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**Kontribusi Hasil Pengelolaan Kampung Wisata Warna-Warni Jodipan, Kota Malang**

***Contribution to the Results of the Management of the Jodipan Colorful Tourism Village, Malang City***

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|  | ***Abstract*** |
| Article History:Submitted: ……….Review: ……….Editing: ……….Publish: ………. | ***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 study uses a qualitative approach to the type of phenomenological research. The data collection method used starts from observation, interviews, and documentation. The results of this study in industrial relations enter into bipartite relations, which are relations between managers and the Community. Contributions from the results of this management are collected to the manager for the needs of the Jodipan Colorful Tourism Village community in Malang City, one of which is the manager's wages, health, care, compensation for orphans, compensation for people who die, compensation for old widows, distribution of groceries. The conclusion of the research results regarding the contribution of the results of the management of the Colorful Tourism Village (CTV) for the people of Jodipan, Malang City is in the field of improving the economy; with this tour, the people who were initially unemployed are now opening their businesses both trading, ticketing and parking attendants.*** |
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| **Keywords***: Contribution, Colorful Village, Economy* |

**INTRODUCTION**

Colorful Tourism Village (CTV) is located in Jodipan Village, Blimbing District, Malang City. Kampung Wisata Warna-Warni is a community settlement village in a slum area founded on 4 September 2016 due to UMM students carrying out KKN and intending to turn the slum into a livable one. Management is under the direct control of the Community with the involvement of the private sector, while the government will only facilitate what is needed. Tourism villages that carry out different community-based concepts certainly require active participation from the Community.

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.

This theory from Max Weber is taken from an excerpt from the book Introduction to Social Theories From Functionalism Theory to Post-modernism in 2003, a book by Pip Jones. Weber called the method he developed verstehen. Because sociologists are also human beings, they appreciate the social environment in which they live, pay attention to the goals of the members of the Community concerned, and therefore try to understand their actions.

Weber argued that by comparing the structures of several societies by understanding the reasons why members of these societies act, the historical events that successively influenced their character, and understanding the actions of actors living in the present, however, it is possible to generalize all societies or social structures to help In this comparison effort, Weber argued that sociology should use the widest possible range of concepts.

In formulating the problem, we can understand that in the Jodipan CTV, there are processes carried out in carrying out management, starting from who is involved, make the form of contribution, and the form of management. This is a form of social action because of what steps have been implemented and what contributions have been made.

The price of admission for visitors who will enter the CTV at a rate of Five thousand Rupiah on active days, namely Monday-Friday, and on weekends, namely Saturday-Sunday, 100 tickets are sold. From the results of the entrance fees from these visitors, 60% of the proceeds are to pay for ticket guards at the venue, and 40% is allocated for repairs at the tourist spot and for the needs of the people of the CTV.

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.

In industrial relations, it enters into bipartite relations, which are relations between managers and the Community. The management of the CTV includes the Chair, Secretary, Treasurer, Security Session, Cleaning Session, Marketing (Ticketing) Session, Creativity Session (Maintenance), and Public Relations Session during the Community. These namely people live in the CTV Jodipan Village, Blimbing District, Malang City. The contribution from this management is collected to the manager for the needs of the Jodipan CTV community, Malang City, including; Management wages, health care, compensation for orphans, compensation for the dead, compensation for old widows, and distribution of necessities.

**LITERATURE REVIEW**

 **CONTRIBUTION**

Etymologically, the contribution is defined as a donation in the Big Indonesian Dictionary (KBBI). Referring to this meaning, we can generally explain that contribution is the carrying capacity or contribution given by something which gives a role in achieving something better (Ministry of National Education, Big Indonesian Dictionary, Edition III, 2002).

Contribution in English is a contribution, contribution, which means participation, involvement, involvement, or donation. In this case, the contribution can be material or action. Contributing means the individual is also trying to improve the efficiency and effectiveness of his life. Contributions can be made in various fields, namely thinking, leadership, professionalism, finance, and others (Anne Ahira, 2012).

 From the explanation above, it can be concluded that the notion of contribution pose assistance given in various forms, whether assistance in the form of funds, programs, ideas, nor energy given to other parties to achieve something better and more efficient.

 The contribution of Jodipan colorful village tourism in improving economic management is a form of contribution in helping the economy of the people who use colorful village tourism. To contribute to management results, it will not work if one component with other components and visitors and nature are not interconnected.

 **JODIPAN IS A COLORFUL TOURIST VILLAGE (CTV)**

 Malang City is one of the cities in East Java, which has many problems in urban areas. For example; Slum settlements are a classic long-term development problem in big cities. Slums have a higher population and building density than settlements in general and are located along the Brantas River, around railroad tracks, and in several other residential areas.

 The slum settlement of Jodipan Village is included in the medium category, the main problems of the slum area are the physical condition of housing, sanitation, drainage, population density, and building density (PU City of Malang, 2014).

Jodipan Village can be seen that the area is very densely populated. Jodipan Village is directly adjacent to the Brantas River, this situation makes people have a bad habit of throwing garbage in the river. Household waste that accumulates in the river makes the river flow sluggish, smells bad, and the scenery becomes unsightly. Most of the families living in Jodipan do not have sanitation. Several good newspapers reported that the slum conditions prompted the Malang City government to relocate residents to be moved to flats. In addition, the land used by residents to build houses is still state land (www.bbc.com downloaded 10 September 2017).

**RESEARCH METHOD**

This study uses a qualitative approach to the type of phenomenological research. Phenomenology explains from a phenomenon, experience, or concept based on individual awareness. This research was conducted in a realistic situation, so there are no limitations in interpreting the phenomenon under study. Researchers used qualitative research because the problems in this study needed to be studied in depth so that researchers could further explain the impact on the contribution to the results of the management of the CTV Jodipan, Malang City.

The research approach used is qualitative because this study aims to examine the management system given to the residents of Jodipan Village RT 06, 07, 09 RW 02 after the existence of the Jodipan Colorful Village tourist attraction. The purpose of the qualitative research conducted by researchers at the Warna Warni Jodipan Tourism Village is an analysis of phenomena, events, social activities, beliefs, perceptions, and community thoughts individually or in groups.

Based on the type of data used in this study, data collection methods include; observation, interview, and documentation. In this study, observations were made by contacting informants who participated in the research and seeing first hand the conditions of the Jodipan Colorful Tourism Village. The data obtained during this observation were collected systematically using notes. The informants were asked questions about the research during the interview based on the information received. 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 to the Results of the Management of the CTV, Malang City.

**RESULTS AND DISCUSSION**

CTV is located in Jodipan Village, Blimbing District, Malang City. Kampung Jodipan RT 06, 07, 09 RW 02 is a community settlement village located in a slum area that was created on 4 September 2016 as a result of UMM students carrying out KKN by creating programs that benefit the Community by partnering with private business clients who intend to turn the slums into livable ones. However, the changes in the village layout that have been so striking have attracted people from outside to come to visit, to come to see the area of ​​the CTV first-hand and take photos because of the use of colorful paint colors and the ornaments around the roads which are very nice to use as photo backgrounds. The management of this CTV is carried out by the local Community involved in the management. This management structure is formed in this management, each with its duties and responsibilities. This management structure includes Chair, Secretary, Treasurer, Security Session, Cleaning Session, Marketing Session (Tickets), Creativity Session, and Public Relations.

 **The Potential of Colorful Tourism Villages (CTV)**

Based on the facts, the people of Jodipan habitually throw garbage into the river. The scenery in CTV can present a unique tourist destination; the striking colors of paint attract attention, making the Jodipan area an attractive photo tourist destination for everyone.

A tourist destination is a form of integration of attractions, accommodation and support services presented in the order of community life, integrated with prevailing practices and traditions. A rural area with a total atmosphere that reflects the authenticity of the village based on spatial planning, building architecture and the socio-cultural lifestyle of the community, as well as providing souvenirs and tours (Nuryanti, 1992).

CTV has brought positive changes to the people of Jodipan. The opening of new tours can increase the income of the Jodipan people, for example, by managing entrance tickets, visitor parking, and selling snacks, accessories, and coffee. The previously unemployed youths are now making a living by guarding the parking lot for visitors to the Colorful Tourism Village.

 **Contribution in the Results of the Management of CTV**

The management of the CTV is based on the results of interviews with the chief manager, initially by collecting incoming funds and then managed by the treasurer to put them in the bank. This management result contributes that every administrator moves from the existing income sector to be managed again from the proceeds from selling tickets to enter the CTV. Entrance tickets cost Rp. 5,000 daily, and 100 tickets sold out. Total ticket sales in a day can reach as much as IDR 500,000, in a week IDR 3,500,000, in 1 month it reaches 15,000,000, and in a year it can reach 182,500,000.

This one month's nominal income from the contribution of the results of this management has accumulated a lot with the treasurer being put into the bank for joint needs, including; Manager wages per 2 months vary from Rp. 300,000 to Rp. 1,500,000, for health Rp. 300,000 for operational maintenance, such as repainting Rp. 750,000, compensation for orphans every Suro Day is given per child Rp. 300,000, compensation for people who dies Rp. 500,000 (category of able people) to Rp. 1,000,000 (category of incapable people), for compensation for old widows every day Suro is given per person receiving Rp. 500,000, and for the distribution of groceries per family is given every year two times on Feast Day and New Year in the amount of IDR 500,000.

 **Income Contribution from the Management of CTV**

No deposit is provided by the management of the CTV to the government. Still, the contribution from the management is divided equally among each member of the CTV according to the nominal position of each position. CTV was founded and developed by the Community to increase the economic level and the recognition of settlements in Jodipan.

**CONCLUSION**

Based on the results of the analysis and discussion in the previous chapter, it can be concluded that one of the contributions to the management of the CTV for the Jodipan community in Malang City is the tourism sector. Increasing the economy, where with the Jodipan Colorful Village tour, people who were previously unemployed are now opening their businesses, selling food, drinks, and tickets, and also starting to offer valet parking.

It can be said that the moral and social education that applies in the Community is beneficial for the social spirit in the village, good tolerance, mutual help, and even cooperation. Although it can be said that the lifestyle of the Jodipan people has changed more positively than before, whether you like it or not, when the environment changes, so do life there. It can be said that the local Community can still overcome the limitations of the Jodipan CTV; the existence of garbage that must be cleaned every day and the comfort of the restless people can still be overcome, maybe that's the case. There is only a lack of funds for repairs because this tour also includes every village, which is the government's responsibility.

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