

THE EXISTENCE OF PEDICAB IN DEVELOPING TOURISM IN MALIOBORO

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ABSTRACT

The objective of this research is to describe “the existence of pedicab in developing tourism in Malioboro” which is viewed from the perception of pedicab driver toward the tourism in Malioboro and the strength and the obstacle of pedicab. Malioboro is one of the tourist objects in the City of Yogyakarta that currently still to place the public transportation non motorized such as pedicab in developing the tourism in Malioboro. Its existence is also one of the tourism activities in the region have made as the beautiful one for tourists. This research is a descriptive qualitative. The data is collected through an observation, an interview and literature review. The result of the research shows that the perception of pedicab driver toward its tourism is good. There is progress of tourism in Malioboro street. Second, it can be viewed from the strengths and the obstacles of pedicab. The strength shows that pedicab is a means of promotion and advertisement of tourism in Malioboro. The pedicab is an icon of Yogyakarta, especially in Malioboro. The obstacle is the existence of competitor in the field. This condition makes the difficulties for the pedicab as non motorized transportation. In economic aspect, this phenomenon will influence the economic life of the pedicab driver.

Keywords: *perception, tourism and transportation.*

INTRODUCTION

The development of tourism in Indonesia is very rapid, especially in Yogyakarta. Therefore, tourism can be an interesting topic to be discussed. Tourism can influence many aspects in our life and be able to create many opinions and ideas in every topic. It is a chance to increase the growth of economic, culture, ecology, social intercourse, interdisciplinary and job opportunity in its area. Those aspects are competing to build tourism transportation infrastructure such as ports, airports, highways and other supporting facilities in order to stimulate economic growth and to increase the number of tourists. Nowadays, tourism is no longer a luxury; it becomes a secondary need for people who seek for entertainment. The tourism will be felt its benefit if it is followed or balanced by its transportation (meaningless sentence). Transportation is a mean for movement of people from a place

to other places, from a city to other cities, from an island to other islands etc. Transportation may also influence tourism, especially the distance and time during tour.

The activity of tourism depends on the transportation and communication. The factor of distance and time will influence the men who travel. Now, the existence of transportations causes the tourism growth. The progression of transportation can push the progression of tourism. The expansion of tourism industry can increase the demand of transportation to fulfill the tourist's need.

Currently, the growth of transportation is very rapid which pushes the development of tourism. In Yogyakarta, there is one of popular traditional transportation that is 'Becak' or 'Pedicab'. One of the attractions of tourism in Yogyakarta is the existence of Pedicabs. This transportation can be found throughout Malioboro street. Many people want to go around by taking pedicab, it is

because cheap and easy to get. A pedicab and tourism, as combination, creates the icon of Yogyakarta that is easy to memorize as the unique tourism destination. Pedicab has a special value appeal toward the tourist. The unique phenomenon of pedicab as means of traditional transportation can be seen from the consistent inter-relationship showing the function as a means of transportation in the society.

There are many destination that the tourist wants to visit. One of the destinations is Malioboro Street. Malioboro is as the attractive place that being the mainstay in Yogyakarta. It gives you a great charming, throughout the street we can see and find many street vendors, where they sell souvenirs. Malioboro provides the tourist with some kind of shopping activity from traditional market to modern market. One of shopping ways in Malioboro is the bargaining process, especially the souvenirs that street vendors sold in sidewalk of Malioboro Street. Malioboro is closer with the other attractive places that have an interesting history. For example, Sultan Palace, Masjid Agung, Vredenburg, Sonobudoyo Museum, North Square.

The objective of this research was to describe the existence of pedicab in developing tourism in Malioboro street Yogyakarta which divided into two points. The first is the perception of the pedicab driver toward tourism. The second is the strength and the obstacle of pedicab in the tourism industry in particular.

The benefit of this research was expected to provide a number of theoretical and practical benefits. Theoretically, the findings can describe the problems which are faced by the pedicab driver. Practically, the results of the research are expected to be the sources of the empirical evidence for the tourism issues in developing tourism.

LITERATURE REVIEW

Perception

According to Suranto (2010: 107) "Perception is an internal process which individuals recognized in selecting, and regulating the stimuli came from outside. The stimuli are captured by the senses, spontaneously the mind and our feelings will give meaning to the stimuli. By Simple perceptions can be said to be an individual process within understand the contacts / relationships with the world around him".

It can be concluded that perception is the process of delivering relevant information captured by the five the senses of the environment which then organize it in mind, interpreting, experiencing, and cultivating everything that is occur in the environment. Anyhow everything is affect perception, because perception can be said as an event first in the series of processes leading to changes in the stimulus action or as sensation meaningful or meaningful.

Tourism

According to WTO (Muljadi, 2009) "Tourism is the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes". Tourism is defined as an activity that someone who travels to stay out of the ordinary its surroundings and not more than one year in a row for pleasure, business, and other purposes. In other words, tourism is a temporary displacement to get out of the daily routine.

Ismayanti (2010) defines that tourism is a wide range of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, and governments. In other words, tourism is an activity which means complimentary in tourism activities there various stakeholders

that cooperate to fulfill the needs of tourists during the conduct of tourism activities.

Transportation

The activity of tourism depends on the transportation and communication. The factor of distance and time influence man will to do a travel. Now the existence of transportations causes the tourism growth. The progression of transportation can push the progression of its tourism. The expansion of tourism industry can increase the demand of transportation to fulfill the tourist's need.

Adisasmita (2012) states that transportation is as an activity transport and transfer of goods (goods and people /people) from one place (place of origin) to other place (place of destination). Transportation is as the basis for economic development and community development and industrialization growth. As is transportation causes, the existence of a specialist or division of labor accordingly expertise in accordance with the culture, customs, and culture of a nation or area.

Pedicab

A pedicab and tourism are as the combination that making an icon, that easy to memorize, the unique tourism destination. Its pedicab has a special value appeal toward the tourist. The unique phenomenon of pedicab as means of traditional transportation can be seen from the inter-relationship consistently showing the function as a means of transportation in the society.

A pedicab is a means of tricycle transportation that can be found in Indonesia and a part of asia. The normal capacity of pedicab is two passanger and a driver. Be a pedicab driver is one of ways to earn the life easily. The growth of pedicab driver in Yogyakarta is rapidly. The appearance of pedicab is regarded as the unique of its attractive place.

The relation of the tourism and transportation

The transportation causes and has an effect toward the growth of tourism in every country. The availability of transportation, save and easy to reach the destination will be pushed the development of tourist, the development of attractive place which can support the development of transportation. The accessibility is as the main function of the tourism transport. To access the place of tourism, the tourist uses transportation. The relation between the tourism and transportation is influenced two elements, they are: Convenient access and the quality of transportation service, such as the safety, the comfort, the frequency and efficiency.

The public transport service make the attractive place able to access by the people who have a limited condition, budgeting, sick etc. There are the benefits of tourism toward the transportation:

1. The using of infrastructure and vehicle is more optimally. By the availability of transportation can be able to create more employees. It also make the demand of transportation will increase as long as the infrastructure is fulfilled too.
2. The economic advantages from the regional tourist. The people who use the public transportation to get tourism or just have a fun, can make a new customer that potentially for local accommodation, food and tourist service. So it can be able to call the economic profit toward the tourism around.
3. The tourist opinion about the public transport can be enhanced. The public transport service will help the advance in point view of public transport. The transportation and the tourism can be an important basic to explain about the tourism system.

RESEARCH METHOD

The qualitative research is a study that aims to understand a phenomenon in a natural social context by emphasizing the process of deep communication interaction between researchers with the phenomenon studied (Herdiansyah, 2010). The technique of data collections are:

1. Observation. Observation is a technique of collecting data by doing an observation to the activity in progress. (Sukmadinata, 2012).
2. Interview. Esterberg in Sugiyono (2012) states that interview is *“a meeting of two persons to exchange information and idea through question and responses, resulting in communication and joint construction of meaning about a particular topic”*.
3. Literature review. The Literature review is done to get the data theoretically that having relation to the research by studying the literature and other sources, such as internet, books

RESEARCH RESULT AND DISCUSSION

1. The perception of the Pedicab driver about the tourism in Malioboro.

Basically, the tourism in Yogyakarta is very good. Recently, the tourism in Malioboro is very tidy and make pleasant. There are a lot of progresses of tourism which it is able to attract the tourist to visit the Malioboro. Here are some opinions that stated by the pedicab driver:

“I think the tourism is great”
(interviewee 1)

“I think the tourism is better”
(interviewee 2)

“I think the tourism has gotten an advance” (interviewee 3)

“There are advances than previously”
(interviewee 4)

“Good... because the tourism has advanced and more visitors” (interviewee 5)

“Good.... Many tourists come”
(interviewee 6)

“It’s good” (interviewee 7)

“More crowded because the visitor increased” (interviewee 8)

“More advanced and crowded”
(interviewee 9)

“Get advanced and many visitors”
(interviewee 10)

“There are many advanced and the facilities are pleasant” (interviewee 11)

“The tourism has more advanced”
(interviewee 12)

Viewed from the cultural aspect, pedicab is a means of traditional transportation that is currently still used in Yogyakarta, especially in Malioboro. Its existence is also one of the cultural icons that are able to attract the tourist even though currently in several big cities, the existence of traditional transportation is no longer widely used by the society. The city of Yogyakarta itself is very thick with cultural values, so that traditional things are still maintained, such as the pedicab.

From the social aspect, there is a relation between the pedicab and the souvenir or gift seller. It is not about how to get the benefit but there is a social relation among them. The pedicab can be able to promote the tourism object and the center of gifts. The pedicab driver can inform the other attractive places around Malioboro.

2. The Strengths and obstacles of Pedicab a. The strengths of pedicab

The pedicab is one of the alternative transportation in the society although it’s not a main transportation. Recently, the existence of pedicab is needed. Many societies are which use this transportation for their activities. Related to the tourism, the pedicab

can be the icon of Yogyakarta, especially in Malioboro. The pedicab has an important role to develop the tourism in Malioboro. By its unique and pleasant, the pedicab can attract the tourist to go around the Malioboro. It can be viewed from the statement of the pedicab driver below:

“The tourist can get benefit from the condition of Malioboro by using the pedicab”

(interviewee 13)

“The pedicab can be tourist transportation”
(interviewee 14)

“The pedicab has a relation to the tourism, usually the tourist use the pedicab to go the tourist place” *(interviewee 15)*

“The pedicab is very helpful to the tourist to go to the tourist place and the center of souvenirs in Malioboro” *(interviewee 16)*

“Many tourists who use the pedicab because it’s more relax” *(interviewee 17)*

“The pedicab facilities the tourist to get the tourist place around Malioboro”
(interviewee 18)

Based on the statements above, some of tourists feel helped by the existence of pedicab. Hopefully, it can develop the tourism in Malioboro because it can be developed as the means of promotion the tourism in Malioboro. Currently, the pedicab has a closed relation to the tourism in Malioboro. The existence of pedicab is able to attract more tourists to visit Malioboro and be the attraction of tourism in Malioboro. The pedicab facilities is one of the benefit that the tourist got in Malioboro. So, the existence of the pedicab has reasonable to be maintained for developing the tourism in Malioboro. The pedicab is not only a means of transportation but it is also a means of promotion the tourism in Malioboro. The pedicab can promote some of the center of souvenirs which cannot be reached by motorized transportation.

b. The obstacles of pedicab

Malioboro is one of the tourism places that attract the notices. Because of many activities can be done in Malioboro related to the condition, the pedicab transportation has to be able to compete with other transportations. By the emergence of transportation in Malioboro, indirectly it effects the competition of transportation. For the tourist, it can be an alternative of transportation. Based on the research finding, there is competitor transportation. So, for the pedicab driver, it causes difficulties to attract the tourist to use their service. The following of the statement the pedicab drivers are:

“There are many competitors, such as gojek, grab” *(interviewee 19)*

“Must compete with other transportations”
(interviewee 20)

“There are many online transportation”
(interviewee 21)

“There are many motorized transportation, so many tourists choose the motorized transportation than unmotorized transportation like a pedicab” *(interviewee 22)*

” There are many competitors, such as gojek, grab and taxi online” *(interviewee 23)*

“There are online transportation that cheaper” *(interviewee 24)*

“There is a motorized pedicab” *(interviewee 25)*

The existence of competitors has big effect to the pedicab. Indirectly, it will influence to the economy of pedicab driver. They are going to feel difficult to attract the tourist and their customer to use their service. This condition makes the pedicab driver cannot assure their life need. Based on the observation, there are a lot of online transportation in the field such as grab, gojek and online taxi. The existence of the online transportation is very influential to the sustainability of the pedicab. The

tourist prefers online transportation to the pedicab which is cheaper and faster.

CONCLUSION

Based on the research, the pedicab driver has a good perception toward the developing of tourism in Malioboro street Yogyakarta". The existence of pedicab is really support the activity of tourism in Malioboro. It can be viewed from the dependence relation among the pedicab community and hotel, travel agency, the center of souvenirs or gifts and restaurants. On the other hand, the pedicab is as motor of economy that needed by the tourism industry. The existence of pedicab has to be maintained because the pedicab can be part of tourism activity and the icon of attractive tourism to attract more tourists.

1. The existence of Pedicab in developing the tourism is very important. It can be a means of promotion for the tourism activity in Malioboro. Many industry of tourism depend on this transportation to promote the product.
2. The Pedicab is a means of transportation in Yogyakarta, especially in Malioboro street. It is one of icons of Yogyakarta. Along with the development of tourism, Yogyakarta is able to maintain the existence of its pedicab. This transportation is very popular in Malioboro street. A Pedicab, tourism and Malioboro is a harmony that can be able to create a pleasant tourism.
3. The existence of pedicab can be an icon of tourism in Malioboro. This transportation can be found along of Malioboro street. It always offers hospitality of tourism in Malioboro street.
4. Based on the research, the emergence of the motorized transportation is regarded as an obstacle for pedicab. There is a competitor in the transportation activity.

For the sustainability of this activity, it needs some suggestions. In giving instruction, the government should involve the pedicab driver and the subject of tourism. So there is a concept to develop the tourism and the sustainability of pedicab. However, the role of pedicab is very important for tourism industry. The pedicab can be a means of advertisement and promotion of the tourism in Malioboro. The coordination is needed to control the development of the tourism and its transportation. It is hoped that the pedicab is not only as transportation but also can be the ambassador of tourism. Meanwhile, for the pedicab driver can be able to be active in the socialization and instruction that given by the government. The pedicab driver must give best service to the tourist by changing the attitude in order the quality of service can increase. Besides that, the development of self potential is needed so the pedicab driver is ready and able to serve the tourist better.

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