

ANALISIS SENTRA PERAK KECAMATAN KOTAGEDE BERBASIS METODE *SPATIAL* SWOT

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INTISARI

Sebagai salah satu kebudayaan di Kota Yogyakarta, kerajinan perak pernah mendapatkan pamor yang luar biasa pada zaman Kerajaan Mataram. Namun, saat ini, daya beli masyarakat mulai menurun sehingga menyebabkan popularitas perak mulai meredup. Dalam hal ini, analisis terhadap eksistensi lokasi perak di Kecamatan Kotagede perlu diidentifikasi untuk mengetahui kondisi perkembangan industri perak saat ini melalui pendekatan teori *behavioral location*. Dengan demikian, penelitian ini memiliki dua tujuan, yaitu 1) mengidentifikasi kondisi eksistensi industri perak saat ini berdasarkan tipologi jenis usaha dan jenis sistem pengupahan dan 2) menganalisis potensi dan strategi perkembangan industri perak berdasarkan pendekatan teori *behavioral location* menurut kluster per Kelurahan dengan metode *spatial* SWOT. Penelitian ini dilakukan dengan menggunakan desain penelitian kualitatif melalui metode pengumpulan data berupa observasi lapangan. Data tersebut diolah dan dianalisis dengan menggunakan analisis deskriptif, *spatial* SWOT, dan analisis spasial. Hasil penelitian menunjukkan bahwa persebaran pelaku usaha kerajinan perak masih cukup banyak tersebar di Kecamatan Kotagede dengan Kelurahan Purbayan sebagai sentra utama kebudayaan perak di Kota Yogyakarta.

Kata kunci: eksistensi, perak, teori *behavioral location*, *spatial* SWOT

ANALYSIS OF SILVER CENTER IN KOTAGEDE DISTRICT BASED ON SPATIAL SWOT METHOD

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ABSTRACT

As one of the cultures in the city of Yogyakarta, silver crafts once gained extraordinary prestige during the Mataram Kingdom era. However, currently, people's purchasing power has begun to decline, causing the popularity of silver to fade. In this case, an analysis of the existence of silver locations in Kotagede District needs to be identified to determine the current condition of the development of the silver industry through a behavioral location theory approach. Thus, this study has two objectives, namely 1) identifying the current condition of the existence of the silver industry based on the typology of business types and types of wage systems and 2) analyzing the potential and development strategies of the silver industry based on the behavioral location theory approach according to clusters per village with the spatial SWOT method. This study was conducted using a qualitative research design through data collection methods in the form of field observations. The data was processed and analyzed using descriptive analysis, spatial SWOT, and spatial analysis. The results of the study indicate that the distribution of silver craft business actors is still quite widespread in Kotagede District with Purbayan Village as the main center of silver culture in the city of Yogyakarta.

Keywords: existence, silver, behavioral location theory, spatial SWOT