

Keynote Talk: Collaboration of University, Privates, and Community on Community Development - Case Study of Imogiri Heritage Saujana in Yogyakarta, Indonesia

Dr. Eng. Ir. Laretna Trisnantari Adishakti, M.Arch.

Universitas Gadjah Mada

Corresponding author's email: laretna@ugm.ac.id

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Indonesia is mosaic of heritage *saujana* (cultural landscape), a manifestation of the interaction between humans and the natural environment that are reflected in space and time (UNESCO, 1992). Instead of having outstanding values of tangible cultural and natural heritage, those environments exhibit their significant values on intangible heritage, such as folk crafts and arts. However, many of them are in the ring of fire and/or become tourism destination which is also fragile from the mass tourism.

Developing folk crafts in those heritage *saujana* is about a livelihood development and related to the quality of the whole aspects of environment, that is the *saujana* conservation itself. Folk crafts which are handmade and traditionally natural bases have high opportunity in the global market, if manage by care and find a proper market. Mostly, mediators and entrepreneurs are needed in developing creative and innovative community of those heritage *saujana*.

This paper will highlight the collaboration of university, privates and community in building world class Imogiri Batik Heritage Saujana, Yogyakarta, Indonesia. The objectives of this yearly collaboration are the development of community quality of live and in the same time the heritage *saujana*, including the folk batik, are conserved, and entered in the global market. These efforts have focused on building world class people centered management and world class market as well as elaborated the world class recognitions, such as batik as UNESCO Masterpiece of Oral and Intangible Heritage of Humanity (2009) and Jogja as World Batik City (2014).

