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Role of culture in rural transformation in Manding Village, Bantul Yogyakarta, Indonesia

Anna Pudianti^{a,b*}, Joesron Alie Syahbana^a and Atiek Suprpti^a

^aDoctorate Programme of Architecture and Urbanism, Engineering Faculty, Diponegoro University, Semarang 59275, Indonesia

^cArchitecture Department, Engineering Faculty, Atma Jaya Yogyakarta University, Yogyakarta 55281, Indonesia

Abstract

Manding, rural areas previously dominated by agricultural activities, transformed into a region of small craft industry, and rural tourism. The transformation process was driven by the desire to grow, while in the case of Manding the process was initially hindered by the prevailing tradition in the community. This study aimed to explore the role of culture in transformation process. The case study research was applied to illustrate the unique case of transformation from the traditional rural area into rural with industrial activity and to explore why and how cultures took place in such process including the rural-urban linkage.

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* Corresponding author. Tel.: +62 8122690770

E-mail address: pudiantianna@yahoo.com

1. Introduction

Rural area in Indonesia is classified into three categories based on the quality of rural development. According to Indonesian Rule on Rural Classification and Typology in Indonesia (*Instruksi Menteri No. 11, Tahun 1972*), those are *desa swadaya*, *desa swakarsa*, and *desa swasembada*. The first, *desa swadaya*, is described as a village in a traditional culture and local traditions attached to them, and usually in the lowest welfare with the agrarian activity. The second called *desa swakarsa*, is village with a better rate of growth progress. A part of the population occupation has shifted from the primary sector (agriculture) into the secondary sector (non agriculture). And the last, *desa swasembada*, is self-sufficiency in social economic aspects which has developed the tertiary sectors (mostly industry). There are fix and incremental indicator to classify the rural areas. Density, nature, and accessibility of the villages with civilization are fix indicators where livelihood, production, customs, institutional, educational, governmental, and facilities are the incremental indicators. But Tacoli (2006) emphasizes the important of the rural-urban linkage including location, people, and activities as economic, social and cultural transformation engine. The power of transformation including in physical, economic, social and cultural tends to be bigger as the rural-urban relation closer.

Contrary to those process of transformation, Manding Village has a unique phenomenon. Before 1970, Manding was a closed area far from the main access to the city core of Yogyakarta. The closest access from the main road to the village was through a river Winongo without a bridge and only possible to cross the river by carts. The carts path was the main road of the village, but after twenty years there was a huge transformation which was caused by changes in the public response to a tradition which was originally perceived as an obstacle becomes the power to motivated them to grow. How it happens? And why it can be happened? This study aims to explore the role of culture in transformation process in of Manding Village. The benefit of the study is to give a new understanding the role of culture in transformation process, and also to give input to all stakeholders associated with the transformation of rural area.

2. Methods

2.1. The Case Study Research

The case study research is a mix-method research, but to explore the unconsciousness side of transformation according to its culture, the qualitative empirical should be applied. The qualitative empirical research study is applied to explore the transformation phenomenon. The case study research strategy is used to develop the transformation theory using multiple source evidence. The strategy supports a specific case of Manding's transformation among several rural development, and it also has the capacity to explain causal links (Yin, 1989).

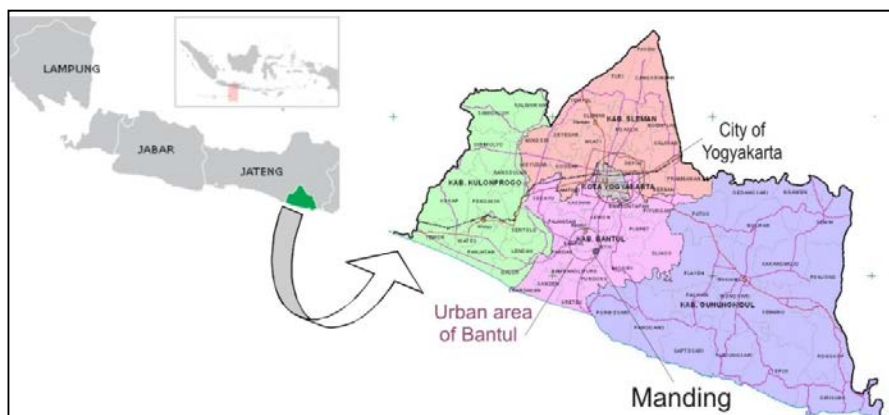


Fig.1. Location of Study Case

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