

# Hotel and Mall Establishment in Indonesia: The Perspective of Public Policy and Multiculturalism

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**Abstract:** This study aimed to 1) examine the construction of hotels and malls in Yogyakarta, Indonesia in the perspective of public policy, and 2) examine the relationship between hotel and mall establishment policies in Yogyakarta with the conditions of multiculturalism in Yogyakarta. This research was a descriptive qualitative research, with a source of data on the type of person and paper. Data collection techniques were done through in-depth interviews, observation, and documentation. The instruments used in this study were interview guides, checklists, and recording notes. Testing the validity of the data used triangulation techniques, namely source triangulation. Whereas, the data analysis used qualitative data analysis, which included data reduction, data display, conclusions, and verification. The results of this study indicated that: 1) In the perspective of public policy, the aspect of accountability was the main variable that should be questioned in the policy of building hotels and malls in Yogyakarta and surrounding areas. Regarding this accountability, several layers of considerations must be put forward concerning the policies that would be issued related to licensing the construction of shopping centers and lifestyle. First is the compatibility of development policies with the basic vision of Yogyakarta and the special features of Yogyakarta as a city of culture, city of education, and tourism. Second is the impact of the development on the social aspects of the people of Yogyakarta, especially around the construction site. Third, the development would harm or benefit the community economically or not. 2) From the perspective of multiculturalism, the construction of hotels and malls could be explained by at least two main optics, namely the impact of the natural environment and social environment. The construction of hotels and malls has emphasized a new monoculturalism in the aspect of environmental management, which is the culture of submitting people's perspectives and needs as well as the outlook of neo-capitalism. A single culture in the narrative of the construction of hotels and malls is very visible to put the small people in a losing position. The development will erode and change the cultural order of Yogyakarta. It is not the only culture that will be eroded, if development continues, symptoms of neo monoculturalism will emerge, namely new cultural structures, such as consumerism and hedonism.

**Keywords:** *Development, Public Policy, Multiculturalism.*

## I. INTRODUCTION

Yogyakarta, as a City of Culture, has disrupted its existence. Raden Mas Wijoseno Hario Bimo, who is now the Duke of the Pakualaman Duchy, holds the title Kanjeng Gusti Pangeran Adipati Arya Paku Alam X said that his leadership in the Pakualaman Duchy will focus more on culture, because according to him, Yogyakarta now no longer reflects the City of Culture because of the existence of hotels that are not organized. It was as he said that: "I do not want to talk about the merciful culture, like this or like that; in reality, Yogyakarta is a city of culture, but it is full of hotels that are not organized, not reflecting the City of Culture" (Kompas, 2016).

According to the Yogyakarta City Tourism Statistics data in 2014, it can be seen that indeed the number of hotels in Yogyakarta continues to increase from 2010, which numbered 367 to 419 in 2014. These hotels were located in almost all districts in the city of Yogyakarta with the highest

number in the Gedongtengen District, which was 121 hotels, followed by the Mergasan sub-district, namely 67 hotels, and Umbulharjo, namely 45 hotels (Yogyakarta, 2015). Similar conditions were seen in the construction of malls as large-scale shopping centers in Yogyakarta, which now the number is more than 12 malls and are spread within the City of Yogyakarta and around the Ring Road of the city of Yogyakarta. The chaos is coupled with the presence of medium-sized periodical shopping centers, which are also more numerous. The spread of such hotels and malls is more directed at the realization of Yogyakarta as a Metropolitan City rather than a City of Culture.

The condition of Yogyakarta, which is increasingly full and narrow by the existence of hotels and malls, is not congruent with the fact that Yogyakarta is a miniature of Indonesia, which is composed of the conditions of its multicultural society. Yogyakarta, as a multicultural area, faces a high potential for conflict between the elements forming its multiculturalism. Conflict factors can start from the issue of differences in identity to the struggle for the fulfillment of their interests and needs. The different elements of identity in the form of ethnicity, religion, customs, language, and so on, are naturally the markers of diversity, which can lead to social friction. Space of co-existence is needed for most identities so that minimization of potential conflicts can be made possible (Budiardjo, 2003; Laski, 2017; Ahmad & Ahmad, 2019). The existence of hotels and malls by and for the upper-middle class will undoubtedly widen the gap in the community and narrow the space of co-existence for most of the people's identities in Yogyakarta. Thus, the potential for conflict between elements of the multicultural society of Yogyakarta will be even higher. Thus, the rise of the construction of hotels and malls is a problem for the survival of Yogyakarta City as a miniature of Indonesia.

The establishment of hotels and malls in Yogyakarta is inseparable from the issue of licenses issued by the Regional Government in Yogyakarta. It is a problem because the statutory regulations including regional regulations that are used as legal protection granting permits for the establishment of hotels and malls are a public policy, which according to Chandler and Plano (Ahmad & Ahmad, 2018; Tangkilisan, 2003), it should be a strategic use of available resources to solve public or government problems. However, the existence of hotels and malls in Yogyakarta based on public policies from the local government has the potential to raise public (community) problems. Thus, it can be pointed out that there is an inaccurate selection of public policies by the Regional Government in Yogyakarta over the rise of the establishment of hotels and malls in Yogyakarta.

With this background, it is essential to conduct scientific studies on the policy of building hotels and malls in Yogyakarta. The area of Yogyakarta in question is the area of the City of Yogyakarta and the Regency of Sleman, especially those within the Yogyakarta City ring road. Why does the Yogyakarta City ring road surround the area? Aside from the fact that the area has covered the entire administrative area of Yogyakarta City, geographically, the region also best reflects the Yogyakarta Special Region.

## **II. RESEARCH METHODOLOGY**

This research was qualitative research. Qualitative research in question was the research carried out intensively and in detail on a particular organism, institution, or phenomenon, through observation or analysis to produce descriptive data, that is data in the form of written or spoken words from people, phenomenon, or behavior observed (Moleong, 2002).

What was meant by the source of data here was the subject from which the data were obtained. Arikunto (2002) classifies data sources into three types: a. person, i.e., the source of data in the form

of a person. b. place, i.e., the source of data in the form of a place, and c. paper, which is a data source in the form of a symbol. Based on this classification, the data sources used in this study were the type of person and paper. The data source was in the form of books, documents, such as laws and regulations, and the internet.

Data collection techniques used in-depth interviews, observations, and documentation. The instruments used in this study were interview guidelines, checklists, and recording notes. Data validity testing used triangulation, which is a data validity checking technique that utilizes something other than the data to check or compare the data (Moleong, 2002). The triangulation technique used was source triangulation. Data analysis, according to Moleong (2002), is the process of arranging data sequences, organizing data into a pattern, category, and unit of data description. The analysis technique used was inductive data analysis, including data reduction, data display, conclusions, and verification.

### III. RESULTS AND DISCUSSION

#### The Overview of Hotels and Malls in Yogyakarta - Indonesia

In the past decade, the construction of hotels and malls in Yogyakarta is an actual issue that is continuously in the public spotlight. Because hotel construction is not solely concerned with economic issues, but more severe than that is a matter of the environment as well as social and cultural. One aspect that invites discussion and even community resistance is the intensity of its quantitative growth.

The availability of hotel occupancy in Yogyakarta is quite high. Referring to the data of the Indonesian Restaurant Association (PHRI) in 2013, there were 1,160 hotels in the DIY region, consisting of 60 star-rated hotels with more than 6,000 rooms, and 1,100 jasmine-class hotels with 12,660 rooms. Meanwhile, based on data from the Central Statistics Agency of DIY in the same year, the number of hotels in Yogyakarta reached 401 units, consisting of 39 five-star hotels, and 362 non-star hotels. In the past ten years, the number of hotel rooms in Yogyakarta has increased to 3,000 rooms.

To provide an overview of hotel development trends, the researchers presented data on the number of hotels in all districts/cities and their development from 2006 to 2015 (Yogyakarta, 2015). The table illustrates that hotel establishment in Yogyakarta is developing very rapidly.

**Table 1.** Classified Hotel

City	Accommodation	Room	Bed
Kulonprogo	-	-	-
Bantul	1	71	119
Gunungkidul	1	46	52
Sleman	26	3 391	5 147
Yogyakarta	57	5 255	8 391

Total	85	8 763	13 709
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The data illustrates the availability of accommodation, rooms, and beds for star-rated hotels in the Yogyakarta Special Region in 2015, or the latest data that could be accessed by researchers from the Central Statistics Agency data of the Yogyakarta Special Region. Yogyakarta and Sleman were the regions with the highest number of hotel occupancy. Yogyakarta was the highest with 57 number of hotel accommodations, with 5,255 rooms and 8,391 beds. Kulon Progo Regency provided interesting data where no one-star hotel was built there. Bantul and Gunung Kidul were districts with only one-star hotel building for each district.

**Table 2.** Non-Classified

City	Accommodation	Room	Bed
Kulonprogo	26	474	526
Bantul	261	2 161	2 618
Gunungkidul	69	671	756
Sleman	363	4 128	5 748
Yogyakarta	362	6 397	10 248
Total	1 081	13 831	19 896

The table above shows that the number of non-starred hotel accommodations in the Yogyakarta Special Region, which is even greater. Sleman Regency was an area with a higher number of non-starred hotel accommodations, with 363 hotel residences. The amount was 15 times more than the number of star hotels. In Yogyakarta City, there was fewer than one hotel in the same year compared to Sleman, with 362 hotels.

**Table 3.** The Development of Starred Hotels

Year	Accommodation	Room	Bed
2014	71	6 864	10 725
2013	61	5 801	9 280
2012	54	5 150	8 171
2011	41	3 953	6 389
2010	36	3 631	5 807
2009	34	3 373	5 633
2008	34	3 297	5 439

2007	38	3 458	5 640
2006	37	3 458	5 640

Then, in terms of the development of five-star hotels in 9 years, it doubled from 2006 to 2014, from 37 to 71, with an increase in the number of rooms also to around two times from 3,458 to 6,864. These data indicate that the development of the number of hotel occupancy in Yogyakarta is very rapid. However, it is not the case with non-star hotels. The growth of non-starred hotel accommodations in DIY barely grew, namely 1,046 hotels in 2006 to 1,067 in 2014. Non-starred hotels in DIY, thus, only grew (razor-thin development) 2.3 hotels per year [see Table 4].

The data shows that the construction of hotels that have been criticized for the refusal of citizens is supposed to be suspected are star-rated hotels built by property investors and hotel conglomerates in Indonesia, such as Santika, Aston, and others. However, in terms of the total number of starred and non-starred hotels in the Special Region of Yogyakarta, especially cities/within the ring road network area, this number is considered sufficient to accommodate tourists, seasonal residents, and permanent residents in the Special Region of Yogyakarta.

**Table 4.** The Development of Non-Starred Hotels

Year	Accommodation	Room	Bed
2014	1 067	13 624	19 860
2013	1 109	13 547	21 549
2012	1 100	13 309	21 720
2011	1 063	12 407	18 586
2010	1 098	12 519	18 293
2009	1 092	12 091	17 735
2008	1 095	12 158	18 270
2007	1 039	11 307	17 459
2006	1 046	11 307	17 459

With the cumulative number of star and not starred hotels, the supply of hotel accommodation is considered by many to be more than adequate and even tends to be excessive. The hotel entrepreneurs themselves even recognize the situation of oversupply. The Indonesian Hotel and Restaurant Association (PHRI) states that the number of hotels in Yogyakarta currently exceeds capacity or is over-supplied. From the comparison with the number of tourists, even according to PHRI, it exceeds the number of tourists who come to Jogja as a tourism and cultural city.

The Chairman of the Yogyakarta PHRI, Istijab, stated that the construction of new hotels in Yogyakarta and Sleman should be stopped so that the hospitality business climate in Yogyakarta is

maintained and developed. Facts on the ground show that new hotels in Jogja and Sleman continue to grow (Poerwanto, 2019).

What about the number of malls as a marker of lifestyle? There are dozens of malls and shopping centers in Yogyakarta and surrounding areas. According to data collected by researchers from various sources, the following is a list of shopping centers in Yogyakarta:

1. Malioboro Mall. This mall is the first mall that was built in Yogyakarta, located in a strategic area on Malioboro Street.
2. Galeria Mall. This mall is managed by the Matahari Department Store, located on Jenderal Sudirman Street, one of the strategic business districts in Yogyakarta.
3. Jogjatronik Mall. This mall is the only electronic mall in Yogyakarta and Central Java, located on Brigjen Katamso Street.
4. Lippo Plaza Jogja. This mall is a shopping center on Laksda Adisucipto Street. This mall occupies the building of another former mall before, namely Saphir Square, which was declared bankrupt by the court.
5. Ramai Family Mall. This mall is also located in a strategic area of Malioboro Street.
6. Ambarrukmo Plaza. This mall is located in the Ambarrukmo Royal Palace Hotel Complex on Laksda Adisucipto Street.
7. Mirota Kampus. The department store chain has several building units in strategic locations.
8. Gardena. A department store and supermarket located in one of the shopping areas in Yogyakarta, namely Urip Sumoharjo Street.
9. Jogja City Mall (JCM). JCM is one of the new malls in DI Yogyakarta, located on Magelang Street.
10. Hartono Lifestyle Mall Jogja. This mall is located on the south side of the Yogyakarta Special Regional Police Station around the northern ring road.
11. Sahid J-Walk Mall (Sahid Yogya Lifestyle City). The mall, whose construction has not yet been completed, is located on Babarsari Street.
12. Progo Store. This shopping center is one of the cheap shopping centers, which is complete for all household needs, located on Suryotomo Street.

In terms of layout, the existing malls are already overloaded. If it stands to reason that Yogya is the center of the development of central and southern Java, not only that, several shopping centers with a smaller scale, such as Hypermart and Giant, have also been, are being, and will be built. The situation has received serious attention, including by the Indonesian Shopping Center Management Association (APPBI). The Chairman of the DPBI APPBI DIJ, Djoko Tjatur S, said that with the addition of malls and several new large shops clearly affected the income level of each mall (Jogja, 2015).

The number of malls is already excessive. Ideally, malls needed to serve the needs of the people of

Jogja, including visitors who come seasonally, only number two or three malls. If it is excessive, then the impact caused is the quiet of the mall itself. The mall will be crowded just on weekends or peak season, and that what is happening right now.

Some groups consider that the addition of malls in Yogyakarta and surrounding areas is no longer needed. The ideal step to respond to contemporary developments by the government is to modernize traditional market management. The traditional market management and physical building have been changed to become the center of people's economy and shopping attractions. It will be more in line with the conditions of Yogya. Referring to several cities abroad, such as in Europe, many markets are actually more crowded than malls. Moreover, Yogyakarta's vision is different from big cities like Singapore and Jakarta, whose vision is to become a shopping center.

### **The Establishment Policy of Hotel and Mall in Yogyakarta**

The hotel and mall construction policy in Yogyakarta has actually started to be troubled by the public, especially in the last five years, where there has been a rapid increase in the number of hotel and mall developments. In the situation of the increasingly high rates of construction of hotels and malls, the city government is actually trying to respond in terms of policies to control development, especially hotels.

The Government of Yogyakarta City has issued a public policy in the form of regulations regarding controlling hotel construction. The local government has issued the Yogyakarta Mayor Regulation (*Perwal*) No. 77 of 2013 concerning Hotel Development Control. The public, represented by experts and civil society, argued that the policy could actually be said to be late, because several hotels in the process of development were already in abundance, especially since the regulation was effective only on January 10, 2014.

It is said to be late because the licensing application is actually already massive. Data shows that the application for licensing that has entered the Licensing Office of Yogyakarta city as of December 31, 2013, alone has amounted to 106 requests. As of the same time, 11 new hotel construction permits were allowed to be built. The construction of the new hotel was carried out in several strategic areas, such as Wirobrajan, Pakualaman, Gondokusuman, Jetis, Danurejan, and Gedongtengen. In this complexity, the results of this study and its discussion would focus on issues of public policy at two main layers, namely licensing and accountability, which is actually still related to licensing.

### ***Licensing***

In the hotel and mall construction sector, which is the focus of research and other development permits, the government has prepared mechanisms, processes, and procedures that have been determined by the government as the licensor. Besides, the applicant must also meet the requirements determined unilaterally by the government.

The process and procedure for applying for a permit to build a hotel and mall building in Yogyakarta are not easy. The applicant must pass several stages that have been determined in accordance with statutory regulations, namely filling out forms, fulfilling the requirements, the consultation stage by the Head of Yogyakarta Office Licensing Service Office regarding development plans, land checks, local community approvals, spatial planning, etc. It is as revealed by the Head of the Yogyakarta City Licensing Service Office as the executor of the service for filing a hotel construction permit in the city of Yogyakarta.

The complete process and procedure for filing a permit to build the hotel are stated in Yogyakarta City Regulation Number 2 of 2012 concerning Buildings, namely:

- a) The applicant submits a request for Building permit (IMB) in writing to the Mayor or Officer appointed by filling out the application form that has been provided, as well as attaching the administrative and technical requirements that have been set.
- b) If the application requirements are complete, the application is accepted and registered, and the applicant is given proof of registration.
- c) If the application requirements are incomplete, the application cannot be registered, and the applicant is given a certificate of lack of requirements.
- d) For requests that have been registered, field/location research is then carried out to find out the truth of the administrative and technical requirements, as well as the suitability of the construction activity plan and the city planning documents.
- e) If the application documents and requirements are stated to be complete and correct, then the Mayor or the appointed Officer is obliged to issue a Building permit (IMB).
- f) If the application file and the requirements are declared incomplete and incorrect, then the Mayor or the appointed Officer may reject the IMB application accompanied by the reasons for rejection.

In terms of requirements for submitting applications for hotels and malls, it is listed in Yogyakarta City Regulation Number 2 of 2012 concerning Buildings and Yogyakarta Mayor Regulation Number 77 of 2013 concerning Control of Hotel Development. These requirements are related to administrative and technical requirements, as stated by the Head of Yogyakarta Office Licensing Services Office.

The aforementioned administrative requirements have been stipulated in Yogyakarta City Regulation Number 2 of 2012 concerning Buildings, which consist of: a) Building permit (IMB) application form, which is filled in completely, and it includes the applicant's signature, which is known to neighbors, Neighborhood Association (RT), Community Association (RW), Village Head, and District Chief, b) Photocopy of applicant's and/or building owner's valid ID, c) Photocopy of land rights certificate or other legal proof of land ownership, d) Sufficiently stamped affidavits that the requested land is not in dispute signed by the applicant, landowner, and prospective building owner. Besides, there are also technical requirements that must be met, namely: a) Planning, b) Architectural or technical plan drawings, c) Building height recommendations (for buildings whose height exceeds the provisions in the Urban Planning document in high-intensity areas, d) Recommendations/certificate from the authorized technical agency (for cultural heritage buildings, buildings located in the area of cultural heritage, and buildings that are on the river border), e) Environmental Assessment in accordance with the provisions of applicable laws and regulations, and f) Official reports, the results of the socialization and attendance list of residents at least within a radius of one and a half-height of the tower, are known to the local village head and District Chief, and safety insurance for residents around that radius (specifically for telecommunication tower IMB applications).

### ***Accountability***

Undeniably, the government must place the common interests of the public as the most important consideration in development policy. It is to the public that accountability for development policies must be relied on. From the perspective of public policy theory, several levels of accountability must be questioned to the government and the private sector (as a substitute for the government) in a development agenda. The responsibilities that must be fulfilled by the two parties include minimal administrative or organizational accountability, legal accountability, political accountability, professional accountability, and moral accountability (Jabbara & Dwivedi, 1988).

During this time, development policies in terms of accountability are more concerned with administrative, legal, organizational, and professional aspects. If it is considered to have fulfilled administrative and legal aspects and is organized according to professional standards, then the development policy agenda is considered feasible to be implemented even though there should be other accountability steps that must be fulfilled, namely political and moral accountability.

Political and moral accountability is certainly more directed to policymakers about how appropriate a development policy is, malls for example, in terms of conformity with the public's shared vision (among others as stated in the constitutional document), public acceptance, and public participation, and its impact on compliance public rights. Furthermore, we can question the impact on public behavior and life.

Related to that, several layers of considerations must be put forward concerning policies that will be issued related to licensing the construction of shopping centers and lifestyles. *First*, how is the compatibility of development policies with the basic vision of Yogyakarta and the special features of Yogyakarta as a city of culture, city of education, and tourism? In this context, we should ponder the statement of Raden Mas Wijoseno Hario Bimo as reviewed at the beginning of this report. The licensing policy for the construction of hotels, malls, and the like, should place Yogyakarta's basic features and visions as the main basis. The development must not only be in line, but more than that, it must reinforce these features and basic vision.

*Second*, what is the impact of the development on the social aspects of the people of Yogyakarta, especially around the construction site? Whether the development will bring negative or positive impacts from the social side, such as the destruction of social order, the disturbance of social cohesion, the destruction of the pattern of relationships and social life of the younger generation, and so on. A small example is that the proposed building permit is a nightclub, which needs to be taken into consideration is certainly whether it does not cause a conflict with the moral values of the surrounding community.

*Third*, whether the development will harm or benefit the community economically. Several sub aspects must be considered. Among other things, whether it will cause a new traffic jam. Accumulatively, congestion will cause long-term economic losses, ranging from the swelling of fuel consumption, increasing time on the road to reduce work productivity and to increase the potential for accidents, which will certainly harm the public.

In addition, whether the development will kill the economic activities of the surrounding community or not. At the level of suburban communities (suburban areas), there is already plenty of evidence that the development of modern minimarkets has resulted in the community grocery stores going out of business.

To ensure these three aspects get a positive answer, local governments (in this case provinces and districts/cities) must put licensing requirements, such as an analysis of environmental impacts

(Amdal), nuisance permits (HO), and a building permit (IMB) as substantive requirements that must involve all stakeholders in their analysis; not merely administrative requirements, which can often be resolved by "sowing" a sum of money and the lure of investors, both officials and residents around. For development that is already or is underway, local governments must issue additional policies to ensure that all three aspects are covered positively.

### **Relationship between Hotel and Mall Establishment with Multiculturalism**

As reviewed in the theoretical study section of this research, the common thread of the presentation is multiculturalism, which is the concept of community management that is culturally diverse, no matter how small the level and scope of cultural diversity, by giving recognition (recognition) of the existence of these plurality components. This recognition in contemporary phenomena is a demand. Therefore, lack of recognition, which means zero fulfillment of demands, is very potential for the emergence of various conflicts. Thus, a multicultural society is a society whose components describe one, two, or all three of these classifications. Unlike pluralism, whose scope is on large sub-components, such as religion, ethnicity and race, multiculturalism, it includes even more "micro" components, such as even lifestyle and thought.

Socio-culturally, the construction of malls and hotels can be questioned by several optics. *First*, the natural environment. The construction of hotels and malls has a negative impact on the environment. As reviewed in the previous section, the existence of hotels and malls creates new traffic jams, which will also affect air quality that is getting worse due to pollution.

In terms of water consumption, the construction of hotels and malls will also cause problems. Hotels, for example, if each room requires 380 liters of water only, it will cause residents' wells around the hotel location to dry up. Furthermore, hotels that are built in the neighborhood of residents, thus, will damage the function of shallow groundwater and deep groundwater. The structure of the basement hotel building will deflect the shallow groundwater flow.

With a simple sentence, the construction of hotels and malls has emphasized a new monoculturalism in the aspect of environmental management, namely the culture of submitting perspective and community needs to the needs and perspective of neo-capitalism. In the environmental aspect, a single culture is very visible in the narrative of development to put the small people in a losing position.

*Second*, social environment. Yogyakarta and its surroundings have been known as cities of education and cities of culture. Hundreds of thousands of new students who choose Yogyakarta as a city to continue their education arrive every year. It is caused by the conducive social carrying capacity and cultural carrying capacity for the development of education.

It is one of the serious concerns of the people of Yogyakarta. It is because the construction of hotels and malls does not seem to show signs of stopping. In fact, for the construction of the mall, according to General Manager Hartono Mall Yogyakarta, Samuel Kristianto, the presence of the malls is still lacking. Yogyakarta is considered to still need many shopping centers along with the increasing Consumer Tendency Index (ITK). As of the third quarter of 2014, ITK Yogyakarta reached 115.89 (Alexander, 2015).

This situation will increasingly have an impact on the socio-cultural aspects of the people of Yogyakarta. The community is increasingly uncomfortable with the development that has been done. People are worried that development will erode and change the cultural challenges of

Yogyakarta. It is not the only culture that will erode; if development continues, the social vulnerability will also increase in potential.

One social vulnerability that is possible to emerge is a phenomenon of neo monoculturalism. The presence of malls, hotels, apartments, and the like is not merely a physical presence that has a direct impact on the environment. However, more than that, their presence will bring new cultural structures, such as consumerism and hedonism. It will cause social tensions in the community. Then, with the carrying capacity of social change and the development of information and communication technology, the new culture will continue to survive and erode the old culture in Yogyakarta based on Javanese tradition and philosophy.

The new cultural infrastructure and superstructure that is present as an effect of the development of the construction of hotels, malls, and the like will further marginalize the old culture. Then slowly, the invisible multiculturalism (extrinsic) in Yogyakarta will be replaced by invisible monoculturalism (intrinsic), which is caused by the penetration of the new socio-cultural dimension brought by the construction of hotels and malls, namely hedonic and consumerist culture, as well as other new cultures as innate modernism and neo-capitalism.

#### IV. CONCLUSION

The conclusions of this study are as follows:

1. From the perspective of public policy, the accountability aspect is the main variable that should be questioned in the policy of building hotels and malls in Yogyakarta and surrounding areas. Regarding this accountability, several layers of considerations must be put forward concerning the policies that will be issued related to licensing the construction of shopping centers and lifestyles. *First*, how is the compatibility of development policies with the basic vision of Yogyakarta and the special features of Yogyakarta as a city of culture, city of education, and tourism? *Second*, what is the impact of the development on the social aspects of the people of Yogyakarta, especially around the construction site? Whether or not the development will bring negative or positive impacts from the social side, such as the destruction of social order, the disturbance of social cohesion, the destruction of the pattern of relationships and social life of the younger generation, and so on. A small example is that the proposed building permit is a nightclub, which needs to be taken into consideration is certainly whether it does not cause a conflict with the moral values of the surrounding community. *Third*, whether or not the development will harm or benefit the community economically. Several sub aspects must be considered, such as whether it will cause a new traffic jam and whether the development will kill the economic activities of the surrounding community.

From the perspective of multiculturalism, the construction of hotels and malls can be explained by at least two main optics, namely the impact of the natural environment and the social environment. The construction of hotels and malls, has emphasized a new monoculturalism in the aspect of environmental management, namely the culture of submitting people's perspectives and needs to the needs and outlook of neo-capitalism. A single culture is very visible in the narrative of the construction of hotels and malls to put the small people in a losing position. Likewise, with the social environment, people are worried that the development will undermine and change the cultural order of Yogyakarta. It is not the only culture that will be eroded; if development continues, the phenomenon of neo monoculturalism will emerge. The presence of hotels and malls will bring new cultural structures, such as consumerism and hedonism. With the carrying capacity of social change

and the development of information and communication technology, the new culture will continue to survive and erode the old culture in Yogyakarta based on Javanese tradition and philosophy.

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