

Creative Workspace Design as A Form of Local Creative Industries Collaboration in Suryatmajan Tourism Kampong

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ABSTRACT

Tourism and creative industry are interconnected drivers of the local economy of Yogyakarta. Enhancing the local creative industry within tourism kampongs in Yogyakarta holds the potential to boost economic activities in the community. Suryatmajan Tourism Kampong in Malioboro area, Yogyakarta, is a newly established tourist destination focused on collaborative promotion through creative tourism. This study identifies the potential of creative industries and collaboration among the community in a creative workspace in Suryatmajan Tourism Kampong. Furthermore, the study also proposes to explore the role of creative industries in forming Tourism Social Entrepreneurs web of care relationships. This research also highlights the importance of creative workspace supporting the creative ecosystem. The qualitative data was collected through observations, interviews, and focus group discussions. The design concept of Suryatmajan Creative Workspace was collaboratively developed using the Tourism Experience Design approach. The design evaluation results conceptually propose the relationship and positioning of creative workspaces to promote local creative industries through tourist experiences in the context of creative tourism.

Keywords: *Creative Industry, Creative Workspace, Suryatmajan, Tourism Kampong, Yogyakarta*

ABSTRAK

Pariwisata dan industri kreatif merupakan penggerak ekonomi lokal yang saling berkaitan di Yogyakarta. Pengembangan industri kreatif lokal di kampung wisata Yogyakarta berpotensi memajukan perekonomian masyarakat/komunitas. Kampung wisata Suryatmajan merupakan destinasi wisata baru di kawasan Malioboro, Yogyakarta yang berfokus pada promosi kolaboratif melalui pariwisata kreatif. Penelitian ini mengidentifikasi potensi industri kreatif dan kolaborasi di antara masyarakat dalam *creative workspace* di kampung wisata Suryatmajan. Selain itu, penelitian ini juga mengusulkan untuk mengeksplorasi peran industri kreatif dalam membentuk jejaring relasi kepedulian dalam kerangka *Tourism Social Entrepreneurs*. Kajian ini terfokus pada desain ruang kerja kreatif untuk mendukung ekosistem kreatif. Data kualitatif dikumpulkan melalui observasi, wawancara, dan diskusi kelompok. Sementara itu, konsep desain Suryatmajan *creative workspace* dikembangkan secara kolaboratif dengan menggunakan pendekatan *Tourism Experience Design*. Hasil evaluasi desain secara konseptual mengusulkan relasi dan posisi *creative workspace* untuk mempromosikan industri kreatif lokal melalui pengalaman wisatawan dalam konteks pariwisata kreatif.

Kata kunci: *Industri Kreatif, Kampung Wisata, Ruang Kreatif, Suryatmajan, Yogyakarta*

INTRODUCTION

In recent years, the symbiotic relationship between creative industries and tourism has drawn significant attention as a driver of economic development and cultural preservation in many places worldwide. The growth of the creative economy could be supported by the use of tourism as an instrument for exchanging knowledge and developing connections between creative people or communities (Richards, 2018). In this study, tourism and creative industries are also considered as interconnected fields critical to the progress of Yogyakarta local economy and cultural sustainability, mainly as the region retains its status as a leading tourist destination in Indonesia. Therefore, the Government of Yogyakarta continues to facilitate the tourism kampung establishment within the city to support socio-cultural, environmental, and economic development with a community-based tourism principle. Establishing tourism kampung in Yogyakarta also refers to the Yogyakarta Government Regulation Number 115 of 2016 (Perwal Kota Yogyakarta No. 115, 2016). According to data from the Yogyakarta Tourism Office, six new tourism villages were established in the city in 2023, resulting in 24 tourism villages.

Yogyakarta is known as a historical and cultural tourist destination supported by art, traditions, culinary delights and the friendliness of local residents (Pracintya et al., 2022). In early 2023, Suryatmajan Tourism Kampung was officially established under the Tourism Awareness Group (Pokdarwis) named Sat Surya Wirawisata. The formation of this organization was represented by all

elements of the local community, including community leaders. Suryatmajan Tourism Kampung, located in Malioboro Yogyakarta, is considered a strategic zone for premier tourist destination development. Moreover, Suryatmajan Tourism Kampung is also a part of the Philosophical Axis of Yogyakarta, renowned for its historical ambience and cultural heritage structures (Sari et al., 2019). There are several opportunities and challenges in the initial phase of establishing Suryatmajan Tourism Kampung, including discovering its identity and promoting its local potential. Finding the local identity as a foundational step in tourism destination branding can also fortify cultural values (Ahdiati, 2020). Additionally, local identity is pivotal to supporting sustained branding initiatives across several touristic regions (Lestari et al., 2020).

The diverse range of local industrial products was initially showcased at Suryatmajan Tourism Village stands during external promotional events. Through their participation in local product exhibitions at multiple promotional activities, Suryatmajan Tourism Kampung also highlights cultural diversity and local creativity, thereby expanding visitors' awareness of the potential within the local creative industry. Nevertheless, Suryatmajan Tourism Kampung still requires a creative workspace design within the kampung to be a tourist attraction, facilitate product promotion, and collaborate with creative industries. Based on previous research, several researchers found that the potential for community empowerment has been successful in several areas in Suryatmajan,

including the community settlement environmental program (Shamadiyah, 2017), participatory urban kampong arrangements in Code river banks (Prakoso & Bawole, 2022), and the government strategy in developing Code river banks as a tourism kampong (Lusianak & Rahmawati, 2023). However, the potential of collaborating creative industries in Suryatmajan Kampong has not been explored, particularly in kampongs near Malioboro Street.

The initiative to develop creative workspaces has become a way of safeguarding local creative industries and communities (Evans, 2009). Therefore, the government policies on fostering creative industry clusters even facilitate activities and collaborative workspaces in urban areas through several programs and grants (Fahmi et al., 2017). In the last ten years, the government has also increasingly paid attention to the strategic position of the creative industry in improving the creativity-based economy of society (Anoegrajekti et al., 2021, p. 56). As a newly established tourism kampong in Yogyakarta, Suryatmajan requires innovation and collaboration to develop its competitiveness. The issue of promoting local products through creative workspace design becomes a fundamental necessity to align the vision of Suryatmajan Tourism Kampong with the local creative industry and its community. Therefore, this research aims to identify the potential of creative industries and design an initiation of tourist experiences in Suryatmajan Creative Workspace. This research will also explore the initiation of the local creative industries to develop a creative workspace.

Paying attention to industry and creative communities in tourist villages is a form of support for empowering the community with a community-based tourism approach. As the change agents in the Tourism Social Entrepreneurs (TSEs) perspective (Sheldon et al., 2017), social justice for communities around tourist destinations is an important issue to be anticipated by tourist attraction managers. Therefore, the Tourism Social Entrepreneurs thinking framework is needed to support community-based tourism in tourist villages. This research position seeks to contribute to alternative roles and relationships between creative workspaces in Suryatmajan Tourism Kampong through a collaborative design approach. Moreover, initiating Suryatmajan creative workspace development is one of the original elements offered in Tourism Social Entrepreneurs (TSEs) as a form of concern for the local creative industry and community.

LITERATURE REVIEW

The presence of tourism kampong in urban areas offers opportunities for developing specialized interest tourism destinations that attract tourists to learn various local knowledge (Bawole, 2020). According to the previous study (Oentoro & Wiyatiningsih, 2022), the role of tourism kampong in Yogyakarta is to promote products and services of the local creative industry. Therefore, the concept of a creative workspace in this study serves as a preliminary idea to enhance the value of product innovation in the local creative industry at the heart of Suryatmajan Tourism Kampong. Developing a creative workspace

in this study is also part of a design-oriented development strategy focused on tourism experience. Nowadays, the issue of tourist experience design has become a methodology at the intersection of the design and tourism fields (Tussyadiah, 2014).

Collaborating with local creative industries is a crucial aspect of the care provided by tourism kampung management. The involvement of local communities plays a significant role in the advancement of tourism (Lo et al., 2012). When local communities engage in planning and management, it fosters sustainability within the tourism sector (Wondirad & Ewnetu, 2019). The convergence of the vision of Suryatmajan Tourism Kampung with the local community and creative industry through creative workspace design is also an effort to nurture and support the creative talents within their community. Incorporating local creative industry products into the strategy of tourism kampung branding builds a symbiotic relationship, benefiting both the tourism and creative industries.

In the context of Suryatmajan Creative Workspace as a form of collaboration, understanding the Tourism Social Entrepreneurs' (TSE) web of care is necessary (Figure 1). It helps to ensure that the development of the creative ecosystem is in line with the principles of community-based tourism by considering the relationships among various stakeholders while promoting local products of the creative industry. Tourism Social Entrepreneurs' web of care (Boluk et al., 2023) refers to a framework highlighting the interconnected relationships among heterogeneous stakeholders in the

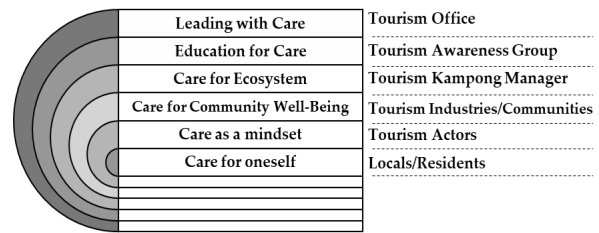


Figure 1. The Relation of TSE web of care and the social structure of tourism kampung
(Source: Modified from Boluk, et.al., 2023:381)

tourism industry, particularly those involved in social entrepreneurship. The following scheme explains the TSE web of care, starting with caring for oneself, caring as a mindset, caring for community well-being, caring for the ecosystem, education for care, and leading with care. In this study, care for community well-being and the ecosystem become research areas to relate the theoretical position of creative workspace in tourism kampung. The following picture explains the TSE web of care and tourism kampung social structure.

Figure 1 adapts the Tourism Social Entrepreneurs (TSE) web of care to the local context found in the social structure in Suryatmajan Tourism Kampung. There are several associations between the level of concern and social actors in tourist kampung. In this case, the tourism office, as an element of the city government, is in the leading position to form and develop tourism awareness groups. Meanwhile, the tourism awareness group formed a tourist village management group that includes industries and creative communities as drivers of community sustainability. Every entrepreneur who supports creative tourism in tourist kampung is expected to be concerned about the desirability of tourist attractions.

METHOD

This research used qualitative research methods to identify the potential of local creative industries and their supporting communities in Suryatmajan Tourism Kampong. Accordingly, the data was collected through observations, interviews, and focus group discussions with the stakeholders of Suryatmajan Tourism Kampong. Besides collecting and analyzing the data, this research designed the concept of a creative workspace for Suryatmajan Tourism Kampong to collaborate with creative industries. Tourism Experience Design (TED) (Tussyadiah, 2014), as a general design method for this research, has three general phases based on the characteristics of each step: explorative, generative, and evaluative phases. Specifically, the explorative phase analyzes local creative industries potential; the generative phase develops the design collaboratively, and the evaluative phase measures the design result. Qualitative evaluation data collection is also conducted at the final design stage through discussions to obtain input for subsequent developments.

Collaborative design in tourism involves bringing together a diverse group of participants, including experts, stakeholders, practitioners, and some tourists (Liburd et al., 2022). In designing Suryatmajan Creative Workspace as a physical shared space, participants should engage in open discussions, brainstorming sessions, workshops, and interactive activities to facilitate the exchange of ideas and foster a collaborative atmosphere. The questionnaire was designed to capture varied perspectives

from workshop participants and explore the qualitative aspects of their perceptions. The analyzed qualitative data provided valuable insights into the strengths and areas for improvement of Suryatmajan's Creative Workspace. These insights were used to formulate recommendations for optimizing the workspace and enhancing its impact on the local creative industries. Based on the reflection of the Suryatmajan Creative Workspace design evaluation, this study also tries to expand the relationship between local creative industries and creative tourism within the framework of the Tourism Social Entrepreneurs (TSE) web of care as reference (Boluk et al., 2023). This study draws meaningful conclusions through qualitative evaluation and offers the relationship between Suryatmajan creative industries and communities.

RESULT AND DISCUSSION

Suryatmajan Tourism Kampong represents a unique case study for investigating the potential of tourism experience design in driving the growth of local creative industries. It is not merely an ordinary tourist destination, but also holds significant potential in the creative economy sector through its inherent strengths. As a cultural kampong, Suryatmajan Tourism Kampong has substantial opportunities to grow some creative economy sub-sectors. According to some discussions with local communities, craft, fashion, culinary, and performance arts have become the sub-sectors of the creative economy that dominate Suryatmajan Tourism Kampong. Each creative industry sub-sector

also has a social group to share and support each other among members.

Explorative Phase: Identifying the needs

The collaborative design development is planned with an understanding of the community needs and local creative industries in Suryatmajan Tourism Kampong. Based on online survey results related to the Creative Workspace in Suryatmajan Tourism Kampong, there were four options for the use of the creative space: product gallery space, culinary workshop space, craft workshop space, and a dining area in the form of a local food stall or named *angkringan*. Among these options, the showroom emerged as one of the dominant needs, scoring 17 out of 25 participants. Figure 2 shows the survey results regarding the need for creative industry spaces in Suryatmajan Creative Workspace:

Showroom (Product Gallery)

The product gallery space in the Creative Workspace Design in Suryatmajan Tourism Kampong is critical for showcasing local creative industries rich diversity and creativity. This space must be intentionally designed to exhibit the products and engage and captivate the visitors attention. A harmonious blend of aesthetics and functionality is crucial to creating an environment that highlights the uniqueness of each product while offering a seamless and immersive experience for the visitors. The gallery layout should accommodate creative products, ranging from handcrafted items to eco-printed fabrics and *shibori* textiles. Display shelves, pedestals, and hanging systems can be strategically

Table 1. The Needs of Local Creative Industry
(Source: Author's Documentation, 2023)

No.	The Needs of Creative Space	Responses
1	Showroom	17
2	Culinary Workshop	14
3	Craft Workshop	13
4	Local Food Stall	12
5	Others	2



Figure 2. Suryatmajan Creative Industry Products
(Source: Author's Documentation, 2023)

arranged to showcase these products in an organized and visually appealing manner. The design should encourage exploration, allowing visitors to easily navigate the space and discover the intricate details of each creation. Therefore, a flexible exhibition space is required to showcase local products, especially handicrafts, eco-printed, *shibori*, and other local craft products. Appropriate lighting must also be considered to ensure optimal visualization of the products for visiting tourists. Figure 3 shows a view of the local product showroom situations in the Suryatmajan Tourism Kampong.

Culinary Workshop

The culinary workshop space is a hub for learning and enjoying the Suryatmajan local cuisine, mainly in various processed products of mushrooms, guava, and herbs. Therefore, this space becomes a platform for participants to engage with the local culinary, learn from skilled instructors, and create memorable experiences. It also fosters a deeper connection between visitors and the traditional culinary. To complement the culinary workshop experience, visitors should have a comfortable dining area to enjoy the dishes. The local cuisine of Suryatmajan, in particular processed products of mushrooms, can attract tourists to try the unique taste, such as sweet rolls (*bakpia*), meatballs (*bakso*), and mushroom *satai* (Figure 4). Tasting traditional Indonesian drinks (*jamu*) also becomes a fresh tourist experience in Suryatmajan Tourism Kampong

Craft Workshop

Craft workshops become one of the creative tourist activities that can promote local creative industries and their products. Handcrafting objects also creates a joyful tourist experience in the creative tour package, particularly for kids. Several requirements need to be considered when designing a craft workshop space. Ideally, this room should provide sufficient space for various handcraft-related activities. The presence of workbenches and equipment suitable for the type of craft being pursued is a crucial factor. In addition, proper lighting and air circulation arrangements also need to be considered so that the craft workshop participants can carry



Figure 3. Traditional Herbs (Jamu) Workshop
(Source: Author's Documentation, 2023)



Figure 4. Handicraft Workshop for Kids
(Source: Author's Documentation, 2023)

out detailed craft activities effectively and comfortably.

Figure 4 shows the jewellery-making activity as a handicraft workshop that often held in the Suryatmajan tourist kampong. Through these workshops, tourists will learn various local techniques and methods to achieve different results in handcrafting projects. In that case, the craft workshop also offers a hands-on experience where tourists can explore their creativity and express themselves through art.

Local Food Stall (*Angkringan*)

Creating a welcoming and laid-back environment is key to providing a pleasant experience for visitors. Therefore, including local food stalls (*angkringan*) is lucrative in Suryatmajan Creative Workspace. The furniture arrangement should encourage social interactions, allowing guests to sit back, enjoy their meals, and converse with fellow visitors or residents. By creating a space that manifests relaxation and authenticity, visitors can relish the delectable local fare and the sense of connection with the community and its local cuisine. The *angkringan* within the creative workspace at Suryatmajan Tourism Kampong is a careful endeavor to create a harmonious blend of culinary delight and socio-cultural immersion.



Figure 5. Local Food Stall (*Angkringan*)
(Source: Author's Documentation, 2023)



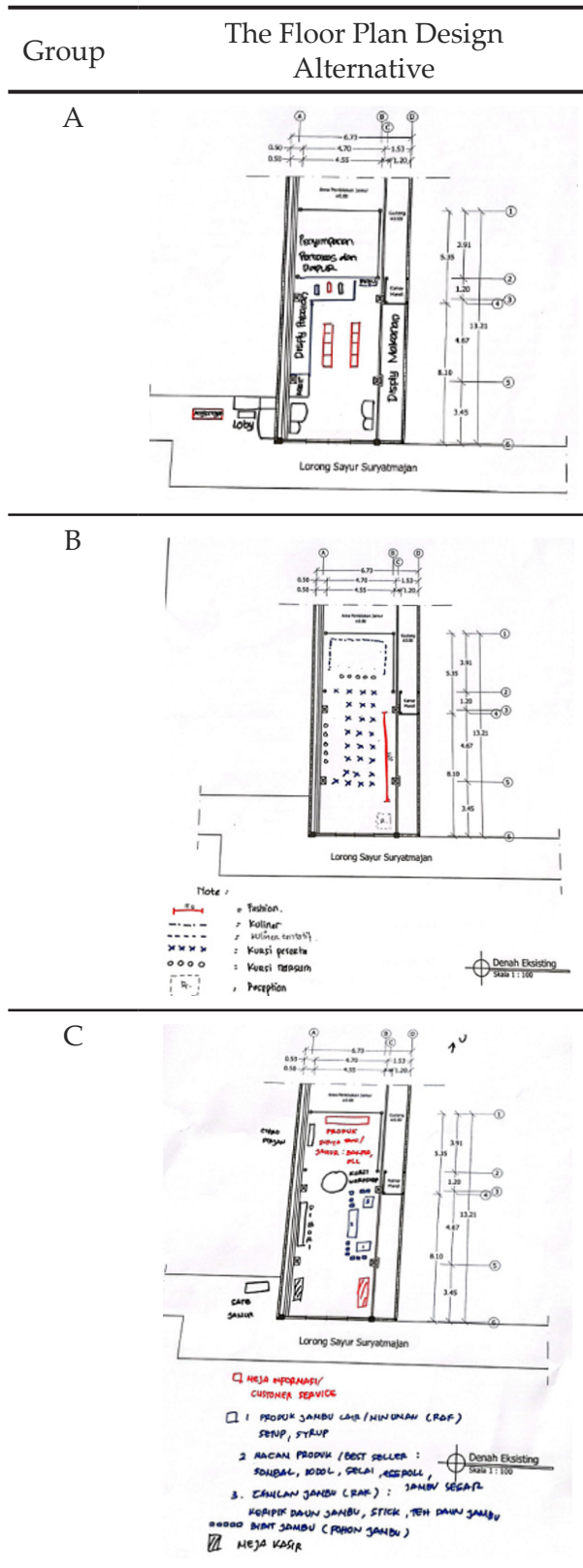
Figure 6. Collaborative Design Workshop
(Source: Author's Documentation, 2023)

Generative Phase: Collaborative Design

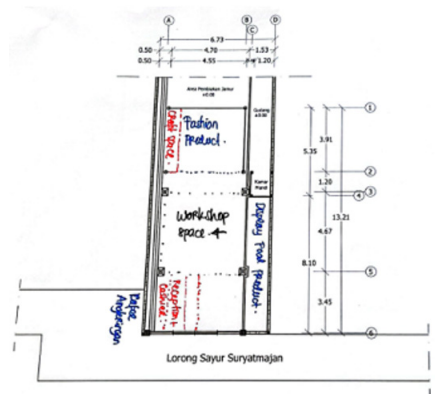
Due to the various potencies, developing Suryatmajan Creative Workspace as a destination based on the creative economy requires an integrated approach. Therefore, the collaboration between tourism kampong managers and local creative communities and industries must be conducted to grow together. The collaborative design development of Suryatmajan Creative Workspace can also embody the spirit of creative collaboration, allowing diverse local potencies to be effectively showcased. Collaborative design development has been conducted through several iterations of Focus Group Discussions in the forum of the Suryatmajan Tourism Kampong management and their local creative communities (Figure 6).

Focus Group Discussions were conducted to analyze the potential for collaborative design development for the Suryatmajan Creative Workspace design concept and identify effective strategies for implementing branding design to enhance its tourist appeal. There were 25 participants in this activity, including the head and management of Suryatmajan Tourism Kampong, urban farmer groups, craft groups, and art communities in Suryatmajan. Participants were divided into five groups based on their business type and regional community. Table 2 shows the floor plan pictures resulting from each business group's collaboration workshop design in developing

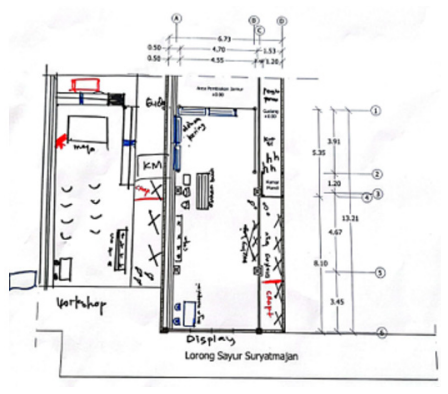
Table 2. The Alternative Floor Plan of the Suryatmajan Creative Workspace



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the Suryatmajan Creative Workspace.

Every room in the Creative Workspace of Suryatmajan Tourism Kampong needs to be designed considering alignment and interconnectedness between each space. This concept is the key to creating a holistic experience for visitors who explore various aspects of the local creative industry and culture within this tourism kampong. The flow and interconnectedness between rooms allow visitors to navigate diverse activities and experiences in the Suryatmajan Creative Workspace. For instance, visitors can seamlessly transition to the culinary or craft workshop area after visiting the product gallery without feeling disoriented. Well-connected areas also allow visitors to inquire into various creative and cultural aspects offered by the local creative industry in



Figure 7. Suryatmajan Creative Workspace Design Concept

(Source: Author's Documentation, 2023)

Suryatmajan Tourism Kampong. Based on the result of the Co-Design workshop, Figure 8 shows the design concept of Suryatmajan Creative Workspace.

Evaluative Phase: Creative Ecosystem

The evaluative phase in developing the Suryatmajan Creative Workspace design represents a strategic step in shaping a creative ecosystem that correlates with stakeholders' needs. This phase focuses on gathering valuable insights and feedback directly from the workshop participants who have actively engaged with the creative workspace co-design workshop. It also brings a deeper understanding of their preferences for considering the concept of Suryatmajan Creative Workspace. Figure 9 shows the results of participants' responses to evaluate the development of the Suryatmajan Creative Workspace design. The participants' evaluations on the bipolar scale indicate a positive overall perception, reflecting their satisfaction with the subject being evaluated. As shown in Figure 9, the 7.5 out of 10 score suggests that most participants had a favorable opinion, positioning the evaluation

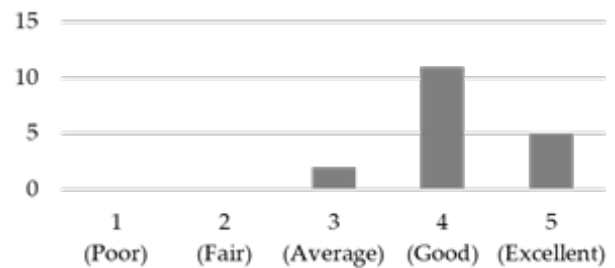


Figure 8. The Evaluation of Suryatmajan Creative Workspace Design Concept

(Source: Author's Documentation, 2023)

in the upper range of the "good" category. They also appreciated the open layout and flexible furniture arrangements, allowing easy collaboration in promoting local products. This creative workspace design also encouraged creativity and fostered a sense of community among the diverse local creative industries in Suryatmajan.

The evaluation of the creative workspace design has led to the development a comprehensive model that illustrates the complex relationship between local creative industries, the concept of creative tourism, and the engaging experiences offered to tourists. This model (Figure 10) represents the essence of the creative workspace as a creative ecosystem, showcasing its multifaceted impact on multiple stakeholders and its local potencies. At the center of the framework is the direct connection between local creative industries and the concept of creative tourism. The creative workspace plays a catalyst role, enabling the collaborative promotion of local products. By supporting local creative industries, the creative workspace provides a place for creative communities to showcase their talents, products, and narratives. According to the TSE web of care (Boluk et al.,

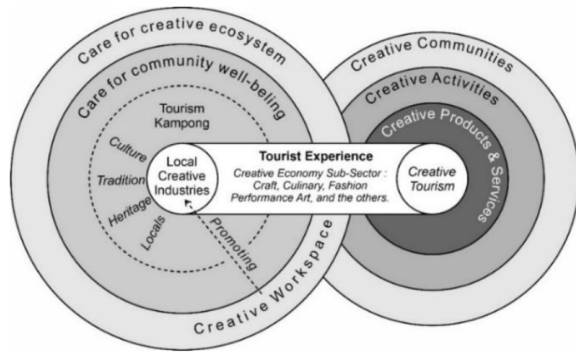


Figure 9. The Relationship between Local Creative Industries and Creative Tourism

(Source: Author's Documentation, 2023)

2023), local creative industries' collaboration as a form of caring extends to the local community's well-being in Suryatmajan, generating economic opportunities and cultural preservation.

CONCLUSION

Collaboration among local creative industries through creative workspaces is a strategic approach to promoting local potential. Suryatmajan Creative Workspace builds a robust ecosystem and fosters collaborations by providing a shared and flexible space for each local creative industry and community. By bringing diverse industries together under one roof, Suryatmajan Creative Workspaces creates opportunities for exchanging ideas and developing partnerships. This collaborative creative ecosystem also helps to strengthen the local identity by showcasing the various creative industries within the community. Conversely, visitors' engagement in immersive workshops in the Creative Workspace demonstrates the potency of experience design. The relationship model in Suryatmajan Tourism Kampung

illustrates how the development of the creative workspace is not only a response to evaluation but also fosters a creative ecosystem that facilitates all stakeholders involved. This study recommends further research to investigate the creative ecosystem and its impact on the community's welfare in Suryatmajan tourism kampung. Understanding the dynamics of the creative ecosystem in the tourism kampung can provide valuable insights into its potential for economic growth and community development. Exploring how stakeholders within the creative ecosystem interact and collaborate can shed light on strategies to enhance the community's overall welfare.

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