

Sustainable Livelihood Tourism of Thematic Kampung in Malang City

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Abstract— The poverty rate in Malang City has reached 4.10% of the population (BPS, 2019). Poverty causes the inability to fulfill basic needs and worsen limited access to education, health, clean water, and sanitation. The Government of Malang City overcome poverty through the program of Thematic Kampung while realizing the structuring of the urban environment at the same time. The structuring of the urban environment is considered good, even though it is still accompanied by many problems, especially the economic sustainability of the community. This study aimed to determine the development of tourism activities in Thematic Kampung in Malang City based on community livelihood assets. This research used a quantitative method using the Asset pentagon diagram. In general, the analysis was done by scoring or weighing the assets for determining the most dominant asset, then visualized using a pentagon radar diagram. The measurement of tourism management assets was carried out using the variables of human capital, social capital, natural capital, financial capital, and institution capital. Based on the results, Kampung Tridi was the only classified as high or already sustainable, while Kampung Warna-Warni Jodipan, Kampung Biru Arema, and Kampung Putih are classified as either moderate or not yet sustainable.

Keywords— Thematic Kampung, Tourism, Sustainable Livelihood.

I. INTRODUCTION

Poverty is a serious problem that requires effective solutions. Perspective on poverty drives the emergence of new approaches to find out the root of the problem, one of which is the Sustainable Livelihood Approach (DFID, 1999). Livelihood is defined as a concept of community survival by relying on livelihood assets (Wulandari, 2017). This approach considers assets owned and can be accessed by the community, including social capital, human capital, natural capital, financial capital, and institution capital. Assets in the community or owned by the community play an important role in the process of improving welfare (Tuhumury, 2015).

The poverty rate in Malang City reaches 4.10% of the population (BPS, 2019). Poverty causes the emergence of new settlement spaces and is known as slums, which in the end can have many consequences on urban life. (Subagiyo, Alim, & Turniningtyas.A.R, 2019). The aesthetic consequence is that the community environment is of low quality and space conflicts. City development will continue to develop based on the level of needs and development of the era, which will indirectly undergo various changes (Rahma, Antariksa, & Turniningtyas.A.R, 2008). Residential areas that are crowded with low carrying capacity can result in decreased levels of public health, decreased quality of infrastructure services, and

settlement facilities. The population density in such an environment can increase social conflict. One of the efforts of the Malang City Government in overcoming the problem of poverty as well as regulating the settlement environment with the Program of Thematic Kampung. Until now, there are 17 Thematic Kampung in Malang that are ready to support tourism, both from the readiness of the village and the community (Disbudpar, 2018). Kampung Warna-Warni Jodipan, Kampung Tridi, Kampung Biru Arema, and Kampung Putih were chosen as the main Thematic Kampung because of their similarity in terms of location, which is right on the banks of the Brantas River, as well as the attractions offered.

At a glance, the Thematic Kampung program has made the urban environment and planning seems better, but in reality, there are still many problems related to livelihood sustainability. Increased tourism activities in Thematic Kampung are driving changes in the livelihood component of the community's economy (Sari & Abita, 2016). Tourism activities in the neighborhood where people live cause changes in livelihoods and resource use.

The purpose of this study is to determine the development of tourism activities in Thematic Kampung in Malang City based on community livelihood assets. The concept of sustainable livelihoods is one approach that is expected to build the community's economy through tourism activities.

Livelihood assets are asset used to support livelihood sustainability (Wijayanti, 2016). Livelihoods are generally depicted in the form of pentagonal diagrams which in practice involve various experts and institutions. The Sustainable Livelihood Frameworks for Tourism (SLTF) identifies 5 (five) main asset categories or types of asset on which livelihoods are built. This includes human capital, social capital, natural capital, financial capital, and institution capital (Afandi, 2014).

II. METHOD

This research uses a quantitative approach, with a sampling method that is Probability Sampling. Based on the calculation results, from a total population of 957 families, a total sample of 275 families was determined, and then the sample was divided proportionally in four Thematic Kampung selected as research locations, namely Kampung Warna-Warni Jodipan, Kampung Tridi, Kampung Biru Arema, and Kampung Putih. Primary data were obtained from observations, questionnaires, interviews, and documentation.

In addition, secondary data was obtained from literature studies and official documents published by the government.

The data analysis technique used is the asset pentagon diagram. In general, the way this analysis works is by giving a score or weight used to measure the most dominant assets then visualized with a pentagon radar diagram. The measurement of community assets to manage tourism is carried out using human capital, social capital, natural capital, financial capital, and institution capital. Each asset is measured based on parameters that have a literary basis (Oktalina & Awang, 2016). The level of sustainable livelihood is measured by the level of sustainability of the assets owned by the community. The indicator is derived into a variable with 3 choices arranged in a ranking based on the level of the score of the suitability level. The basis for determining the category is the class interval can be seen in equation (1):

$$I = R/K$$

I: Gap in class

R: Range

K: Number of class

Determination of class/category of the livelihood assets:

$$R = X_t - X_r \text{ therefore } R = 3 - 1 = 2$$

$$I = R/K \text{ therefore } I = 2/3 = 0,66$$

The output of the analysis is the level of community livelihood sustainability in the Thematic Kampung of Malang City, which is obtained from the accumulation of sustainability from five livelihood assets (human capital, social capital, natural capital, financial capital, and institution capital). The assessment results are Not sustainable (1.00 - 1.66), Not yet sustainable (1.67 - 2.33), and Sustainable (2.34 - 3.00).

III. RESULT AND DISCUSSION

Livelihood assets in each Thematic Kampung vary depending on the value of each asset owned by the community. The various relationships between components of livelihood resources are described in the asset pentagon. The shape of the pentagon and the line that is interconnected with the central point in the middle of the pentagon radar diagram illustrates the variation in the level of ownership and community access to resources. The results of the study in Table 1 show that the livelihood assets that have. The highest value are Kampung Tridi (2.34) with the "high" category. Furthermore, sequentially are Kampung Warna-Warni Jodipan (2.31), Kampung Biru Arema (2.27), and Kampung Putih (1.91), all of which are classified as "low". Figure 1,2,3 and 4 shows the asset pentagon in 4 (four) Thematic Kampung in Malang City.

The livelihood assets of the population have good conditions, namely social capital, human capital, natural capital, financial capital, and institution capital which have varied categories. The utilization of livelihood asset will affect the ability of the community in facing difficult times.

The condition of livelihood assets in Kampung Tridi belongs to "high" category, with the dominant assets being social capital, human capital, natural capital, financial capital, and institution capital. Livelihood assets in Kampung Warna-

warni Jodipan are included in the "moderate" category with the most dominant asset being social capital, natural capital, and social capital. The condition of livelihood assets of Kampung Biru Arema is in the "moderate" category with dominant asset, namely social capital, natural capital, and institution capital. Finally, Kampung Putih has livelihood assets that are classified as "moderate", where the community is more dominant using social capital, natural capital, and human capital.

TABLE 1. The condition of livelihood assets of the community in Thematic Kampung

Assets/Capitals	Score			
	KWJ	Kampung Tridi	Kampung Biru Arema	Kampung Putih
Social Capital	2,64	2,63	2,53	2,55
Human Capital	1,98	2,09	2,04	1,6
Natural Capital	2,36	2,52	2,33	2,22
Financial Capital	1,97	2,11	2,11	1,54
Institution Capital	2,45	2,35	2,33	1,63
Average	2,31	2,34	2,27	1,91
Category	Moderate	High	Moderate	Moderate

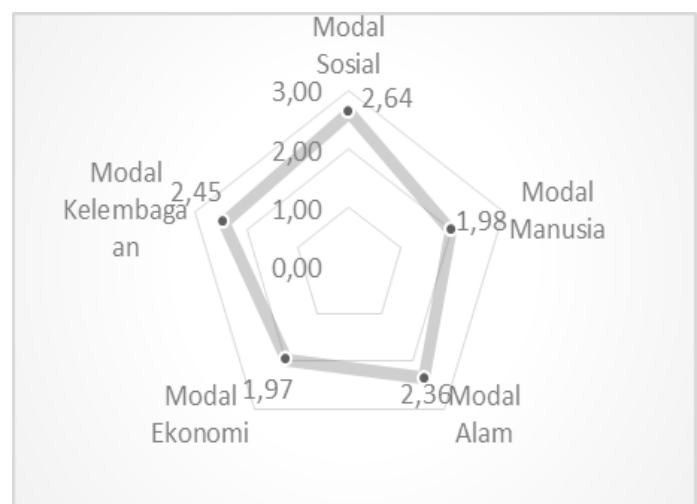


Fig. 1. Pentagon Asset Kampung Warna-warni Jodipan

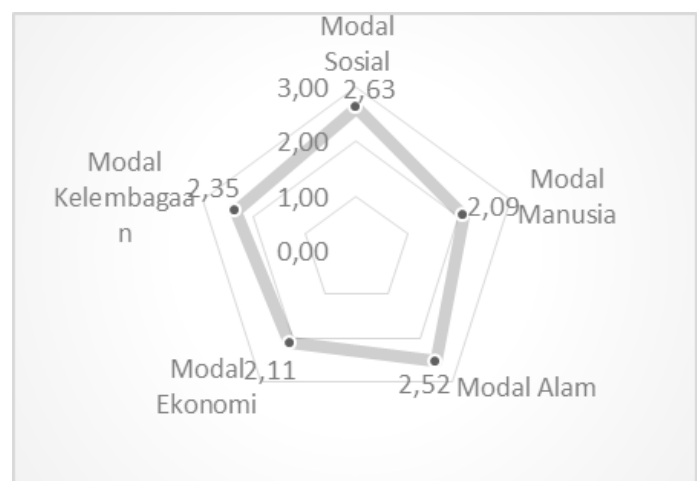


Fig. 2. Pentagon Asset Kampung Tridi

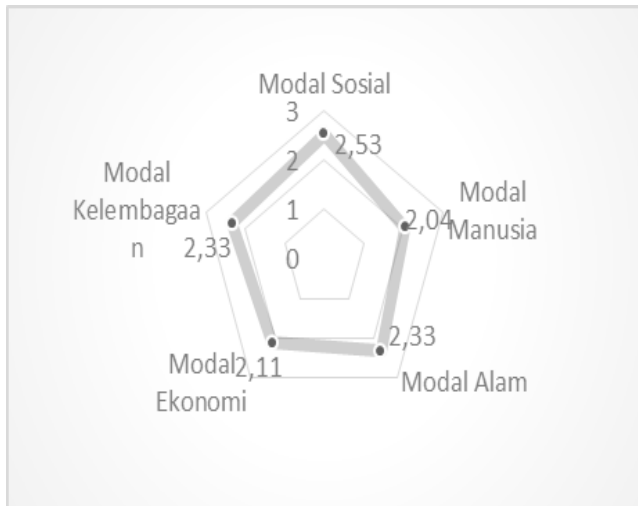


Fig. 3. Pentagon Asset Kampung Biru Arema

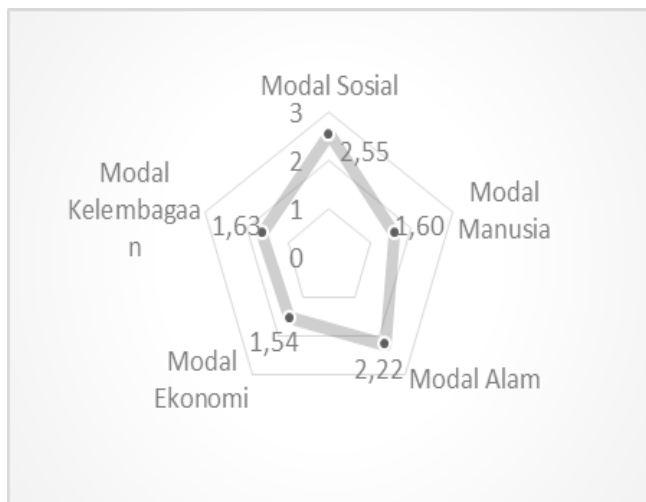


Fig. 4. Pentagon Asset Kampung Putih

Human Capital

Livelihoods approach has the main concern on people (people center) as the most important subject. Human capital demonstrates the ability of communities to gain better access to their living conditions. In this study, the parameters of human capital are measured from the variables jobs, level of education, knowledge about tourism as well as fostering household welfare and Thematic Kampung. Human quality must always be improved so that asset management has high and sustainable use.

Based on Table 2, human capital in three Thematic Kampung are categorized as moderate, and one low Thematic Kampung is Kampung Putih. Kampung Warna-Warni Jodipan in the control of human capital is in the “moderate” category, or not yet sustainale, with an average score of 1.98. The low level of education of household heads influences the quality of human resources, whereas support work requires skills. The skills and abilities possessed by the head of the family can support economic activities because they are the main occupation. Furthermore, the low level of education affects the type of expertise and skills. In this study, it was

found that the type of work most people do not support the welfare of the household economy.

TABLE 2. Human Capital of the Thematic Kampung

Variable	KWJ	Kampung Tridi	Kampung Biru Arema	Kampung Putih
Jobs (A1)	1,88	1,98	1,86	1,8
Education (A2)	1,97	2,02	2,12	1,83
Knowledge about tourism (A3)	2,25	2	2,22	1,51
Family welfare development training (A4)	1,56	2,16	1,81	1,49
Thematic Kampung management (A5)	2,25	2,39	2,19	1,39
Average	1,98	2,11	2,04	1,6
Category	Moderate	Moderate	Moderate	Low

Human capital in Kampung Tridi belongs to the “moderate” category. Similar to the lives of people who are on the poverty line, education is one of the main factors, in addition to the low access of humans to have better knowledge and expertise. Human capital in supporting livelihood assets in Kampung Biru Arema is still classified in the “moderate” category with an average score of 2.04. This is because the type of work that is undertaken by the community in Kampung Biru Arema is still nowhere near prosperous. The most work done is trading, although some people in the community work as civil servants. Thus, the employment factor does not help much in increasing the value of human resources asset.

The mastery of human capital in the Kampung Putih community is classified as “low” or not sustainable, with an average score of 1.60. The low level of education of household heads influences human resources, which represents a limited skill. The skills and abilities possessed by the community can support the economy.

Social Capital

Social capital is a picture of the ease in social networks that are used by households both formal and informal to support economic sustainability. Social asset shows how households interact with other communities in their social environment. The parameters to measure social asset consist of the intensity of monthly community meetings, the closeness between neighbors, and the level of trust in community leaders.

The results of the study (Table 3) show that the social capital of the Thematic Kampung community are classified as “high”, where the social network ties between the communities are well established.

TABLE 3. Social Asset of the Thematic Kampung in Malang

Variable	KWJ	Kampung Tridi	Kampung Biru Arema	Kampung Putih
Monthly gathering (B1)	2,31	2,37	2,22	1,93
Closeness to neighbors (B2)	2,78	2,71	2,61	2,83
Trust on leaders of the community (B3)	2,84	2,82	2,77	2,88
Average	2,54	2,63	2,53	2,55
Category	High	High	High	High

The findings in this study were influenced by the “high” level of community trust in community leaders, close relations with neighbors, and the quite intensive community in gathering and discussing the development of their Thematic Kampung. Social organizations in the Thematic Kampung include meetings of Kampung officials, youth groups, local women, environmental cadres, PKK, tahlilan, and recitation. Citizen involvement in this organization makes the intensity of community meetings high enough for discussions related to the management of thematic tourism in Kampung Warnawarni Jodipan. In an area that have high kinship relations, the assistance of relatives, neighbors, and friends can be relied on when a disaster occurs. Community involvement in mutual assistance actions is an example of involvement in the form of personnel and is most often found and followed by involvement in the form of assistance. Neighboring relations in Thematic Kampung are close, since the distance between one house and another is not far. Therefore, interactions between people happen every day in the middle of their activities. One example of the high sense of solidarity between neighbors is when there is a community member who is having misfortune, such as illness or death of the member in the family. In this situation, residents will help one another morally and materially to alleviate the burden on the lives of resident without the need to be governed by community leaders.

Natural Capital

Natural capital comes from nature and is used to meet human needs. In this study, Brantas River and Thematic Kampung tourism benefits, household control of water, and other facilities that support household life in survival.

Table 4 explains that the natural capital in Kampung Warna-Warni Jodipan, Kampung Tridi, and Kampung Biru Arema are included in the high category. This shows that the communities in the three villages are quite good at managing natural resources, and have felt the benefits of ease in using natural asset. On the other hand, Kampung Putih is still classified in the “moderate” category, with an average score of 2.22, while Thematic Kampung benefits is still included in “low” category. Access to natural resources has not been fully served by the cleaning services since the use of cleaning services requires a fee so that people in Kampung Putih choose to manage their household waste.

TABLE 4. Natural capital of Thematic Kampung in Malang

Variable	KWJ	Kampung Tridi	Kampung Biru Arema	Kampung Putih
Benefits of Thematic Kampung (C1)	2,66	2,63	2,05	1,85
Benefits of Brantas river (C2)	2,34	2,45	2	2,2
Sources of clean water (C3)	2,31	2,6	2,8	2,83
Access for clean water (C4)	2,69	2,89	2,58	2,8
Cleaning services (C5)	2,81	2,85	3	1,54
Blackwater management (C6)	1,34	1,68	1,57	2,07
Average	2,36	2,52	2,33	2,22
Category	High	High	High	Moderate

Financial Capital

Financial capital illustrates the ability of households in meeting financial needs that come from savings, wages, loans, and debt or goods of economic value. Financial capital is financial resources that can be used by the community to support their livelihoods, including increased income from Thematic Kampung tourism, monthly income, ownership of savings, the existence of savings and loan businesses, and access to savings and loans.

TABLE 5. Economy capital of each Thematic Kampung

Variable	KWJ	Kampung Tridi	Kampung Biru Arema	Kampung Putih
Peningkatan pendapatan dari Kampung Tematik (D1)	2,44	2,45	1,92	1,2
Monthly income (D2) Rp	1,69	2,19	1,99	1,71
Ownership of saving (D3)	2,5	2,19	2,26	1,78
Average monthly saving Rp (D4)	1,34	1,52	1,8	1,2
Availability of saving and loan services (D5)	2,25	2,32	2,83	1,59
Ease of access on saving and loan services (D6)	1,59	1,97	1,87	1,8
Average	1,97	2,11	2,11	1,54
Category	Moderate	Moderate	Moderate	Low

Table 5 shows that Thematic Kampung community access to financial capital varies greatly depending on the type of need and openness to opportunities to use it. Kampung Warna-Warni Jodipan, Kampung Tridi, and Kampung Biru Arema are included in the “moderate” category, while Kampung Putih is

classified as quite “low”. In addition, it appears that data from all tourist villages shows low monthly income of the community. In Kampung Putih, almost all indicators of financial capital have low scores. Thematic Kampung tourism still cannot help in improving the economy of the Kampung Putih community due to the lack of visitors. Compared to the other three tourist villages, Kampung Putih has the lowest level of popularity.

Institution Capital

Institution capital in livelihood is used quite a bit. But for the tourism sector, social institution asset is considered to be influential enough to assess the condition of people's livelihood assets. Institution capital was analyzed through two variables, namely community involvement in the Thematic Kampung tourism management organization and government assistance both in the promotion and material assistance for the development. Institution capital in the Thematic Kampung of Malang City is shown in Table 6.

TABLE 6. Social institution capital of the Thematic Kampung in Malang

Variable	KWJ	Kampung Tridi	Kampung Biru Arema	Kampung Putih
Participation in local organization (E1)	2,59	2,26	2,45	2,27
Support from the government (E2)	2,31	2,45	2,2	1,00
Average	2,45	2,36	2,33	1,63
Category	High	High	High	Low

The results showed that the Kampung Warna-Warni Jodipan, Kampung Tridi, and Kampung Biru Arema were classified in the “high” category. This is due to the success of Kampung Warna-warni Jodipan as a pioneer in the formation of Thematic Kampung tourism in Malang City so that the two Thematic Kampung around it are also quite good in managing the village organizations. Kampung Putih, on the other hand, is located far from the other three Thematic Kampung, so that despite having a fairly active community organization, it has never received assistance from agencies or private institutions in tourism management. This is the cause of the low mastery of social institution asset in Kampung Putih.

IV. CONCLUSION

The livelihood assets of the communities in each Thematic Kampung vary. Analysis of pentagon assets based on the level

of value ranges from 1 to 3. The low value represents the ownership of assets is low and vice versa. The condition of livelihood assets in Kampung Tridi is classified as “high” or already sustainable, while Kampung Warna-Warni Jodipan, Kampung Biru Arema, and Kampung Putih are classified as either “moderate” or not yet sustainable. Kampung Warna-Warni Jodipan, Kampung Tridi, and Kampung Biru Arema have three dominant assets in the formation of their livelihood assets, namely social capital, natural capital, and institution capital. Kampung Putih, although classified as moderate or not yet sustainable, has three assets that are classified as low or not sustainable at all, namely human capital, financial capital, and institution capital. The low quality of human capital in Kampung Putih affects the limited knowledge and skills so that people have limitations in getting high-income jobs.

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