



Youth and Green Tourism: Innovation of Community Development in Kampong Glintung, Indonesia

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Abstract. This research aims to explain the role of youth to enhance their kampong as green tourism and how they brand their kampong as a tourism destination. Qualitative research methods are used in this research. Data collection was carried out through observation, interviews and document analysis. The result is that youth who have high enthusiasm and creativity are able to have an impact on community empowerment in Glintung. In addition, they are also able to brand Glintung Kampong as one of the green tourism areas in Malang. The branding of Glintung Kampong as one of green area was introduced by young people on that field. In the context of tourism development, the younger generation and stakeholders in Glintung have a more role in the community development of green tourism kampong.

Keywords: Tourism · Kampong · Youth

1 Introduction

The fascination with being “green” seems to be spreading not only at the global level but also locally [1, 2]. Along with the increase of people on land, the problems that arise are also increasingly. It is not only an ecological problem but also social, economic and cultural, which continue to bring up unexpected things. In the context of the environment, population growth in the world is both a gift and a threat. It is a gift because humans continue the generations of their civilization. But on the other hand, human “booming” also affects natural conditions and global climate. The conflict relation of human and the universe affects the environmental aspects.

The green concept in some area in Indonesia was correlated with the tourism sector which can contribute to community development and economic growth [3–5]. The Java Island which the most crowded island in Indonesia has some problematic area, especially around the socio-economic context. The urban area in Java can attract people, especially newcomer around the rural area, which makes it more crowd than before [6]. With less space in some urban area due to the construction of housing and offices make the city more densely populated [7, 8]. The increasing population in the urban area make the housing condition getting worse. On Cities in Indonesia, kampong becomes more crowded with some problematic phase around [9, 10].

One of the big city in Indonesia, which located in East Java Province is Malang. With almost one million people live in Malang, those city becomes more crowded because of the development of education, tourism, and economic sectors [11]. The lower-middle-class people live in some area called “kampong” (a residential area which has an Indonesia identity like “gotong royong” or mutual cooperation between the occupant). With those characteristic, some kampong area can process theirs to become tourism space [12, 13]. This kampong then developed their uniqueness to attract people to come and enjoy the tourism spot there. One of that kampong is called “Kampong 3G” (Glantung Go Green) which trying to serve ecological tourism. With the help from young people and coordination with some stakeholder around those areas, Kampong 3G has become famous with their environmental system as the tourism sector.

However, the transition of Kampong 3G is not smooth from the beginning until it became popular like now. It takes a long time, and concrete steps to become a green area in a rapidly growing area like Malang. The community development which developing by young people and the stakeholder in Kampong 3G succeed made it as one of tourism destination in Malang.

The exciting thing is explained by Henry Lefebvre that there is a dynamic clash between what he calls abstract space and social space [8]. On the one side, Lefebvre explains that the concept of area or room is a tool for government or investors in developing business or collectors public tax. While on the other hand, it cannot be denied that urban space also has a function in community social activities. The clash between abstract space and social space that often appears in urban life, where one another is fighting for freedom in the urban planning mechanism. Likewise, there is a pattern in urban Indonesia where space is one of the dominant aspects, and there are many conflicts of interest in it. Then kampong, which is a part of centre growth and the development of the city, is one area that still can be developed.

Kampong is a unique system that appears in urban areas. The characteristic of a kampong is a real blend of urban and rural systems [14]. The assumptions that have been emerging in the form of kampong is like an evolutionary process of social change which is part of modernity. This is as explained by classical sociologists such as Ferdinand Tonnies or Emile Durkheim who saw that society is a form of social change. In the explanation of Tonnies, the community is defined as a process of transformation from *Gemeinschaft* to *Gesellschaft*, which has different characteristics. In society, *Gemeinschaft* embodies closer emotional kinship relationships compared to the more individualist compromise, *Gesellschaft* [8, 15].

Meanwhile, Durkheim emphasized the same thing as what is explained by Tonnies. He also saw that society is divided into mechanical (traditional) and organic (modern) [16]. There is a real context of a process of change from traditional aspects to modern society. However, in the kampong, this concept seems to be conditioned in a new mechanism where the traditionalist side is in an urban area [17]. With a rural culture like social capital which is the part of that kampong society, kampong has a dynamic community.

In kampong, we can see where the traditional side grows in our daily lives. It can also be seen as another form of the transformation of modernity itself. It is different from the urban area as imagined by the Chicago School theorist in seeing the corner of the City of Chicago where the individualization process is recorded as a form of transformation of

a city [8]. Meanwhile, in the concept of urban theories, the kampung becomes a form in which community development emerges and is applicable [18]. Therefore, the kampung situation usually revolves around urban zoning, poverty, and other social problems that often arise in urban areas [19, 20]. It is like kampung is a “failure victim” in the process of urban development in Indonesia. This is also illustrated by the results of Lea Jellinek’s research which saw that economic, social and political pressures have implications for the solidarity process of urban village communities [9]. As a result, kampung seems to be like a slum area in terms of the urban development process. If it is examined more deeply through kampung, the industrialization process in Indonesia can run well because most residents who live in kampung work as labourers in industry or take part in physical development.

With the characteristic like rural society, people in kampong has social capital which is essential for community development program [21]. The social capital takes the vital thing, especially for people in a lower economic class. Without sufficient financial capital, the community can drive a community empowerment process based on social capital. Especially in Indonesia, social capital is important because “gotong royong” has become the nation’s culture. Even though it sometimes becomes an irony as described by Roanne in the context of the slum kampong in Jakarta, social capital continues to strengthen the relationship between residents at the grassroots level [10, 17].

Another important thing is how to maximize the role of youth because most of them have creative ideas and also good enthusiasm in the community empowerment process [22, 23]. Therefore, the role of youth in the community empowerment process is a form of the process between the point of view of being and becoming. This is where from the being perspective, they are enjoying their era, and on the other hand, in the form of becoming which have responsibility for the future of their environment [24].

2 Methods

This study used a qualitative method which takes data from middle 2019 until January 2020. The data was collected using interview model into several stakeholders around like the pioneer of kampong 3G (Mantan Ketua RW/the former leader of the kampong), young people around kampong 3G, people who actively participated in the community development, and some elder group. Observations were conducted to see how young people and older people work together to make kampong more clean and fresh with the plants around. To take data more in-depth to analyze, the researchers used some data from BPS (Badan Pusat Statistik/Central Bureau of Statistics).

The analysis data of this study used thematic analysis which carried out from the result of the interview and the observation [25, 26]. The process of this analysis started from the transcript the interview result. Secondly, do the coding of the interview results in several sections, and then dividing the results into the theme of the discussion. In the end, then an interpretation of the findings of the discussion theme.

3 Results and Discussion

3.1 Young People and the Beginning of Glintung as Green Area

Glintung is one of the areas in Malang City which used to be a crowded area, but now Glintung has turned into a kampung with the concept that is clean, comfortable, and green. According to its logo, namely Glintung Go Green (or abbreviated as 3G). Even though it is located in a quite strategic position economically (the location of this kampung is beside the main road of Malang City), Glintung kampung can still be said to be left behind with other areas, until around 2012 when a change began to be made. Glintung, which was initially a subscription for the flooded area, has also started to improve itself. So what has Glintung kampung done for that transition?

The Glintung area is like the other kampung in the Indonesian region where even though it is located in the city area, the residents still have strong social ties [17, 18, 27]. It is different from what is described by either Tonnies or Durkheim, which socializes people in urban areas to be more individualistic [8]. The ordinary people of the Glintung region depend on the jobs around them, such as the cigarette industry or retail shops. From that point, the Glintung people come from the lower middle class. Even though it is located around the main road of Malang City, the average owner of the land around the road chooses to rent it to shops or four-wheeled vehicle showrooms.

As a location close to the main road of Malang City, Glintung is a densely populated area. The residential neighbourhoods are adjacent to each other and consist of several small alleys with the small road about 1 m wide and relatively narrow. There is only one road that is wide enough for four-wheeled vehicles to pass. While other access only consists of small alleys connecting the residents. This dense and close-knit area makes the social aspects of the area quite substantial because of the frequent interactions between the people. However, it seems like a dense settlement, several problems have started to emerge in the Kampung Glintung area, such as a lack of cleanliness in the village area, a lack of green open land, and a lack of concern for administrative matters. Another big problem in Glintung is a flood, which always happened every year and inundate the resident house.

Until the election of a new head of RW (RW is Rukun Warga or hamlet) in the Glintung area was held. The head of the RW who had been elected, Bambang Irianto, together with his residents, scheduled the process of transforming his village area, RW 23, into a better direction. The first concept initiated by the RW Chairman and his staff was to try to change the place of Glintung kampung to make it more beautiful and clean in 2012. However, in the beginning, it seems that some obstacles still arise in the process of transition of Glintung kampung. These problems were tried to resolve together by the head of RW and some people around Glintung.

At this moment, the head of RW used his power to push the residents around Glintung to take an essential program to green their kampung. In the context of community empowerment, sometimes, an agency is needed to initiate and transmit creative ideas to other citizens [1, 28]. Therefore, the discourse was occurred from the real problems around the community such as floods, muddy, green area, and the beauty of the kampung. After that, it takes cooperation at the internal level and raises public sympathy to join the community empowerment program. Internal stakeholders who are also dominated by

youth then move to attract external assistance such as academics and companies through their Corporate Social Responsibility programs. This proved successful even though at the beginning, it had ups and downs due to the busyness of the residents.

Some residents rejected the initial idea of creating a clean and beautiful kampong at first. This is because of the financial aspect, Glintung does not have an excellent financial capacity to make a change. At least there are only a few tens of thousand rupiah in the cash book. The concept of green area in Glintung for some people is just a dream. Until the idea directed by the head of RW and his staff using the social capital they already had. As we can say that the vital component of community development is not from a material thing like money, but it can begin from the social capital and planning first [28–30]. This apparently proved quite successful at the start, as residents only needed to use their spare time and energy for cleaning activities in the village. Community consumption like a snack and food is also carried out in mutual cooperation, where residents donate snacks and drinks to those who work voluntarily. The residents, especially young people with their encourage and power worked together like painted the wall around the alley and also make some an interactive planting mode around Glintung.

The young people and the older generation worked together to build their kampong more beautiful. For youth who lack financially use their power and leisure time (especially at night) to paint the wall and make some creative idea to solve the problem in Glintung. They called as “*Suku Ndalu*” which means a community of young people who has leisure time only at night. From this moment, the youth in Glintung try to make a positive movement to join the community empowerment. Besides that, the youth in Glintung community also try to make some creative video for being uploaded in social media to introduce their kampung. From the “becoming” perspective this youth activity can see as to how young people have a future orientation which in accordance with the expectation of their environment and the older generation [24]. However, the young people in Glintung also can enjoy their “being” situation by gathering with their peer group without strict supervision from the older generation. That situation made young people enjoy their activity to join with the community development that developed by the head of RW and the other stakeholders.

3.2 Glintung as Tourism Destination and the Future

In addition, to make the area of Glintung look green, a movement was held to plant crops in each of the residents’ houses. So every resident in the Kampung Glintung area must have several plants. This was done by residents and kampong officials to keep the air fresh even though the place was relatively narrow and dense. So an exciting discourse developed in the area of Kampung Glintung is related to environmental aspects. The villagers compared oxygen to the amount of food/commodity that they usually consumed. As a result, as a good/commodity, it will have limitations because the number of people continues to increase while residential areas are getting denser. The concept developed is in line with the Malthusian concept where the number of human populations is not balanced with the availability of food [31].

Therefore, the green discourse managed in an idea that is easier to implement is developed by kampong residents. As a result, they tried to improve the environmental aspect, by planting a number of plants in each house, which provide more potential

for oxygen and a fresher atmosphere in the area of Glintung. As a result, since 2012, the concept of 1 house/family owning a plant has begun to be encouraged. The plants which are planted must not be expensive and good. The residents can find wild plant seeds in their area. In the area of Glintung, there is a small river which on edge grow some wild plants. The use of pots or pottery has also been replaced by unused garbage such as plastic drink bottles and paint cans. Hopefully, this will not make it difficult for residents because they do not have to pay additional costs for the community development program. Even, now the young people and some residents developing the hydroponic farming system and a vertical garden in their area. That make many institutions, and the visitor from other cities learned how hydroponic farming system to develop it in their home. The social capital which known in Indonesia with gotong royong can strengthen bonds between the residents from youth and the older generation.

After the kampong environment looks more nice and green with the plants around, the residents of Glintung area try to make innovation to prevent the flood. With help from external like the academic institution, they attempted to make biopore hole to anticipate the water when rainfall. Even they try to make a bigger biopore hole that more effective to prevent the flood in Glintung. That idea to make a bigger biopore is coming from the residents, and it spent several trials making effective biopore. With creativity and also support from external parties, the community development in Glintung area can enhance success.

How about the role of youth in Glintung in the future? Due to the participation of community development, they can take a positive impact for their environment [32]. The transition to becoming an adult make them more reliable and increase their capacity also creativity to develop Glintung area. Although in the transition process youth usually experience confusion, it seems that young people in Glintung can go through it with creative and relaxed and develop community empowerment [33]. The branding of Glintung with green tourism area cannot be denied that it was the result of the cooperation of young people and internal stakeholders to solve the everyday problems around their circumstance.

However, if we look at future risks, the community empowerment process in Glintung still needs a lot of improvement. As explained by Beck, society needs to consider the concept of flexibility in order to anticipate uncertainty in the future [34, 35]. The hope is from the experience of the community empowerment process will reduce the risk of failure in the future. Community empowerment still requires a more in-depth study related to the context of social capital and trust among citizens (especially about transparency and accountability in community development).

4 Conclusion

The biggest challenge for people living in urban areas, especially kampong, is to create proper environmental conditions. Kampong, which is identical with densely populated settlements, often experiences several environmental problems such as the threat of flooding and the lack of green open space, one of which occurs in the Glintung village area. Several years cross, this village is famous for its annual flood area. Still, it changed due to the innovation of the youth community and stakeholders, and it has transformed

Glantung village into a Green and Clean village. Until now, this kampung has received hundreds of awards from the government and the private sector as a pilot area for the development of livable environmental space. Not only that, over time, Glantung village then transformed into one of the green tourism areas in urban areas. This is the result of innovation and efforts from stakeholders in the Glantung area, primarily because of the involvement of youth which has a quite crucial role. However, this research is only limited to efforts of success and coordination in the development of the kampung Glantung as a green tourism area. Researchers hope that for further study, the focus of research in the Glantung area can further parse the constraints or obstacles in the management of the Glantung village, especially when comparing the area as green tourism.

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