

## ARTICLE

# The Development of a Sustainable Tourism Area for Borobudur Temple as a City Branding Theme for Magelang Regency

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**Abstract:** The concept of city branding is needed to accelerate development in an area. Sustainable tourism development in Magelang Regency requires city branding by utilizing the existence of Borobudur Temple as a Super Priority Tourism Destination in Indonesia to become the main lever in efforts to improve the welfare of the local community. This study aims to analyze the importance of city branding in developing the Borobudur Temple tourism area as a world heritage site for Magelang Regency. This study used qualitative – descriptive to find, explain, and formulate conclusions using data collection techniques through interviews with key informants and FGDs with sources from the BOB, heads of cooperation, and leadership in charge of government affairs in the tourism sector. This research found the important benefits of establishing Borobudur Temple as a world heritage site and one of Indonesia's Super Priority Tourism Destinations to become a sustainable city branding for Magelang Regency to increase tourism promotion to domestic and foreign tourists. Establishing city branding in Magelang Regency requires collaboration and coordination between stakeholders, strategic area management, and micro, small, and medium enterprises empowerment. In conclusion, the implementation of sustainable development in Magelang Regency requires the establishment of city branding, which is linked to the existence of the development of the Borobudur Temple tourist area as a world heritage site.

**Keywords:** sustainable development; city branding; tourist destinations; cooperation; Borobudur temple

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## 1. Introduction

Tourism is one of the economic sub-sectors that has received sufficient attention to improve the regional economy and is considered capable of prospering people's life (Bima et al., 2020). The development of tourist areas can contribute to original regional income, open up business and employment opportunities, and at the same time function to preserve natural, biological wealth, which has a positive impact on the development (Ariani & Suryawan, 2018; Mukhsin, 2014; Mustamin et al., 2016).

The development of the Borobudur Temple Tourism Area has had a positive impact on the social life of local communities, such as a better level of education, the opening of new jobs around the tourist area, and increasing business opportunities (Hamzah et al., 2018, p. 201). Therefore, Indonesia needs to concentrate on developing tourism to improve the economy and people's welfare (Sumarto et al., 2020). The combination of city branding and the development of tourism areas in improving the tourism sector is also supported through strengthening. City branding mobilizes the various potentials that the region has over the region in the form of tourism, arts, and cultural potential (Intyaswono et al., 2016; Sidauruk & Saksono, 2018; Susanti, 2018). Magelang Regency is an area with ownership of a world heritage site, the Borobudur Temple. As a world heritage site, Borobudur Temple generates income for the community by increasing the number of visits by domestic and foreign tourists. This can be seen from the fluctuation in the number of tourists visiting Borobudur Temple before the COVID-19 incident, which reached 3,747,757 visitors in 2019 and then decreased in 2020 to 965,699 people. The same thing happened to the number of foreign tourist arrivals. In 2019 it reached 242,082 and decreased in 2020 to 31,551. Furthermore, the development of the number of tourists is expected to have an influence on the growth rate of tourism in Magelang Regency and the surrounding area.

Tourism is developed to meet the needs of tourists, the tourism industry, and local communities today without compromising the ability of future generations to meet their own needs (Simatupang & Sukmadi, 2021). The development of Borobudur Temple tourist destinations benefits local governments and their people, especially when designated as a UNESCO world heritage (Darmawan, 2022). The central government uses this stipulation to provide leverage in encouraging the development of sustainable tourism in the Magelang Regency area and its surroundings.

Based on the research results, an environment-based sustainable tourism development strategy for tourism-supporting facilities in Badung Regency can be carried out through policies issued by the government, the application of the concept of Tri Hita Karana or the three causes of well-being which include God, nature, and humans, ensuring development according to with its designation so as to reduce negative impacts on the environment, as well as empower local communities in tourism development (Widiati & Permatasari, 2022). In addition, Setijawan (2018) conducted research on the development of tourist areas and explained that sustainable tourism development requires involvement and high awareness of the community as a whole at every stage of development, starting from the planning stage to the implementation of development, as well as participating in various tourism policies in developing tourist areas.

Sustainable development has a key conceptual framework for building a more resilient society. A fundamental understanding of aspects of community resilience in the sustainable as well as social tourism sector usually incorporates a long-term perspective on resource exploitation (Amir et al., 2015) while strengthening city

branding, which requires the government's role in providing basic facilities for the needs of tourists as well as policies that provide comfort for every stakeholder, including tourists, and provide transportation facilities provided for tourists (Jannah, 2014). City Branding is an effort to provide a brand to the city so that it is easily recognized and can form a city image to market the area both locally and internationally (Jannah, 2014). This branding can enter various sectors; for example, in the service sector, there is service branding. In the product or goods sector, there is luxury product branding, personal branding in the individual sector, and city branding in the geographic sector (Adona et al., 2017; Riza et al., 2012). The concept of city branding, which the local government will carry out along with other stakeholders, is used to benefit through the development of a sustainable tourism area, Borobudur Temple, as a world heritage located in Magelang Regency.

This study offers analysis related to city branding in Magelang Regency in the development of the Borobudur Temple tourism area as a world heritage site. This is a research gap between previous research and current research. In relation to these conditions, the formulation of the research problem is the need for Magelang Regency to rely on city branding in developing a sustainable tourism area for Borobudur Temple as a world heritage site. The research question is how is the concept of city branding in supporting the development of a sustainable tourism area for Borobudur Temple in Magelang Regency? While the research objectives explain the concept of city branding in supporting the sustainable development of the Borobudur Temple tourism area in Magelang Regency. It is said that in tourism development comprehensively and sustainably, there needs to be cross-sectoral coordination, strategic area arrangements, and empowerment of micro, small, and medium enterprises in tourist destination areas (Yanuarita, 2018).

## 2. Methods

Qualitative Research Approach (Corbin & Strauss, 2008) chosen to reveal various phenomena regarding the implementation of sustainable development efforts in the tourist destination area of Borobudur Temple through city branding of Magelang Regency. The research was conducted in the Magelang Regency area, which is the location of the Borobudur Temple, using the case study method (Yin, 2018) in order to explain various phenomena that occur related to city branding and regional cooperation in the development of sustainable tourist destinations. Data collection was carried out using two techniques to obtain data directly, namely through Focus Group Discussions (FGD) and semi-structured interviews with key informants from the government as managers of regional cooperation and tourism in the regions, as shown in Table 1.

Table 1. Semi Structured Interview

No.	Organization	Total	Institutional	Kind of Interview	Duration
1.	Directorate of Cooperation	2	Government	Semi structured	100 minutes
2.	Regional Director	1	Quasi Government	Semi structured	60 minutes
3.	Cooperation Section	3	Local government	Semi structured	2 hours, 30 minutes
4.	Tourism Sector	3	Local government	Semi structured interview	2 hours, 45 minutes

Source: Processed research data (2022)

Data was collected using FGDs which presented officials managing the tourism sector in Magelang Regency and the Regional Government, which became access to the Borobudur Temple Area. The FGD was carried out three times, as shown in Table 2.

Table 2. FGD Activities for Research Data Collection

No.	Theme of FGD	Participants	Origin of Participants	Duration
1	DPSP Borobudur Temple	12	Borobudur Authority Agency, Tourism Sector of Magelang Regency, Kulon Progo, Surakarta, Sleman, Gunung Kidul, Bantul, Purworejo, Salatiga City, Yogyakarta City, Magelang City, Central Java Province, DI Yogyakarta Province.	2 hours, 30 minutes
2	Borobudur Temple Tourism Area, Icon of Magelang Regency	10	Borobudur Authority Agency, Cooperation Section of Magelang Regency, Tourism awareness group, community tourism business management, creative industry community, Central Java Province, DI Yogyakarta Province	2 hours, 20 minutes
3	Synergy in the Management of the Borobudur Temple Area, Strengthening the City Branding Concept	13	Borobudur Authority Agency, Cooperation Section of Magelang Regency, Kulon progo, Surakarta, Sleman, Gunung Kidul, Bantul, Purworejo, Salatiga City, Semarang City, Yogyakarta City, Magelang City, Surakarta City, Central Java Province, DI Yogyakarta Province	2 hours, 30 minutes

Source: Processed research data (2022)

The data analysis technique used in this study was carried out by referring to Miles et al. (2014), namely: 1) data presentation, 2) data reduction, and 3) drawing conclusions.

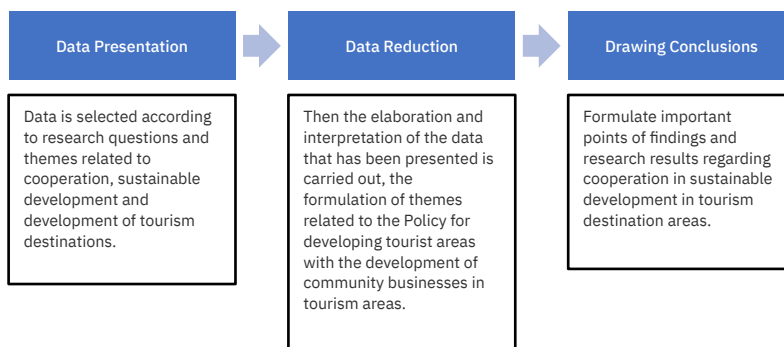


Figure 1. Data Analysis Flow

### 3. Results and Discussion

#### 3.1. The Policy for Management of the Borobudur Temple Area as a World Heritage Site

The management of the Borobudur Temple area pays attention to the design of tourism development that crosses several areas according to the direction of entry of tourists to the tourism area. The Detailed Engineering Design (DED) requirements for four entrance gates have been completed: 1) Blondo Gate (towards Semarang), 2) Palbapang Gate (towards Yogya), 3) Kembang Limus Gate (towards Purworejo), and 4) Klamong Gate (towards the direction from Kulon Progo). The construction process includes the arrangement of traders and parking areas in the Kujon Field (“Sinergitas Pengembangan Lima Destinasi Pariwisata Super Prioritas,” 2020). The central government has measurable goals for developing the Borobudur Temple Area through the Ministry of Public Works and Housing (PUPR), which has an integrated and sustainable tourism development program for the development of the Borobudur and Prambanan Temple Areas. Access to roads with good conditions to tourist areas is one of the important factors for tourist satisfaction and comfort to facilitate tourism activities (Handayani et al., 2019, p. 125). He conveyed that the development of the super-priority tourist destination Borobudur impacted the

development of the district/city area surrounding the temple. There are four areas as entrances to be able to reach Borobudur Temple.

Through the Ministry of Tourism and Creative Economy, the central government manages the Borobudur Temple tourist destination. For this reason, the Borobudur Authority Agency (BOB) manages the Borobudur Temple tourist destination area. BOB has the task of managing the Borobudur Temple, a world heritage site as DPSP. The management provisions are stipulated in Presidential Regulation Number 46 of 2017 concerning BOB. The authority to manage Borobudur tourist destinations is the responsibility of the central government, supported by the development of various access to and from Borobudur Temple and awareness of tourism management in the area. The management of the Borobudur temple ultimately focuses on developing destinations to preserve the environment while at the same time providing an economic impact for the people in the tourist destination area. Tourist destinations in conservation areas (such as Borobudur Temple) should apply tourist restrictions (a quota system) based on the results of calculating the carrying capacity of an area. This is done so that the sustainability of the tourism area is maintained. Tourists included in the queue list can be directed to visit tourist destinations in the vicinity. Therefore, what is possible to do is to add attractions so that the duration of tourist visits increases because mass tourism has a negative impact on the regional ecosystem (Susiana, 2016). Policy formulation by the government is needed to form a conducive tourism administration system to bring positive effects such as more and more tourists coming in the hope that more foreign exchange will be earned and more investors will be attracted and believe in investing (Lestari & Suharyanti, 2020).

The DPSP development policy is in direct contact with the local government. The Borobudur Temple tourist destination is in the area of the local government of Magelang Regency. Therefore, local governments, both provincial and district/city, which are not far away and are included in the four entrance gates of the Borobudur Temple tourism area, need to work together in the sustainable development of this tourist destination. The management of cooperation is also a focus between the DI Yogyakarta provincial government and Central Java Province to provide benefits for developing the DPSP area. The super priority tourist destination policy, Borobudur Temple, gives great hope to the public. The policies set are the locomotive for the wheels of the economy originating from the tourism sector. This is the great hope of the local community, together with the village government, to take various opportunities and opportunities to improve their quality of life. The policies set by the government are efforts to preserve and protect the Borobudur Temple Area in the long term. The designation of Borobudur Temple as a DPSP area provides direction in the division of roles between government, local government, and stakeholders who work together to benefit the tourism sector as well as improve the community's economy.

The scope of the BOB management area across districts/cities as a tourism development area. For this reason, the Detailed Spatial Plan (RDTR) is used to ensure the development of the tourism area in the future. Utilization of space in accordance with its function is the task of the central, provincial, and district/city governments for harmony in sustainable development. One of the functions of the RDTR is as a reference for issuing utilization and development permits in an area. The information in the RDTR itself is more detailed and is a derivative of the Regional Spatial Plan (RTRW), which is a specific plan related to regional spatial planning in the Regency/City which has been completed with zoning regulations for each regency/city where the RDTR is drawn up. The expansion of the development of the Borobudur Temple tourist area also synergizes the RDTR of each Regency/City where the development

is carried out. Regency/City Governments should prepare RDTRs in their areas, along with the RDTR conditions in the Borobudur Temple tourism development area.

Table 3. RDTR Conditions in the Borobudur Temple Tourism Destination Development Area

Regency/City	RDTR			
	Target	Realization	Disadvantages	Percentage Reached
Magelang Regency	21	0	21	0%
Magelang City	3	0	3	0%
Purworejo Regency	16	1	15	4.76%
Kulon Progo Regency	12	0	12	0%
Bantul Regency	17	2	15	9.52%
Sleman Regency	17	2	15	9.52%

Source: Processed research data (2022)

The RDTR in the development area of the BOB area varies in each Regency/City. The Governments of Bantul Regency and Sleman Regency had the highest realization percentage, as much as 9.52%, followed by Purworejo Regency, 4.76%. This explains that the three regencies ensure and guarantee the use of regional space to develop sustainable tourism destination areas. Meanwhile, the other three regencies require the accelerated realization of the RDTR to ensure the development of tourism areas and tourism investment in these areas.

The Borobudur Temple super priority tourism destination policy benefits Magelang Regency in strengthening City Branding. Borobudur Temple Tourism Management is a priority at the national level in attracting tourism interest for both local and foreign tourists. Indirectly, the existence of the Borobudur Temple DPSP policy facilitated the Magelang Regency government in strengthening its branding.

### 3.2. Synergy in Regional Development Strengthens Branding

Various joint tourism development activities between Magelang Regency and BOB have been followed up with cooperation implemented since May 11, 2021. The Magelang Regency Government provides other types of tourism that support this international cultural heritage tourism. This is done with the support of various resources and regional implementing units to strengthen the implementation of activities, especially in the tourism sector as well as regional development and strengthening the creative economy. In the Magelang Regency area, some areas are buffers for the BOB area. There are two regency areas within the BOB area which consist of several sub-districts as buffers for the tourism area. In addition, the focus on strengthening other types of tourism models is also combined with the development of trade centers in tourist areas and regional borders of Magelang Regency.

The branding of Magelang Regency based on sustainable tourism development in the Borobudur Temple Area was preceded by mapping the potential development targets of the local government. In addition, targets for cooperation in cultural development, tourism, and trade, as well as micro, small, and medium enterprises, were mapped, which had previously been signed with Magelang Regency. Magelang Regency also has an interest in utilizing the Borobudur Temple tourist destination, which is located within its territory, so that in the future, Magelang Regency is ready to receive grants related to the management of the entrance gate to Borobudur Temple from the relevant ministries (Magelang Cooperation Section, 2022). However, several local governments in the area of developing Borobudur tourism

destinations have not yet collaborated, namely Sleman Regency. Sleman Regency has many potentials that can be managed jointly by the local government related to BOB. Mapping of the potential that has been formulated in the regional tourism development master plan document with various kinds of action plans involving local governments around Sleman Regency, such as Boyolali and Magelang (Sleman Cooperation Section, September 2022).

The development of tourism potential around the Borobudur Temple Area is also carried out by utilizing the condition of the area and the capacity of the tourism-aware community. Forest areas can be utilized in the management of adventure tourism. Adventure tourism can be a tour package involving community groups, for example, as a Jeep car operator or as a supporting tour in the Borobudur Temple Area. Thus, tour packages developed by the regional government can be cooperated according to the region's capacity and the people living around the area. Magelang Regency and Purworejo Regency, facilitated by BOB, jointly compiled a study with storytelling for the Menoreh area to promote or manage the BOB area itself based on local stories that had previously existed in the community. At the same time, the community supported by granting land for parking of 500 m<sup>2</sup>, considering the narrow hill area for available parking (Magelang Cooperation Section, 2022). The community also voluntarily provides facilities and infrastructure to support tourism.

Meanwhile, Kulon Progo Regency has entered into a joint agreement or memorandum of understanding encouraging the integration of culture-based tourism promotion in Kulon Progo, such as attractions, arts, and metal crafts tourism activities. The local Public Works Office collaborates on developing integrated tourism infrastructure and waste management. This waste management needs to be planned because waste can become an obstacle if not managed properly. Apart from that, there is also the involvement of the Health Service in health services to provide emergency services needed in the management of natural tourism, considering that tourist destinations around Borobudur Temple are located in hilly areas which are prone to accidents (Kulon Progo Cooperation Section, September 2022).

Furthermore, the Purworejo Regent has signed an interest in cooperation with the BOB director. This mutual interest is currently followed up by signing a memorandum of understanding attached with a work plan. The existence of BOB is a strength for the Purworejo Regency government in developing the tourism sector. With the presence of BOB as an extension of the central government in the Borobudur-Purworejo tourist area, the government of Purworejo Regency is trying to take the maximum benefit from the presence of development activities in the context of managing Borobudur Temple so that it can have a positive impact on the people of Purworejo (Purworejo KS Section, 2022). The development of the Borobudur tourist destination area by BOB is positioned in the Purworejo area of 309 hectares. However, only around 50 hectares of this area have been managed (BOB, September 2022).

BOB and the regional government around the Borobudur Temple Area are working together to strengthen the area. BOB has been involved in many sectors, as well as local governments. This means that both parties in the management of tourism area development prioritize various areas that support the Borobudur Temple Area by mobilizing various regional components such as the Public Works and Public Housing Office, the Industry Office, the Manpower Office, and the Community and Village Empowerment Office. Even though various collaborations have been carried out between the regional government and BOB, supervision is still needed from the province, in particular, and from the center. For example, the Public Works Service



must open access roads to the location because access is still lacking. If supervision is not carried out, then development can be hampered. Therefore, synergy between the regions and the center is needed, which can be carried out together with the provinces to oversee this because this is a DPSP program, so special handling is needed in efforts to develop cooperation.

In addition, the Community and Village Empowerment Service contributes to develop the tourism capacity of the local government in synergy with the village government. This synergy is present because several villages in the regency area are included in the Borobudur Temple DPSP area. This requires a common movement between the local government and the village government to take advantage of cooperation in community development through various handicraft production activities. The presence of various activities carried out by BOB, together with the local government, is aimed at increasing the community's ability in the Borobudur tourist destination area. Not all people have the skills and can benefit from the presence of the development of the tourist area because they only think about assistance. However, with the presence of BOB, the target is not only from a physical perspective but also to increase the capacity of the community. BOB mobilizes the surrounding community through various communities that produce various crafts as a form of creative industry products, such as the production of rattan footwear to preserve the Borobudur Temple site (BOB, September 2022). This footwear can support the preservation of the building because Borobudur Temple has a physical vulnerability to movement and human burden, which is the burden of the building to the upper court of the temple.

In addition, Bantul Regency, located not far from Borobudur Temple, also benefits by developing the south coast and hills area close to the mining area as a regional priority program. The concept of agro-tourism/community-based tourism is an approach to regional development, with tourism being the main sector driving development in the region. The program's main target is for Bantul Regency to become a world-creative city. This is a big job by eliminating the ego sector, and cooperation becomes a tool in achieving it. Intergovernmental cooperation in the Borobudur area with other parties, such as the village government, carries out tourism development by involving various MSME and creative economy actors. This encourages mutual awareness in developing various tour packages around the Borobudur Temple tourist destination area.

Table 4. Focus on Strengthening Cooperation in Borobudur Temple Destination Areas

Government Level	Unit	Development Focus
Central	Ministry of Public Works and Public Housing	<ul style="list-style-type: none"> <li>• Development of connectivity to and from Borobudur temple.</li> <li>• Infrastructure development in tourism destination areas</li> <li>• Construction of the entrance to the tourism area</li> </ul>
	Borobudur Authority Agency (BOB)	<ul style="list-style-type: none"> <li>• Development of community/tourism community capacity</li> <li>• Sustainability of tourist destinations Borobudur Temple</li> <li>• Development of creative industries in the Borobudur tourist destination area</li> </ul>
Local	Magelang Regency	<ul style="list-style-type: none"> <li>• Provision of a tourism cooperation plan.</li> <li>• Development of local tour packages</li> <li>• Infrastructure synergy capacity of tourism areas</li> <li>• Empowerment of tourism-aware local communities through tourism-aware creative industries.</li> <li>• Involvement of all regional apparatus</li> </ul>
	Magelang City	
	Kulon Progo Regency	
	Sleman Regency	
	Purworejo Regency	
Bantul Regency		

Source: Processed research data (2022)



Cooperation in the development of sustainable tourism in the Borobudur Temple Area, which is the DPSP, is the focus of the central government and local governments (Susiana, 2016). In developing tourism, an integrated plan is needed that involves various sectors and stakeholders. The central government focuses on developing the Borobudur tourist area through infrastructure development and strengthening tourism management institutions by establishing a BOB. On the other hand, local governments synergize through mapping local tourism activities by utilizing various resources they have taken advantage of. Encouraged cooperation produces various efforts to increase regional capacity and strengthen the community in the area of developing Borobudur Temple tourist destinations. Currently, the development of the Borobudur Temple Area is BOB's responsibility to maintain sustainability in its management and management of tourism with the local government.

Signing a joint agreement or memorandum of understanding is a concrete step for the commitment of the parties to focus on developing the tourism sector. This form of cooperation between parties targets the development of human resources, creative economy actors, and MSMEs, especially those in villages around the Borobudur Temple Area. This is a guide for government agencies and the community to move in mobilizing all existing capabilities and human resources (involvement of arts and cultural actors) to develop the tourism area. The local government's synergy with BOB accelerates various activities in supporting the successful development of the area around Borobudur. The presence of this cooperation created various efforts, including:

1. management of joint area development between local government and BOB;
2. mapping the potential and characteristics of the area accompanied by a plan of action for cooperation;
3. synergies in the use and strengthening of infrastructure in the form of land for the development of sustainable tourism destination areas; and
4. development and integration of various forms of tourism to support the development of the Borobudur Temple DPSP area.

### 3.3. City Branding for Community Economic Business Empowerment

The development of small and micro businesses in the tourism sector is carried out to increase the capacity of the community's skills in production. The focus on community business development is a formulation of the joint needs of the parties by looking at the composition and capacity of the community in each local government area within the Borobudur Temple Area. Community Skills are also a Magelang Regency government program focusing on local cooperation with BOB. In line with that, various community business developments in tourist destination areas are formed through training to develop various community creative industry products. Community skills that can be honed to produce various creative products, such as: making t-shirts and glasses. Cooperation is also intended to maintain various capabilities and develop community capacity in production so that the cooperation that is carried out protects various skills and local wisdom. The availability of labor in the community business sector and supporting tourism activities are also fulfilled by various forms of certified training to become a quality standard for the workforce in the tourism sector. Later, based on the policy and plans for the development of the Borobudur Temple Area as DPSP, there will be 50 areas that will be developed (BOB, September 2022). The development of tourist areas in each area will be able to

absorb a significant number of workers, especially from people in the surrounding areas, such as Purworejo, Bantul, Sleman, Kulon Progo, and Magelang Regency.

The regional government is also encouraging village governments by seeking the involvement of village-owned enterprises (BUMDesa) in collaboration. This involvement was carried out specifically in developing the capacity of the tourism business in the Borobudur Temple destination area. In addition, facilitation and assistance activities for the community have become ongoing activities preceded by cooperation for developing community businesses around the Borobudur Temple Area. Therefore, the involvement of the village government also has an important role in developing the sector in the Borobudur Temple Area. For this reason, synergy in marketing various tourism packages is needed to attract tourists to stay longer in the Borobudur Temple Area.

The development of the Borobudur authority area indirectly grows various tourist destinations around it to drive the local community's economy. Various types of creative industries began to grow. One is forming a culinary center to capture various economic opportunities in tourist destination areas. The local government encourages the growth of various creative industries by creating new destinations initiated by the community. In line with that, the district government collaborates with online food delivery service providers, such as Grab, GoJek, and ShopeeFood. The collaboration presented aims to expand market coverage within the local government area and increase the number of goods produced (KS Section, Bantul, October 2022). This condition was deliberately created through the support of priority local government programs until 2024, one of which is in the Bantul Regency. This priority program seeks regional economic development through the tourism industry, in which increasing MSMEs is one of the targets. Community economic business development in the DPSP area includes:

1. Development of various types of creative industries, one of which is a culinary and handicraft center that was formed to capture various economic opportunities in tourist destination areas;
2. Collaborating with e-commerce service providers to expand market coverage within the district and increase the number of goods produced; and
3. Striving for regional economic development through the tourism industry, in which increasing MSMEs is one of the priority program targets.

#### **4. Conclusion**

The research findings explain the important benefits of designating Borobudur Temple as a world heritage site and one of the DPSPs in Indonesia to become a city branding for Magelang Regency sustainably. This is conducted to increase tourism promotion for domestic and international tourists. The policy of developing sustainable tourist destinations strengthens the tourism sector in Magelang Regency by taking advantage of the presence of the Borobudur Temple area with various parties around the DPSP area, especially the local government. BOB was formed to protect and preserve Borobudur Temple as a world heritage site by controlling various activities and developing tourist areas. In order to strengthen branding later, Magelang Regency is working together with the local government, BOB, and other parties to seek collaboration in various tourism development activities. The collaboration aims to increase the skills of the tourism-aware community and the capacity of business actors, starting from artisans and tourism business actors who are combined with preserving nature and culture around Borobudur Temple.

Borobudur Temple is utilized by the Indonesian government, in general, and Magelang Regency, in particular, as tourism branding while promoting cultural tourism. The central government is the main actor in managing the Borobudur Temple Area through the DPSP policy. The policy was issued to maintain the sustainability of Borobudur Temple together with local governments and surrounding communities to be involved in developing connectivity to Borobudur Temple destinations. The cooperation that occurs focuses on efforts to maintain sustainability and sustainable environmental management and is followed by the development of the tourism sector around the Borobudur Temple Area to grow the businesses of the surrounding community. The growth of community businesses around the area is seen from the availability of various tour packages and the development of tourism activities that utilize spaces and areas owned by the government and the community. Based on these findings, city branding related to the development of the Borobudur Temple tourism area as a world heritage site will greatly benefit Magelang Regency in the context of implementing sustainable tourism development.

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