

PERSEPSI MAHASISWA UGM TERKAIT *JOGJA RENAISSANCE* PADA *BRANDING “JOGJA ISTIMEWA”*

Oleh:

Divia Singi Joyanda

12/331012/GE/07335

INTISARI

Pemerintah D.I. Yogyakarta (DIY) meresmikan *branding* “Jogja Istimewa” pada 7 Maret 2015, didalamnya terkandung *Jogja Renaissance* yang merupakan cita-cita dan arah pembangunan DIY di sembilan bidang, yaitu pendidikan, pariwisata, teknologi, ekonomi, kesehatan, pangan, energi, tata ruang dan lingkungan, dan keterlindungan warga. Identitas DIY sebagai Kota Pendidikan di Indonesia disebabkan karena banyaknya jumlah Perguruan Tinggi dan eksistensi Universitas Gadjah Mada.

Tujuan penelitian ini adalah mengidentifikasi persepsi mahasiswa UGM terkait *Jogja Renaissance* pada *branding* “Jogja Istimewa” menggunakan konsep Kota Layak Huni (*livable city*), Kota Pintar (*smart city*), Kota Pelajar (*student city*), dan Kota Destinasi Pariwisata; dan melihat perbedaan persepsi mahasiswa UGM asal DIY dan luar DIY terkait *Jogja Renaissance*.

Populasi penelitian adalah Mahasiswa UGM, dengan teknik pengambilan sampel *disproportionate stratified random sampling*. Metode penelitian yang digunakan adalah deskriptif kuantitatif dengan data yang diperoleh melalui kuesioner *online*. Untuk melihat perbedaan persepsi antara mahasiswa asal DIY dengan luar DIY menggunakan uji *independent sample test* (untuk data normal) dan uji *man whitney test* (untuk data tidak normal).

Hasil penelitian memperlihatkan bahwa bidang pendidikan, bidang pariwisata, dan bidang ekonomi merupakan merupakan bidang *Jogja Renaissance* yang paling menunjukkan keistimewaan DIY. Bidang teknologi merupakan bidang yang paling banyak memiliki persepsi netral karena penggunaan teknologi di DIY masih biasa saja menurut persepsi responden. Perbedaan persepsi antara mahasiswa asal DIY dan luar DIY adalah pada Konsep Kota Layak Huni yang disebabkan perbedaan gaya hidup antara resident dan mahasiwa rantau yang hidup sendiri.

Kata Kunci: *Regional Branding, Disproportionate Stratified Random Sampling, Skala Likert, Uji Independent Sample Test, Uji Man-Whitney Test*

PERCEPTION OF STUDENTS OF UNIVERSITAS GADJAH MADA ON JOGJA RENAISSANCE FOR THE BRANDING OF “JOGJA ISTIMEWA”

by
Divia Singi Joyanda
12/331012/GE/07335

ABSTRACT

The Government of Special Region of Yogyakarta (DIY) officially establish the branding of “Jogja Istimewa” on March 7th 2015, it contains *Jogja Renaissance* which is the goal and purpose of the development of DIY in nine sectors; education, tourism, technology, economy, health, food, energy, spatial scope, and community protection. DIY’s identity as The City of Education in Indonesia is based on the fact of the numerous universities there are in this city as well as the existence of Universitas Gadjah Mada.

The aim of this research is to identify the perception of students in UGM of *Jogja Renaissance* to “Jogja Istimewa” branding using the concept of livable city, smart city, student city, and tourism destination city; and to see the difference perceptions from students in UGM that are originally from DIY and outside of DIY regarding to the concept of *Jogja Renaissance*.

The population of the research are the students of UGM, with the Disproportionate Stratified Random Sampling Method. The research method used in this research are the quantitative descriptive with the data taken from online questionnaire. To see the different perceptions between the students originated from DIY and outside of DIY using the Independent Sample Test (normal data) and Man Whitney Test (abnormal).

The results of the research point out that the education, tourism, and economic sectors are three out of many sectors of *Jogja Renaissance* that really show the speciality of DIY. The sector of technology is the aspect that has the most neutral perspective because the usage of technology in DIY is still general. The difference of perception between the students originally from DIY and outside of DIY was at the concept of Livable City which was caused by the different lifestyle between the resident students and outside of DIY students which lived by themselves.

Key Word: Regional Branding, Disproportionate Stratified Random Sampling, Likert Scale, Independent Sample Test, Man-Whitney Test