

Tourism Development Based on Social Capital And Storytelling: A Case Study Of The Tuesday Wagen Event In Malioboro, Yogyakarta

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Abstract

Purpose This study examines the integration of storytelling techniques and social capital in the development of tourist-based preservation of historic areas, specifically through a case study of the Tuesday Wagen event in Malioboro, Yogyakarta. Tuesday Wagen is a cultural initiative that leverages the Javanese calendar to create a reflective public space by incorporating art performances, historical narratives, and local community participation. *Methodology/Design/Approach* A qualitative approach with a case study design was used to explore three main foci: the initial formulation of event ideas, the implementation of storytelling techniques, and the role of social capital (trust, networks, and norms) in supporting event sustainability. *Findings* – The study results indicate that the success of Tuesday Wagen lies in the synergy among cultural markers, community participation, and cross-sector support. *Challenges* persist, however, particularly in balancing cultural preservation with the economic interests of local communities, such as street vendors. This research offers a historical destination development model based on local wisdom that can be replicated in other areas. *Originality of the research* The originality of this research lies in its integration of storytelling techniques and social capital to develop heritage-based tourism, demonstrated through the unique case of the Tuesday Wagen event in Malioboro, which draws on the Javanese calendar. By addressing both cultural preservation and local economic interests, the study offers a distinctive, locally grounded, and replicable model for sustainable historic destination development.

Keywords: Cultural Tourism; Storytelling; Social Capital; Tuesday Wagen; Malioboro; Historic Area Preservation; Community Participation;

INTRODUCTION

Tourism development plays a crucial role in generating foreign exchange and fostering national economic growth, particularly by reducing unemployment and increasing a country's productivity (Setiawan, 2023). In this context, the concept of tourismpreneurs emerges as a key actor who not only develops tourism businesses but also transforms local resources into high-value products through innovation and collaboration (Yekinni Ojo Bello, 2021). An increasingly relevant and sophisticated approach is destination development based on storytelling and social capital, which can create authentic tourism experiences while empowering local communities (Putnam, 2000).

The tourism economy encompasses all businesses that meet the needs of traveling communities. According to Naido, Bardolet, and Sheldon (as cited in Yekinni Ojo Bello, 2021), the tourism economy is defined as a supportive economic sector focused on providing products and services that enhance the traveler's experience while contributing to the economic development of the host community. Therefore, tourism development must commence with an awareness of community needs and involve planning that emphasizes the importance of local community participation (Sugiarto, 2024).

The allure of local culture and sustained indigenous cultural heritage are key advantages for tourism destinations in fostering tourist loyalty (Dwiyono Rudi Susanto, 2024). One significant potential lies in conveying historical values through storytelling techniques. Storytelling can be considered a core component of human existence, as people use stories to facilitate communication, comprehend their surrounding world, and shape their identity. It can be defined as "a two-way interaction, written or oral, between someone who tells a story and one or more listeners." Stories are a type of narrative that aims to elicit an emotional response. They typically recount a series of incidents related to an entertainment purpose, including challenges to the main character, the character's reactions and journey in response to these challenges, and a form of resolution. They also tend to activate the imaginative process by connecting with one's own experiences and the emotions of others (Dorte Jagetic Andersena, 2018).

Storytelling is an intrinsic human characteristic; individuals are compelled to tell stories in everyday activities, whether eating, traveling, or even daydreaming. Storytelling has been considered a powerful creative tool to enhance visitor engagement and create memorable experiences. However, there remains a knowledge gap concerning its roles, implementation, and impact on cultural heritage tourism.

Yogyakarta's tourism sector is highly promising for development as a source of regional income (Nur Rohman, Sugiarto, Amin Kiswanto, Dwiyono Rudi Susanto, 2024). To commemorate the birthday of Sri Sultan Hamengku Buwono X, the DIY Tourism Office introduced a new tourism agenda in 2017 called Tuesday Wagen. This agenda is held every 35 days, according to the Javanese calendar, specifically on Tuesday Wagen. During this event, the Malioboro sidewalk, typically used by street vendors (PKL), is temporarily cleared and repurposed as a pedestrian-friendly area for visitors. The main characteristic of Tuesday Wagen is the temporary cessation of economic activities in the Malioboro area, including those of street vendors, horse cart drivers, and rickshaw artisans, as a form of cultural respect and public reflective space.

The objective of Tuesday Wagen is to build a recurring memory of the kingdom through a government policy based on the Special Region Law, transforming Malioboro into a coworking space. In Tuesday Wagen, tourism stakeholders find social capital in three aspects: first, public trust, manifested as "selfiko dawuh" (obedience) towards the Sultanate; second, networks, demonstrated by the existing relationships among migrant communities in the Magersari area, which foster solidarity and compliance; and third, norms and principles, especially strong patronage interactions. These components of social capital can emerge from public interactions. Thus, Malioboro functions as a place where people can converse and reach agreements about the aforementioned principles to support Tuesday Wagen as a new tourism event in Malioboro (Anandari Pertiwi, 2021).

The developed model for historic tour areas is designed to be an adaptable example for other regions with similar sites. This model will integrate aspects of cultural preservation, local economic development, and sustainable destination management. This approach is expected to create destinations that are not only touristically appealing but also environmentally and economically sustainable, while honoring their inherent historical values. The objective of this research is to identify the process of formulating the initial idea for the Tuesday Wagen event, analyze the implementation of storytelling techniques, and assess the contribution of social capital in multi-stakeholder collaboration for the Tuesday Wagen event. One innovation of this research is the development of a Spiritual-Cultural Tourism Narrative Model Based on the Javanese Calendar (Weton) as an Instrument for Historic Area Preservation. This approach connects spiritual, cultural, and social dimensions of sacred time into destination planning.

LITERATURE REVIEW

Social Capital Theory

According to Bourdieu (as cited in Dollu, 2020), social capital is a resource possessed by individuals or groups within society, interwoven in a network. This network can take the form of institutional or non-institutional relationships, where each involved party can benefit from the interaction. Putnam (2000) further elaborates that social capital reflects the organized form of society, observable through social networks, norms, and trust values that support cooperation and beneficial actions. More specifically, he argued that weakening ties within families and communities significantly impacts social life. Fukuyama (2000) defines social capital as a set of norms that encourage cooperation between two or more individuals. These norms can encompass interactions ranging from simple friendships to more complex societal beliefs. These norms develop based on commitment and attachment between individuals, thereby fostering cooperation within the community.

These three theoretical perspectives complement each other: Bourdieu emphasizes structural assets (networks), Putnam highlights relational dimensions (trust and cohesion), and Fukuyama emphasizes normative values (commitment and attachment) that underpin cooperation. Collectively, these theories demonstrate that social capital comprises not merely connections but also a system of

beliefs and norms that bind communities together, providing the foundation for initiatives such as preserving historic areas through community collaboration.

Tourism Storytelling

A story is key to understanding one's travel experience because it evokes memories of impressive incidents and events over time (McCabe, 2006). According to Myers (2000), storytelling is a method of knowledge sharing where individuals recount their experiences or perspectives and learn about and from the experiences and viewpoints of others. When storytelling is employed as a strategic tool, stories are used not only to provide information, share, or learn but also to persuade.

In a strategic approach, stories are deliberately crafted and utilized to "persuade" others about what should and can be brought into the future, as well as to convince others to agree and become involved in a course of action (McCabe, 2006). Stories can be seen as comments or explanations from a tourism guide, which are closely related to the sociolinguistic characteristics of tourism (Dann, 2006). Storytelling is an educational activity within a visitation environment. The content of the story itself has varying relationships with the tour location through direct experience, and the approach to each subject focuses on content and commentary rather than mere facts of the tourism location. The themes of tourism storytelling consist of educational, informative, and easily understandable elements, along with interesting, artistic, holistic, and diverse properties, as well as thematic coherence (Tilden, 2007). Previous studies by S. Kim (2008) and Yang et al. (2010), cited in Asmara Wildani Pasaribu (2022), state that tourism stories are structured by factors such as education, uniqueness, interesting properties, and ease of understanding.

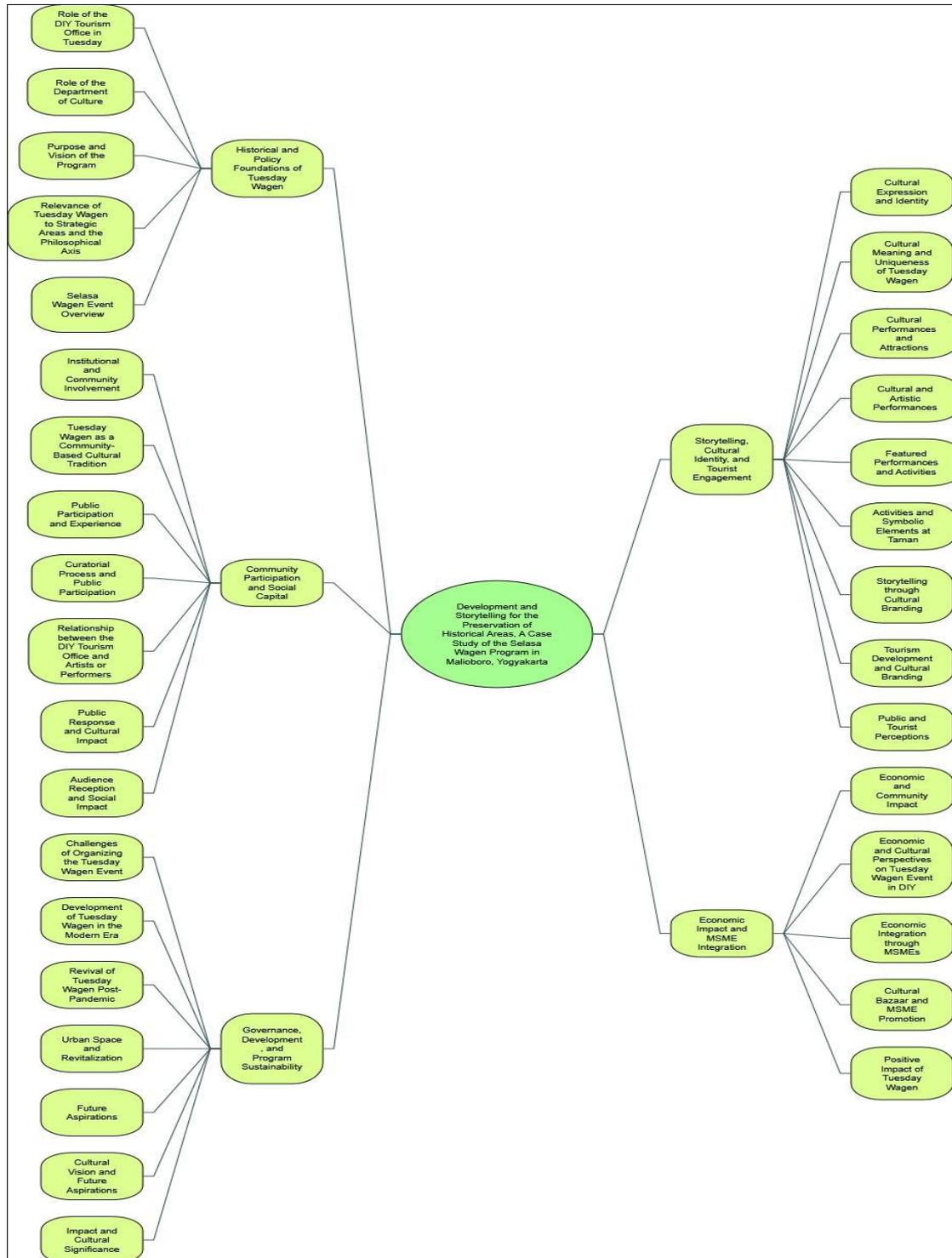
RESEARCH METHODS

This study employed a qualitative approach with a case study design to explore the integration of storytelling, the role of social capital, and the balance of sustainability aspects within the Tuesday Wagen event in Malioboro, Yogyakarta. The location and informants were purposively selected, including event managers, cultural actors, tourism stakeholders, and local government officials. Data collection methods included semi-structured interviews, participatory observation, and document studies. This approach aligns with research (Asmara Wildani Pasaribu, 2022) that highlights the significant impact of storytelling in tourism branding for the Lake Toba area on repeat visitation intentions. Furthermore, the techniques of triangulation and participatory observation were refined based on the methodology of digital storytelling (Nuranindya, 2021). A case study was chosen because it allows researchers to understand phenomena holistically within a specific local context. This research focuses on three main aspects: (1) the implementation of storytelling in enhancing tourist experiences, (2) the contribution of social capital (trust, networks, and norms) to the success of the event, and (3) efforts to create a balance among cultural preservation, the local economy, and the environment.

Data were collected through three methods: (1) semi-structured interviews with key informants (Tourism Office managers, traders, community leaders, and tourists); (2) participatory observation during the Tuesday Wagen implementation to observe social interactions, economic activities, and the application of storytelling; and (3) document studies of government policies, Malioboro historical archives, and event activity reports.

Thematic coding analysis was conducted with the aid of Nvivo 12, a tool used to facilitate the creation of word clouds and lists of phrases or words included in the codes (Damayanti, 2021). This thematic analysis focuses on categories of cultural narrative (storytelling), community social capital, and sustainability challenges, which are integrated into a single conclusion-drawing system.

RESULTS AND DISCUSSION



Picture 1. Mind Map

Source: (Analyzed by the Researcher, 2025)

The mind map titled “Tourism Development and Storytelling for the Preservation of Historical Areas, A Case Study of the Selasa Wagen Program in Malioboro, Yogyakarta” presents a structured

and thematic approach to analyzing the Selasa Wagen program in relation to its cultural, social, economic, and historical dimensions. It is divided into five main themes, each comprising several sub-themes derived from qualitative data indicators. These thematic clusters were designed to directly respond to the study's research questions, which explore the historical policy formulation of the Selasa Wagen program, the implementation of storytelling techniques, and the role of community social capital in sustaining the initiative.

The first main theme, Historical and Policy Foundations of Tuesday Wagen, focuses on the origin and policy background of the Selasa Wagen initiative. Sub-themes such as the Role of the DIY Tourism Office, Role of the Department of Culture, and the Purpose and Vision of the Program highlight the institutional actors and strategic thinking behind the creation of the event. Other sub-themes such as the Relevance of Tuesday Wagen to Strategic Areas and the Philosophical Axis and the Selasa Wagen Event Overview underline the importance of Yogyakarta's royal and spatial heritage as a foundation for the program. This theme responds to the first research question concerning the program's formulation in connection with historical preservation and regional laws.

The second theme, Storytelling, Cultural Identity, and Tourist Engagement, explores how storytelling is embedded within cultural performances to strengthen the emotional and experiential connection between tourists and the heritage landscape of Malioboro. This theme includes sub-themes such as Cultural Expression and Identity, Cultural Meaning and Uniqueness of Tuesday Wagen, Cultural Performances and Attractions, and Featured Performances and Activities. It also incorporates elements of branding and perception through Storytelling through Cultural Branding, Tourism Development and Cultural Branding, and Public and Tourist Perceptions. These aspects directly address the second research question on how storytelling can create authentic historical narratives and enhance cultural tourism experiences.

The third theme, Community Participation and Social Capital, highlights the roles played by community members, artists, and institutions in ensuring the sustainability of Tuesday Wagen. Sub-themes such as Institutional and Community Involvement, Tuesday Wagen as a Community-Based Cultural Tradition, Public Participation and Experience, and the Curatorial Process and Public Participation showcase the grassroots-level contributions and the collective ownership of the event. Additionally, sub-themes like Relationship between the DIY Tourism Office and Artists or Performers, Public Response and Cultural Impact, and Audience Reception and Social Impact reflect the norms, trust, and social networks that support the continuity of Selasa Wagen. This theme answers the third research question about the significance of social capital in balancing cultural, economic, and tourism goals.

The fourth theme, Governance, Development, and Program Sustainability, addresses managerial and strategic issues related to the continuity and adaptation of Selasa Wagen. Sub-themes such as Governance and Management, Challenges of Organizing the Tuesday Wagen Event, and Development of Tuesday Wagen in the Modern Era illustrate how the program is managed and adjusted over time. Additionally, Revival of Tuesday Wagen Post-Pandemic, Urban Space and Revitalization, Future Aspirations, Cultural Vision and Future Aspirations, and Impact and Cultural Significance describe both reactive measures to external challenges and proactive strategies to envision its future. This theme is relevant across all research questions but is particularly connected to the long-term institutional and cultural sustainability of the program.

The final theme, Economic Impact and MSME Integration, emphasizes the economic dimension of the Selasa Wagen program, especially regarding local entrepreneurship and tourism-based livelihoods. Sub-themes such as Economic and Community Impact, Economic and Cultural Perspectives on Tuesday Wagen Event in DIY, and Economic Integration through MSMEs illustrate the economic benefits the program brings to various stakeholders. This is further supported by Cultural Bazaar and MSME Promotion and the Positive Impact of Tuesday Wagen, which show how the event serves as a platform for local micro, small, and medium enterprises (MSMEs) to thrive. This theme reinforces the third research question by showcasing the integration of economic development into cultural preservation efforts.

The most prominent keywords such as “wagen,” “event,” and “malioboro” highlight the central focus of the case study, which is the Selasa Wagen event held regularly in the public space of Malioboro. These terms underscore the contextual grounding of the program within a specific cultural and geographical setting.

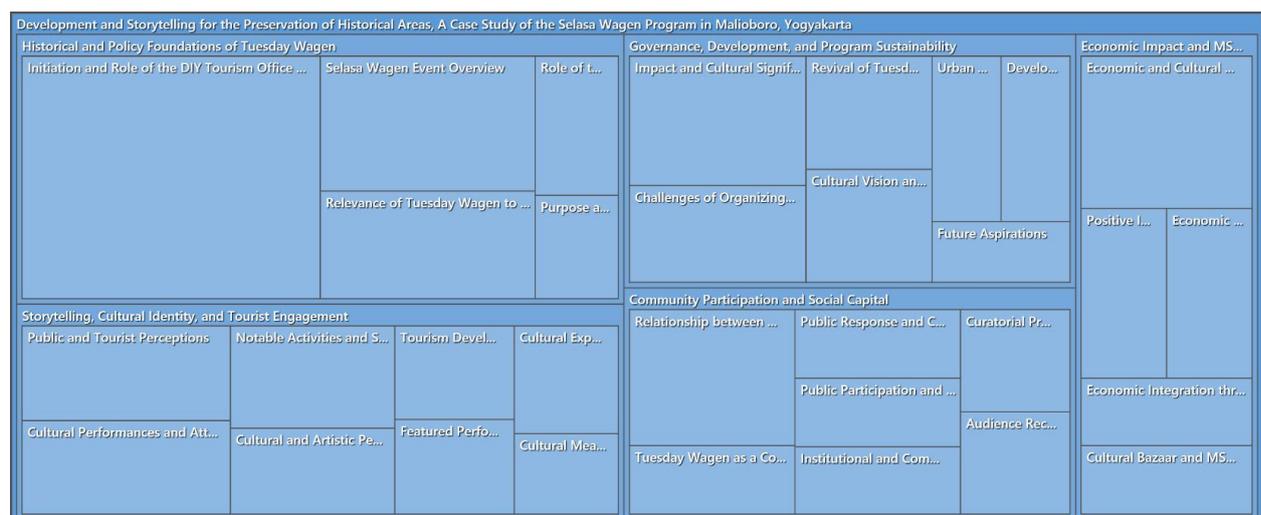
Furthermore, frequent terms such as “culture,” “tourism,” “cultural,” “yogyakarta,” and “traditional” reflect the cultural orientation of the initiative. The integration of performing and visual arts as suggested by the occurrence of keywords like “art,” “perform,” “dance,” “arts,” and “photo” demonstrates how local heritage is presented through creative expression. These artistic performances serve not only as entertainment but also as a medium for storytelling, preserving and conveying local narratives to both residents and visitors.

Keywords such as “community,” “people,” “local,” and “tourist” indicate a participatory model in which community engagement is central to the program’s design and implementation. This approach aligns with the theory of social capital, which emphasizes the role of social networks, trust, and cooperation in achieving collective goals. The program’s structure fosters collaboration among local residents, artists, street vendors, and government actors, contributing to a sustainable and inclusive form of tourism.

Additionally, the presence of terms like “region,” “space,” “service,” “develop,” and “area” suggests attention to spatial planning and public space activation. Malioboro’s pedestrian-friendly environment is utilized as an open stage for cultural performances, transforming ordinary urban settings into platforms for cultural storytelling and interaction.

Significantly, keywords such as “storytelling,” “heritage,” “axis,” “pedestrian,” and “experience” point to the deliberate use of narrative strategies in tourism. Storytelling becomes a tool for meaning-making and identity reinforcement, enhancing tourist experiences while simultaneously fostering local cultural pride. The interweaving of heritage narratives into the physical and symbolic space of Malioboro underscores the program’s capacity to blend tradition with contemporary urban life.

In conclusion, the NVivo Tree Map supports the argument that Selasa Wagen exemplifies a successful model of tourism development that is rooted in social capital and enhanced through storytelling. By mobilizing community resources and cultural narratives, the program promotes inclusive, sustainable tourism that revitalizes public space and reinforces local identity.



Picture 4. Hierarchy Chart
 Source: (Analyzed by the Researcher, 2025)

The hierarchy chart visualization derived from NVivo software presents a structured thematic analysis of qualitative data collected in the case study of the *Selasa Wagen* program. This visualization organizes themes and subthemes hierarchically, allowing for a clearer understanding of the multidimensional aspects of the program. The size of each node reflects the relative frequency and

significance of topics discussed in the dataset, derived from interviews, documents, and observational notes.

1. Historical and Policy Foundations of Tuesday Wagen

This major theme outlines the foundational background of the Selasa Wagen initiative. Key subtopics include:

- a. *Initiation and Role of the DIY Tourism Office*, highlights the institutional role of the Yogyakarta Special Region (DIY) government in initiating the program.
- b. *Selasa Wagen Event Overview*, offers a general description of the event's structure and activities.
- c. *Relevance and Purpose*, addresses the event's alignment with cultural preservation and heritage revitalization.

Interpretation This theme illustrates how Selasa Wagen is rooted in both cultural policy and strategic governance, positioning it as a tool for historical and heritage area management.

2. Governance, Development, and Program Sustainability

This category explores the managerial and strategic dimensions of Selasa Wagen. It includes:

- a. *Impact and Cultural Significance*, discusses the program's influence on cultural life and public awareness.
- b. *Challenges of Organizing*, identifies logistical and institutional obstacles.
- c. *Urban Integration and Cultural Vision*, reflects on how the program connects with urban planning and cultural objectives.
- d. *Future Aspirations*, outlines projections for long-term sustainability.

Interpretation: These elements suggest that Selasa Wagen is not only an event but a platform for sustained cultural governance embedded within the urban environment.

3. Storytelling, Cultural Identity, and Tourist Engagement

This theme analyzes how storytelling is used as a cultural and communicative strategy. Subtopics include :

- a. *Public and Tourist Perceptions*
- b. *Cultural Performances and Attractions*
- c. *Artistic Participation and Cultural Expression*
- d. *Tourism Development through Narrative*

Interpretation: Storytelling is central to shaping cultural identity and deepening tourist engagement. It functions both as a preservation mechanism and as a strategy for experience-based tourism.

4. Community Participation and Social Capital

This theme centers on the role of local community involvement and its contribution to the program's success. Key subthemes are:

- a. *Relationship between Stakeholders*
- b. *Public Participation and Ownership*
- c. *Selasa Wagen as a Community Platform*
- d. *Institutional and Grassroots Collaboration*

Interpretation: These elements show that the program thrives on social capital—built on trust, shared norms, and participatory governance which reinforces its sustainability and inclusivity.

5. Economic Impact and MSMEs

This final theme assesses the economic dimension of the program, particularly in terms of support for local enterprises. Subtopics include:

- a. *Economic and Cultural Exchange*
- b. *Cultural Bazaars and MSME Participation*
- c. *Integration of Art, Economy, and Tourism*

Interpretation: The Selasa Wagen program creates economic spillovers for local communities, notably by empowering micro, small, and medium enterprises (MSMEs) through cultural markets and entrepreneurship opportunities linked to tourism.

CONCLUSION

This study concludes that the *Tuesday Wagen* program in Malioboro, Yogyakarta, serves as an exemplary model of tourism development that integrates storytelling and social capital to preserve historical and cultural identity. Through the strategic application of cultural narratives, public performances, and community participation, the program successfully transforms a commercial area into a reflective cultural space that strengthens both local identity and tourist engagement.

The results indicate that storytelling techniques embedded in the event enhance the emotional and experiential connection between visitors and the cultural landscape of Yogyakarta. Meanwhile, social capital—manifested in trust, networks, and shared norms plays a vital role in supporting collaboration among government, local communities, artists, and small enterprises. This synergy ensures the sustainability of the program across cultural, social, and economic dimensions.

Moreover, the program demonstrates how temporary repurposing of urban public space can foster not only artistic and cultural expression but also empower local MSMEs (micro, small, and medium enterprises) through inclusive tourism practices. The *Tuesday Wagen* initiative illustrates that destination development grounded in local wisdom and cultural heritage can serve as a replicable model for other historic areas.

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