

## INTISARI

Provinsi Daerah Istimewa Yogyakarta memiliki lima kawasan cagar budaya salah satunya yaitu Kawasan Cagar Budaya Kotagede. Berdasarkan dokumen rencana daerah antara lain RTRW, RDTR, dan RIPPARDA baik di tingkat provinsi maupun kota/kabupaten sebagai kawasan strategis sosial-budaya dan penataannya diprioritaskan melalui integrasi kegiatan pelestarian budaya, pariwisata, dan pendidikan. Kawasan Cagar Budaya Kotagede memiliki beragam potensi budaya baik fisik maupun non-fisik. Namun, kawasan ini memiliki beragam persoalan seperti kurang optimalnya kualitas dan pengelolaan pariwisata, minimnya inovasi dan pengembangan potensi budaya non-fisik, minimnya kelengkapan fasilitas pendukung wisata, belum optimalnya upaya pelestarian budaya serta belum adanya dokumen rencana tata ruang skala kawasan/lingkungan yang berkaitan dengan penataan kawasan cagar budaya Kotagede.

Oleh karena itu, diperlukan dokumen perencanaan dalam bentuk *master plan* yang dapat memaksimalkan potensi serta mengatasi persoalan pada kawasan cagar budaya Kotagede. Konsep yang diusung terdiri pariwisata budaya, pariwisata kreatif dan kota kreatif diharapkan dapat menjadi strategi yang tepat dalam pengembangan kawasan terkait dengan tetap mempertahankan kaidah pelestarian kawasan cagar budaya. Proses analisis dan penyusunan rencana menggunakan metode Soft System Methodology serta mengakomodasi pandangan beberapa stakeholder terkait seperti masyarakat, pelaku usaha kerajinan, dan wisatawan.

**Kata Kunci:** Kawasan Wisata, Kawasan Cagar Budaya, Kotagede, Pariwisata Budaya, Pariwisata Kreatif, Ekonomi Kreatif

## ABSTRACT

*The Special Region of Yogyakarta Province has five cultural heritage areas, one of which is the Kotagede Cultural Heritage Area. Based on the regional planning documents, these include RTRW, RDTR, and RIPPARDA both at the provincial and city/regency levels as strategic socio-cultural areas and their arrangement is prioritized through the integration of cultural preservation, tourism and education activities. The Kotagede Cultural Heritage Area has a variety of cultural potential, both physical and non-physical. However, this area has various problems such as the quality and management of tourism that is not optimal, the lack of innovation and development of non-physical cultural potential, the lack of completeness of tourism support facilities, the not yet optimal efforts to preserve culture, and the absence of related regional/environmental scale spatial planning documents. with the arrangement of the Kotagede cultural heritage area.*

*Therefore, a planning document is needed in the form of a master plan that can maximize the potential and overcome problems in the Kotagede cultural heritage area. The concept carried out consists of cultural tourism, creative tourism and creative cities which are expected to be the right strategy in developing related areas while maintaining the rules of preserving cultural heritage areas. The process of analysis and preparation of plans uses the Soft System Methodology method and accommodates the views of several relevant stakeholders such as the community, craft entrepreneurs and tourists.*

**Keywords:** *Tourist Destination, Heritage District, Kotagede, Cultural Tourism, Creative Tourism, Creative Economy*