

Public Governance Model: Public Policy for Improving the Sleman Regional Economy based on Culture

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Abstract: The public governance model is critical in public sector accounting. Proper local regulations will improve the economy of the region. One example is in the Sleman area. This article will analyze policies to improve the economy of the people of Sleman Regency. The development of the Sleman Regency attracts newcomers from outside Sleman. Newcomers bring a variety of cultures that can threaten and fade out the culture and characteristics of Sleman Regency. Preservation of culture and characteristics can be done through the creation of batik motifs that illustrate the characteristics of Sleman. In Sleman Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance, it has been described what is included in the Sleman batik motif, but have not covered all the characteristics of Sleman Regency yet, so the motifs of salak pondoh and eels tend to be more developed. The purpose of this study is to analyze the relationship between Sleman Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance with the development of Sleman batik. The framework for this research is Incomplete Contracts Theory by Hart in 2017. The result of this research is to find out the influence of the environmental conditions at the Sleman batik Regent Regulation. The effect of environmental conditions on the development of Sleman batik. The influence of Sleman batik Regent Regulation on the development of Sleman batik. The difficulties faced in the development of Sleman batik after the Sleman batik Regent Regulation passed is the limited batik motifs that can be developed. The government has conducted batik training and marketed the Sleman batik through several festivals. Thus, it is highly recommended for the government to expand the scope of the Sleman batik motif so that the Sleman Batik motif can be more diverse.

1 INTRODUCTION

Public sector accounting has a vast domain, including analyzing public policy. Public policy is part of public governance. This scientific article was built based on observations of economic improvement based on community culture. One of the Sleman cultures is a love of batik cloth. The Sleman community used batik cloth from birth to death. Indonesia is a country that has a diverse culture, one of which is batik (Suryaningsum, 2017a). Batik is a painting and writing that made in fabric (Suryaningsum, 2017b). At first, batik was only used by the Yogyakarta and Surakarta royal families, but now batik has been used by various groups of people (Suryaningsum, 2017c). Even on October 2, 2009, batik has been awarded as world heritage by UNESCO (Suryaningsum et al., 2019a).

Sleman Regency is one of the regencies in the Special Region of Yogyakarta. Geographically, Sleman Regency is located at 110 ° 33 ' 00 " and 110 ° 13 ' 00 East Longitude, 7 ° 34 ' 51 " and 7 ° 47 ' 30 " South Latitude. With an area of 574.82 Km², Sleman Regency is bordered by Boyolali Regency, Central Java in the north; Yogyakarta City, Bantul Regency and Gunungkidul Regency in the south; Klaten Regency, Central Java in the east; and Kulon Progo Regency and Magelang Regency, Central Java in the west (Pemerintah Kabupaten Sleman, 2019a).

The Sleman Regency area has a height of less than 100 masl to more than 1000 masl with a slope of between 0% to more than 40%. Sleman Regency has a wet tropical climate with a rainy season between November to April and the dry season between May and October. With these conditions,

most of the Sleman Regency is fertile land that is used as agricultural and plantation land (Pemerintah Kabupaten Sleman, 2019b).

At a reunion meeting between the Former Regent and Deputy Regent of Purna Bhakti Praja, Sri Purnomo, as the Sleman Regent, revealed that the economic development of Sleman Regency has increased in macro-level. Economic progress in Sleman Regency is more evenly distributed. This distribution can be seen through the Gini index of the Sleman Regency at 0.390. Poverty in Sleman Regency also dropped to 9.48%. These growths are due to the development of industrial facilities and infrastructure, business coaching, funding for capital strengthening funds for SMEs, work placements, ease of business permit services, etc. (Umadiyah, 2018).

Sleman also has diverse characteristics, ranging from flora, fauna, arts, food, traditional houses, and so forth. The typical flora of Sleman Regency is, among others, salak pondoh. The typical fauna is an Orange-headed Thrush. The typical foods are jadah tempe, rabbit satay, eel pepes, sate jaran (horse satay), Kalasan fried chicken, and other traditional snacks. Traditional arts in Sleman are Badui dance, kethoprak, trengganon, Emprak dance, kubrosiswo, and so forth. The Sleman Regency traditional house is a joglo house.

Sleman Regency is one of the regencies in the Special Region of Yogyakarta (DIY) that has a very rapid development. The economic improvement and the existence of state and private universities in Sleman also attract newcomers from outside of Sleman and Yogyakarta. Newcomers who come to Sleman may affect the sustainability of Sleman Regency characteristics and replace it with the characteristics of other regions or countries.

Yogyakarta is famous for its batik. One of the regencies in Yogyakarta, whose batik is famous worldwide, is Sleman Regency. Sleman Batik is classified as contemporary or modern batik. At first, the Sleman Regency Government had created the Sleman Sembada batik motif. However, this motif cannot be used by the whole community, but can only be used by government officials, teachers, and other civil servants in Sleman Regency.

In 2015, the Sleman Regent issued Sleman Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance. The regent regulation governs the understanding of Batik Sleman; the purpose of establishing the governance of Sleman Batik; essential elements of Sleman Batik; modifying technique of Sleman Batik; Sleman Batik motif design competition; Sleman Batik copyright

ownership that is held by the Regional Government; regulate the production, utilization, marketing and licensing systems of Sleman Batik; rights, obligations, and prohibitions in the production, utilization, and marketing of Batik Sleman; sanction if violating the rules; Sleman Batik production cooperation; promotion of Sleman Batik; Sleman Batik association; guidance and supervision of Sleman Batik.

One of the characteristics of the Sleman Batik motif is the picture of partijotho, elephant, salak, and eel. The majority of Sleman batik is dark colored because Sleman only consists of lowlands and highlands. Batik that has bright colors usually comes from coastal areas (Suryaningsum et al., 2019).

One way to continue to preserve the characteristics of the Sleman Regency is to include them in the typical batik motif of Sleman Regency. With the diverse characteristics of Sleman Regency but also the limitation of Sleman batik motifs by Sleman Regency Regulation Number 35 of 2015 concerning Sleman Batik Governance, the increasing number of newcomers entering Sleman Regency can threaten the preservation of Sleman Regency characteristics. Therefore, this study was done to find the relationship between Sleman Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance with Sleman batik development, and to provide suggestions for the development of Sleman Batik so that Sleman Regency's characteristics are not extinct.

This research is different from prior studies because this research focuses more on the relationship between Sleman Regent Regulation Number 35 Year 2015 concerning Batik Sleman Governance and the development of Batik Sleman, while previous studies focused on the development of canting technology (Ramadhani, 2015), batik making process (Muamalah, 2017), and batik waste management (Yulianto et al., 2009).

2 LITERATURE REVIEW

Public sector accounting has a vast domain. This domain is also related to public governance. In this case, it is analyzing the local regulation policies that can provide welfare for the people. Public policies that are built based on community culture are critical to be observed. Community culture is very relevant to the movement of the regional economy. Observation of economic improvement based on community culture. One of the Sleman cultures is a love of batik cloth. The Sleman community used

batik cloth from birth to death. Batik cloth is used by people every day.

Batik has been known in Indonesia since the Majapahit era (Anas et al., 1997). Batik is art whose making process traditions are inherited from generation to generation (Suryaningsum, 2017d). Etymologically, the word batik comes from Javanese, which is emphatic which comes from the word *amba* which means width, area, fabric, and word dots or *matik* which mean making points, so batik means connecting the dots into motifs on a wide fabric (Suryaningsum et al., 2019).

The Sleman Regency Government has issued and implemented the Sleman Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance. There is a definition of Sleman batik in the Regent Regulation, which stated that Sleman batik is created by Sleman batik craftsmen who mix and match the visualization of flora, fauna, and geographic conditions in the Sleman Regency.

One of the frameworks in this study uses Incomplete Contracts Theory. In this theory, it is illustrated that the realization of a contract is not perfect. There may be some incentive constraints arising from the moral hazard or asymmetric information, but there are no unanticipated contingencies (Hart, 2017). Hart also emphasized that contracts realize that they are poorly worded, ambiguous, and leave out important things. In this study, accompanied by the Sleman Sleman Regent Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance, which implies the limitation of Sleman Batik's motives is undoubtedly one of the things that lead to the occurrence of incomplete contracts on several sides as told by Hart.

The name of Sleman Regency comes from the word *liman* (elephant). It is famous for *parijotho* plants which can only live at an altitude of more than 2,000 meters above sea level and their typical souvenirs, salak and eel, inspire Sleman batik and Sleman government to make and patent the typical batik of Sleman Regency.

The Sinom *Parijotho* motif came from the winner of the Sleman Batik Design Competition in 2012, which was awarded as the typical batik motif of Sleman Regency. *Parijotho* plants are native plants of the slopes of Mount Merapi in the form of foliage plants. Besides being consumed, *Parijotho* plants also have several benefits and so that these plants symbolize prosperity. Now, the *Parijotho* plant is tough to find. One of the reasons behind the creation of *Parijotho* batik motif is to preserve this endangered plant from extinction. The coloring

process of *Parijotho* batik motif in Plalangan Village, Pendowoharjo Village, Sleman Regency, still uses natural dyes derived from plants.

Salak pondoh motifs consist of salak leaves, salak flowers, and salak fruit itself. Salak is one of the sources of community livelihood in Sleman Regency. The development of products produced by salak increases the economy of the community. The salak pondoh batik motif, besides symbolizing salak, which is the typical plant of Sleman, also symbolizes good and equitable fertility, prosperity, and welfare in the livelihoods of the Sleman Regency people. Besides salak, Sleman Regency also famous for its eel chips and other eel products. Like salak pondoh batik, eel batik also illustrates the fertility, prosperity, and welfare of the Sleman Regency people.

The elephant motif is chosen as the typical batik motif of Sleman because it is inspired by the meaning of the word Sleman itself. The word Sleman comes from the word *Liman* which means elephant. It is estimated that during the Kingdom of Ancient Mataran, Sleman, which was on the slopes of Merapi, Kunjarakunja (the capital city) region was known as the area of origin of the elephant (Kartodirdjo, 1975). Furthermore, elephant also illustrates strength, but behind that strength there is also a gentle nature to anyone.

3 RESEARCH METHODS

This research was conducted from January to June 2019. Located in Sleman Regency, Special Region of Yogyakarta. The variables that were analyzed in this study include the relationship between Sleman Regent Regulation Number 35 of 2015 concerning Batik Sleman Governance and the development of Sleman Batik. This research uses a qualitative analysis approach so that it can explain existing phenomena in depth through explanations in the form of sentences (Rahardjo, 2010).

The data in this research comes from primary data and secondary data. Primary data is in the direct information from the businessman in Sleman Batik industry. Secondary data is obtained from literature related to Sleman and Regent Regulation concerning Batik. The method used to obtain the data includes direct observation on the object under study as well as through literature. The results of this study criticism and suggestions for all players involved in the development of Sleman Batik.

4 RESULTS AND DISCUSSION

Public sector accounting has a vast domain, including analyzing public policy. Public policy is part of public governance. Public policies that are built based on community culture are critical to be observed. Community culture is very relevant to the movement of the regional economy. Observation of economic improvement based on community culture. International market demand for batik is increasing (Suryaningsum et al., 2019b). In the development of batik, the role of the government is needed (Suryaningsum et al., 2019). The same thing happened in Sleman. The Sleman Regency Government already issued and implemented Sleman Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance with the development of Sleman Batik.

In the process of batik production, it takes precision, patience, and precision (Suryaningsum, 2018a). Besides introducing batik abroad, introducing batik to the younger generation in Indonesia is also needed (Suryaningsum, 2018b). In addition to the role of the government, the role of other players is also needed so that batik can be preserved and used as a livelihood (Suryaningsum et al., 2016).

Sleman has a Sleman batik association, namely Mukti Manunggal. The batik association located in Papringan, Bedog RT 6 RW 25 Trihanggo, Gamping, Sleman was established on January 27, 2015, and was inaugurated by the Sleman Regency Industry and Trade Official in 2016. At the beginning, the association members consisted of homemakers, grass seekers, farmers, and traders. The number of independent batik craftsmen and batik craftsmen groups increased after the establishment of Mukti Manunggal. Sleman Batik craftsmen have the ability to market their products to international markets, like what was done by Bambang Sumardiyono.

The existence of both public and private universities in Sleman also affects the development of batik in Sleman Regency. Like what was done by the Institute for Research and Community Service (LPPM) of the Pembangunan Nasional University "Veteran" Yogyakarta, which provided an opportunity for the academic community to receive funding and publish their research on batik. The Institute for Research and Community Service (LPPM) of Gadjah Mada University, in collaboration with the Batik Sekar Jatimas Group, organized batik training for beginners to create regeneration of batik craftsmen in Sleman. Since

2014, the Directorate of Research and Community Service (DPPM) of the Indonesian Islamic University supports the development of batik in Plalangan Hamlet, Pandowoharjo Village, Sleman by facilitating batik training in the hamlet. Now, with the assistance of the UII DPPM, the products made by the Plalangan Hamlet batik craftsmen have been sold through e-commerce.

Most star hotels in Sleman Regency have provided unique places to sell batik and sell other handicrafts that are the works of Sleman craftsmen. Some hotels in Sleman have also used batik elements in their hotel. Like what was done by Grand Keisha by Horison Yogyakarta. Grand Keisha collaborated with the Mukti Manunggal Association to provide a special place for Pembinaan Kesejahteraan Keluarga (PKK) mothers from Sleman named Batik Corner. At Batik Corner, hotel visitors can directly learn to make batik and also buy Sleman Batik in that place.

Yogyakarta is famous for its tourism, one of which is the temple. Sleman Regency is one of the regencies that has many temples. The Archaeological Heritage Preservation Hall (BP3) of Yogyakarta was established in Kalasan District, Sleman Regency, because there are many temples in the area. Sleman also has diverse characteristics, ranging from flora, fauna, arts, food, traditional houses, and so forth.

Sleman Regency is one of the regencies in the Special Region of Yogyakarta (DIY) with very rapid development. The economic improvement and education in Sleman attract newcomers from outside of Sleman and DIY. Newcomers who enter Sleman are feared to affect the sustainability of Sleman Regency characteristics and replace it with the characteristics of other regions or countries. One way to preserve the characteristics of the Sleman Regency is to include them in the typical batik motif of Sleman Regency.

Sleman Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance was issued in order to protect and respect the batik of the Sleman community designed by mixing and matching the flora, fauna, and geographical conditions of Sleman Regency in order to have competitiveness and to be able to improve people's welfare.

They are aiming to create characteristics and distinctiveness of Sleman Batik, preserving Sleman Batik's culture, increasing quality assurance and competitiveness of Sleman Batik products, increasing loyalty and trust in domestic and foreign consumers, providing legal protection and preventing unfair business competition practices, as

well as building industrial independence of Sleman Batik.

In Sleman Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance, motifs that can be used as Sleman Batik's motifs are regulated. The basic elements of Sleman batik must be a visualization of the flora, fauna and geographical conditions in Sleman Regency. Such as flowers, leaves, fruits, and stems from chrysanthemums, Parijoto, water guava, and salak; punggol bird, elephant and eel; and rocks, twisting rivers, the edge of hot clouds, and mountains.

The authors assume that the selection of these components is based on the things that are well-known from Sleman Regency in prior time. With the development in technology and the changes in the way people think, there was a shift in the views of the people towards Sleman Regency, so that the famous things from Sleman Regency changed as well.

Local governments can hold Sleman batik motif design competition in order to develop the creations and potential that exist in Sleman Batik. The government has done it several times and produced batik Parijoto motif, elephants, and so forth.

The limitation of Sleman Batik motifs by the Sleman Regent Regulation Number 35 of 2015 concerning Sleman Batik Governance does not contain many diverse characteristics of Sleman Regency. With this limitation, Sleman Regency batik craftsmen cannot express their views freely on Sleman Regency. If the batik craftsmen still want to express his views other than the components that have been determined, it cannot be recognized as the Batik of Sleman Regency.

The change in the views of the community and the entry of various new cultures in Sleman can result in the extinction of the characteristics of Sleman Regency. By visualizing the characteristics of Sleman regency into batik motifs, it can preserve these characteristics and it can also be used as a marketing tool for the characteristics of Sleman Regency to the broader community. If the wider community knows the whole characteristic of Sleman Regency, it can attract tourists to dig deeper into the tourism potential in Sleman Regency. The more curious tourists are about the tourism potential in Sleman Regency, the longer the tourists will stay in Sleman, so the income of the Sleman Regency can be increased. If Sleman batik motifs are not restricted, there will be more new motifs, so that it can provide many choices for consumers or tourists to buy Sleman batik. The variety of Sleman batik

can also prevent tourists from boredom in buying Sleman batik as souvenirs.

5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Sleman Regency is one of the growth centers in DIY. The development of the Sleman Regency is a factor that attracts newcomers from outside Sleman and Yogyakarta. Newcomers bring a variety of cultures that can threaten and fade out the culture and characteristics of Sleman Regency. Preservation of distinctive features and culture can be done through the creation of batik motifs that illustrate the characteristics of Sleman Regency. In Sleman Regency Regulation Number 35 of 2015 concerning Sleman Batik Governance, it has been described what is included in the Sleman batik motif, but it has not cover all the characteristics of Sleman Regency yet, so the motif of salak pondoh and eel tends to be more developed compared to other motifs. The difficulties faced in the development of Sleman batik after the Sleman batik Regent Regulation is the limited amount of batik motifs that can be developed. The government has conducted training in batik and marketed Sleman batik through several festivals. If the component that can be visualized in Sleman batik can be expanded, it can boost regional income as well, because tourists will become more familiar with Sleman Regency, more interested in digging deeper into Sleman Regency. It can also prevent people from becoming bored with batik motifs in Sleman Regency. Thus, it is highly recommended for the government to expand the scope of Sleman batik motifs so that the Sleman Batik motif can be more diverse and to build individual museums to capture everything about Sleman Batik, from history to the types of Sleman batik motifs.

Sleman Regency is one of the growth centers in DIY. The development of the Sleman Regency is a factor that attracts newcomers from outside Sleman and Yogyakarta. Newcomers bring a variety of cultures that can threaten and fade out the culture and characteristics of Sleman Regency. Preservation of distinctive features and culture can be done through the creation of batik motifs that illustrate the characteristics of Sleman Regency. Sleman Regency Regulation Number 35 of 2015 concerning Sleman Batik Governance has described what is included in

the Sleman batik motif. However, it has not covered all the characteristics of Sleman Regency yet, so the motif of salak pondoh and eel tends to be more developed compared to other motifs. The difficulties faced in the development of Sleman batik after the Sleman batik Regent Regulation is the limited amount of batik motifs that can be developed. The government has organized batik making training and marketed Sleman batik through several festivals. If the component that can be visualized in Sleman batik can be expanded, it can boost regional income as well, because tourists will become more familiar with Sleman Regency, more interested in digging deeper into Sleman Regency, and it can also prevent people from feeling bored with batik motifs in Sleman Regency. Thus, it is highly recommended for the government to expand the scope of Sleman batik motifs so that the Sleman Batik motif can be more diverse and to build special museums to capture everything about Sleman Batik, from history to the types of Sleman batik motifs

Based on the strategy analysis, the most interesting strategy is the intensive strategy because the number of attraction scores (5.53) is smaller than the number of scores on the attraction of the integration strategy (5.84). That is, the strategy for developing batik in the city of Yogyakarta is product development.

5.2 Recommendations

Public sector accounting has a very broad domain, including analyzing public policy. Public policy is part of public governance. Public policies that are built on the basis of community culture are very important to be observed. Community culture is very relevant to the movement of the regional economy. Observation of economic improvement based on community culture. One of the Sleman cultures is a love of batik cloth. The Sleman community used batik cloth from birth to death. Batik cloth is used by people every day. Based on the analysis of data and conclusions, the author presents several suggestions to the company as material for consideration in determining company policy.

This paper is only limited to the research and opinions of the author. It is not a form of writer hatred towards the government, especially the Sleman Regency Government. This paper aims to provide advice for the government to expand the scope of components that can be recognized as Sleman Batik from many perspectives and also include Incomplete Contracts Theory by Hart.

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