

Maintaining Sustainability of Tourism Kampong. The Case of Kampong Pelangi in Semarang

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Maintaining Sustainability of Tourism Kampong. The Case of Kampong Pelangi, Indonesia

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Abstract:

In the beginning, Kampong Pelangi was a slum area, then it creatively changed as an interesting tourist attraction. The community of tourism awareness called *pokdarwis* has formed to manage tourism activities in the village. Nonetheless, *pokdarwis*, which should have an important role in the development of tourism, in fact, it is getting fainter. Even today, it can be said that *pokdarwis* role is no longer significant as each community has initiated to carry out tourism activities and promote Kampong Pelangi tourism independently, which the impact of tourism is no longer felt by the community as a whole but rather the individual community itself. Based on the above phenomenon, this study was conducted to identify obstacles experienced by *pokdarwis* in maintaining the sustainability of tourism in Kampong Pelangi. Using qualitative methods, the research outcome will be a tourism development strategy related to strengthening the role of *pokdarwis* in Kampong Pelangi.

Keywords: *pokdarwis*; community of tourism awareness; tourism development strategy; kampong pelangi

JEL Classification: Z32.

Introduction

Tourism-aware community or commonly mentioned as *pokdarwis* in Indonesia, is one component in society that has an important role and contribution in the development of tourism in an area (Rahim, 2012). The existence of *pokdarwis* needs to be continuously supported and fostered, thereby it can play a more effective role in driving community participation in a tourist area. However, the problem occurred tends to social problems which develop in the community itself. The social problem is a consequence of social changes that occur in society, as society is dynamic and not static (Indraddin & Irwan, 2016), meaning that people often use their rationality in determining actions to be taken. It is what happens if the *Pokdarwis* is not fostered and well supported, hence social problems arise between the communities which impact on the tourism of its region. Such conditions occur in Kampong Pelangi, Semarang. In creating tourism space in the village, the community did not discuss it well. As consequence, the formed tourism space were spaces created by the individual community itself, not from the results of discussions with the community or with the *Pokdarwis*. It makes the community seems to be more

concerned with profit rather than just maintaining a sense of solidarity. In which it raised several conflicts related to the administration of tourist villages, and *pokdarwis* performance is not optimal.

1. Research Background

Efforts made by the community were also unable to increase tourist visits. By the decreasing level of tourist visits, role of *pokdarwis* becomes even weaker. One reason for the weak role of *pokdarwis* and low participation of the community in tourism management is the lack of knowledge and skills in managing tourism development (Putra, 2013). In the case study in previous research, the role of the community is very important in improving the economy of citizens, namely by empowering the community as a motivator, communicator, and facilitator for tourists who will come (Tening, Althalets, & Daliansyah, 2019) (Wijaya, Zulkarnain, & Sopingi, 2016). But how can the community motivate other communities if the village community itself does not have the ability and motivation of the community to be a good host (Putra, 2013).

In addition, role of other stakeholders who take over the development of tourism can also lead community unable to play a good role (Wahyuni, 2018). Mostly, lack of good coordination between members, lack of communication between members, community and stakeholders (Musriadi, 2019), and the absence of a clear program are the obstacles in Implementing the *pokdarwis* program in an area, especially the tourism area. As happened in Kampong Pelangi that government support has been given so that the community can continue to develop tourism in Kampong Pelangi, such as the provision of presto milkfish processing training from the Fisheries Service, then hygienic and quality food processing training from the Department of Food Security, to a comparative study from the village (Wulandari & Luthfi, 2018). However, the training and visit also did not make the community want to continue to utilize the knowledge they gained to develop it into something useful for their village, so that Kampong Pelangi had not yet developed. The phases experienced by Kampong Pelangi need to be addressed and other efforts and strategies that are more effective so that *pokdarwis* in Kampong Pelangi can be optimal in developing Kampong Pelangi tourism area anymore.

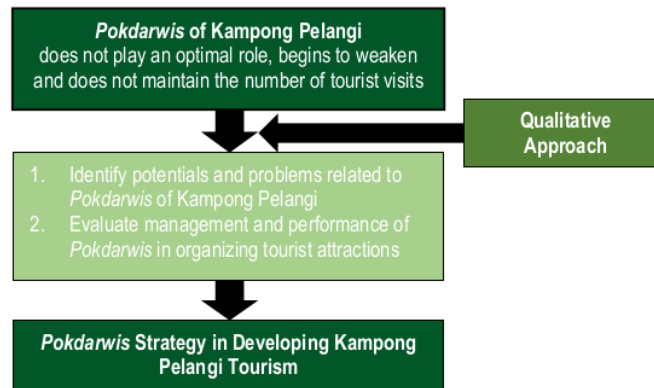
Therefore, this study was conducted to identify the problems and obstacles experienced by *Pokdarwis* in activating community for the development of tourism in Kampong Pelangi. The tourism village itself is a form of integration between attractions, accommodation, and supporting facilities. It is presented in a community life structure, so the community groups concerned should integrate the four elements into an attractive tourism village. Even so, *pokdarwis* role in Kampong Pelangi has been increasingly faded and tourist visits have dramatically decreased.

2. Methodology

This research was conducted using qualitative methods; to explore the phenomena occurred in Kampong Pelangi related to non-optimized *pokdarwis* role, as well as what efforts have been made by the community which lead tourism in Kampong Pelangi not developed. Research data collection was carried out by observation and also interviews with the village community. Interviews were conducted with a purposive sampling technique, namely interviews aimed at informants who were considered to understand the history and changes occurred in Kampong Pelangi. Analysis technique is carried out by examining the interviews results and observations with several theories related to participation of *pokdarwis* in developing tourism in a tourism village.

In addition, researchers have also conducted several studies related to tourism villages in Semarang such as Chinatown, Kampong Melayu Darat, Kampong Sekayu and so on. Besides to these studies, other related research will also be used as a reference in compiling and studying Kampong Pelangi research. Output of this research is a tourism development strategy in strengthening *pokdarwis* role which is expected to be more optimal and effective in creating more attractive tourist attractions. In the following is diagram 1 that shows the research structure to be underwent.

Figure 1. Roadmap of Study



Source: Developed by author, 2020

3. Pokdarwis in Tourism Development

In conducting tourism activities, support from local tourism community and stakeholders of tourism sector are required. This support is significant to succeed tourism development. Therefore, local institutions need to be formed as a forum for people who are responsible for tourism development in their area (Musriadi, 2019). Local institutions have several forms of assistance in developing a tourism object, including local administration (local banks), local governments, local organizations or communities, cooperatives, and private businesses (Uphoff, 1986). In tourism, local institutions can be realized in the form of tourism awareness groups (*pokdarwis*), as basically *pokdarwis* are self-help groups grown from, by, and for people who aim to increase tourism activities development in their area and support the success of national development (Putra, 2013). This phenomenon of community groups is also called community based tourism, or tourism which is formed from local communities participation themselves (Guzman, Canizares, & Pavon, 2011) (Syaifuddin, 2018). Therefore, to increase the desire or sense of community participation, several things that should be done by the *Pokdarwis* are to increase understanding of tourism and to encourage community to implement more sensitive and responsive Tourism Awareness programs to increase tourism activities in their regions.

Improving community role is necessarily required in tourism development, as utilizing tourism potential of an area, can create optimal independence and prosperity, if it is properly managed by the community itself (Yatmaja, 2019). Still, before the community can utilize their tourism potential, an initial process must be carried out by the community is developing community capacity, meaning that community must be aware of all their potentials, opportunities and abilities they have, before they can reach a better standard of living. (Yusuf, 2011). In addition, the community must also have a sense of community, as it is significantly influential for participation of individuals in community (Khusairi, Nurhamida, & Masturah, 2017), meaning that in community certainly must be aware of the roles and responsibilities of what each individual do, in which individuals can work well together, and community goals can be achieved-of course goals related to tourism development.

If the community already has nature sense of community and of course the nature of Tourism Consciousness, then community can responsibly utilize tourism potential and solve problems in their area to create it as an attractive tourist destination. By creating an attractive tourist destination from its own region, the community can boost its economy to prosper the local community itself. It is in line with the Regulation of Tourism Minister of the Republic of Indonesia Number 29 of 2015 about Ministry of Tourism's Strategic Plan for 2015-2019, that is the development of tourism sector was chosen because it has potential to improve country's economy, because the Indonesian State has outside tourism assets and is empowered as a pillar of the country's economy (Kemenpar, 2015) (Nurmayasari & Meirinawati, 2017).

4. Kampong Pelangi as Tourism Village

Wonosari Village or formerly known as Kampong Pelangi is a settlement in the middle of Semarang City, precisely located in the area of Mount Brintik or behind Kalisari Flower Market, Semarang. The settlement stands on hilly terrain, so the houses looks up and down from the ground up to the hill. However, the village was once an illegal settlement which occupied land planned by Semarang city government for the expansion area of

Bergota cemetery. The existence of these illegal settlements has been going on since 1970s and has become a dense and slums area (Jauhari, 2018). Conditions before 2017 were houses built with only brick walls and not painted (see figure 1); the construction is irregular or not well patterned; as well as neighborhood roads access within the village were narrow, uphill, and uneven alleys. The village road became increasingly narrow because many vehicles were parked carelessly. Such conditions make Semarang City government must go down to the village to intervene with local residents and build a Wonosari village into a more organized village.

Figure 2. Condition of Kampong Wonosari before becoming Kampong Pelangi



Source: google image, 2015

The village finally changed in 2017. Mayor of Semarang made a breakthrough to deal with slums in Semarang city. Some innovations were made to make these villages become a city attraction. One of the innovations was by making it become thematic villages. The villages mentioned are not only Wonosari villages, but almost 32 villages will be turned into thematic villages (Jauhari, 2018). Each village creates varied and creative themes, and Wonosari Village creates a rainbow theme, so that Kampong Pelangi (Rainbow Village) is known today (see figure 2). Implementation of the rainbow was done including painting colorful paints on walls, roofs, to the neighborhood road. Not only painting without pictures, making 3D murals on walls and roads is also conducted to create village more attractive. In the end, the impression of slums and tightness that had been attached, now has changed, replaced with a more lively, colorful and pleasant village atmosphere. The concept of a colored village on each wall of the house adds to village uniqueness and brings the village as one of the tourist destinations in Semarang city (Agitha & Kumiaty, 2018).

Figure 3. Condition of Wonosari Village after becoming Kampong Pelangi



Source: survey result, 2020

It was proven at the beginning of Rainbow tourism village opening in 2017, many tourists came from local to foreign tourists just to take pictures, walk around, and interact with local residents (see picture 3). Government has succeeded in making Wonosari Village known to the world, meaning not literally, but at least there are foreign tourists who come to visit the village to be able to tell other citizens. The success of government needs to be appreciated and enhanced for Kampong Pelangi sustainability, of course by the village community itself. Village which was originally a slum and only brick red, has now turned into a colorful village and attracts the world attention. There is a need for self-defense so that the village is not threatened with extinction or left behind by the times.

Figure 4. Kampong Pelangi visited by local and foreign tourists



Source: survey result, 2017

5. Pokdarwis - Community of Tourism Awareness in Kampong Pelangi

Kampong Pelangi has become such a way not only because of government role and architects who helped it, but also the role of village community itself who also took part in heeding Kampong Pelangi. With the interaction between residents and village head also neighbors, Kampong Pelangi can establish good communication (Agitha & Kumiaty, 2018) (Sari, Hendro and Werdiningsih 2018). Of course, it is important as the basis of a community group if they want to aim a certain goal. The villagers have been given socialization; hence they naturally have a tourism-conscious and sense of community. As government cannot continue to play a role to advance the economy of the village, community must continue the government's struggle to maintain Kampong Pelangi sustainability and form *pokdarwis* which serves to encourage the community and create attractive tourist programs or attractions to increase tourist visits.

Pokdarwis in Kampong Pelangi was initially proven to have a significant role in developing tourism potential as well as being an empowering tool for Kampong Pelangi's tourism capability. Yet over time, several problems have arisen related to *pokdarwis* in Rainbow tourism village in Semarang, including issues related to *pokdarwis* management, human resources and funding. Related to *pokdarwis* management, there is a mismatch between members and the chairman which led many activities are constrained and cannot be carried out properly. Human resources are also constrained as not many people are encouraged to continue Kampong Pelangi development. Even though community is the one who well known of village intricacies and its tourism potential, making it difficult for *pokdarwis* to develop its tourism village as there are obstacles from outside and inside of *pokdarwis*.

So far, related to funding, *pokdarwis* also does not get income from visitors of Kampong Pelangi, because retribution is not withdrawn from visitors to enter Kampong Pelangi. To get the rupiahs, *pokdarwis* has created tourist attractions such as paid selfie spots at voluntary rates. In addition, visitors can buy souvenirs or typical culinary in Semarang city at several homes, so that the Kampong Pelangi income is obtained from some of these tourist attractions. However, the income is not in line with the expenses, because for they must pay for the stalls about Rp 500 per day and parking of Rp 5,000 per week to *pokdarwis*. Collected money is then used to buy paint to repaint faded residents' homes. Yet, *Pokdarwis* also often receives donations from various parties. Donations received are in cash, paint or trash, although not in large amounts. It can be seen that Kampong Pelangi is helped by donations, but it leads *pokdarwis* discouraged to create more attractive tourist attractions, so Kampong Pelangi seems to depend only on donations.

6. Pokdarwis Strategy in Developing Kampong Pelangi

Tourism-Aware Community or *Pokdarwis* is an extension of the Tourism Office which has duty and function as a motivator, mobilizer and communicator in an effort to increase readiness and care of Kampong Pelangi community in managing, preserving and utilizing natural potential as a tourist attraction (Purwanti, 2019). As an organization under the auspices of Village Government, Kampong Pelangi management is demanded to be able to regulate and manage Kampong Pelangi to achieve the organizational goals, that is village community welfare through community economic empowerment. To support the success of a tourist destination for the Kampong Pelangi, strategies are required as tips for achieving the goal and maintaining Kampong Pelangi sustainability in Semarang. A strategy could be done is to reorganize *Pokdarwis* organizational structure which is currently considered to be less optimal and less effective in handling tourism activities. The strategy can be a model of sustainable tourism development in accordance with Semarang city government policy about tourism.

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Sustainable development is formulated as a development that seeks to meet the needs of today without reducing future generations ability to meet their needs. Development and strengthening of tourism should be able to continue and be maintained in the future. In sustainable tourism, the emphasis on sustainability is not enough to only be sustainable from ecological or economic aspects but also social aspects have an equally important role. This social aspect which consists of *pokdarwis* activities, local communities, as well as parties related to tourism development itself. Therefore, *Pokdarwis* must be active in creating tourist attractions to arrange activities or big events and tour packages, so that Kampong Pelangi tourism development is sustainable and visited by many tourists.

Various efforts have been made by several residents to revitalize tourism activities in Kampong Pelangi, such as holding Kampong Pelangi Festival which is fronted by the villagers themselves. However, due to disharmony in *pokdarwis* management, several conflicts arose which must be immediately dealt with and resolved as a family. Some proposed strategies to strengthen *Pokdarwis* role in Semarang Kampong Pelangi as follows.

a. Regeneration of members and management of *Pokdarwis*

Pokdarwis should coordinate and communicate between members and village community for all forms of tourism activities in Kampong Pelangi. If from within there has been a social gap or social change, before *Pokdarwis* undertakes other strategies, they need to improve its system and management. Corrections that can be done is of *Pokdarwis* members regeneration. The process needs to be carried out to refresh *pokdarwis* membership from old to the new one, of course with new people who are younger and innovative. After the members are formed, the organizational structure also needs to be improved by completing clear duties, rights and obligations for each member and high commitment as the main requirements for new *pokdarwis* membership. *Pokdarwis* must also be able to have firmer rules or regulations and aim to oversee the development of tourist villages, oversee the potential and possible irregularities.

b. Improvement of quality, role, and human resource

Most of *pokdarwis* members are people who are unfamiliar with tourism. To gain more knowledge and understanding about tourism villages development, *Pokdarwis* can take part in training, coaching and guidance for all components of the village on tourism management and innovations that need to be developed like other sectors, the tourism sector is experiencing fluctuations and can experience "burnout". With this training, it is expected that *Pokdarwis* and community can have a tourism-aware nature of the village they live in. Then, if the community already has tourism awareness, the community can work together to be creative with fun. Internal collaboration is significant in managing tourism village, with good cooperation all tourism activities planned by the community can run as expected.

c. *Pokdarwis* should be creative

With creativity, the tourist destination will become attractive and invite many tourists to come. *Pokdarwis* can search for references through social media related to similar tourist villages and implement them in Pelangi Village. The creativity that is applied cannot be far from *sapta pesona* (Seven Enchantment) principle that is safe, orderly, clean, cool, beautiful, friendly, and memorable (Rahim, 2012). Clean, beautiful, and memories can be taken to create creativity in Kampong Pelangi, meaning that in creating attractive mural designs on every wall or village road, it must be clean, choosing the right color, not too dark, and not too bright, so it can create memories for visitors who see it. Another aspect that also needs attention is visual quality. Visual quality is defined as an attribute that belongs to a place formed from culture value and properties that exist in that place (Wuryaningsih, Setioko, & Sari, 2018). It is important, because Kampong Pelangi has striking visuals and attracts attention. If it is not based on good visual attributes, then Kampong Pelangi cannot be categorized as having good visual quality. If the visual quality is also not good, then Kampong Pelangi sustainability will also end, as there are no visitors interested in Kampong Pelangi visuals. The attributes are diversity, domination, harmony, sequence, uniqueness, dan sharpness (Smardon, 1986). Following diagram shows *Sapta Pesona* (Seven Enchantment) and visual quality towards Kampong Pelangi sustainable development.

Figure 5. Relationship of sustainable development with *sapta pesona* and visual quality



Source: developed from (Wuryaningsih, Setioko, & Sari, 2018)

Creativity is not only seen in terms of coloring and attractive visual quality, but tourist attractions are also important. The creativity that is now applied in Pelangi village is spaces or selfie spots from recycled goods (lihat

gambar 6). However, this condition does not make tourists come. Therefore, it is necessary to review what tourist attractions that can attract tourists in addition to these selfie spaces, seen from the references and preferences of the current millennial people. People's preferences are very important in the development of tourist areas because the level of comfort of tourist areas is determined from there (Nandi, 2008), so that in order to succeed in organizing tourism, the government and related stakeholders need to adjust market demand (Riskhi & Buchori, 2014).

Figure 6. Lack of creativity in selfie spaces in Kampong Pelangi



Source: survey result, 2020

d. Partnership with government, university and creative community

Pokdarwis can partner with the Regional Government and if necessary, hold a private party to develop tourism activities using all available economic resources. By approaching relevant parties, Kampong Pelangi will find it easier to innovate and create attractive tourist destinations because creativity arises from various parties. Parties which can be approached are Semarang City Government, local universities or universities outside Semarang, as well as creative communities that have concerns about historic villages or even suburban villages such as Kampong Pelangi. As figure 7 that explains the three stakeholder parties who can succeed *pokdarwis* activities for a tourism village.

Figure 7. Three stakeholder pillars in the success of the tourism village



Source: developed from (Sari, Harani, & Wibowo, The Role of GeMaSPeKoLa in Supporting The Preservation of Semarang Old Town, 2018)

Community that has played a role in Kampong Pelangi all this time is the painting community by creating murals on the walls of houses (see figure 8) which until now still attract tourists to simply take a selfie with these murals. Seeing case studies in other urban villages such as Bustaman Village, which is also in Semarang City, the village was also originally a slum village. However, due to the support of Hysteria community who are concerned about historic villages, the community helps with the creativity they have by decorating the village and also holds events once a year to celebrate historic events in the village (Abdilla & Darmajanti, 2019). Kampong Pelangi needs an approach with other creative communities such as Bustaman Village, hence Kampong Pelangi can be livelier and more interesting.

Figure 8. Semarang Creative community help to create murals



Source: survey result, 2020

e. Holding an event or tourism event

Kampong Pelangi needs to create tourism activities which are every week, every month, or every year held. Culinary tourism is one of tourism activities which invites many tourists. Kampong Pelangi can invite Culinary SME's entrepreneurs to sell at events organized by Kampong Pelangi. Through this activity, the benefits gained are not only for SME's entrepreneurs, but also for Kampong Pelangi as well, besides being a media, Kampong Pelangi is a place that will be remembered by visitors to later return. As in Semawis or Chinatown Village which is also in Semarang city. The village holds a huge culinary festival and public interest every week (Sherdianto & Anom, 2018). Visitors who come is not only from Semarang city, but from outside the city and abroad. In addition to culinary tourism, tourists are also presented with typical Chinese ethnic decorations which are characteristic of Chinatown Village. Kampong Pelangi can also create such tourism activities or other tourism activities that will attract more visitors to come.

f. Arranging Tour Package

Pokdarwis can arrange tour packages for tourists. Before it is served, Kampong Pelangi must already have a variety of tourist attractions so visitors can enjoy the package paths created by Kampong Pelangi community. As in the historic Taman Sari area of Yogyakarta, visitors will be led by tour guides to walk around each corner of the village and important buildings. Raibow Village can create certain spots such as selfie areas, the oldest buildings, or other potential used as tourist spots. If the tourist spots have been determined, then the community can make a road marker for visitors to direct which roads can be passed which are not, of course, it will be used as a travel package of the tour package.

g. Media Social Promotion

Nowadays, promotions can be done easily without limits. Not only with print media such as newspapers, posters to billboards, today, promotion can be conducted with non-print media such as internet. At the present, internet has become a very effective publication tool that can reach all parts of the world. Tourist sites whose locations are remote can also be known by people in other parts of the world due to internet technology. Promotion that can be published include photos, videos and animations as long as the results attract audience attention.

h. Conducting a comparative study to other similar tourist villages

Pokdarwis must also learn about the other tourist villages success or comparative studies. Through these activities, *pokdarwis* can learn a lot on the success of other tourist villages, especially similar ones. Kampong Pelangi is not the only village in Semarang, but there are also other Kampong Pelangis in Indonesia, such as Malang, Bandung, etc., as well as Kampong Pelangis abroad such as in Brazil to Venezuela. *Pokdarwis* can do a comparative study by visiting villages that can be reached like in Malang. *Pokdarwis* can learn the creativity that grows there and what programs are running and how local *pokdarwis* management is in coordinating members to move the community to participate.

These eight strategies are strategies which can be undertaken by Semarang Kampong Pelangi *pokdarwis*. Many references can be emulated and followed to realize interesting and fun Kampong Pelangi tourist destinations. The eight strategies are interrelated to one another, if one strategy cannot work well, it will affect the other strategies. For example, the community has created interesting creativity, but it will not be optimal if it is not well promoted to social media. Similarly, if you have made tour packages, but there are no attractive tourist spots, then the tour packages will be in vain. The most important of all these strategies is point number one, namely *Pokdarwis* management. If *pokdarwis* management is bad, it will not create creativity, travel

packages, cooperation, and effective, also optimal promotion going forward. Therefore, in creating a sustainable tourism village, it must start from good management of *Pokdarwis*.

Conclusion

Pokdarwis is a tourism village element which has a very significant role in increasing tourism activities in Kampong Pelangi. In creating a tourism activity program in a tourism village, *pokdarwis* is an independent element, meaning that *pokdarwis* has matured in terms of concepts and management. If the management group is not mature, the social inequality will continue to grow in the village environment. If the within of *pokdarwis* has matured in terms of management, it will no doubt of organizing and creating tourism activities. Therefore, tourism organizations such as *Pokdarwis* should be well managed and maintained. Thereby, the purpose of tourism development in a tourism village can run according to the expectations of the community and can be sustainable going forward. *Pokdarwis* in Rainbow Tourism Village can implement eight strategies to strengthen *pokdarwis* so that *pokdarwis* can enhance the dignity of Kampong Pelangi and increase tourist arrivals, of course to increase the income of the Kampong Pelangi community itself.

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