

CHAPTER I

INTRODUCTION

A. Background Study

The city of Yogyakarta is rich in predicates, both from history and potential, such as a city of struggle, a city of culture, a city of students, and a city of tourism. Apart from the predicates that the City of Yogyakarta has, the history and status of Yogyakarta is an interesting thing to observe. The name of the area uses the designation Special Region Yogyakarta as well as its status as a Special Region. Yogyakarta's status as a Special Region is related to the history of Yogyakarta, both before and after the Proclamation of Independence of the Republic of Indonesia (*BPAD DIY*).

The existence of archives in Yogyakarta is inseparable from the history and historical role of Yogyakarta. As it is known that the government in Yogyakarta existed long before the birth of the Republic of Indonesia. The Yogyakarta Sultanate, the successor to the Islamic empire in Java was founded in 1755. Apart from the Yogyakarta sultanate, in 1813 the Puro Pakualaman was established. The activities of the two kingdoms are not only related to the running of government, but also related to the dynamics of people's lives, and the ups, and downs of social, economic, and cultural conditions. In this regard, D.I Yogyakarta Regional Library and Archives Service (*BPAD DIY*) which incidentally is an archival institution, to create a learning society with character and culture, created an archival diorama about the history of Yogyakarta's journey. In Q.S. Al-Fatihah verse 6, Allah made mention of the relevance of learning history:

الضَّالِّينَ وَلَا عَلَيْهِمُ الْمَعْزُوبِ غَيْرَ عَلَيْهِمْ أَنْعَمْتَ الَّذِينَ صِرَاطَ الْمُسْتَقِيمِ الصِّرَاطَ أَهْدَيْنَا

Meaning: "Show us the pathway, i.e., the way of those to whom You have shown favor; not (the way) of those who are violent, neither (also) the way of those who tread lightly." (Surah Al-Fatihah: 6-7) In this verse, Allah persuades mankind to follow the straight path taken by those to whom He has shown favor and to avoid the erroneous paths taken by those to whom He has shown displeasure. One must be acquainted with and learn history to perceive this.

Diorama Arsip Jogja, which presents archives related to Yogyakarta's lengthy history from the Panembahan Senopati era to the most recent, was inaugurated on 24 February 2022 as tangible evidence to represent the Yogyakarta historical archives. It is an attempt to introduce the history of Yogyakarta coherently from the Panembahan Senopati period to the privileges of Special R to the millennials in an interactive way. In line with the times when technology is used in various sectors of life, Diorama Asip Jogja presents a long history of 400 years of Yogyakarta through collaboration between art and technology in a more dynamic and attractive perspective for all people, one of which is using Foxscreen which provides real and modern experiences and impressions become a tourist attraction (*Diorama Arsip Jogja*).

Table 1.1

Tourist Visit Data on Historical and Cultural Sites Tourism Objects in 2022

Month	Sonobudoyo Museum	Kekayon Puppet Museum	Ullen Sentalu Museum	Vredeburg Fort	Diorama Arsip Jogja
Jan	9.918	6	7.923	14.253	-
Feb	13.330	36	5.023	12.276	-
March	2.750	89	5.494	31.565	3.178
April	22	79	2.438	6.960	1.334
May	10	105	12.007	32.540	1.754
June	138	29	8.581	48.113	3.010
July	539	76	11.316	47.739	2.830
August	3.765	58	6.996	29.263	1.431
Sept	1.846	14	5.341	30.809	2.762
Oct	1.665	129	7.721	37.592	2.734
Nov	3.105	46	837	43.032	1.976
Dec	2.807	327	-	69.105	2.670

Month	Sonobudoyo Museum	Kekayon Puppet Museum	Ullen Sentalu Museum	Vredeburg Fort	Diorama Arsip Jogja
Total	39.895	994	73.677	403.247	23.679

Source: Yogyakarta Special Region Cultural Office

Table 1.1 explains the growth in the number of visitors to historical or cultural attractions in Yogyakarta. The historical or cultural attractions above are tourist objects of knowledge about objects of cultural heritage, relics of the past, and the history of Yogyakarta. In Table 1.1 the most visitors were to Fort Vredeburg a historical tourist attraction close to the Malioboro area with 403,247 tourist visits, followed by the Ullen Sentalu Museum which presents the cool atmosphere of the cold slopes of Mount Merapi and beautiful shady trees, coupled with a mix of collections paintings, sculptures, and heritage items from the Mataram nobility with a total of 73,677 tourist visits. Meanwhile, as a historical tour that was only inaugurated in early 2022 Diorama Arsip Jogja has attracted tourists with visiting data of 23,679 tourists in the first year it was inaugurated. However, it was still below the number of tourists visiting the Sonobudoyo Museum. This indicates that historical or cultural tourist objects still receive interest in the hearts of the people.

Yoeti (1991) states that tourist attraction, the term that is more often used, is everything that attracts people to visit a certain area, such as a museum. Objects and sites of cultural heritage, one of which is a museum, are included in non-market cultural goods whose economic value is often difficult to see because they are non-profit. Still, their existence can provide socio-cultural benefits in the form of understanding the noble values

of the nation's history in the past which can be applied today with the role of museums that provide cultural and historical knowledge or education.

Assessment of a tourist attraction determines the development of the tourist attraction. Cultural goods such as museums have distinctive characteristics of public goods, which are non-excludible and non-rival in their utilization (Wiśniewska, 2019). Swaborke, (2002) explains that tourist attractions can be seen from the perceived economic impact, namely in terms of attracting tourist visits and the income generated from these tourist visits. However, Swarbrooke also said that the highest number of tourist visits is often found in theme parks, and internationally famous ancient monuments and historical buildings. On the contrary, the lowest number of tourist visits is always seen in small special museums managed by private parties and those managed by the local government.

This study describes the Willingness to pay related to visitor ratings and the role of the historical attractions based on visitor ratings. The economic valuation must be carried out on historical attractions objects, and sites so that these economic values can be used as the basis for conservation and sustainability policies. Through the level of tourist arrivals who are willing to visit and are willing to pay the price to get the expected benefits, the role of the museum as a historical and cultural attraction can be seen as good or bad. The technique referred to as non-market valuation is a method that relies on the concept of willingness to pay (WTP) exhibited by tourists, as indicated by the number of tourist visits, in order to assess the economic value of environmental goods that possess distinctive characteristics of public goods (Turner et al., 1994). Thus, non-market valuation techniques can be used on cultural objects. The incentive that influences the size of the economic valuation proposed by various variables, such as the socio-demographic, site

characteristics, and visitor characteristics applied as an approach to the willingness to pay has been part of various recent studies.

Various studies related to willingness to pay have been carried out with a variety of different variables. Sociodemographic factors such as age, gender, education, and individual income are often chosen as research variables to analyze the influence of demographic characteristics on willingness to pay (Benedetto et al., 2022; Boo, 2019; Damanik, 2019; Endalew & Assefa Wondimagegnhu, 2019; Sanaullah et al., 2020; Saptutyningasih & Pamungkas, 2020; Song et al., 2021) In addition to sociodemographic factors visitor characteristics such as travel costs incurred by visitors, distance of residence, number of visits and the time spent at a tourist attraction is also another factor that needs to be considered as a variable willingness to pay at a tourist attraction (Boo, 2019; Damanik, 2019; Dewi, 2019; Mohammed et al., 2013; Sanaullah et al., 2020; Saptutyningasih & Pamungkas, 2020; Song et al., 2021) Following research (Diyantoro, 2018; Mohammed et al., 2013; Sanaullah et al., 2020; Saptutyningasih & Pamungkas, 2020) states that Site Characteristics such as facilities and visitor perceptions can contribute to success and sustainability tourist objects. Great facilities and positive tourist perceptions can increase the willingness to pay to visit cultural attractions.

Various ways can be employed to collect data on individuals' willingness to pay (WTP). The methods employed for assessing the utility of a cultural place may be categorized into a couple of different categories. According to Wiśniewska (2019), there are two main categories of techniques used to assess preferences: stated preferences methods, including Contingent Valuation (CV) and Choice Experiments (CE), and

revealed preferences methods, such as the Hedonic Prices (HP) and Travel Cost Methodologies (TCM).

The purpose of Contingent Valuation Method is to estimate the supply or value of goods if there is a market for them. Although little research has utilized the Contingent Valuation Method technique to evaluate the historical or cultural value in museums, this approach is not commonly applied in studies on this topic. What is needed here is a measurement of how much the public can pay for goods and services from natural resources. This measurement can also be from the other side, namely how much of a sociodemographic society must be compensated for the loss of goods and services from its resources and environment. The contingent valuation (CV) technique is the most significant valuation approach (Ready and Navrud, 2002) The CVM-included field survey procedure involves presenting to respondents what they are being asked to value, how it would be given, and how they would pay for it.

While examining methodologies in CVM necessitates proficiency, the analysis and description of research findings obtained through this approach are not instinctively difficult. Some studies using CVM to determine the WTP value of tourist attractions such as those conducted (Benedetto et al., 2022; Boo, 2019; Damanik, 2019; Diyantoro, 2018; Sanaullah et al., 2020; Saptutyingsih & Pamungkas, 2020; Song et al., 2021) However, there is a limitation of comprehensive studies in the field of Contingent Valuation (CV) research related to the analysis of the significance of historical or cultural sites, as well as non-profit organizations. This study aims to determine the economic valuation of historical attractions, namely the Diorama Arsip Jogja, through using the Contingent Valuation approach. By logistic regression, this study examined the impact of sociodemographics,

travel costs, number of visits, time spent, distance, facilities, and visitor perception to analyze the influence on WTP visitors to Diorama Arsip Jogja.

B. Problem Formulation

Based on the previously mentioned background, this study aims to provide a research framework and deliver formulation. is as follows:

- 1) How much is the willingness to pay to visit the Diorama Arsip Jogja?
- 2) How does the age influence the willingness to pay for visits to Diorama Arsip Jogja?
- 3) How does the gender influence the willingness to pay for visits to Diorama Arsip Jogja?
- 4) How does the education influence the willingness to pay for visits to Diorama Arsip Jogja?
- 5) How does the individual income influence the willingness to pay for visits to Diorama Arsip Jogja?
- 6) How does the travel cost influence the willingness to pay for visits to Diorama Arsip Jogja?
- 7) How does the number of visits influence the willingness to pay for visits to Diorama Arsip Jogja?
- 8) How does the time spent influence the willingness to pay for visits to Diorama Arsip Jogja?
- 9) How does the distance influence the willingness to pay for visits to Diorama Arsip Jogja?

- 10) How does the facilities influence the willingness to pay for visits to Diorama Arsip Jogja?
- 11) How does visitor perception influence the willingness to pay for visits to Diorama Arsip Jogja?

C. Research Objectives

The purpose of this research is as follows:

- 1) Measuring the willingness to pay for visiting the Diorama Arsip Jogja
- 2) Analyzing the influence of age on the willingness to pay for visiting to the Diorama Arsip Jogja
- 3) Analyzing the influence of age on the willingness to pay for visiting to the Diorama Arsip Jogja
- 4) Analyzing the influence of education on the willingness to pay for a visit to the Diorama Arsip Jogja
- 5) Analyzing the influence of individual income on the willingness to pay for visiting the Diorama Arsip Jogja
- 6) Analyzing the influence of the travel cost on the willingness to pay for visiting the Diorama Arsip Jogja
- 7) Analyzing the influence of the number of visits on the willingness to pay for visiting the Diorama Arsip Jogja
- 8) Analyzing the influence of time spent on the willingness to pay for visiting the Diorama Arsip Jogja
- 9) Analyzing the influence of the distance on the willingness to pay for visiting the Diorama Arsip Jogja

- 10) Analyzing the influence of the facilities on the willingness to pay for visiting the Diorama Arsip Jogja
- 11) Analyzing the influence of the visitor perception on the willingness to pay to visit the Diorama Arsip Jogja

D. Research Benefits

The findings of this study will hopefully result in the following benefits:

1. Practically

- a) the findings of this study contribute to or enhance current research on the Faculty of Economics, Universitas Muhammadiyah Yogyakarta, and provide different knowledge for those who require it.

- b) The research findings may be utilized as reference material by the manager of tourist Object in Diorama Arsip Jogja in determining tourist place management policy.

2. Theoretically

- a) This study is expected to provide significant information for the government and provide a foundation for the government to establish growth strategies for the cultural attractions of Diorama Arsip Jogja.

- b) The findings of this study have the potential to contribute to the advancement of knowledge and research in the field of tourist economics.

- c) The findings of this study could be useful as valuable reference materials for individuals or organizations seeking to do more research on a similar issue.