

Conference Paper

Community Participation Level in Kampong Ketandan As Tourism Kampong in an Effort of Kampong Preservation

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Abstract

Kampong Ketandan is one of five new Kampong in the pioneering stage made into a tourism Kampong as an effort to maintain the existence of the Kampong in the city center according to Surabaya Tourism Review Document year 2017. A form of community participation is required to preserve the historical and cultural values of the Kampong in the city. Thus, the research aims to identify the level of community participation of Kampong Ketandan as tourism Kampong in Surabaya to preserve its existence. The descriptive explorative method used by looking at the results of selected stakeholder interviews based on governments and the community itself. Afterward, content analysis was done to extract the condition of the participation level of Kampong Ketandan as a tourism Kampong based on the tourism component. The result shows that the highest community participation level is for attraction component in realizing the cultural attraction which at the level of 'Partnership.' While the lowest level of participation is for an ancillary part in forming a support group of tourists and amenities component in utilizing souvenir shops and toilet facilities.

Keywords: Kampong Ketandan, tourism kampong, community participation level

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1. Introduction

Kampong kota can be defined as a social system inhabited by a variety of complex and dynamic societies [1]. *Kampong kota* also becomes a settlement where their local cultural characteristics are still evolving as a form of integration with the urban development elements [2]. Kampong that still maintains their local wisdom can be stated to be superior in socio-cultural aspects. Cultural values that express in the daily activity of kampong's community create a special attraction for other people in the midst of the massive urban development. This is due to the longing for deeper values such as faith, art, and literature especially by people who are busy with modern life [3].

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Surabaya has many kampongs that have been preserved, including Kampong Alun-alun Contong, Bubutan, Wonorejo, Kedung Baruk [4]. With the preservation of cultural values and their local wisdom, kampongs in Surabaya has the potential to become a tourist attraction, as outlined in the Surabaya Tourism Development Strategy through the creation of some new tourism kampong at the pioneering stage, including Kampong Ketandan, Kampong Kenjeran, Kampong Dolly, Kampong Semanggi and others new thematic kampong development [5]. To preserve the historical and cultural values of the Kampong in the city, a form of community participation is required [6]. Participation, in the development context, is a process through which all members of a community or organization are involved in and have an influence on decisions related to development activities that will affect them.

Kampong Ketandan as a kampong located in the center of Surabaya, as a strategic location, becomes its uniqueness. The existence of space allocation along the Tunjungan corridor as a cultural tourism area of Surabaya also proves the potential of Kampong Ketandan as a cultural tourism kampong [7]. Seeing this potential, the Surabaya City Government made further efforts to lift Kampong Ketandan as a cultural tourism kampong by cooperating with United Cities and Local Government of Asia-Pacific (UCLG ASPAC) to renovate *Joglo Cak Markeso* becomes a cultural center and place of gathering Kampong Ketandan residents. Also, Kampong Ketandan communities also work together to improve the physical condition of Kampong Ketandan.

However, the condition of their participation is feared will disappear over time. No clear development strategy in Kampong Ketandan feared the existence of Kampong Ketandan have would be threatened. Thus, participation from the community is needed, because a goal for the benefit of community when formulated without involving them, it will be difficult [8]. Local participation in tourism has been regarded as a positive force for change and passport to development [9]. Local participation does not work when it is promoted by the „expertise of outsiders“; and argues that the outcome of an initiative needs rather to be represented by local interests [10]. The level of participation can be divided into eight levels i.c manipulation, therapy, informing, consultation, placation, partnership, delegated power and citizen control [11]. Hence there is need and interest for analyzing the level of participation of Kampong Ketandan’s community in realizing tourism kampong to develop the strategy of tourism kampong according to their participation in Surabaya.

2. Research Methodology

This paper used qualitative research following with descriptive explorative method in the purpose of identifying the community participation level in Kampong Ketandan as tourism kampong. The variable is used combining result from community participation level with tourism component. Data and information are collected by doing in-depth-interview with the selected respondent from the government: (G1) Tourism Agency, (G2) Planning and Development Agency, and from the community: (C1) Kampong Ketandan’s chief, (C2) Kampong Ketandan Youth Organization’s chief. The selection of the respondent is based on purposive sampling or specific requirement and stakeholder analysis.

Analysis process started by making transcript for selected respondents, continued by code making and variable coloring to ease the analysis. Interview result could then be processed using content analysis method to compose conclusion by looking at interview result consisting of respondent opinion regarding the condition of Kampong Ketandan’s community participation level in realizing tourism kampong based on four tourism components. The four tourism components, including Attraction, Accessibility, Amenities, and Ancillary are combined with the eight levels of participation by Arnstein [12, 13]. These levels are used to determine on which level the current community participation in Kampong Ketandan stands based on each component. Thus, the coding result for each type of tourism component tabulated to be interpreted and elaborated afterward, both statistically and descriptively.

TABLE 1: Type of Tourism Component.

| Tourism Component | Type of Tourism Component |
|-------------------|--|
| Attraction | 1. Cultural attraction 2. Social attraction |
| Accessibility | 1. Information access 2. Entrance access 3. Parking access |
| Amenities | 1. Accommodation 2. Food place, 3. Souvenir shop 4. Toilet facility |
| Ancillary | 1. Tourism board |

Source: Analysis result, 2018

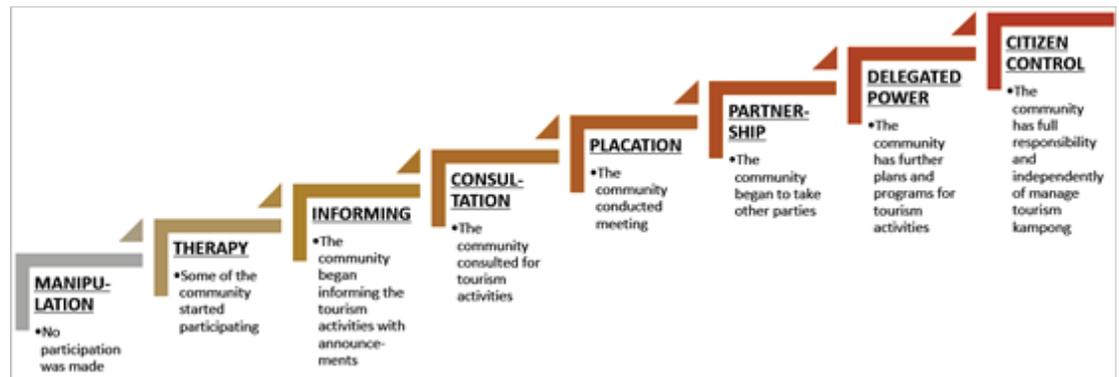


Figure 1: Community Participation Level in Tourism Kampung (Source: Analysis result, 2018).

3. Result and Discussion

Kampung Ketandan as cultural tourism kampung has some cultural attraction performed by Kampung Ketandan’s community such as ethnic dance, *hadrah* art, and *ludrug*. Some of them being held occasionally, most time to celebrate a national holiday. The community of Kampung Ketandan and their unique way of living also have the potential to stand as social attractions, by inheriting good manners, teamwork, and high intensity of residents gathering up until today. By actively using their community hall as working space, the community can potentially represent an attraction by giving tourists chance to admire, blend, moreover to live the life of Kampung Ketandan’s community, while visiting.



Figure 2: Community activities as tourism kampung in Kampung Ketandan (Source: Primary survey, 2017).

Furthermore, from the entrance located in between Lalwani store and Bank of India at Tunjungan Street, Kampung Ketandan’s tourists will be welcomed by numerous murals painting were painted on the side entrance access which goes all the way to *Joglo* Kampung Ketandan. Besides murals, Kampung Ketandan has *TOGA* park (herbal medicine pocket park) located in one of the street corners.

Kampung Ketandan also has a public facility named *Joglo Cak Markeso*, usually used not only for communities gathering place, but also uses for ethnic dance training, cultural activities, and cultural education. *Joglo Cak Markeso* often used to hold a welcoming party or ritual for tourists or essential guests. *Joglo Cak Markeso* was built to replace



Figure 3: Physic Condition of Kampong Ketandan (Source: Primary survey, 2017).

Pendopo Balai Budaya Kampong Ketandan, which was not in good condition at that time. The replacement hoped to strengthen and enhance Kampong Ketandan existence as tourism kampong in the effort of kampong preservation in Surabaya.



Figure 4: *Joglo Cak Markeso* as A Tourism Facility (left: before; right: after) (Source: Documentation of Kampong Ketandan).

3.1. Community participation in representing attraction

The participation of the Kampong Ketandan's community in representing the cultural attractions has been demonstrated by the participation in the meeting held by the government. As a cultural tourism kampong, the community, especially the youth organization, began to involve themselves to preserve cultural performance. Based on the analysis results, the community participation for representing the cultural attraction has been through the stage where they have conducted a meeting, thus their level of participation is Placation.

While the participation of the community in realizing social attractions visible from the friendliness of the community when there are activities involving tourists in Kampong Ketandan. However, the government said that the participation of Kampong Ketandan's

community in realizing the social attraction is still in stagnancy. Based on the analysis, the level of participation for social attraction is always at the level of Therapy.

TABLE 2: Quotes from Interview to Determine Level of Participation for Attraction.

| Variable | Selected Quotes from Interviews | Level of Participation |
|---------------------|---|---|
| Cultural Attraction | <p><i>"In the beginning, we approached them first, then ya.. they discussed with us, and we encourage them to come up with their original ideas about what attraction they want because they're the one who lived there and know how the characteristic of their kampong."</i> (Atik, Planning and Development Agency; Government)</p> <p><i>"So... That time started from preparation for the Prepcom 3 UN-Habitat in Surabaya, and we held a meeting with them to discuss what can make our kampong become a tourism destination in Surabaya."</i> (Indra, Head of Kampong Ketandan; Community)</p> | <p>Placation: Community held a meeting to discuss and determine the cultural attraction in Kampong Ketandan</p> |
| Social Attraction | <p><i>So if the Ketandan village is not really developed like that, then we try to direct and enjoy it just like that</i> (Siti Nursyamsiah, Tourism Agency; Government)</p> <p><i>People here have a high value of local wisdom, such as being rich friendly with foreigners, or not ignorant," sopo like this "... So if people enter here go through,..."</i> (Ghofar, Head of Ketandan Youth Organisation; Community)</p> | <p>Therapy: Community participaton still lacking. They begin to represent social attraction</p> |

Source: Analysis result, 2018

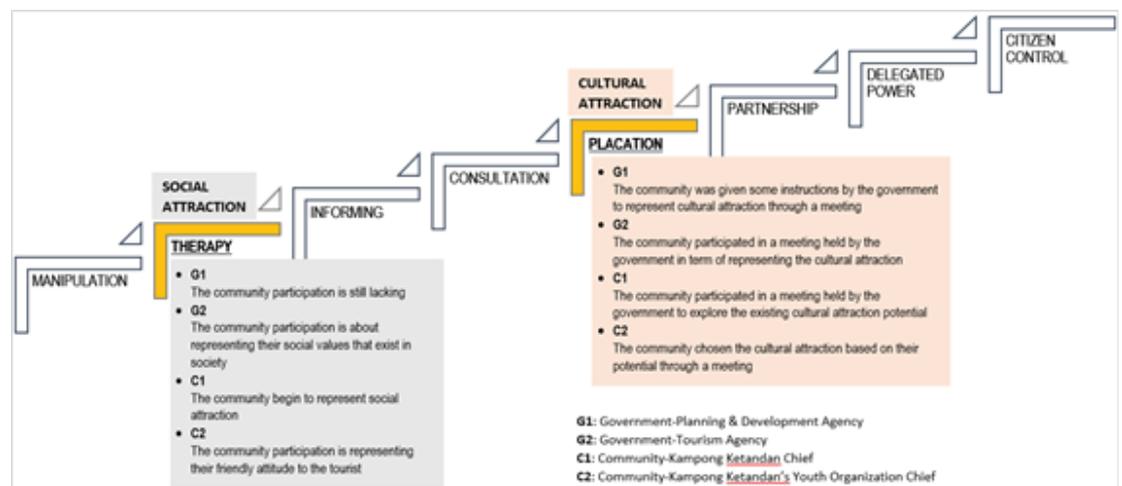


Figure 5: Community Participation Level of Representing Attraction in Kampong Ketandan (Source: Analysis result, 2018).

3.2. Community participation in improving accessibility

Community participation in improving accessibility has assessed the condition of information access, entrance access, and parking access. The participation of Kampong Ketandan’s community in improving information access is still limited through social media. The support given by UCLG-ASPAC and academics who helped in the promotion made the lack of their participation. Based on the analysis results, both the government and the community stated that their participation was limited so that the appropriate level of participation is Therapy. For the participation of the community in increasing access was shown from the existence of activities undertaken by residents to maintain the cleanliness of Kampong and do the wall painting into a mural. Unfortunately, it is only a directive from the government to keep Kampong clean. Based on the results of the analysis, the participation that arises following the direction of course where the public only role to inform so that the appropriate level of participation is Informing. For parking access, the involvement of the community in increasing its supply is still lacking. Communities find the difficulty to participate in increasing parking access. Thus the government directs in the use of available parking access. Parking uses today along the Kampong Ketandan road, or use a parking lot that has been available, such as in the Ex. Siola building. Therefore, it can be stated that parking access still in Therapy level.

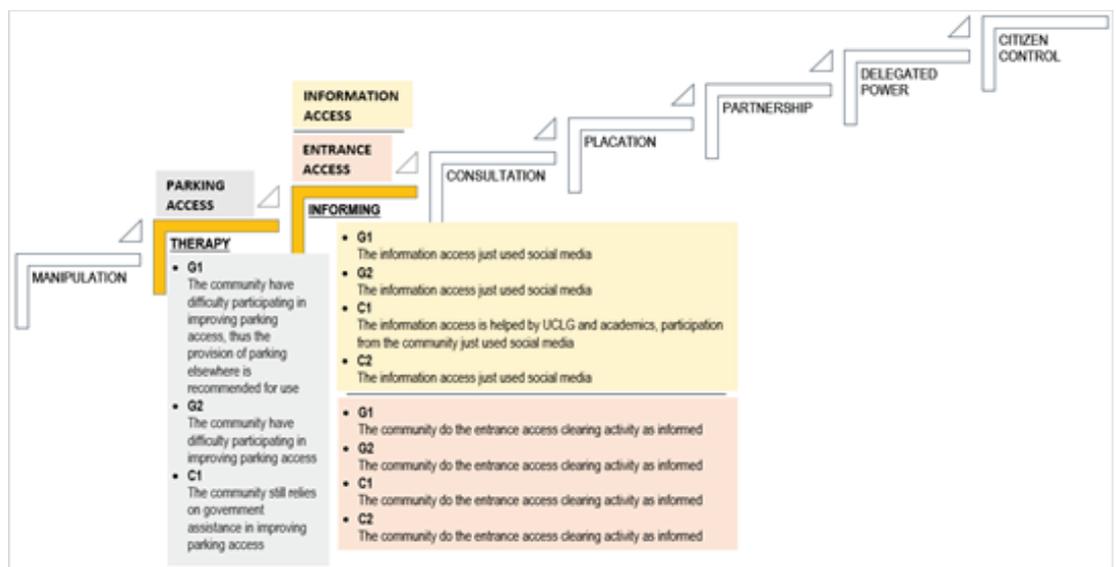


Figure 6: Community Participation Level of Improving Accessibility in Kampong Ketandan (Source: Analysis result, 2018).

TABLE 3: Quotes from Interview to Determine Community Participation in Improving Accessibility.

| Variable | Selected Quotes from Interviews | Level of Participation |
|--------------------|---|---|
| Access Information | <p><i>“There is. There is. But we are still limited to social media, MBA. Still using Instagram, there is a blog.”</i> (Atik, Planning and Development Agency; Government)</p> <p><i>“That also has the same access, from Mrs. Hesti, Mr. Andi. So, every time there is any event that always involves ketandan, mbak... Surely that is Miss.”</i> (Ghofar, Head of Ketandan Youth Organisation; Community)</p> | <p>Informing: Access information available through social media and academic information</p> |
| Entrance Access | <p><i>“if you want the village to be visited, we must keep it clean, what kind of work will continue to be done, mural drawings... They are enthusiastic themselves.”</i> (Siti Nursyamsiah, Tourism Agency; Government)</p> <p><i>““It’s just a bit difficult to park. there is no parking lot because the entrance is a small alley...”</i> (Ghofar, Head of Ketandan Youth Organisation; Community)</p> | <p>Informing: Community do the entrance access clearing activity as informed</p> |
| Parking Access | <p><i>Yes, it will become one. The Mayor also parked along this road. no parking. So the Mayor is expected, if you can, everything is parked here. But there are also limitations here.”</i> (Atik, Planning and Development Agency; Government)</p> <p><i>“It’s just a bit difficult to park. there is no parking lot because the entrance is a small alley...”</i> (Ghofar, Head of Ketandan Youth Organisation; Community)</p> | <p>Therapy: No parking area, government provide parking area, it far from ketandan kampung,</p> |

Source: Analysis result, 2018

3.3. Community participation in providing amenities

Community participation in providing amenities have assessed the condition of accommodation, food place facility, souvenir shop, and toilet facility. The following is recapitulation and analysis result of Kampong Ketandan community participation level for providing amenities.

For accommodation, a community of Kampong Ketandan has started their work on providing accommodation by using the resident house. The feature is given by providing accommodation still stands as an incidental plan, which depends if tourists requested to stay for the night with permission of local/area chief. According to the interview with a government representative, to this point, the government has submitted

a suggestion regarding the idea of providing accommodation by suggesting community-based accommodation providing. However, up to this day community participation only provides incidental accommodation based on resident gathering and agreement from the host. Thus the participation level could state in Placation. For food facilities such as food store and restaurant, based on the analysis result, due to government and local chief order to clean the street from the food stand, most of the food stands now sold their food in front of the respective resident house. The result of the interview also shown there were records on residents gathering on behalf of food stall matters, yet the discussion only held to announce government order regarding food stand cleansing, thus their level for this participation still in Therapy.

For souvenir shop, Kampong Ketandan community does not have any, looking back at the community does not have a unique product to represents and reflects Kampong Ketandan. However, some residents offer their home-made product, most of them sold their product at their house respectively. Community participation considered as none regarding no physical evidence of souvenir store inside Kampong Ketandan. Moreover, only one of the respondents pointed out community participation regarding participation to provide souvenir shop. Thus the participation level could state in Manipulation. Similar participation condition is shown for providing toilet facility, which still has not increased. The only toilets are useable by tourists located in their community's office. The availability of toilets up to this day still appears to be minimum. Community involvement has not existed in adding toilet facilities in Kampong Ketandan as tourism kampong.

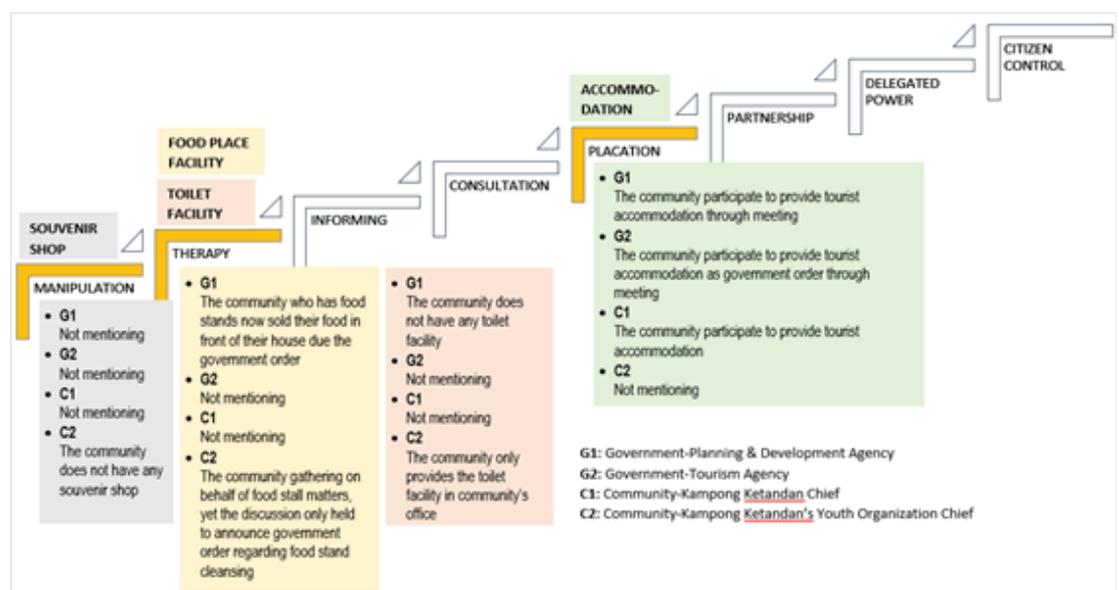


Figure 7: Community Participation Level of Providing Amenities in Kampong Ketandan (Source: Analysis result, 2018).

TABLE 4: Quotes from Interview to Determine Community Participation in Improving Accessibility.

| Variable | Selected Quotes from Interviews | Level of Participation |
|---------------------|---|---|
| Accommodation | <p>"At that time, we sparked the idea, if there is a house... hmm I think some houses there has a nice look, some of them are unique at its architecture. Well, if for example, this is a guest want to stay overnight... hm... It's up to them for choosing which one..." (Atik, Planning and Development Agency; Government)</p> <p>"Yeah.. after we held a meeting with them, we decide to use some houses to be a temporary homestay. We used Mr. Supri's house, one's in front of Joglo, and Mrs. Sima's for a week." (Indra, Head of Kampong Ketandan; Community)</p> | <p>Placation: The community held a meeting to discuss accommodation</p> |
| Food Place Facility | <p>"Some of them are street vendor. But unfortunately, they sell near the entrance and makes it less pleasant to look at. Finally, we can manage them, without making their kampong looks dirty. Because indeed we present their kampong as it is... " (Siti Nursyamsiah, Tourism Agency; Government)</p> <p>"From the beginning, they're here already have stalls like that... Like food stalls or carts." (Ghofar, Head of Ketandan Youth Organisation; Community)</p> | <p>Therapy: The community began to provide food place facility</p> |
| Toilet Facility | <p>"If you asked for a public toilet, we have any in here. We just have a small toilet near Joglo that can be used for visitors." (Ghofar, Head of Ketandan Youth Organisation; Community)</p> | <p>Therapy: The community began to provide toilet facility</p> |
| Souvenir Shop | <p>"Hm, what can I say... It is like some of us has a small business, like cookies, but they just selling it, not give any special mark that is from ketandan" (Ghofar, Head of Ketandan Youth Organisation; Community)</p> | <p>Manipulation: The community does have any souvenir shop</p> |

Source: Analysis result, 2018

3.4. Community participation in creating ancillary

Community involvement in Kampong Ketandan as tourism kampong in creating tourism board to helps tourists in Kampong Ketandan still considered as none. As a result, most activity in Kampong Ketandan is handled by youths. The community assumes that youth need to be preserved, and it is not necessary to form a tourism board to handle tourism activity. However, the government suggests the creation of tourism support group at Kampong Ketandan similar to Kampong Maspatih, another kampong

whose tourism board already settled, with community based-management to manages Kampong Ketandan’s tourism matters as tourism kampong.

TABLE 5: Quotes from Interview to Determine Community Participation in Creating Ancillary.

| Variable | Selected Quotes from Interviews | Level of Participation |
|---------------|---|--|
| Tourism Board | <p>“No, not yet... Not yet, yes. Still RT RW.” (Siti Nursyamsiah, Tourism Agency; Government)</p> <p>“..... while still, the youth team is taking over. We still don’t have a special team if other visitors come in here... ” (Ghofar, Head of Ketandan Youth Organisation; Community)</p> | <p>Manipulation: The community does have any tourism board</p> |

Source: Analysis result, 2018

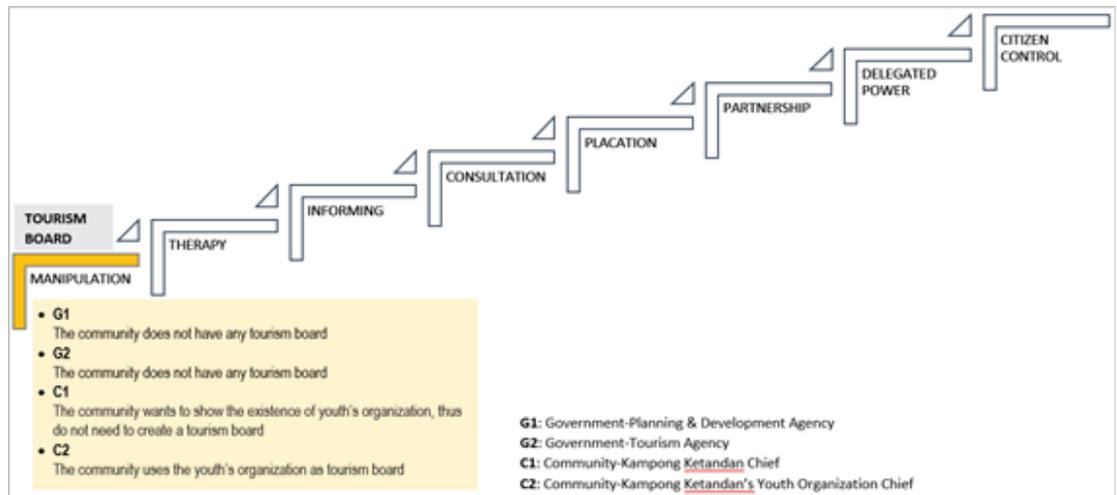


Figure 8: Community Participation Level of Creating Ancillary in Kampong Ketandan (Source: Analysis result, 2018).

From the above explanation, it is shown that the condition of community participation is at various levels, with the involvement of the community to realize the social attraction is at the highest level, which is Partnership, and the lowest level, Manipulation for community involvement in the provision of souvenir shops and the formation of tourism support groups.

4. Conclusion

The participation of Kampong Ketandan community for each tourism component have a diverse level. For participation in representing attractions is located at the level of Placation for cultural attractions and level of Therapy for social attractions. For participation in improving accessibility in Kampong Ketandan stated in Therapy and Informing

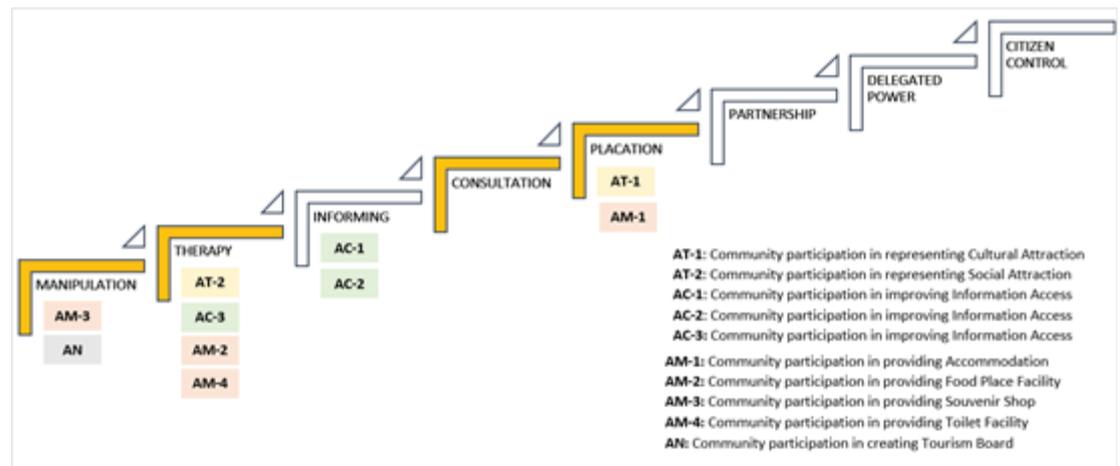


Figure 9: Community Participation Level of Kampong Ketandan as Tourism Kampong (Source: Analysis result, 2018).

level. For amenities stated in Placation, Therapy, and Manipulation. While for ancillary stated in Manipulation. Both government and community have the same assessment for each level of participation. The results of the participation level condition for each tourism component that has been obtained will be used as the basic information for the preparation of an advanced strategy to develop community participation in Kampong Ketandan as tourism kampong and as the preservation of kampong in Surabaya.

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