommodations to generate income for homeowners. Therefore, tourism has helped to diversify livelihoods and create sustainable opportunities for residents.

5. Wider job fields

The tourism industry requires employment on a fairly large scale supported by complete accommodation and facilities. Tourism is a service industry, so it requires an adequate workforce to support tourist needs such as fast, safe, cheap, easy, and friendly values.

Tourism Economic Theory by Todaro and Smith (2009) This theory emphasizes the economic growth resulting from the tourism sector. The indicators related to this theory include:

1. Tourism contribution to GDP (Gross Domestic Product)

2. The contribution of tourism to employment and the reduction of the unemployment rate

3. Revenue from tourism and tourist spending

C.   Object Development

Indigenous Indonesian culture is a part of our ancestors and must be preserved so that the characteristics of indigenous Indonesian culture can be integrated into the development of Indonesian tourism because it can attract foreign tourists who are curious and want to experience authentic Indonesian culture directly.

Development in the tourism industry refers to initiatives to increase existing tourist attractions and tourist attractions owned by an area. Because every place must have beautiful natural resources and a variety of cultural traditions and historical aesthetics. The Yogyakarta City Tourism and Culture

Office is an organization tasked with managing and creating tourist attractions in Yogyakarta.

Because each region or tourist attraction has components that are interdependent on one another, the Regional Government must innovate in developing tourist attractions as part of tourism development in an area. According to Hermawan (2017), the following categories are used to group factors that influence matters related to tourism:

1. Security

Efforts to reduce hazards and accidents will always be part of tourism safety management. Risk, in general, is anything that might happen to people and not is anticipated to do. In contrast, an accident is characterized as an unforeseen event that may result in harm, loss, or destruction.

2. Satisfaction

The emotional level of a person after comparing the perceived performance or results with their expectations is referred to as tourist satisfaction.

3. Loyalty

Customer loyalty is a behavior associated with a product brand and can include the potential for a brand contract to be renewed in the future, the potential for consumers to modify their endorsement of the brand, and the potential for customers to increase a favorable perception of the brand. product. Serviceability is usually defined as a customer's promise to continue to subscribe to or purchase certain goods or services.

4. Tourist facilities

Tourist facilities or facilities are components of a destination that allow visitors to stay there and take advantage of or participate in the attractions offered. Facilities are often needed by visitors, and tourist facilities as accommodation needs are very important in supporting tourism.

1.7.Framework Of Thinking

Tourism gentrification is the social and economic changes that occur in a region as a result of the growth of the tourism industry. Tourism gentrification can occur when tourist areas become popular and property prices increase, such that low-patient natives are no longer able to afford or pay higher property prices, eventually forcing them to move to other areas.

The phenomenon of gentrification also occurs in the city of Yogyakarta, especially in downtown areas and historical areas such as Malioboro, Nitiprayan Art Village, and Prawirotaman. Some of the factors that influence the occurrence of gentrification in this city are:

a. Tourism development: Like in other cities, tourism development in the City of Yogyakarta is also one of the factors that trigger gentrification. The increasing number of tourists visiting this city has made several areas popular and interesting to visit, such as Malioboro and Prawirotaman. This has led to rising property prices and rents in these areas, which in turn has made it difficult for local people to buy or rent houses in these areas.

b. Property investment: Many investors see business potential in this city, especially in the property sector. They buy houses in potential areas and carry

out renovations or property developments. This has resulted in rising property prices in these areas and marginalizing the less affluent local communities.

c. Government policy: Several government policies, including Regional Regulation No. 3 of 2015 concerning Yogyakarta City Tourism, also affect gentrification. Some of these policies encourage tourism development and property investment in the city, without regard to the impact on local communities.

Regional Regulation No. 3 of 2015 aims to develop tourism in the City of Yogyakarta in a sustainable manner, which includes economic, social, cultural, and environmental aspects. In addition, this regulation also aims to improve the quality of tourism in the City of Yogyakarta, strengthen the community's role in tourism development, and regulate the management and development of tourism objects in the City of Yogyakarta.

In the context of Regional Regulation No. 3 of 2015 concerning Yogyakarta City Tourism, gentrification can occur because tourism development is too aggressive and does not consider the interests of the local community. This can result in rising property prices, especially in areas that are tourist destinations, making it difficult for local people to maintain their homes. Therefore, there is a need for appropriate arrangements related to tourism development, to minimize the impact of gentrification on the local community.

The impact of tourism gentrification in Yogyakarta caused by policies, and government policies that do not pay attention to the interests of local communities can accelerate the gentrification of tourism in Yogyakarta so that indigenous people

who wear low clothes are no longer able to buy or pay higher property prices. The gentrification of tourism can also increase social inequality, as the wealthy who buy the property and develop businesses in the region ignore the interests of the humble native people.

Evaluation of the effectiveness and success of Regional Regulation No. 3 of 2015 concerning Yogyakarta City Tourism in the context of developing tourism which has an impact on the gentrification phenomenon needs to be carried out and reviewed to ensure the sustainability of sustainable tourism development and maintain a balance between economic development and environmental preservation and social sustainability of the local community.

1.8.Conceptual Definition

Regarding the theories described above, it is concluded that:

1.8.1. Public policy

Public policy is a collection of concepts and ideas that become the framework and basis for leadership in developing strategies to regulate the way of acting and implementing management to achieve goals.

1.8.2. Tourism Gentrification

Tourism gentrification refers to the process by which increased tourism activity leads to the displacement of residents which is often caused by increasing property values, as well as changes in the social and cultural character of an environment.

1.8.3. Tourism

Tourism is a visiting activity with destinations and objects carried out by people or groups for recreation, self-development, cultural exploration, and attraction in the shortest time.

1.9. Operational Definition

For the theoretical concept under study to be proven empirically, the theoretical concept must be defined in a way that turns it into a variable or something that has value:

1. Tourist Indicator

    a. Tourism contribution to GDP (Gross Domestic Product)

    b. The contribution of tourism to employment the reduction of the unemployment rate

    c. Revenue from tourism and tourist spending

2. Policy Impact Evaluation Indicators

    a. Expected and unexpected impact

3. Tourism Gentrification Indicator

    a. Increase in property prices

    b. Displacement

    c. Physical environment transformation

    d. Community social conflict

1.10. Research Methods

1.10.1. Research Type

This research uses a qualitative method because the use of a qualitative approach and choosing the right location-scale is a crucial step in gentrification research (Atkinson, Wulff, Reynolds, & Spinney, 2011) (Widianto & Keban, 2020). A qualitative approach makes it easier to understand the phenomena encountered in research objects by describing them through statements made using various scientific techniques (Lexy J. Moleong, 2018).

1.10.2. Research Sites

The city of Yogyakarta will be the subject of this research location, precisely in the Gedongtengen District which includes the Malioboro road which is one of the tourist and accommodation centers so the potential for gentrification is very significant.

1.10.3. Data Type

This study uses two types of data, namely primary data and secondary data:

A. Primary Data

Primary data is data that is directly collected from the research location (Sugiyono, 2022). Sampling using the judgment sampling method, namely informants who are considered credible and have knowledge of the research topic, including the government; Yogyakarta City Tourism Office, Yogyakarta City Regional Representative Council (DPD), and community stakeholders.

Table 1.2

Primary Data

No	Primary Data	Data source	Data collection technique
1.	Strategy in improving and developing tourism by the Yogyakarta City Tourism Office.	Head of the Tourism Industry Yogyakarta City Tourism Office (Cesaria Eka Yulianti Sri H.,S.T., M.T)	Interview
2.	Compilation of laws in managing tourism in the city of Yogyakarta.	Regional Representative Council of the city of Yogyakarta (DPD) (Yudha Dwinanda Edy Sanjaya, S.H., M.I.D.S, M.Ec.Dev)	Interview
3.	Impact of policies on tourism in Yogyakarta (Gedongtengen district).	Stakeholders or stakeholders in society	Interview

B. Secondary Data

Secondary data are records obtained through other means (Sugiyono, 2022). Secondary data is used by researchers to understand the pattern of

changes that occur to find the period of gentrification. Secondary data used in this study consisted of BPS data on land area, number of hotels and population in the Gedongteten sub-district, government policies, and previous journals related to gentrification issues.

Table 1.3

Secondary Data

| No	Secondary Data	Data source	Data Collection Technique
1.	Data on land area, number of hotels, and population in Gedongtengen in the Gedongtengen District Report in Figures 2005-2021	Central Bureau of Statistics (BPS)	Documentation
2.	PHRI Report on Hotel and Apartment Growth in the City of Yogyakarta in 2005-2021	Indonesian Hotel & Restaurant Association	Documentation
3.	Literature Review	Books, Journals, News	Documentation

1.10.4. Data Collection Techniques

Because getting data is the main thing to get objective research results, the data collection procedure is the most important stage. Researchers will not get data following predetermined data standards without knowledge of data collection methods. Sugiyono (2022) claims that observation, interviews, documentation, and a combination of the four are used to collect data.

According to Sugiyono (2022: 241) if the researcher collects data by triangulation, the researcher collects data that simultaneously tests the credibility of the data, namely checking the credibility of data from various data sources. Technical triangulation means that researchers use different data collection techniques to obtain data from the same source (Sugiyono, 2022: 241). Researchers used observations, in-depth interviews, and documentation for the same data sources simultaneously. The form of technical triangulation can be described in Figure 1 as follows:

Figure 1.4 Triangulation of data collection techniques

Source: Book of Quantitative, Qualitative, and R&D Research Methods by Sugiyono 2022
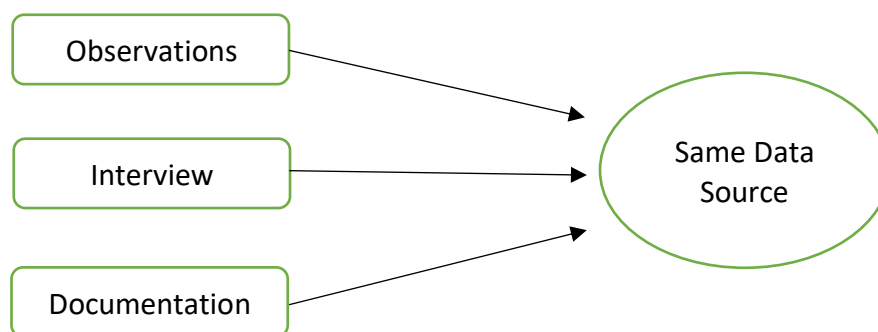
In this study, the data that the researcher presents next is the impact of Regional Regulation No. 3 of 2015 on tourism in the city of Yogyakarta on gentrification issues. Methods of data collection using interview techniques and documentation of each research implementation.

A. Interview

Esterberg (2002) in Sugiyono (2022) a conversation between two people when questions and answers are exchanged to create meaning around a particular topic is known as an interview. *An in-depth interview* in qualitative terms is the best method for analyzing the social impacts that arise after gentrification (Paton, 2016).

This study uses interview techniques to know the impact of the policy of Regional Regulation No. 3 of 2015 concerning tourism in the city of Yogyakarta on gentrification issues due to tourism activities. In this study, the researcher used structured interviews where the researcher had prepared a list of questions in advance, but these questions could allow development during interviews at the Yogyakarta City Tourism Office, the Yogyakarta City Regional Representative Council (DPD), and also stakeholders or the community.

B. Observation

Observation is a way of collecting data by observing directly and systematically recording the object to be studied. Observations were carried out by observing and recording the implementation in the field.

In this context Identification in the Gedongtengen area affected by gentrification. Observations can be made on renovated buildings, business growth related to tourism, and social and cultural changes that occur in the area. in addition, to observing and studying the development of the tourism industry in the region, government policies related to tourism development, as well as social and economic changes that occur in the Gedongtengen district.

C. Documentation

According to Moleong (2012) in qualitative research, documentation is a useful addition to the interview approach. More specifically, documentation is the recording of events, usually in the form of words, pictures, videos, or other media.

This method will enable specific investigations to be carried out which will ultimately contribute to the field research documentation data. Research documentation can be in the form of pictures, letters, journals, reports, etc. from the relevant institutions, from the objects being interviewed, and data sources from the relevant offices.

1.10.5. Data analysis technique

By classifying data, describing them as units, synthesizing, arranging them into patterns, and deciding which are important and which are to be studied, data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation. Then draw simple conclusions to

be understood by readers and writers (Sugiyono, 2022). Several qualitative data analysis methods were used in this study, including:

A. Data Collection

Data collection in this study was carried out through secondary data studies, and field research with observations and interviews. In qualitative research, the data collection process is carried out before, during research, and even after the research is completed. The data collection method must have been completed when the research was still in the form of an idea or concept. The researcher usually conducts a preliminary study as part of the initial research to establish the reality of the events being observed. In addition, approaching research subjects, making observations, making field not and es, and even interacting with the social environment and informants are part of the data collection process.

B. Data Reduction

The act of selecting or selecting inappropriate data collected in the field is known as data reduction. Data reduction was carried out by condensing field data and collecting materials related to research related to gentrification caused by tourism activities in the city of Yogyakarta.

For validation of research data is done through source and theory triangulation methods. Researchers compared the results of interviews between informants, from the government, legislature, and the community. In addition, researchers also compared the findings with secondary data that had been collected previously.

C. Data Presentation

In qualitative research, data presentation is in the form of summaries, charts, interrelationships between categories, flowcharts, and other visual representations. According to Miles and Huberman (1984) in Sugiyono (2022), narrative text is a method that **is** the most popular way to present data in qualitative research.

Based on the data collection that was carried out through primary and secondary data, it was then described both descriptively and in charts to make it easier to understand the results of the data that had been obtained during the gentrification research.

D. Conclusion

In qualitative research, conclusions are new findings that have never been made before. Findings can be previously unclear descriptions or descriptions of objects that, upon examination, become clear. They can also take the form of causative relationships or interactions, hypotheses, or theories (Sugiyono, 2022).

After carrying out a series of processes from collecting data, data reduction, and data presentation, conclusions can be drawn from the data based on the facts and conditions obtained in the field during the research. Next, the researcher uses various available theories of gentrification to compare or explain, the different patterns of gentrification and their impact in the Gedongtengen district case.