


## The Effectiveness of Improving the Economy of the Trirenggo Village Community through the Trirenggo Culinary Park

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### Article Info

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**Abstract:** Poverty is still a crucial issue in Bantul Regency, including in Trirenggo sub-district. This study aims to evaluate the effectiveness of local government and BUMKal initiatives in developing Trirenggo Culinary Park as an effort to improve the community's economy. Using descriptive qualitative methods, this study collected data through observation, interviews with traders and BUMKal managers, as well as secondary data analysis such as village economic growth data. This research examines the factors that contribute to the success of Taman Kuliner, including the utilization of local potential (Trirenggo Field), financial support and policies that support MSMEs, the active role of BUMKal in management, community participation, and promotion strategies through social media. The results show that Taman Kuliner has had a positive impact on the local economy, indicated by increased village economic growth and increased trader income. The study concludes that a community-based economic empowerment model, with government support and active community participation, is effective in improving welfare and reducing poverty levels.

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### INTRODUCTION

Poverty is a condition in which individuals or groups do not have adequate access to basic resources to fulfill life needs such as food, clothing, shelter, education, and health (Zuhdiyaty and Kaluge 2018). Poverty can be

caused by various factors, including economic limitations, low access to education, social inequality, and injustice in the distribution of resources. In Indonesia, according to the Central Bureau of Statistics (BPS), the poverty rate in March 2023 was recorded at around 9.36 percent of the total population. Although this percentage has declined in recent decades, poverty remains a major challenge, especially in rural and remote areas, where access to basic services is still limited. The government continues to make various efforts to reduce poverty through social assistance programs, infrastructure improvements, and economic empowerment. The community empowerment approach is a form of alternative development that requires people to be able to be independent in meeting their need (Asfi 2015).

Poverty is still a problem in several regions, one of which is Bantul Regency, Bantul Regency is the poorest regency in Yogyakarta and has the highest percentage of poor people. According to Ferezagia (2018) poverty is divided into several aspects such as income inequality, unemployment, crime, ignorance, inequality, and other social problems, which are closely related to the problem of poverty. As a result, poverty is always a major problem that colors the development process in every region. The success of local government or leadership is often associated and measured by the ability to reduce poverty levels in the Bantul Regency.

The following is data on poverty rates by district/city in D.I Yogyakarta Province in 2017-2021:

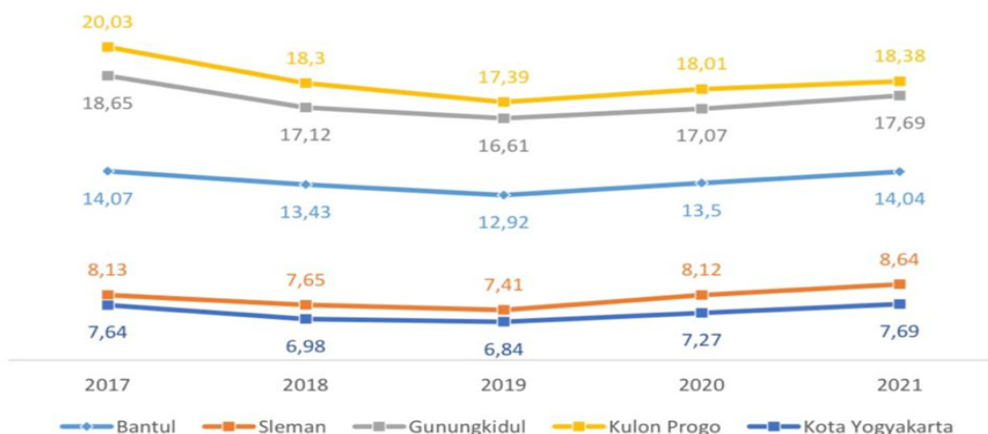


Chart 1.1. Poverty rate data by district/city in D.I.Y in 2017-2021  
Source: BPS DIY 2017-2021

From the data above, the percentage of poor people in Bantul Regency shows a variation that tends to decrease from 2017 to 2019. In 2020, the poverty rate in Bantul Regency was 13.5%, which increased again until 2021 to 14.04%, this also happened in other regencies / cities in the Yogyakarta Province as a result of the impact of the Pandemic. Since 2020 the number of poor people in Bantul Regency has continued to increase from 131.5 thousand people in 2019 to 138.66 thousand people in 2020 and increased again to 146.98 thousand people, or an increase of 4% where the positive growth rate in this poverty rate can be interpreted as a positive growth rate. as growth that has a negative impact on the pace of regional development.

The poverty rate in Bantul Regency when compared to other regencies/municipalities in the D.I. Yogyakarta Province is ranked third after Sleman Regency and Yogyakarta City, which have achievements of 8.64% and 7.69% respectively. The problem of unemployment and poverty has a close causal relationship and is often used as a benchmark for creating prosperity and welfare in the development of a region (Yuniarti1 and \* 2022).

Village governments have an important role in increasing tourism potential. As organizers of government, development, and social community facilities, village governments must have the ability to carry out the tasks set by law. To do so, they must have the expertise, attitude, and knowledge of the things they oversee (Fahira, Umar, and Habibi 2022). The success of village programs depends on good natural resource management and community empowerment. The government must also conduct a number of activities related to the village program (Syaifudin and Ma'ruf 2022).

Culinary tourism is an industry that continues to grow to improve the welfare of the people Culinary tourism is an alternative in supporting the potential of natural tourism, cultural tourism, historical tourism and marine tourism (Pakpahan and Kristiana 2019) with the existence of culinary, tourists can gain new experiences through unique flavors, the use of traditional spices, processing methods, and packaging that remain traditional (Barreto Araujo 2016). The main problem faced by culinary businesses today is the relatively small added value of their products. This is caused by small capital so that the opportunity to expand is limited, relatively low human resources so that the level of creativity and production innovation is also low, limited marketing owned, the organizational management system has not been running well. Thus, the process of developing culinary tourism areas is a must for local governments in this era of regional autonomy if they do not want to be left behind and eliminated from economic development in the upcoming free market era (Ariani et al. 2022).

## **RESEARCH METHOD**

This research uses a descriptive qualitative approach because the problems to be discussed must be by conducting an in-depth study of a phenomenon by describing in detail and clearly and obtaining in-depth data from the focus that has been studied. This research took place in the culinary park of Trirenggo Bantul. The location was chosen to identify how effective the Trirenggo culinary park is in improving the community's economy. Data collection techniques were carried out by direct observation to the Trirenggo culinary park and conducting in-depth interviews to explore the opinions of several informants such as traders and the head of BUM-Kal.

## **RESULTS AND DISCUSSION**

Poverty in Trirenggo is still a challenge for the local government. The local government has seriously pursued many strategies to reduce poverty. One of the factors of poverty is the influence of the culture and habits of the local population. Not only that, according to (Sari, Khusna, and Wulandari 2023) education also has an influence on poverty in an area. According to (Sumargo & M. Simanjuntak, 2019) the poverty dimension is also related to other measures such as the poverty depth index. The poverty depth index (P1) is the gap between the average standard of living of the population below the poverty line and the poverty line. The poverty severity index (P2) is the gap/distribution of expenditure among the poor, and can also be used to determine the intensity of poverty. With the P1 and P2 measures, it can be estimated how much operational funding is needed to alleviate the poor up to the poverty line.

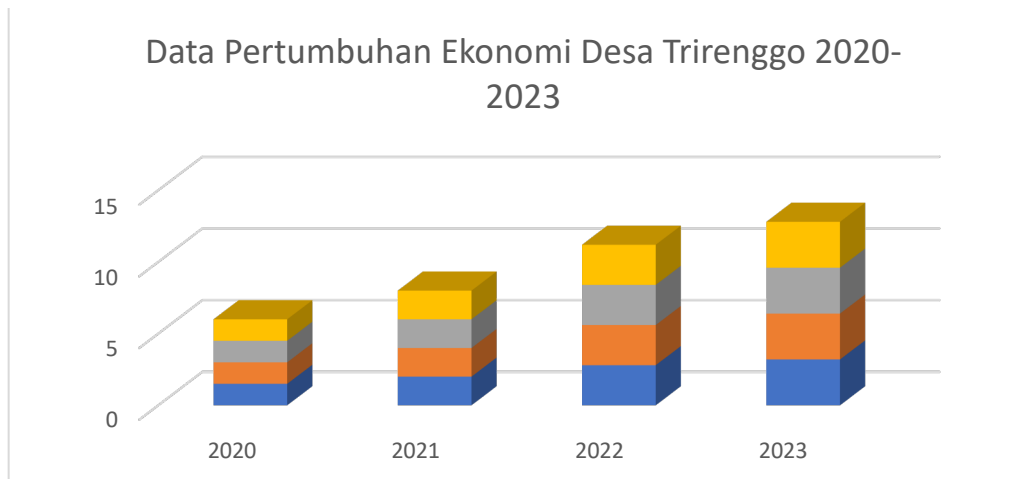
Table 1.1. Poverty line of Bantul Regency 2017-2021

No	Indikator Kinerja Makro	Capaian Kinerja Tahun 2020	Capaian Kinerja Tahun 2021	Laju Kinerja (%)
1.	Indeks Pembangunan Manusia	80,01	80,28	0,337 %
2.	Angka Kemiskinan	13.5	14.04	3,85 %
3.	Angka Pengangguran	4.06	4.04	-0,493 %
4.	Pertumbuhan Ekonomi	-1.66	4.97	399,398 %
5.	Pendapatan per Kapita (PDRB per Kapita ADHB)	26.538.959,39	28.128.898,40	5.991 %
6.	Ketimpangan Pendapatan (Gini Ratio)	0,418	0,441	5.502 %

Source: BPS Year 2022

Macro Performance Outcomes are work achievements that describe the success of General Local Government Implementation, Macro Performance Outcomes can be generated from various programs organized by local governments, central governments, private companies, and other related parties that participate in national development resulting in a number of performance achievements that describe the success of local government administration (Ayas and Sinaga 2019). The data above shows that from 2020 to 2021 the Macro Performance Indicators experienced an insignificant increase. The Bantul Regency Government certainly does not remain silent in response to the current declining economic problems, especially in the problems in the Trirenggo Bantul sub-district. With a lot of potential in it, the Trirenggo Bantul sub-district in collaboration with the Bantul Regency Government and also the Regent of Bantul H. Abdul Halim Muslih made the Trirenggo Culinary Park to revive the Trirenggo economy.

Chart 1.2. Economic Growth Data of Trirenggo Village 2020-2023



Source: Bantul Village Website

The economic growth of Trirenggo Village in 2020-2023 showed a steady increase, despite being affected by the COVID-19 pandemic at the beginning of the period. In 2020, the village economy experienced a slowdown with a growth of around 1.5%, caused by restrictions on community activities and a decline in the trade sector. However, starting in 2021, Trirenggo's economy began to pick up with growth of around 2.0%, as economic activity recovered and Bantul Regency government initiatives supported the empowerment of local MSMEs. In 2022, the opening of Taman Kuliner Trirenggo contributed significantly to the village's economic growth, especially in the culinary and tourism sectors, resulting in growth increasing to 2.8%. In 2023, growth continued to reach 3.2%, driven by increased community participation in local culinary and tourism businesses that attract visitors from outside the region. Infrastructure support and promotion by the government are also important factors in sustainable economic growth in Trirenggo.

Based on the economic growth data of Trirenggo Village in 2020-2023, it can be seen that the Bantul Regency government's initiatives, especially through the opening of the Trirenggo Culinary Park, played a significant role in reviving the local economy. Increased community participation in the culinary and tourism sectors has led to improved welfare, which is reflected in the consistent growth of the village economy each year. This shows that community-based economic empowerment can be an effective strategy in reviving the regional economy, especially with strong infrastructure and promotional support from the government. This program is one of the icons of rural poverty alleviation (Fella, Haryati, and Suroso 2023).

Culinary Parks are parks that offer a wide variety of culinary services and activities to meet the entertainment, relaxation, education, and health needs of tourists. The park also has a food festival that produces regional specialties, which is the main destination for visitors (Purnomo et al. 2014). Trirenggo Culinary Park is an area that has potential as one of the facilities and infrastructure provided by the Bantul Regency Government to increase public awareness and respond to community business opportunities to be able to grow and develop to create a more independent economy.

Taman Kuliner Tirenggo is a platform that not only creates jobs but also facilitates local small and medium enterprises (MSMEs) to thrive. The opening of the culinary park is a clear example of how communities can be empowered through creative and sustainable local enterprises, while also demonstrating that when the government facilitates access to economic resources, communities will be able to develop their economic potential to improve their lives. The community empowerment process is carried out with the hope that the people in each village can be more free in the process of cultivating skills and developing their local potential (Exzax Isyabillilah 2023). Community empowerment is one way to make the community prosperous (Afriza 2024). In addition, the Culinary Park also has a multidimensional effect, namely by increasing tourist consumption of local culinary provides a multiplier effect that can improve the economy in the surrounding community or Micro, Small and Medium Enterprises (MSMEs) (Kusyanda and Masdiantini 2022).

### **Program Success**

The establishment of a Village-Owned Enterprise (BUMDes) in Tirenggo, which focuses on the management of village assets such as urban forest, village reservoir, and village market as the main development plan. To achieve the objectives of BUMDes, it is necessary to establish business units according to the alignment analysis of village community needs and village potential. (Aji1\* et al. 2022) Based on the interview results, there were challenges after the change of leadership at the village level. Mr. Haji Munawar who served as lurah in 2016-2020, where he strongly supported village development through these three sectors. However, after the change of leadership to the new lurah, the realization of important programs such as the construction of the village reservoir, urban forest, and village market was halted. Nevertheless, the Tirenggo Culinary Park program can still run and develop, supported by the potential of the location and the commitment of the local community despite the changes in the policy and direction of village development. This analysis shows that the success of a program depends not only on physical factors and natural resources, but also on the continuity of leadership and policy support from the local government.

BUMDes planned the development of a Culinary Park as an effort to organize the area of traders who previously operated wildly and irregularly in the field. The government authorizes village governments to manage their areas independently to encourage development at the village level (Ferezegia 2018). (Jannah 2022) The field is often used for various activities such as Independence Day and Village Anniversary ceremonies, so the potential for high activity in this area is a strong reason to build a Culinary Park. The strategic location of the field and the fact that it has become a place for traders to sell adds positive value to this initiative.

### **Program Satisfaction Indicator**

In the research on the Bantul Regency Government's Efforts to Revive the Economy of the Tirenggo Village Community through the Tirenggo

Culinary Park, several key indicators are used to measure the success of these efforts. Economic indicators such as the growth of village revenue (PADes), the increase in local community income, and the increase in the number of micro, small and medium enterprises (MSMEs) are important aspects analyzed. These indicators provide an overview of the culinary park's contribution to the local economy, such as how much impact the program has in boosting community income and opening new business opportunities. In addition, the growth of the tourism and culinary sector is a key indicator, given that the culinary park attracts visitors from within and outside the village, which directly affects the improvement of the local economy.

In addition to economic indicators, this study also uses social indicators, such as community participation in the culinary park program, increased entrepreneurial skills and capabilities, and community satisfaction with government support. These social indicators are important to measure the extent to which the community is involved and feels supported in the economic activities that take place. By looking at the level of community participation and perceptions, this study can evaluate whether the culinary park not only provides economic benefits, but also creates positive social impacts, such as increased community solidarity and the ability of residents to manage businesses independently. These social and economic indicators will provide a comprehensive view of the impact of government programs in reviving the local economy.

### Efficiency

Kalurahan Trirenggo has BUMKal or commonly called Badan Usaha Milik Kalurahan, BUMKal itself is an institution owned by Kalurahan Trirenggo which aims to be a representative of the community in terms of planning, supervision and implementation in order to prosper the Trirenggo Kalurahan community in the field of MSMEs. It was BUMKal that created the Trirenggo Bantul Culinary park, this idea emerged after BUMKal together with the Trirenggo Village Government spoke to the Regent of Bantul, Mr. H. Abdul Halim Muslih to develop the Trirenggo Bantul Field area into the second Paseban field. the development of a culinary park in the east of Trirenggo Field and the Bantul Regent's Office House complex was also an effort to break up the crowd of economic activity in the Paseban Field area, which had developed culinary and family parks. The following are the types and amounts of revenue for Trirenggo Village in 2024:

Table 1.2 Original Income of Trirenggo Village

No	Type of Income	Jumlah Pendapatan
1	Village Asset Result	Rp. 273.623.712,50
2	Other Village Income	Rp. 13.429.177,00
3	Village Fund	Rp. 1.656.241.000,00
4	Tax Revenue Sharing and Resolution	Rp. 526.379.617,00
5	Village Fund Allocation	Rp. 1.347.666.111,00
6	Provincial Financial Assistance	Rp. 175.000.000,00



7	District/city Financial Assistance	Rp. 1.522.000.000,00
<b>Total Income</b>		Rp. 6.014.139.517,50

Source: Bantul Village Website

Overall, the diversity of income sources received by Trirenggo Village reflects a balance between funds sourced from the central and regional governments, as well as optimal management of local potential. This provides a strong basis for the village to plan and implement development activities that are sustainable and in line with the needs of the local community. The formation of a traders' association was the first step taken by the BUMDes. This association categorizes traders based on their type of merchandise, namely food traders and toy traders. Toy vendors are placed in front of the Regent's official residence, while food vendors are on the east side of the field. The BUMDes then socialized to around 20 food vendors who had been selling there about the plan to build a Culinary Park with kiosks for rent. The traders initially admitted that they found it difficult to rent kiosks, which cost around Rp 7.5 million for every kiosk.

To overcome this problem, the BUMDes, with the support of Rp 100 million in participation funds from the village, of which Rp 50 million has been used for the construction of paving blocks. Then took the initiative to build 10 kiosks with the help of loans from third parties. These kiosks are then leased at Rp 2 million per year, which can be paid in installments for one year. The BUMDes also set some rules that were agreed upon with the traders, such as the obligation of traders to have Trirenggo ID cards, the prohibition of selling the same menu, and the placement of kiosks that are arranged so that no traders sell similar products in close proximity. All of this is done to maintain the diversity and smooth running of the business at Taman Kuliner.

In a situation like this, the role of social media is also very important in the sustainability of the Kalurahan program, with the existence of social media, the Government and traders are able to spread the culinary park to be better known by many people from within and outside the region, this is evident after the completion of the Culinary Park development project, by involving social media as a means of introducing Trirenggo Culinary Park, the community is very enthusiastic in purchasing Trirenggo Culinary Park. The surrounding community also has a very good response related to the existence of this government program, because the surrounding community does not go far when they want to do culinary or just play / hang out, because the place is comfortable and also with a very beautiful field view. By accommodating MSMEs in Trirenggo, and with a fairly cheap rental price, traders hope that this program from the Kalurahan is expected to change the economy of MSME players, and can also increase employment opportunities for the Trirenggo community. This also makes Trirenggo Field increasingly recognized by the wider community so that it becomes its own attraction.



## CONCLUSIONS AND RECOMMENDATIONS

In an effort to overcome poverty in Trirenggo Sub-district, Bantul Regency, the local government in collaboration with BUMKal (Badan Usaha Milik Kalurahan) initiated the development of Trirenggo Culinary Park. This initiative was driven by the belief that the development of local potential, particularly in the culinary and tourism sectors, can be an effective and sustainable catalyst for economic growth.

This strategic decision has proven to yield positive results. Trirenggo Village's economic growth data shows a consistent upward trend since 2020, and significant acceleration occurred after the inauguration of the Culinary Park in 2022. This confirms that government intervention through the provision of adequate infrastructure and support for MSMEs has had a real impact in improving the community's economy. This success is supported by the utilization of local potential, financial and policy support, the active role of BUMKal, community participation, and promotion via social media. Taman Kuliner is expected to continue to have a positive impact on the economy and welfare of Trirenggo residents, and become a culinary tourism destination.

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