

# Changes of Social Pattern in Dolly Area from Prostitution Localisation to Tourism Village with Copreneurship Approach

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**Abstract**—The closure of the Dolly-prostitution area by the Surabaya city government turned out to have a significant impact on the community and the local community. There are social changes such as the pattern of relations between communities, relations between religions and relations between community groups. In addition, those who have experienced changes are the pattern of community relations in the former prostitution area with social norms and economic activities. Before the closure of lokalisasi, many night businesses that had supported the surrounding community and the emergence of small businesses as supporters who enlivened the prostitution area and could make money quickly and easily now had to turn into legal business activities and circulation of money. not as fast as the previous business. To revive the ex-dolly area, it became an area that could be visited by many people but with a new mind set, not as a sex tourism area but turned into a new village tourist destination that could also be visited by the people of Surabaya City. The impact of social change and the pattern of community relations ex-Dolly can be seen by the realization of a new tourism village that is clean, beautiful and comfortable for the community and provides legal and positive business activities, community participation, the Surabaya City Government and community institutions and universities are needed. developing new areas that are carried out by the Copreneurship approach. The program of participation and cooperation between residents of the ecopreneurship approach is expected to be able to be re-developed so that legal business activities in the former prostitution area can still be managed well and provide a positive image for the regional community by making tourist villages in the region a new tourist destination. interesting has very good potential that is specific and attracts tourists to visit and is expected to improve the economy of the people in the region.

**Keywords**—social change; tourism village; positive image; Copreneurship

## I. INTRODUCTION

Surabaya has one of its own unique villages, Putatjaya Village, Sawahan District, where all villages know it as Ex Dolly. It was once a popular prostitution site in Southeast Asia. Because the largest localization in Asia was closed, many people lost their livelihoods, for that reason, empowerment is still very much needed for the former Dolly community, because since localization was closed, residents began to get confused by finding replacement jobs, this became a problem for the ex-Dolly community . They must try to change professions and start new businesses to support their families in new ways too. They need entrepreneurial activities and provide debriefing, training, and understanding and change people's thinking, where they are still embedded in how to get money instantly. Therefore it is necessary to create concrete actions that have positive social and economic impacts.

Social changes in the area's community began to appear and have an impact both economically and the social relations of the people of the area, among others: the former village of Dolly which used to be a prostitution area will gradually disappear and people, residents in the village tried to get up and try to increase local potential and develop village-specific products, including the emergence of the samijali food business (similar Jarak Dolly), our drinks (natural seaweed processed) and the community began to divert their businesses such as bed linen businesses which turned into batik businesses Dolly, who has a characteristic Surabaya, tempe chips, they all do in an effort to survive and try to develop and continue their existing business into a business that has a positive image. Not as sex tourism but trying to change the image and image of the region into a new area as a new cleaner and more attractive tourist destination to visit and bring benefits to residents of the ex-dolly region. According to (Novaria, 2017), based on the closure of prostitution, this ex-dolly area has good and potential market potential, because empowerment and community assistance are always given and developed, one of which is the Copreneurship approach, at first some problems that hamper business smoothness, which related to the production process that is still manual

as a result of limited production, and the marketing system which is still a standard category, resulting in reduced market absorbed by production.

This problem is, of course, a big problem that must be solved in order to maintain competitive business competitiveness. While from the product side it is very likely that it will be needed by the community. Therefore, business development such as our products, samijali chips and small businesses that have ever been very much needed to be given business training and assistance, especially if the business actors are former prostitutes, in addition to empowering and changing the negative business mindset into a positive business too must be able to help them enter a healthier economy and market competitiveness. The aim is to develop community activities after the closure of Dolly. Encouraging the declaration of the closing of Dolly on 29 June 2014 and in order to facilitate the ex-Dolly area, it is the responsibility of the government and supported by elements of the community and the participation of universities, is expected to develop the potential of the community in the Ex-Dolly Region. Positive business improvement in an effort to mobilize the economic power of society toward prosperity.

#### A. *Social change and its impact on the ex-prostitution area.*

The social changes were seen in the pattern of relations between neighbors, between relatives and between ex-Dolly community members also change, and this will lead to a new pattern of relations that is different in carrying out different life and conditions. Demartoto, A. (2009). Social activities of the community such as mutual cooperation will decrease, people's lives will become more individual because of the influence of housing developments such as housing, boarding houses, rented rooms so as to reduce the spirit of mutual cooperation, shopping, and modern technology. Economic side, Community activities in finding livelihoods for the community and improving the welfare of their communities due to the construction of facilities and infrastructure and infrastructure. The social activities of the community have changed to become more consumptive with the rapid development of the advertising world through mass media and television. Shopping activities in traditional markets have shifted to modern markets and online markets due to the rapid growth of shopping centers and modern technology.

## II. METHOD

The research approach used in this study is to use a qualitative approach. The type of research used is descriptive research type. The researcher also conducted an interview with the former location of Dolly's localization which has now turned into a center for MSMEs, and has become a new tourist destination such as the Orummy village. Samijali village.

The location of the research conducted by the researcher was carried out at the Sawahan District Office and the Putat Jaya Village Office. This is done because you want to get the right level of data credibility.

Determination of informants used in this study is a purposive technique on key informants. The data collection techniques used in this study were: In-depth Interviews and Observation, the informants selected were residents who owned businesses, community leaders and residents of ex-dolly

## III. FINDING AND DISCUSSION

#### A. *Impact of closing prostitution Dolly*

The impact of the closing of prostitution in Dolly, many people who lost their livelihoods for that needed community empowerment and opening a joint venture that could support the regional economy and intensively still needed some training to develop skills and motivate the residents and the Ex-Dolly community. Together and actively participating in developing the potential of the community in their area by elevating the image of the region by opening a business that they have secured orummy villages and samijali villages. Integration and synchronization of all sustainable programs to improve the economy of new tourist areas and adapt to regional conditions based on cooperation.



Figure 1. Excellent product from the dolly area

Based on the results of interviews with entrepreneurs, Ms. Saropah (50 years), said "the problems that exist in the social relations of the community and business development in the Dolly area, most entrepreneurs are still looking for and trying to do legal businesses and are able to generate adequate income. management of business management and the provision of production and promotion equipment that is still not optimal "The solution offered by researchers is to have a positive value. impact on business management to develop businesses, starting from the standard process of material wetting, boiling, coloring, to packaging, planning the provision of tools in the form of tools related to the production and packaging process will increase production capacity which is more hygienic, clean, healthy, neat .

Another problem, according to the businessman, is that Ny Handayani (45 years) said "the network marketing system is still not owned, so they often lose competition in prosecuting their results". And the solution that can be offered is to expand the marketing distribution network using E-business where the expected output is social engineering that is able to provide an understanding of modern network marketing systems and have an impact on increasing product sales.

### *B. Social Change*

Definition of social change according to (Soekanto, 2010). When the structure of society changes, the functions and roles, mindsets and patterns of attitudes of society change.

Changes in the livelihoods of ex-Dolly people occur because of internal and external factors. The change in orientation is a change in society that will affect his actions in the future to maintain his life. As for the view (Soemardjo, 2004) about the development of society from a system that is characterized by mechanics (which is full of kinship, intimacy, each person can fulfill his own needs without needing help from people, lack of specialization of work, collective awareness) to a community system characterized organic. This organic society has developed where everyone works according to his or her expertise and is interdependent with each other, the existence of agreed legal norms, the formation of ties on the basis of profession or occupation, kinship relations.

The fact that there was after the closing of Dolly, social change was felt drastically and shockingly on various parties. Many impacts arose due to Dolly's own Prostitution closure.

Indeed, in the former Dolly community, not all of them moved businesses and tried new businesses, some moved and left the location or work they had been doing. Some trade around or street vendors keep on trading according to their daily work.

The pattern of social relations and psychological impact also changes, but they need to get up and try to divert their daily activities to be better and oriented towards positive thinking. The responsibility for Dolly's closure has not been received directly. By being given training and capital. They can continue their business activities and conduct normal business activities and start opening replacement businesses where they try to make business ventures that can support the economy and divert to new village destinations such as the Orumi village and Samijali village. Although this must be carried out continuously and sustainably both for business training and marketing. The shifting of joint ventures is part of social change.

### *C. Ecopreneurship Approach*

One way that can be used to solve social problems and the new mindset of ex-Dolly people with the Copreneurship approach (Rachmawati, 2016). This is in line with the characteristics of entrepreneurs who always have innovation and creativity, so the ecopreneurship approach is carried out by: a. Condition the situation. From the very beginning, a family atmosphere was created between business people and researchers to identify the problem at hand. b.) Copreneurship. Business

people will be given training and guidance to develop their production and packaging processes and second partners will be given training and assistance in developing marketing networks and E-Business as a means of promotion.

For the Ex Dolly community and its surroundings with the development of new businesses such as beverage and food production, according to community leaders, Pak Bani, (50 years). Mentioning its citizens feels enthusiastic and enthusiastic in participating in the ecopreneurship program, because "this strengthening program can be used to mobilize citizens to try to develop their regions as pilot projects for surrounding villages and are expected to be trained in business management and able to disseminate this activity to other communities , besides that the community feels more comfortable in their activities and is proud to be a new tourist village that has a positive image and is in demand by tourists, so that their family's economy increases "



Figure 2. Copreneurship Strategy Socialization

In order for this Copreneurship approach (Sukarno, Rachmawati, 2016) really has added value to the community, there are several aspects that must be considered, namely: a. Ergonomic aspects, namely parts of the products produced need to be considered ergonomics are: Packaging design and variations in packaging procurement, b. Economic aspects, namely orummy production must be attractive but still high quality so that it is not easily damaged. c. The functional aspect, namely that our products must be able to display its main function, which is to provide the benefits of healthy drinks, d. The right aspect, namely orummy and samijali -village products that are suitable and useful in accordance with the situation and conditions of the existence of partners in ex-dolly, so that the packaging design. must: As simple as possible. . Made as easy as possible to make it a comfortable environment. For this reason, it needs to be made into an area that is oriented towards safety and a healthy environment. Equipped with a security unit so that it is not dangerous for the user. Education and Training Aspects.

The benefits were felt by the community: according to Pak Kusno, (40 years) said "After Dolly closed, there were positive changes in business functions even though initially difficult but gradually developed and could make changes in the former Dolly area, especially after assistance and training activities, Orummy village and Samijali village which is expected to become a new tourist destination by bringing the image of a positive new region both for tourists and for its citizens to feel more comfortable and the environment to be cleaner". The ecopreneurship strategy needs to be socialized and carried out to facilitate coaching and working relationships in a family manner with business people both informally in the form of information exchange and formally.



Figure 3. The Village of Samijali and the Village of Orummy

The development of the Dolly ex-localization area will continue to be carried out by the Surabaya City Government. In addition to increasing SME actors in the region, the City Government also plans to develop this area into a "British Village and a village of legends



Figure 4. The development of Dolly: "British Village and a village of legends

#### IV. CONCLUSION

After Dolly's closure, not all of the people then moved their businesses and tried new businesses, some returned to their villages. There are those who trade around the street or street vendors, still trading according to their daily work, which can be run as a support for the tourism area of the new village, namely the village of Samijali and the village of Orummy ..

The patterns of social relations that have also changed in their daily lives have been carried out such as doing activities together and collaborating to make the village more comfortable and clean, where children can do normal activities and activities.

The involvement and interest of the surrounding community are done by an ecopreneurship approach, the aim is to improve the creative economy in new tourism villages and make the ex-dolly area a new tourist destination that has a positive image and positive business so that people feel proud and comfortable. development of potential in the region, the realization of innovation and development of business products that are able to produce products that are in line with the needs of the community. Better business changes and make people feel comfortable with community activities carried out during the day (normal business). Promoting creative businesses and introductions using e-business, and elevating areas with colorful villages to make the image of a better and wider area. the new village as a new tourist destination and as a business opportunity that can improve the family economy

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