

Contribution to the management results of Jodipan Colorful Tourism Village, Malang City

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Abstract

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Colorful Tourism Village is located in Jodipan Village, Blimbing District, Malang City. Kampung Jodipan consisting of RT 06, 07, 09 RW 02, is a slum village created on 4 September 2016 due to KKN students at Muhammadiyah Malang University, a Tourism Village with economic value for the surrounding Community. This research uses a qualitative approach with a case study type of research. The selection of subjects in the research used a purposive sampling technique. The data collection methods used start from observation, interviews and documentation. Based on reality data in the field and theoretical analysis using social action from Max Weber, what is the process carried out in carrying out management starting from who is involved, what form of contribution, and the form of management. Contributions from this management are collected to the management for the needs of the people of Jodipan CTV, Malang City, one of which is in the form of manager's salary, health, care, compensation for orphans, compensation for people who die, compensation for old widows, distribution of basic necessities. The results of the research can be concluded regarding the contribution of the management of the CTV in Malang City in the field of improving the community's economy, where with the existence of the CTV, many people who were previously unemployed become more numerous. Now he has opened his own business, selling food and drinks, selling tickets, and also being a parking attendant.

Keywords: *Contribution, Colorful Village, Economy*

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1. Introduction

Tourism villages that carry out different community-based concepts certainly require active participation from the Community

(Aziizah, 2018). However, the contribution to the results of the management of the CTV cannot be separated from problems such as the low level of staffing (HR). The lack of workforce makes the management of the Jodipan CTV imperfect. One

of the contributions from the management of the CTV Jodipan community is an increase in the economy; where in the Jodipan CTV, people who were previously unemployed are now starting to open their businesses, be it selling food, drinks, tickets and becoming parking attendants.

In the problem formulation, we can understand that in the Jodipan CTV there are processes carried out in carrying out management starting from who is involved, what form of contribution, and the form of management. This is a form of social action considering what steps have been implemented and what contributions have been made. Max Weber, in his theory of social action, differentiates social action from human behavior when the action provides subjective meaning that is oriented towards goals and hopes (Li, 2018). In sociology, Weber stated that action is a subjective meaning of open and closed behavior which is subjective considering the behavior of other people. This is indeed oriented towards actions and behavior (Said, 2020).

Max Weber's theory of social action is oriented to the motives and goals of the perpetrator. In terms of theory understanding individual and group behavior, each has a motive to carry out certain actions for certain reasons (Krahmann, 2017). As stated by Max Weber the best way to understand the various reasons why people act. The entrance ticket price for visitors who will enter the CTV is Five thousand Rupiah per person. Based on data from interviews between researchers and the entrance ticket keeper for the CTV, visits to the CTV have increased significantly. The data obtained shows that the number of visits on weekdays can reach 500-700 tourists per day, while on weekends visitors can reach 2,000 tourists per day. From the sales of visitors'

entrance tickets, 60% of the proceeds are used to pay the ticket guard employees at the place and 40% is allocated to be put into the treasury for improvements to the village.

This Jodipan CTV consists of citizens association 02, neighborhood association 06, 07, and 09. Tourism in each area will certainly affect the circumstances or environmental conditions around these tourist attractions, as is the case with the existence of these tourist attractions. Helping the community's economy in the CTV area by opening new jobs. With the existing developments in the CTV, which was previously a slum village, it has been transformed into a Tourism Village with economic value for the surrounding community, which certainly contribution to the community's economy.

Management of the CTV with a structure that includes chairman, secretary, treasurer, security section, cleanliness section, marketing (ticketing) section, creativity (maintenance) section, and public relations section, while for the community, namely the people who live in the Jodipan CTV, Blimbing District, Malang City. Contributions from this management are collected to the treasurer, which at the time of depositing the ticket proceeds is known to the manager for the needs of the people of the Jodipan CTV, Malang City, including; wages for managers, health, care, compensation for orphans, compensation for people who die, compensation for old widows, distribution of basic necessities.

The management contribution from ticket sales income for the CTV in 2016 does not calculate how much profit was obtained. However, every day's results are directly deposited into the bank by the treasurer for savings. If there is a need to use money, it is permissible, because the proceeds from the sale of tickets to this tourist village must be felt by the

people who live in the area of the CTV itself. One of them is by providing compensation for orphans and compensation for old widows every suro day, health assistance for people who are sick, assistance if someone dies, as well as distributing basic necessities for each family twice a year. The reasons that prompted the researcher to raise the theme of contributions from the management of the Jodipan CTV as their written work are:

First, the construction of the CTV tourist attraction in the Malang City area has brought about changes in the life patterns of the surrounding community, because it creates new job opportunities. This is reinforced by the statements expressed. The economic changes that occurred in the surrounding community after the existence of the CTV area was a contribution from management to meet the workforce needed by the people of Jodipan CTV, Malang City.

Second, this research was carried out directly in the community environment, especially since the existence of this tourist village is very interesting to research, because apart from being one of the new tourist attractions in the center of Malang City, it is also the only existing tourist attraction that uses people's houses and is the only one in the East Java area, so that it has a good impact in contributing management results to the community in improving the economy, and the results of this management are used directly by the community for managers' wages, health, care, compensation for orphans, compensation for people who die, compensation for old widows, distribution basic necessities, and also have a good impact on development so that it doesn't look like a slum village anymore.

So researchers are interested in conducting research in the Jodipan CTV, Malang City. Research on community empowerment is interesting to discuss in this article. Based on the background above, the researcher believes that

it is important to conduct research with the title "Contribution to the Management Results of Jodipan CTV, Malang City".

2. Literature review

Tourism Development

Tourism development is essentially to develop and utilize tourist attractions which are realized, among other things, in the form of beautiful natural riches, diversity of flora and fauna, diversity of traditions and arts and culture as well as historical and ancient heritage (Rahmi, 2016). The objectives of tourism development include: increasing income, creating jobs, improving infrastructure, preserving culture and nature, increasing cultural awareness. Tourism development that successfully pays attention to these various aspects can provide long-term benefits for tourist destinations, local communities and the surrounding environment (Arie et al., 2022).

Utilization of resources, both human resources and natural resources around tourist villages that are organized optimally, will have an impact on the surrounding community (Permatasari et al., 2022). The results obtained from tourism village activities will be returned to the surrounding community so that they can improve community welfare. Apart from improving welfare, the tourism village concept will enable a village to preserve nature and the environment, culture and traditions of the village (Luthfi et al., 2023). The involvement of the surrounding community in managing the tourist village is also an empowerment activity for the community in developing the village together.

The management of this tourist village is an effort to manage and develop a village into a tourist destination that is attractive, sustainable and provides benefits to the local community (Muazir et al., 2021). The tourism village management approach focuses on utilizing local potential, preserving culture and the

environment, as well as developing quality tourism infrastructure and services. Effective management of tourist villages requires collaboration between the government, local communities, tourism businesses and other related parties to achieve sustainable tourism development and have a positive impact on all parties involved.

Tourist villages usually offer tourists an authentic experience of village life, culture, traditions and daily activities of the local community (Cahyanti & Anjaningrum, 1990). Characteristics of tourist villages include cultural authenticity, education and knowledge, community participation, nature conservation, tourist infrastructure, promotion and marketing (Agfianto et al., 2019; Permatasari et al., 2022; Richo & Widhiasthini, 2022). Tourist villages provide opportunities for local communities to increase their income through the tourism sector, while also promoting and preserving village culture and environment. This can also be an alternative for tourists who are looking for a more authentic tourism experience that is close to nature and local life.

3. Research Method

This research uses a qualitative approach with a case study type of research. Case studies explain a process of collecting data and information in depth, detail, intensive, and systematic about people, events, social settings, or groups using various methods and techniques and using many sources of information to effectively understand people, events, natural settings it works within the context (Creswell, 2016). This research was conducted in a realistic situation, so there are no limitations in interpreting the phenomena studied. Researchers use qualitative research because the problems in this research need to be studied in depth so that researchers can explain

further the impact of contributions to the management results of CTV Jodipan Malang City.

The research approach used is qualitative because this research aims to examine the management system provided to residents of Jodipan Village RT 06, 07, 09 RW 02 after the existence of the Jodipan Colorful Village tourist attraction. The aim of the qualitative research carried out by researchers at the Warna Warni Jodipan Tourism Village was to analyze phenomena, events, social activities, beliefs, perceptions and thoughts of the community individually and in groups.

Based on the type of data used in this research, data collection methods include; observation, interviews, and documentation. In this research, observations were made by contacting informants who took part in the research and seeing directly the conditions of the Jodipan CTV. The data obtained during this observation was collected systematically using notes. Informants are asked questions about research during interviews based on the information received (Miles et al., 2014). The purpose of this research documentation is to obtain information in the form of documents needed for research. This documentation is made in the form of photos or drawings of the Contribution Results of Malang City CTV Management.

4. Results And Discussion

Malang City is one of the cities in East Java which has residential areas as one of the problems in urban areas. Slums are a classic problem that has long developed in big cities. These slum settlements have a very high population and building density compared to ordinary villages and are located along the Brantas River, around the railroad tracks, and

also in several other village areas. This research focuses on RT 06, 07, and 09, RW 2 in Jodipan Village, which is the Jodipan Colorful Village tourist area.

Initially, the Jodipan CTV was a slum settlement located on the bank of the Brantas river and far from the rubbish dump (TPS). Jodipan village is slum because the people have a habit of throwing rubbish carelessly into the river. The idea for the Jodipan CTV was created by communication science students at the University of Muhammadiyah Malang who are members of GuysPro. The ideas of a number of students have made changes to the Jodipan CTV, which was once slum, and has now become a new tourist destination that is in demand by local and foreign tourists.

Then after several times they entered the Jodipan CTV and made friends with the surrounding community, finally they met the head of the RW in the Jodipan CTV, namely Mr. Parin as the head of RW 02 to express the purpose of their visit, namely to create a Jodipan Village. becomes Rio De Janeiro in Brazil. Then the Communication Science students looked for sponsors at "Indana Paint" with funds from "Corporate Social Responsibility" and finally they got help to change the village like Rio De Janeiro.

Initially the assistance provided only covered one RT, but this was rejected by the head of RW 02 because if it was only one RT then what about the other RTs, in the end this was approved by PT. Indana Paint finally agreed to paint three RTs, namely RT 06, 07, and 09. According to Mr. Ismail Mardjuki as Head of Jodipan CTV in May 2016 the painting took place with the help of paint that was provided and assisted by 10 painters who were sent from PT. Indana Paint was then helped by the local community.

In the end, the village which was full of paint was said to be a tourist village and a fee was charged for the entrance ticket as repair

funds or additional funds in the construction of the Jodipan CTV, so not all the funds were only used for the community's personal needs. And since then the village has been called the Jodipan CTV, which is expected to help the economy of the people of RT 06, 07, and 09, RW 02 in Jodipan Village, Malang City, bringing goodness to the entire community.

Tourism Village Management Process

The form of contribution resulting from management provided by the existence of a new tourist attraction, namely the Jodipan CTV, Malang City, is in many ways or many aspects. The head of RW 02, Jodipan Village, Malang City, said.

"Actually, before this village became a tourist village, this village was almost evicted, bro, because it looked dirty and what's more, the place is also under a bridge and in the middle of the settlement there is the Brantas River. Until 2016, there were still a lot of people here who were unemployed. , especially mothers, almost no one works, but now there are many who have opened their own businesses in each house, initially one person, as time goes by, then more and more until now, bro, see for yourself how things are, the income is quite good, bro, it can add to your financial life. everyday rather than not working"

Researchers also had time to observe photos from before this village was turned into a tourist village until now it has become a tourist village. Indeed, before it became a tourist village, Jodipan Village, which is located under the Brantas river bridge, could be categorized as slum, even though Mr. S. Parin said during the chairmanship. tour.

"In the past, the rubbish that was in the river and visible from the top of the Brantas bridge was not rubbish from residents but rubbish that people passing by was thrown from up and down the Brantas river, where Jodipan village looked like a slum village. However, over time

the community took direct action to the government, especially to the Malang City Waste Disposal Site (TPS) officers to help with the complaints of the Jodipan community in dealing with rubbish dumped in the Brantas river, but the community will help the officers and protect the environment so that their settlements are protected from waste. scattered in the Brantas river".

The entrance ticket price for visitors who will enter the CTV is Five thousand Rupiah per person. Based on data from interviews between researchers and the entrance ticket keeper for the CTV, visits to the CTV have increased significantly. The data obtained shows that the number of visits on weekdays can reach 500-700 tourists per day, while on weekends visitors can reach 2,000 tourists per day. From the sales of visitors' entrance tickets, 60% of the proceeds are used to pay the ticket guard employees at the place and 40% is allocated to be put into the treasury for improvements to the village.

Apart from ticket guarding, the researcher also tried to ask the security guard for research. Then the researcher asked about the price of parking fees and where the income was allocated. The results of the researcher asking the security guard showed that there was also a parking fee, which was also taken from the community itself for each bicycle. Motorbikes require a parking fee of IDR 2,000 and IDR 5,000 for cars and IDR 25,000 for tour buses, and tourist visitors also get key chain souvenirs which are used as souvenirs if they ever come to the Jodipan CTV. Malang city. The proceeds from parking are the rights of the security guards themselves, but every month they pay Rp. 500,000 to the transportation department.

Since the existence of the Jodipan CTV, a person who only works as a citizen (housewife) and who was originally a ticket keeper, as time passed she resigned from her job as a ticket keeper and opened a shop. The shop sells things

like: accessories, t-shirts, hats, food and drinks. From his shop business income per day he earns IDR 75,000-100,000. At the start of starting this shop business, the Jodipan CTV was founded in 2016, where the shop business started from scratch which had been collected from her husband's hard work, without having anything to do with this tourist village. The shop's place of business is often used as a place for visitors from outside to rest and can relax while enjoying the panoramic view of the Jodipan CTV.

Implementation of Management Results

Jodipan CTV includes RT 06, 07 and 09, RW 02, Jodipan Village, Malang City. Tourism that exists in each region will certainly influence the conditions or conditions of the environment around the tourist attraction, as well as the presence of these tourist attractions will certainly help the economy of the people in the area around the tourist attraction by opening up new job opportunities (Alfiansyah et al., 2022). With the developments in the CTV, which was previously a slum village, it has been transformed into a tourist village that has economic value for the surrounding community, this of course makes a contribution to the community's economy. The management of the Jodipan CTV has a structure that includes: Chairman, Secretary, Treasurer, Security Section, Cleanliness Section, Marketing (Ticketing) Section, Creativity (Maintenance) Section, and Public Relations Section. Contributions from this management are collected to the treasurer, which at the time of depositing the ticket proceeds is known to the manager for the needs of the people of the Jodipan CTV, Malang City, including; Wages for managers, health, care, compensation for orphans, compensation for people who die, compensation for old widows, distribution of basic necessities.

Contribution from the management of the Jodipan CTV according to an interview with the head of the management, namely Mr. S. Parin

"I don't calculate how much profit you get, bro. Each day's results are immediately collected and deposited into the bank by the treasurer for savings. If there is a need for the public to use it, the treasurer will immediately take the required amount from the bank."

From the manager's words, the management results obtained must also be felt by the people who live in the Jodipan CTV location. The contribution from this management is used to provide compensation for orphans, compensation for old widows every Suro day, health assistance for people who are sick, assistance if someone dies, and distribution of basic necessities for each family twice a year. Details of the results shared include:

- a) Management wages per 2 months vary from IDR 300,000 to IDR 1,500,000
 - Chairman: Rp. 1,500,000
 - Secretary: Rp. 1,200,000
 - Treasurer: Rp. 1,200,000
 - Security section: Rp. 1,000,000
 - Cleanliness section: Rp. 1,000,000
 - Creativity Section: Rp. 750,000
 - Marketing Section (ticketing): Rp. 500,000
 - Public Relations Section: Rp. 300,000
- b) Health Rp. 300,000. This fund is to ensure that the people of Jodipan CTV have adequate access to health services, including treatment if someone is sick, and financial protection in the event of a health emergency. By having to set aside a portion of tourism income for health costs, tourism managers can feel safer and more prepared to face the health needs of the local community.
- c) Death Rp. 500,000 to Rp. 1,000,000. Tourism managers can also use part of the income from the CTV to provide protection for the community in the event

of an unexpected death. By having adequate protection, bereaved families can avoid heavy financial burdens and can focus on recovering emotionally after the loss of a loved one.

- d) Compensation for orphans every night is 1 Suro given per child Rp. 150,000. Allocating a portion of your income to provide compensation assistance to orphans is a very noble and meaningful action. Indirectly, tourism managers help meet their basic needs such as education, food, clothing and health care. This could also be a way to make a real positive contribution to the people of Jodipan CTV, Malang City.
- e) Compensation for old widows every night is 1 Suro given per person Rp. 500,000. Providing compensation assistance to elderly widows is also a very noble act. Older widows often face severe financial and emotional challenges after losing their spouse. The management of CTV provides assistance to elderly widows through direct donations in the form of cash with the aim of helping them feel supported and appreciated in facing difficult times in their lives.
- f) Maintenance of this CTV once a year with a nominal value of IDR 1,000,000. Maintaining the Jodipan CTV is an important part of ensuring the sustainability and tourist attraction of the destination. The following are several steps taken by the community to maintain the tourist village, namely: maintaining cleanliness, repainting community settlements, maintaining street art, promotion and marketing, and tourist traffic management. By maintaining the Jodipan CTV well, it will continue to maintain its appeal as a unique and attractive tourist destination for tourists, as well as providing

sustainable economic benefits for the surrounding community.

- g) Assistance for distributing basic necessities to each family is given twice, namely: every holiday and New Year with a nominal value of IDR 500,000 to IDR 1,000,000. Assistance in distributing basic necessities to the people of Jodipan CTV is a very good step to help those who may need additional support, especially in a difficult economic situation. The following are several steps taken to implement basic food assistance, namely from ticket management, donations from the private sector, collaboration with shops or suppliers, and involving volunteers from outside the tourist village. With these steps, assistance in distributing basic necessities to the people of the Jodipan CTV can be effective and beneficial for those in need, as well as strengthening solidarity and togetherness between communities.

From the details of the results shared above for the managers of Jodipan CTV. Now it aims to ensure that these managers can carry out their duties well and remain motivated. However, it is also important to ensure that tourism managers use their salaries appropriately and responsibly. As well as several individual needs that tourism managers may be able to take from their income, namely: Daily living needs, education and training, business development, savings and investment, community welfare. It is important for tourism managers to prioritize and use their salaries

wisely in order to ensure the continuity of their businesses and contribute to tourism development and the tourism industry as a whole.

5. Conclusion

Based on the results of research data in the field, the contribution regarding the results of the management of the Jodipan CTV in Malang City is in the area of improving the community's economy, where with the existence of the CTV, people who were initially resettled are now opening their own businesses, both trading in food, drinks, ticket seller and also a parking attendant. The moral and social training that exists in the community can be said to be good from a social perspective in the village, one of which is tolerance, mutual help and also the community working together. Meanwhile, the pattern of life of the people of the CTV can be said to have changed to be more positive than before, because like it or not, if the environment changes, the pattern of life there must also change. It can be said that the obstacles that exist in the CTV can still be overcome by the management, the RT/RW/Kelurahan village government, and the local community, from the presence of rubbish that must be cleaned every day and the disturbed comfort of the community can still be overcome, perhaps only funds are available. There is not enough room for improvement, because this tourism also includes villages which are still the responsibility of the government.

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