



Rejuvenation of Kajoetangan Urban Heritage Tourism area becomes an icon of Beautiful Malang destinations

Rejuvenasi kawasan *Urban Heritage Tourism* Kajoetangan menjadi *icon* destinasi *Beautiful* Malang

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ABSTRACT

Kampoeng Heritage Kajoetangan is one of the thematic villages in Malang City. Antiquity and historical value are the identities of this village. There are still many problems encountered through the development, there are uneven tourist spots on Dorowati Street from the observations made. Thus, it gives rise to the impression of a dualism of proper and inappropriate appearance as a tourism village. Through a service grant, the team provided a solution in the form of rejuvenating Kampoeng Heritage Kajoetangan through the manufacture of ethnic signposts and information boards for the location of standing points, location markers, and the cable installation above the Sukun River which in the process synergizes with POKDARWIS and the surrounding community to successful rejuvenation process. The results of the rejuvenation process of the Kampoeng Heritage Kajoetangan area have been carried out well with high contribution and synergy between the team, the community, and POKDARWIS in assisting the implementation of the activities in the installation of 9-point ethnic directions information boards and installation fireplaces above the Sukun River. The team hoped with rejuvenation could increase heritage village to attract more tourists after the pandemic and, in the long term, can provide a multiplier effect for the community around the heritage village.

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1. INTRODUCTION

The tourism sector is predicted to be one of Indonesia's supporters of economic growth. This data because the tourism sector provides a multiplier effect: employment, foreign exchange earnings, investment, and regional income (Kementerian Pariwisata dan Ekonomi Kreatif, 2019). This statement is in line with Anggraini and Riyanto (2017), which states that employment opportunities in the tourism sector contribute to 11 million people to employment. In its development, the tourism sector is not only

developed in areas with natural or geographical potential but also in an urban heritage with a distinctive character and is full of cultural values (Arimbi et al., 2011). Malang City is one of the cities that also has a thick historical value. From this, Malang City becomes an area with great potential to develop historical and cultural tourism.

One of the thematic urban heritage villages in Malang City is Kampoeng Heritage Kajoetangan. Thematic villages are defined as an environment where the community actively contributes to developing their village so that it leads to the creation of a village or village that has distinctive and sustainable characteristics in the community (Idziak et al., 2015). This village is located in the middle of Malang City, identical to the ancient accents typical of the Dutch colonial era (Budiono, 2020). The development of local identity is a reflection of local wisdom. Tourism development aims to maximize local values in developing the region (Ahdiati & Kusumanegara, 2020) and become a sustainable tourist destination, especially for developing tourism (Kadi et al., 2014). Kampoeng Heritage Kajoetangan officially opened and became a tourist village on April 22, 2018, which the local tourism management group processed as an effort to realize the "Beautiful Malang" program (Githa et al., 2020). Inside the Kampoeng Heritage Kajoetangan, various heritage houses are still preserved, and there are historical and religious tours in the village.

In its development, this thematic village is still not fully able to provide maximum impact. These circumstances are due to the development of tourist villages is still superficial and perfunctory. So that an injection of innovation is needed to increase the potential of Kampoeng Heritage Kajoetangan to reach the maximum point of the multiplier effect for the surrounding environment (Utami, 2016). It is in line with Alim (2021), who stated that tourism development is a means to realize community welfare. One of the biggest problems during the observations was the inequality of tourist spots in Kampoeng Heritage Kajoetangan. As a result, the area that is the access road on Jalan Basuki Rahmad Alley 4, Alley 6 and Jalan Kawi become more well-maintained and has many directions that can make it easier for tourists to travel.

However, this situation is different in Jalan Dorowati, which has minimal facilities as a tourist village. There are several problems, such as a lack of directions and information on the location's name at the point where it stands. Then, the condition of the lights and cables over the Sukun River, which received less attention in their installation, caused an electrical short circuit and an unsightly view to be seen as a tourist place. These circumstances lead to infrastructure imbalances representing two types of scenery in one location: decent and inappropriate views for the tourism village parameters. Infrastructure development is the government's responsibility, especially the Department of Culture and Tourism, but limited funds have prevented this development from being realized (Idris et al., 2019). Nevertheless, this infrastructure development is significant and is included in one of the components of sustainable tourism (Haque et al., 2020).

The university team took steps to solve these problems by providing an external action or solution: rejuvenating the area around Kampoeng Heritage Kajoetangan. According to Tambunan (2016), the rejuvenation phase is a phase where changes occur with better results. Rejuvenation can occur by extracting the potential of cultural and natural resources that have not been used optimally and are accompanied by innovation. Rejuvenation is one way to revive tourism, one of which is by repositioning tourism conditions through infrastructure to a more attractive form. The university team carried out this rejuvenation intending to reorganize and create incredible infrastructure innovations in access to Kampoeng Heritage via Jalan Dorowati to attract potential tourists to access Kampoeng Heritage Kajoetangan from all corners of the entrance and rearrange things that should not be.

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The university team will develop three solutions later, namely the manufacture of ethnic signposts and information boards for the location of the fixed points, the next location marker, and the last is tidying up the cable installation above the Sukun River. Through this program, there will be an added value for this area so that during the post-pandemic opening period, it can increase the attractiveness of tourists who come to visit, which in the long term can provide a multiplier effect value for the environment around Kampong Heritage.

2. METHODS

The activity of community services was at Kampong Heritage Kajoetangan, Malang City. The location focused on rejuvenating Jalan Dorowati and repairing cables over the Sukun River. The map of the activity location is presented in Figure 1.

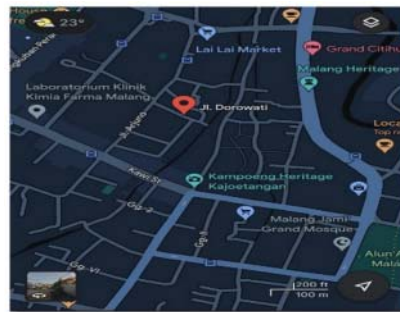


Figure 1. Kampoeng Heritage Kajoetangan Service location map

The method used in the rejuvenation process of Kampong Heritage Kayutangan is the Focus Group Discussion (FGD) model with local tourism management group as the manager of the thematic village of Kajoetangan. With the FGD approach method, aspirations, ideas, or concepts from internal or external parties can be absorbed so that the decisions taken can be comprehensive (Hasibuan & Sidabutar, 2020). The implementation concept can be illustrated in the chart (Figure 2).

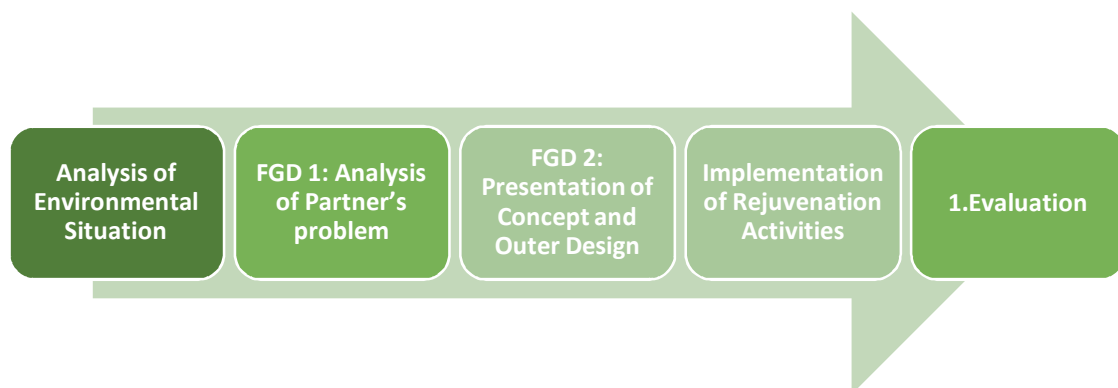


Figure 2. Implementation of Kampong Heritage rejuvenation activities method

Analysis of environmental situation

The analysis was carried out using the observation method, in which the team came directly to the location accompanied by partners. In the observation process, the team will be accompanied by

partners, and from the partner's side, they will also explain the various problems faced in line with the existing sensing in reality (in the field). So, from the sensing, the team will filter things that can later be developed to help rejuvenate the Kampoeng Heritage Kajoetangan.

Focus Group Discussion (FGD) 1: Analysis of partner's problem

After conducting an environmental analysis, the team will focus on the various problems encountered in the analysis of the environmental situation with a Focus Group Discussion (FGD) with partners and local tourism management group at Kampoeng Heritage Kajoetangan to discuss the essence and urgency of the problems that require immediate solutions. In this stage, local tourism management group are expected to participate in building commitment. Building this commitment is carried out through communication that focuses on deliberation or agreement. The communication at this stage is a Focus Group Discussion (FGD) which involves participants exchanging messages to build a shared commitment to participatory development.

Focus Group Discussion (FGD) 2: Presentation of concept and outer design

From FGD 1, we develop solutions to partner problems by presenting concepts and designs. From these designs and ideas, they will later become the basis for the work or process of implementing rejuvenation activities.

Implementation of rejuvenation activities

The implementation of rejuvenation activities is carried out with a design prototype process from the concept that has been made to the final design. Furthermore, installation of tools in the solution resulting from the rejuvenation discussion in the Kajoetangan Urban Heritage Tourism area, through the installation of directions at every bend, installation of aesthetic electric lights and rearrangement of electrical wiring installations. Out of place. In the implementation phase, local tourism management group and residents will assist in the implementation of rejuvenation.

Evaluation

The evaluation results of activities are carried out by comparing the conditions before and after the service. Because during this pandemic period Kampoeng Heritage has not been able to open access to tourism, the evaluation of activities is carried out on a limited basis by local tourism management group and the university team. In program implementation, partners are required to actively participate in supporting the success of the program before, in the process, or after the process (helping maintain infrastructure) after they receive assistance in the form of physical repairs of directions at every alley or bend, repair and rearrangement of inadequate spots. Not to mention, location markers at standing points.

3. RESULTS AND DISCUSSION

The results achieved from this activity are solving problems and fulfilling solutions to problems that are obstacles for partners in developing Kampoeng Heritage Kajoetangan, namely by carrying out rejuvenation or rejuvenation through infrastructure improvements, such as installing ethnic poles (9 pieces) signposts and further destination information in Kampoeng Heritage. The team was warmly welcomed by the community and local tourism management group as partners in the service to carry out the rejuvenation of Kampoeng Heritage Kajoetangan. Kampoeng Heritage Kajoetangan itself is an

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area in Malang City which has historical and iconic potential. This potential can be seen in the many historical heritage houses that are closely related to colonial nuances, ancient and antique items that are well cared for by the surrounding community, as well as a “dolanan” park (Wahyuni et al., 2021). These historical relics are the physical potential for the development of Kampoeng Heritage Kajoetangan as a historical tourist attraction in Malang City.

Environmental situation analysis

At the observation stage, there were several problems or obstacles faced by partners, so that they could be used as materials to help rejuvenate Kampoeng Heritage Kajoetangan. From the results of the field analysis, it shows that there is an inequality of tourist spots in Kampoeng Heritage, namely the lack of maintenance of the entrance to the Kampoeng Heritage from Jalan Dorowati and the lack of directions to make it easier for tourists to access the Kampoeng Wisata. The urgency of Rejuvenation aims to reorganize and produce attractive infrastructure innovations in access to Kampoeng Heritage via Jalan Dorowati in order to attract potential tourists to be able to access Kampoeng Heritage Kajoetangan from all corners of the entrance, in line with Ridwan & Aini (2019) who explained that changes can dramatically progress towards repair or rejuvenation. This rejuvenation is useful for increasing the attractiveness of tourism through infrastructure improvements and innovation (Tambunan, 2016). The appearance of Jalan Dorowati before and after rejuvenation can be seen in Figure 3 and Figure 4.



Figure 3. Observation of the university team
Figure 4. Situation before rejuvenation (simple directions)

FGD 1: Partner problem analysis

After observing the situation in the environment in Kampoeng Heritage Kajoetangan, the team conducted Focus Group Discussion (FGD) 1 as presented in Figure 5 and Figure 6. The FGD was carried out together with local tourism management group to determine the solution to be presented by the university team. The output given in Focus Group Discussion (FGD) 1 was that the team made a solution in the form of Rejuvenation of the Urban Heritage Tourism Area in Kajoetangan with the university team pairing directions, one of which was using ethnic poles with plates as markers. The pole will not only function as a signpost but can also be used as one of the iconic photo spots to capture the moment and share it on social media.

FGD 2: Presentation of concept and outer design

In Focus Group Discussion (FGD) 2, the team submitted designs and concepts to rejuvenate Kampoeng Heritage. This concept becomes a reference in the manufacture and prototype of ethnic poles which will later be worked on and processed by a team of ethnic pole boards that includes the community around Kampoeng Heritage Kajoetangan and local tourism management group.



Figure 5. FGD with local tourism management team

Figure 6. Submission of university team partnership letter to local tourism management team

Implementation of activities

The concept implementation was carried out from August to October 2021. These stages consist of the process of designing ethnic board poles, painting poles and information boards, and installing ethnic pole boards at predetermined intersection points. The work and installation process are carried out over three months until October 2021. The work process to installation is presented in Figures 7, 8, and 9.



Figure 7. The process of designing the concept of ethnic pillars by the kampoeng heritage community



Figure 8. Results of the design of the ethnic pillars



Figure 9. Installation of ethnic pillars at a point of Kampoeng Heritage Kajoetangan

Activity evaluation

After the entire process of installing the ethnic pole boards, the team conducted a limited evaluation since the village was inaccessible to the public due to the COVID-19 pandemic. A joint assessment with the community, local tourism management group, and the university team (Figure 10) shows that the uniformity of the installed ethnic pole boards provides a multiplier effect. Not only becoming the street sign and information pointer, but the ethnic pole can also be part of a photo spot for visitors. This advantage earns because the ethnic pillar is inseparable from the identity of Kampoeng Heritage Kajoetangan, which is unique in its ancientness.

The following evaluation results are regarding installing iconic photo spots in the form of ethnic electric lights. The existing problem is unorganized electrical cables and unworking bulbs over the Sukun River. Apart from overcoming previous issues, installing iconic electric lights can increase the point of interest for the tourists to capture moments in the Kampoeng Heritage area. Ethnic electric lamps are chosen to match the elements of antiquity in Kampoeng Heritage. This motive is in line with, which is

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also closely related to historical studies Wahab et al. (1992), which state that the behaviour of foreign tourists tends to prefer traditional or authentic tourism.



Figure 10. Group Photo of local tourism management team and the university team

4. CONCLUSION AND RECOMMENDATIONS

Kampoeng Heritage Kajoetangan is a historical and religious tourist area in Malang City, which has an excellent potential point in the form of nuances of colonial buildings and houses, preserved historical heritage items, and a playground garden. However, to balance this potential issue, it needs adequate infrastructure, one of which is through rejuvenation. Nevertheless, the results showed that the process of rejuvenating the Kampoeng Heritage Kajoetangan area had been carried out successfully. This result is indicated by the improvement and innovation of infrastructure, which includes installing nine pole points of information signposts and ethnic information installed at tourist points. The urgency of the installation of this ethnic board pole is to harmonize with the identity of the Kampoeng Heritage Kajoetangan, which is identical to its ancient characteristics. In addition, the improvement of street and bridge lighting over the Sukun River is also evidence of the realization of rejuvenation at the entrance to Kampoeng Heritage Kajoetangan through Dorowati Street. Hopefully, this rejuvenation can help Kampoeng Heritage Kajoetangan to attract more tourists after the pandemic and provide a multiplier effect for the community around Kampoeng Heritage Kajoetangan in the long term,

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