THE UNIQUENESS OF THE WARUNGBOTO HERITAGE SITE AS AN INTERESTING SELFIES PLACE IN YOGYAKARTA

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Abstract

The development of tourism in various regions in Indonesia has been able to encourage all aspects of people's lives, to be able to work, to fill the opportunities and challenges of globalization in information technology that has been running very fast now. In its development, tourism excellence from the aspect of local wisdom, especially natural resource assets, culture, history, has become the main attraction of tourism destinations of special interest today. Warungboto historical building site is one of the historical tourism assets of Sri Sultan Hamengku Buwono II, which has an exotic and unique value that is widely used by millennial teenagers to take selfie. So it is very strategic role in promoting Warungboto site in Yogyakarta city branding. The existence of Warungboto site as a cultural preservation and provides more information about the history of the royal family of the Palace of Jogjakarta in the era of Sri Sultan Hamengkubuwono II. This study uses qualitative research so that it can be more in-depth and able to increase the philosophical value of the history of Warungboto site more broadly in the competitive aspects of Yogyakarta Tourism marketing in the millennium era.

Keywords: warungboto site, philosophical value, jogja's branding

INTRODUCTION

The development of tourism based on the heritage tourism is a model of tourism development that is much interested by many tourists around the world, because it is not owned by other countries. All aspects of traditional culture that support the existence of historic sites deserve to be preserved. This has involved aspects of professional management that involve socio-economic existence and the active role of local communities. Ecotourism is a form of tourism that is very closely related to the principle of environmental preservation and the existence of heritages assets. In developing an ecotourism strategy, sustainable ecosystem management is used. Thus ecotourism is very feasible in maintaining the continued development of tourism of special interest (heritage tourism). Direct and indirect ecotourism activities also play an important role in protecting and managing the historical, cultural heritage of the people, which are found there, and that are developed by creating economic benefits for the surrounding community.

The rapid development of millennial tourism is able to create demands, opportunities, and challenges for all tourism policy holders in the region to create and innovate to explore all tourism assets in their area to become new tourist destinations that can attract tourists to come. The development of tourists who are increasingly intelligent, and critical in meeting the needs of the tourist destinations offered are more efficient and effective in achieving goals.

According to the Ministry of Tourism Law No. 9 of 1990:
1. Tourism is everything related to tourism.
2. Tourism is anything related to tourism, including the exploitation of tourist objects and attractions, business related to that field.
3. Tourism is a travel activity or part of activities carried out voluntarily and temporarily to enjoy tourist objects and attractions.

From the above understanding it can be concluded that the management of tourism requires the involvement five elements of Penta helix, namely: Academic, Business, Community, Government and Multimedia (ABCGM), which can facilitate all the needs and desires of tourists, so that tourists can enjoy their tourist visits easily, enjoy their tourist visits satisfactorily, returning with wonderful experiences, imaging, images, word of mouth promotion in this country.

1. Some opportunities and challenges in developing regional tourism in Indonesia today include:

2. The increasing number of tourist arrivals, especially domestic ones in Indonesia, is very significant

3. Regional tourism potential is getting brighter, but the role of intellectuals is not optimal, human resource managers are still not professional, tourism areas are not yet able to provide optimal services

4. Strategic aspects of regional tourism development that are still lacking in attention and being handled by tourism actors.

5. The more critical and intelligent tourists are in choosing tourist destinations that can be visited, the highest are special interest tours.

Addressing the opportunities and challenges of rapid tourism development in the millennial era is our shared responsibility. So it is necessary to make an inventory of regional tourism assets that have special interests and can be raised starting from historical, philosophical values and relevant to the development of tourism culture with the current trend of "Selfie Tourism" Selfie activity is currently being developed as one of the millennial youth activities to display identity them, to become a trend and be recognized among their community. What is done by using status symbols, forms of luxury or pride that has been displayed differently from other purposes and selfie is also a form of desire to feel and look different from others, how to play a role, like something or have a hobby, and interest in a particular field. Selfie development is also carried out by families who do recreation which is a social phenomenon that can be controlled because of the dynamics of changing demographics and social structures. (Schanzel, H., Yeoman I, & & Backer E, 2012). Group selfiers or family selfiers appear to have many benefits, for individuals and for groups and their families. For individuals, recreation is beneficial for spending time from work demands. (Schanzel, Yeoman & Backer, 2012), while for families, recreation with group friends and family is one of the tools used to strengthen family ties can be used as a means of children's education. Thus the opportunity to build a unique new tourist site, suitable as a place of entrepreneur is very large, especially the place that has developed its own historical, cultural and unique value such as Warungboto Site can become a new tourist attraction that is able to become a tourist attraction in Yogyakarta.

Picture 1. Warungboto Heritage Site of Yogyakarta

(Source: Photo http://jogja.gudeg.net)

The Main Factor In The Construction Of Tourist Destination Objects
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In the development of attractions in accordance with the Law of the Republic of Indonesia No. 10 of 2009, Tourism Objects are explained as everything that is unique, comfortable, and valuable in the form of natural, cultural and man-made diversity that is targeted or visited by tourists. Thus the opportunity to build a unique new tourist site, suitable as a place of entrepreneur is very large, especially the place that was developed has its own historical, cultural and unique values such as Warungboto Site can become a new tourist attraction that is capable of becoming a tourist attraction in Yogyakarta.

The development of tourist destinations is very possible because of several aspects, namely:

1. Increased competitiveness of Indonesia's tourism destinations at the international level.
2. Increasing the capacity and active role of the Attraction Manager, Entrepreneurs.
3. Tourism and Society in the development of tourism in the region, especially in realizing the safe element of Sapta Pesona.
4. Increase Length of Stay of Tourists in Travel Destinations.
5. Provide investment opportunities in the regional tourism industry.

Thus with the development of new attractions, Warungboto site can also create new attractions for tourist visits, increase the number of existing tourist destinations, so as to increase the attractions and length of stay of tourists, as well as creating various tourism business opportunities in Yogyakarta. The existence of Yogyakarta attractions such as Sultan Palace, Tamansari water castle, Freidenberg Museum, Malioboro, Kidul Square with odong-odong trains and its Masangin activities, Sonobudoyo Museum, Affandi Museum, Yogyakarta Monument, Ulen Sentanu Museum, Merapi Museum, Puppet Museum, and several selfiers at several culinary attractions, Lost of World, World Land Mark, Stonehenge, Breccia, Heha Sky Views and many more attractions for selfiers in DIY. However, it turns out that the existence of Warungboto site has also been able to boost tourist arrivals, especially millennial teenagers who like to take selfies there.

LITERATURE REVIEW

The development of tourism in various regions shows a remarkable increase especially in Yogyakarta providing many business opportunities for tourism activists. Tourists do not come alone even group tours consisting of several groups from various regions in Indonesia that use the Tourism Bus transportation. The negative impact implication is city congestion and in various tourist locations in Yogyakarta cannot be avoided (Sugiyama, 2011) revealed that tourism is a series of activities, and the provision of services both for the needs of attractions, transportation, accommodation, and other services that are displayed to meet the needs of a person or group of trips. The trip he took only temporarily left his residence for the purpose of resting, doing business or for other purposes. Furthermore, tourism activities are closely related to attractions. Tourist attraction which is also called a tourist attraction is the potential
that encourages the presence of tourists to tourist destinations (Suwantoro, 2004). According to (Arismayanti, 2010), (Yoeti, 2006) revealed that the tourist attraction is the object of God's creation and human work, which attract the attention of people who visit and enjoy its existence. The attraction of God's creation, in the form of natural conditions, as well as flora and fauna. Meanwhile, the appeal of human works in the form of museums, historical relics, art and culture, and places of entertainment.

Elliot (2010) added that for the process of tourism development to take place in a sustainable manner, it is necessary to strive for a cumulative increase in community participation through joint action in various activities. Actually recreational activities are not only carried out by individuals, it can be done with groups of friends, or relatives, with families can provide their own experiences. As a place of friendship, a sense of togetherness, a positive family for parents and children (Elliot, 2010).

Furthermore Pitana (2005) found that self-actualization and social needs rank highest. Besides motivation conceptualized by Abraham Maslow, there is also a theory of motivation called push and pull motivation. This theory is found in travel motivation. Motivation push and pull explains the motivation of tourists seen from the pull and push factors. The concept of motivation is motivated by factors that exist around tourists.

The driving factor is formed from the intangible factor that comes from within the tourists themselves. Tourist objects and attractions are a form of motivation that can be said to be a reason for tourists to visit new areas that have never been visited (Marpaung, 2002). Whereas Cohen & Prusak (2001), Pitana (2005) states that motivation is seen as a short process to look at travel behavior, in a direction that emphasizes how motivation influences one's psychological needs and long-term plans, by seeing that intrinsic motives (such as self-actualization) as very important component. Yogyakarta is indeed very rich in cultural tourism and historical heritage. Because it is the realm of the kingdom that is still standing strong. No wonder so many tourists visit Yogyakarta because they want to see the royal building which was built hundreds of years ago but is still awake.

Specific research that highlights the management of cultural resources for archaeological heritage in Indonesia. Drajat (1991) entitled "Exploitative Management of the Archaeological Heritage Management in Indonesia". Stating that the management of cultural resources includes two dichotomous strategies, namely between preservation and utilization. In the application of these two concepts often cause conflicts due to differences in interests of various parties, so it is necessary to resolve the preservation of assets. According to Clifford, culture is just a series of stories about ourselves that we tell ourselves. While Raymond Williams, one of the founders of cultural studies, said that culture includes organizations that are intertwined with production, family structures, institutional structures that express social relations, and forms of communication of members of society. Whereas Barker (2005) acknowledges that cultural studies do not have a single point of reference. In addition, cultural studies are indeed born from the multidisciplinary nature of structuralism and poststructuralist thought and critical multidisciplinary theory. Objects and tourist attractions are a form of motivation can be said as a reason for tourists to travel to visit new areas that have never been visited (Marpaung, 2002).

Whereas Cohen & Prusak (2001), and Pitana & Gayatari (2005) stated that motivation were seen as a short process to look at travel behavior, in a direction that emphasizes more on how motivation affects one's psychological needs and long-term plans, by seeing that intrinsic motives (such as self-actualization) as a very important component. Maslow's concept
of a hierarchy of needs that starts from physiological needs, security needs, social needs, prestige needs and self-actualization needs, has been used as a basis for examining tourist motivation Pearce (1988), which among others found that tourist's travel motivation can change from time to time in a dynamic process. Pearce (1988), Pitana & Gayatri (2005) found that self-actualization and social needs rank highest. In addition to the motivation conceptualized by Maslow, there is also a theory of motivation called push and pull motivation. This theory is in travel motivation. Push and pull motivation explains the motivation of tourists in terms of pulling factors and driving factors. This motivational concept is motivated by factors that are around tourists. The driving factor is formed from intangible factors that originate from within the tourists themselves. While attracting factors are formed by tangible factors that exist in attractions such as the uniqueness of attractions, tourist attractions and other tourism potential.

Some various tourism destinations in Yogyakarta are incessantly creating creative and innovative ideas that are packaged through the construction of photo spots design, that are able to provide tourist attractions to come to visit. For example in the Kaliurang area Stone hange was built where tourists are invited to take selfies with large artificial stones with various shapes that are very unique to take photo selfie. The Loss of the world that gives the impression of tourists can be lost in the area, there are also facilitated areas of various forms of selfie photos, and everything is very interesting when done for selfies.

The other tourist attraction close to Merapi mountain are Merapi Museum, in Kaliurang regency, the museum of World Landmark for selfiers spot packaging with several miniature world tourism destinations, such as the Eiffel Tower, the Pizza Sloping Tower, the Egyptian Pyramid, the Japanese building, the Chinese Wall, the Big Ben Clock in England and the Dutch-style buildings that make a photo as if in his native country. Kaliurang substation was built by the Lantern Park there, as well as a selfie photo spot made up of various packaging, designs, colors.
and designation according to tourists' tastes. In the Yogyakarta city with the Zero Point area closed to the ancient buildings, the Grand Building of the Presidential Palace, Vreidenburg Fortress and Bentara Budaya Building, which is always full of tourists to take selfies spots. Yogy Monumen with its lantern park, Tugu monument, De Mata selfie Park at XT Square, Monumen Yogya kembali, with a craft shopping center as typical culinary center of Yogyakarta, an expo center and cultural arts performances that present locations taking selfies with their wax statues. The existing facilities are all designed very creatively especially to address the needs of teenagers who are mostly happy with the selfie. All of the above are tourist attractions that are currently in great demand by tourists, however many teenagers who prefer to take selfies in historical attractions in Yogyakarta such as Warungboto heritage sites.

**RESEARCH METHODOLOGY**

**Types of research**

The approach used in this study is a qualitative approach, qualitative research, that is, research that does not use calculations or is called scientific research that emphasizes the natural character of the data source. While qualitative research according to Sukmadinata (2016) is research shown to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, individual thoughts or in groups. This type of research is a case study, because this research uses a qualitative approach and includes case study research.

**Research Locations**

The location or object in this study is in Warungboto Heritage site at Veteran Street about 300 m from XT Square Yogyakarta. Warungboto has several unique photo spots for visitors, both local and non-local tourist mainly young teenagers, that place is equipped with an adequate facilities for teaching research about the history of Warungboto in the results of this research report. Thus the authors consider this location to be very strategic to conduct research in accordance with the title.

**Data Source**

Data is the information can be in the form of something that is known or considered or assumed and facts explained by numbers, symbols, codes, etc. Research data were collected either through data collection instruments, observations, interviews or through documentation data. Data sources are broadly divided into two parts, namely primary data and secondary data. Primary data is data obtained from the first source through procedures and data collection techniques that can be in the form of interviews, observations, or the use of measurement instruments specifically designed in accordance with their objectives. Whereas Secondary Data is data obtained from indirect sources which is usually in the form of official documentation and archive data. The accuracy and accuracy of information about research subjects and variables depends on the strategy and data collection tools used. This ultimately determines the accuracy of the research results in Warungboto heritage site.

DISCUSSION

The History Of The Warungboto Site

Yogyakarta City is indeed rich in historical attractions. One of them is Pesanggrahan Rejawinangun or better known as Warungboto Site. This site is located in Warungboto Village, Umbulharjo District Yogyakarta. Although not as popular as other sites, every day this site is always visited by young people who want to take selfies at locations that are supposedly intended for family palace baths. Warungboto site was built in 1877 when Sultan Hamengkubuwono II still held the title of Crown Prince. Until 1935,
the bathing pool at Warungboto Site was still used by the surrounding community. But after independence of Indonesia was also forgotten. Although the function of this place is no less interesting than Taman Sari Water Castle, and each has its own uniqueness. Based on the Babad Momana and Kerenggan Fiber, it is explained that Pesanggrahan Rejawinangun was built in 1711 Jw (1785 AD) which was the work of the crown prince, KGPAA Hamengkunegara, then in 1792 the throne was named Sri Sultan Hamengku Buwana II. In the past this site contained springs so that bathing for Yogyakarta relatives was built. Kraton princesses went on horseback and the carriage from Kraton to warungboto to enjoy bathing from a spring (Tuk umbul = Javanese).

Based on data from the Cultural Heritage Conservation Center (BPCB) of the Special Region of Yogyakarta, the guesthouse of Warungboto Site built by Ngayogyakarta Hadiningrat Sultanate has a function as a resting place for the royal family. In the heyday of the Yogyakarta Palace, many houses were built which functioned as a resting place for kings and queens, this guesthouse is equipped with a bathing pool. One of them is Pesanggrahan Rejawinangun, also known as Warungboto Site. Warungboto site is located at the border between Rajawinangun Village, Katedega Regency and Warungboto Village, Umbulharjo Regency, Yogyakarta City. The Warungboto site is located at Jalan Veteran Number 77, Warungboto, Umbulharjo. The condition of Warungboto Site before it was restored and restored by the Yogyakarta Cultural Conservation Center (BPCB). Before the renovation, this site was only in the form of ruins and debris that were not maintained due to the tragic earthquake in Jogja on May 27, 2006. Based on data from the Yogyakarta Cultural Heritage Conservation Center (BPCB), the temple was built by Ngayogyakarta Hadiningrat Sultanate during the Sultan Hamengkubuwono I period and continues to be a royal family retreat in the Hamengkubuwono II Sultanate. The shape of the building which has a model design like Taman Sari water castle where has possible because of the history of Sultan Palace.

According to Pengageng of the Yogyakarta Palace, KRT Jatiningrat, the site was a pawnshop which began construction during the reign of Sultan Hamengkubuwono I, and its construction continued during the reign of Sultan Hamengkubuwono II. This site was originally named Pesanggrahan Rejawinangun. Formerly this pesanggarahan was a bath because in that place there were banners or springs. Because its function is related to comfort and tranquility, most guesthouses are equipped with parks, parks, ponds, parks. Based on the identification of BPCB DIY, this building was built using bricks. This guesthouse was built on the west and east sides of the Gajah Wong River and stretches from west to east. Pesanggrahan Complex consists of guardrails and Pesanggrahan buildings. There are two parts of pesanggrahan, namely the west and east sides. The west building is a complex of rooms with terraced courtyards and bathing pools whose water comes from springs. According to Pak Gono (50 years old), local residents said that around the 90s, Warungboto site was known as Tuk Umbul, which means a spring that was sprayed upwards. In this place there used to be a big bath with a spring in the middle of the pond. The water is clear. By residents around Tuk Umbul it is used for bathing.

The Warungboto site or Pesanggrahan Rejawinangun was built by Sultan Hamengku Buwana II, who is well-known and well-loved by the community and has had many followers since becoming Crown Prince. During his period as Crown Prince (1765 AD - 1792 AD) he began to build several houses including Pesanggrahan Rejawinangun namely:
Purwareja, Pelem Sewu, and Reja Kusuma. In Pesanggrahan Rejawinangun there is a water source which is used as a resting place as well as a bath for the king and his family. There are two parts of pesanggrahan, namely the west and east sides. The west building is a complex of rooms with terraced courtyards and bathing pools whose water comes from springs. The first pool is circular with a diameter of 4.5 meters and the center has a fountain. The second pond is square with side size of 10 meters x 4 meters, the two pools are interconnected. The Warungboto site is currently a cultural preservation of the city of Jogjakarta that must be preserved. The historical value of this site was originally as a resting place and bathing place for the family of Sultan HB II, but the condition is neglected. After being made a cultural preservation by the Governor of Sultan Hamengkubuwono X by the end of May 2016, renovations began to take place, but until now the renovations have not been completely finished. Although the renovation process has not yet been completely finished, the Rejawinangun site has begun popular to be utilized by teenagers as a place of research and because of the uniqueness of the building many visitors enjoy this unique building for pre-wed and selfie photos.

This Warungboto site has a circle pool with a diameter of 4.5 meters and the center has a fountain. Meanwhile, the second pool is square with a side size of 10 meters x 4 meters. The two ponds are interconnected. Warungboto site is currently a cultural preserve of the city of Yogyakarta that must be preserved, its historical value as a resting place and bathing place for the Sultan HB II family, but its condition is very neglected, and managed, according to Governor Sultan Hamengkubuwono X's instructions by the end of May 2016 have to be renovated. But actually until now renovation has not been done fully finished. Although the renovation process has not been fully completed, Rejawinangun guesthouse has begun to show its splendor, but can be used and utilized by visitors to enjoy a unique building consisting of several rooms by going through the hallway and stairs to navigate whole building. The unique structure of the building with hallways, doors and windows that have curved accents at the top is very interesting. So no wonder Warungboto site began to be visited by many tourists. They made this site a selfie location where most of the visitors come are teenagers, students from outside of Yogyakarta and from outside of Java island.

Opportunities For Prospects On The Warungboto Site

Warungboto site is now popular and Instagramable for the historical City destination in May 2016. Warungboto site is a historical tourist attraction that has increased so popular and to be a hunting ground for millennial. It's begin with a pre-wedding photo taken by Kahiyang Ayu President Joko Widodo's daughter with Bobby Nasution whose photos were spread on Instagram and became a fast lever for Yogyakarta tourism branding. After it was discovered that the location of the photo shoot on Warungboto site were become very famous and the impact of many millenial generations interested to come to this place of the exotic historical site to find a photo spot. Visitors come to Warungboto Site are free charged for the entry fee. This building is under restoration of The Cultural Heritage Development Center (BPCB), which has renovated Warungboto site. They only ask visitors to maintain cleanliness and not climb the building walls. The Local communities well managed this area and the managers of Warungboto namely Anung and Sinur, who attend at least once a week, usually on Tuesdays or Saturdays start from 8:00 a.m. - 14:00 p.m. Most visitors, come to the Warungboto site to take pictures, one of visitor from west Java
Isdarmanto, Christiantius Dwiatmaja, J.O.I Ihalauw, Hari Sunarto, Antonius Suryo Abdi:

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name Lutfiana Haidar knows this place from Instagram she said that Warungboto building are unique and good for taking selfie photos.

Meanwhile, according to Adi, one of Warungboto Site's parking man stated that the existence of Warungboto Site provided a blessing for the local residents. He has being a parking attendant in Warungboto area were able to get at least Rp150,000,- each day there are more than 50 visitors per day. But visitors mostly come to Warungboto Site on Saturdays and Sundays. The opportunity for local residents from surrounding communities used to sell food and drinks (angkringan), and sale rental traditional Javanese cloths used for selfiers. Warungboto site visitors must obey with a number of regulations, which are prohibited to climb the building sites, have to maintain cleanliness and prohibited from scribbling on the walls of Warungboto site. The impact of the tectonic earthquake in Yogyakarta in May 27, 2006 had caused several damage to the remnants of Warungboto Site. The Cultural Heritage Conservation Center (BPCB) has begun working to improve Warungboto Site in this recent years. After restoration of the main building in 2016, Warungboto site has start to be crowded with hundreds of visitors every week. Warungboto's site restoration takes quite a long time. The work is complicated and can't done wrong, and have to follow the original picture. The buildings were badly damaged and up to now are still being renovated. According to Adi, the parking staff at Warungboto Site said that the restoration of Warungboto site was done twice. First in 2009 the renovations were carried out the Pendapa section. And in 2015, the second restoration was carried out in several parts. Restoration has carried out to save Warungboto Site which is a cultural preservation based on RI Law No. 11 of 2010.

Meanwhile, according to Pak Gono, local residents said that the springs (Tuk Umbul = Java) seemed haunted. According to him, when he was a child, this site was used by people to commit suicide. The story is that a young man suddenly ran and jumped to the Warungboto site and died. Since then, the location was known as a haunted place. In addition, next to the Warungboto site, there is also a population tomb integrated with the Warungboto site building. But the conditions are far different now, no longer haunted. In early 2016, the Warungboto Site began to be repaired into a historic building that originally had a pond, and another building on the south wing, and a multi-storey building on the fenced south side. For now, repairs are still focused on the northern part of the main building. Photographs and maps of reconstruction drawings were obtained from mapping carried out by the Yogyakarta Heritage and Archeological Heritage in 1982, and in 2007. Now this historic stall building has become famous among Yogyta teenagers and from other regions, the influence of the millennial with the development of gadgets is very helpful in disseminating information to the public. Unfortunately the management is still less professional, the government through the management of the warungboto site should be more serious in handling it.

CONCLUSIONS

Based on the discussion above it can be concluded that Yogyakarta has many heritage sites of the Mataram Kingdom which are ancestral cultural assets that must be preserved. The existence of historical and philosophical cultural assets from the legacy of our ancestors, the DIY cultural preservation agency is very serious about developing the Warungboro site to become a special interest tourist attraction in Yogyakarta. Furthermore, it is expected to be a driving force for increasing the number of tourists visiting Yogyakarta. The role of millennial adolescents with the sophistication of IT
telecommunications technology and social media is very effective in publicizing each of these exotic and attractive tourism assets, but must be supported by the role of tourism pentahelix for the preservation of Yogyakarta's culture. Many teenagers especially use this historic site area as a very active selfie, very positive for marketing tourism branding with "Yogya is special".

RECOMMENDATIONS
The development and preservation of the Warungboto site requires care and the role of the penta helix (Academic, Business, Community, Government, and Multimedia) must be the manager of the tourist attractions. All Yogyakarta Tourism activists must be able to work together, hand in hand to protect the existing socio-cultural environment to anticipate global competition, which as a benchmark for the success of the development of sustainable Yogyakarta Tourism in the future. Therefore, it is necessary to build sustainable research studies in the development of various historic sites and ancestral cultures in Yogyakarta as tourism assets that need to be preserved and developed as sustainable tourism development.

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