



The Development of Creative Economy : Case Study of Jodipan Colorful Village In Malang

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Info Artikel

Sejarah Artikel:

Received April 2018

Accepted June 2018

Published August 2018

Keywords:

Creative Economy, Jodipan Colorful Village, Economic Welfare, Local Community

Abstract

The purpose of this study aim at understanding the development of creative economy in order to increase economic welfare of local community. The establishment of Jodipan Colorful Village which based on creative economy is a way to control the amount of slum area and was able to increase the economic welfare of society as expected. The qualitative descriptive approach aimed at get deep pictures about the researched situation and progress. Based on the results, we can conclude the creative economy development in a form of tourism village has been improving the economic welfare of local community in Jodipan Colorful Village. The economic welfare improvement is shown by the increase of job opportunities after Jodipan Colorful Village is established as tourism village in Malang, Indonesia. Another impact of established Jodipan Colorful Village enables the local citizens become more productive, have their own income, and the environment is well maintained.

INTRODUCTION

Malang is one of tourist destinations in East Java keeps managing its nature potential. The provided nature potential gives a higher economic value when it is well managed. The sustainability and quality of environment should harmonious with economic growth and public welfare. The analysis of physical environment, economy, and related condition using SWOT must be preceded by strategy formulation or redesign strategy from each region to increase economic growth level. (United Cities and Local Government Asia Pacific, 2016). Tourism development without good management and planning could have effects on loss and quality degradation which is unexpected, and the loss of interesting place for tourists is the consequence (Djafar, 2015).

The development of creative economy looks stretched in various regions. Excavation of existing potentials began to be explored and developed. For example, areas that have traditional arts, began to develop the arts to make it more interesting to seen, enjoyed and known by the wider community that could eventually become a magnet of the area in luring tourists. Traditional arts packaging that is modified so that it can be something interesting, it can improve the number of tourists. The positive follow-up impacts is the formation of new jobs, such as the emergence of souvenir merchants, food traders and others. Creative economic development can also be done in areas that have the potential of handicrafts, such as batik, carving. Apparently, with the business development of creative economy industry, encourage some areas to develop its territory.

Jodipan Colorful Village is a tourism village based on creative economy from the creativity of college students from Communication Studies Muhammadiyah Malang University. This creation started from practice assignment and event management (Widyawanti, 2016). As the result of this creation, Jodipan Colorful Village which is a slum area before the creation, transform into a popular tourism village. According to Wijaya

(2016) explained slum area in urban areas appear as one of the impacts from unsuccessful residence development and limited space in urban area. This slum area phenomenon is a common matter in Malang, considering that Malang is a city with dense population and limited space area. The transformation of Jodipan Village into tourism village is one of the ways to overcome the increase of slum areas in Malang.

Local Economic Development has become global concept utilized address utilized to poverty and to create jobs in rural and urban areas. Local economic development is an alternative to develop economy in local level (Rodrigues-Pose & Tijmstra, 2007; Kumal & Rana, 2017). Local economic development has make serious efforts to utilize local resources such as physical resources, human resources, and institutional resources (Supriadi, 2007). Local economic development is a participation process of society from many sectors which collaborate to encourage local business activities so it can turn into good and sustainable economy (Trousedale, 2005). This is a way to create proper job opportunities and improve the living standard for all, including poor and marginal society. Local economic development is a process where local community members can share and think about their district in the future (Wulandari et al., 2017). In order to achieve local economic development, Meyer (2014) stated all aspects local communities such as the economy, social, welfare, environmental, and political issues should be addressed in an integrated and holistic manner.

The economic system in Indonesia built on the basis of the power of society. This economic activity gives the same opportunities to participate so it can develop and run well (Wulandari et al., 2017). The socioeconomic development is an initiative from people which contradicted from economic problem we faced, the result is only focus and give benefit on nearest environment or directly related with aspects of life where those society lives. The process of economic development is to affect economic growth and economic rearrangement in order to

improve economic welfare of society (Witjaksono, 2009).

Creative economy is a concept in this new economic era which applies creativity and information intensively by relying on ideas and knowledge of human resources as a main factor of production. Creative economy can be interpreted as the effort to increase and develop economic activity based on creativity, skill, and personal talent to create welfare and job opportunities through creation, application, and individual creativity (Purwaningsih, 2010).

Welfare can be defined as condition where someone can fulfill his basic needs such as clothing, food, and house (Saparita, 2015). In order to fulfill primary needs such effort to keep society economic moving is needed so that society welfare can be achieved. The society of Jodipan takes advantages of tourism village by doing trade in order to keep their economic movement. Their income can be used to meet daily needs and venture capital funds. By keeping this local community business, it gives implication for its own economic welfare.

RESEARCH METHOD

This qualitative descriptive approach that employed in this research provides to describe the situation or process that is inspected thoroughly. Idrus (2007) stated that observation using qualitative approach through bigger lenses and trying to search for inter-concepts relationship patterns is not determined from the initial when research will be done. The observation and in-depth interview engaged as primary data and also obtained from documentation and various sources such as local government official sites, Bureau Central of Statistic, and relevant literatures as the secondary data. We tried to observe and interviewed the people of Jodipan Colorful Village about the local community economic development after the creation of the colorful village and also try to observe the obstacle and objectives of the people in the future.

This research is located in Jodipan Colorful Village at RT 06, 07, 09, RW 02, , Blimbing District, Malang. Respondents in this

research are the chairman of RW 02 as the supervisor, head of RT 07 as the coordinator chairman, the citizens of Jodipan as trader and ticket guard of the Jodipan Colorful Village, and residents who become the Jodipan Colorful Village. In this study, researchers conducted data analysis using descriptive analysis based on interactive methods by Miles and Huberman (1994). Analysis of this model data undergo interactively and lasted continuously, thoroughly until the data is saturated. The activities used in data analysis are: data collection, data reduction, data presentation, and conclusion.

RESULTS AND DISCUSSION

Jodipan Colorful Village begins from a group of college student called GuysPro (Guys of Public Relations) consist of 8 collegers from Communication Study Department, Muhammadiyah Malang University batch 2013. It is started from practice assignment of Public Relations 2 with the theme "Event Management", these students have to look for real client. In the future, this real client agreed to be analyzed and observed, so the problems can be found. After sorting out some potential clients, according to Nabila Firdausiyah as the team leader of GuysPro, PT. INDANA (Inti Daya Guna Aneka Warna) a painting and coating industry in Malang with its paint product, Decofresh, is selected.

Based on the existing problems, GuysPro were looking for target place for the CSR of PT. INDANA. Jodipan Village was selected by many kinds of considerations, such as Jodipan is one of twenty nine slum areas in Malang and many of its people get used to throwing rubbish into the river. GuysPro made relevant concepts to real CSR which is the triple bottom line CSR, consist of: planet, people, and profit. GuysPro wanted to change those terrible habit so those people could love the environment and create such a clean, beautiful, and colorful environment.

In the progress of transforming Jodipan village into colorful village, there was no plan to make it into tourism village. Initially, the

painting of Jodipan village was only to change the behavior of its people so they can love the environment more in order to create a clean, beautiful, and colorful environment but after the painting in one area is done, there were many visitors came to take pictures in the village. In this moment social media plays important such as Instagram, which many people knows about the location of Jodipan Colorful Village and visit this place to take pictures, and that is why Jodipan Colorful Village is realized.



Figure 1. Before



Figure 2. After

Jodipan village is located in the east side, central sub-area of Malang. The characteristic of this village is its surface area is lower than its surrounded area. This village is located in watershed right under Brantas Bridge. Nowadays, this bridge is known as BukGludhukBridge, because of its sound made when vehicles cross on it. There was no government intervention at all in the development of Jodipan village into JodipanColorful Village. This is because, there was no plan to turn Jodipan village into tourism village at the beginning. So the venture capital

funds are only from PT. Indana and the participations of Jodipan people.

At first, Jodipan Village was a slum area with dense population and jobless people, far from prosperity. There were diverse occupations of its surrounded people, such as pedicab driver, housemaid, works on flea market, and many more, but most of them are jobless. Economic improvement can be felt after the transformation of Jodipan village into tourism village. By the establishment of Jodipan Colorful Village, there are many improvements of job opportunities. Those jobless people can get a job and income to fulfill their daily needs. As for the kind of job opportunities are: ticket seller, selling in Jodipan Colorful Village area, even parking guards in the area. Besides the increase of job opportunities, Jodipan Colorful Village also has a role in improving the society's standard of living. Ever since the existing of Jodipan Colorful Village, the head of coordinator distributes groceries for the citizens once in every six months.

Most of the people in Jodipan are native whose stay there from generation to generations and still hold on culture and social value. Once in a month, people do voluntary work in their neighborhood as their routine activity. This voluntary work holds on Monday, they clean up the riverbanks and every corner. There are also social communities formed by the people of Jodipan, such as family welfare program gathering (program at village level to educate woman on various aspects of family welfarepraying groupand Jodipan Colorful Village Organization.

The latest social community is Jodipan Colorful Village Organization. This organization is formed right after the official announcement of Jodipan Colorful Village in4th September 2016. The purpose of Jodipan Colorful Village Organization is to keep the sustainability of Jodipan village and turnit into the most beautiful tourist destinations in Malang. The series of activities are: decorating entrance with flower arrangements, changing mural painting once in couple of months, painting the pathway, and conduct meeting or evaluation once in every two months to discuss about what to do in the future.

Jodipan Village as the form of creative economic has bring positive changes for local community economic condition. Before becoming a tourism village as we know now, Jodipan village is a slum area with dense population and high number of jobless people. There were diverse occupations of its surrounded people, such as pedicab driver, housemaid, works on flea market, and many more, but most of them are jobless. And then the creative idea comes from UMM college students to change Jodipan village into better village, which also supported by PT. Indana as the CSR for Jodipan village, finally the better version of Jodipan village is come up and known as Jodipan Colorful Village as people know now. The economic improvement is started to affect people after the transformation of Jodipan village into tourism village. In social and culture aspects with the establishment of Jodipan Colorful Village, local residents have knowledge how to interact with the wider community, considers to many visitors who are not only from local communities but also from foreign communities. Local residents also better maintain the cleanliness of the environment. Communities are required to be more friendly with the nature around, beautiful environment, the shady trees and well maintained is one of the component of the attractiveness of tourist villages (Hadiwijoyo, 2012). Due to the large number of visitors after the establishment of Jodipan Colorful Village, they feel embarrassed when their living environment looks dirty by visitors.

The establishment of Jodipan Colorful Village, in addition to having a positive impact also has a negative impact. Among others are the visitors who are too noisy very disturbing local residents. In addition, visitors who throw garbage carelessly, even from the Jodipan itself has prepared a trash bin in every tourist area but irresponsible visitors still arbitrarily dispose of litter and eventually becomes a Jodipan residents responsibility as the host.

As well as the research conducted by Wulandari et al. (2017), show that the existence of waste bank affected the improvement of local economic, clean environment, and community

empowerment through craft which has economic value. Related to the role of creative economic in improving local community economic, Maria Llop & Josep-Maria Arauzo-Carod (2012) explained that the new museum in central of Gaudi has big affect in improving local economy in Reus City. Further more the research conducted by Purwaningsih (2010) that the development of tourism village can improve public welfare.

At the beginning, Jodipan Colorful Village was not planned to be a tourism village. But because of its unique and creativity, make it has its own attractiveness which can attract tourists interest to take a visit, and finally Jodipan village turned into tourism village. As a tourism village, Jodipan Colorful Village definitely has obstacles and challenges in its management. This is because obstacles and challenges it selves are part of the process to evolve. How to face obstacles and challenges surely will affect on the success of Jodipan village as tourism village in the future.

From the result of interviewing public figure in Jodipan, it is known that the obstacle of managing Jodipan Colorful Village is the lack of long-term funds because PT. Indana is the only sponsor in the last 2 years, also the limited space area to develop Jodipan Colorful Village such as to build secretarial office, children playground, swimming pool, and other objects. Mr. Parin as the head of community stated that there is no challenge in managing Jodipan Colorful Village until this time, they only keep trying to maintain what has already implemented. The research by Annas, et.al.(2017) is shown that the infrastructure is crucial in supporting the activity of society in Banyuwangi. The establishment of infrastructure is depend on capital or budget of the Banyuwangi government, and related to dependent of investors to handle those projects. Establishment of infrastructure is the main requirement and becoming the center of attention in local economic development to aim regional development goal. In fact, the infrastructure in Banyuwangi still has some problems which become obstacles for local community including the businessman of craft industries in Banyuwangi caused by the limitation of fund and

budgets. This also happened in JodipanColorful Village. The obstacles of JodipanColorful Village management in social and culture aspects are the low education of the majority of the local community so that the lack of knowledge about tourism including how to manage the tourist village to be more developed. In social and cultural aspects, the challenges of JodipanColorful Village management in the future is the mental of readiness of the local communities to blend and accept the new culture that comes in, this is intended for interaction between JodipanColorful Village community with visitors can run well.

Jodipan Colorful Village as tourism village surely must have visions about its development in the future. The purpose of this development is to attract the visitors so the number of visitors will be improved. The improvement of visitor will affect on the improvement of Jodipan people's income whose after the existence of JodipanColorful Village are selling, being a ticket seller, or as a parking guard. The improvement of people's income surely will give positive impact on economic welfare of local community. From the explanation of interview session with head of coordinator and JodipanColorful Village advisor, it is known that there is no plan yet in developing JodipanColorful Village in the future. This is because the head of coordinator, the other administrators, and Jodipan people still discuss and do voting to decide what to do to develop JodipanColorful Village in the future. Besides, there is a problem about JodipanColorful Village sponsor which only comes from PT. Indana, and they still have 2 years contract started from the official announcement of this village. The contract period with PT. Indana is only 1 year left, so the development of Jodipan Colorful Village in the future has to be discussed with PT. Indana. The people of Jodipan itself does not contribute in funds and budgets but they participated in the process of transforming of tourism village, such as painting, and providing food and drink for the workers.

The transformation of Jodipan Village as Jodipan Colorful Village gives positive impact on improving the economy of local community.

It is seen from the difference of Jodipan people economic condition right before and after the establishment of Jodipan Colorful Village. Jodipan Colorful Village has somehow stimulated the economy of local community. Started from the improvement of job opportunities, the increase of income, and at the end, the Jodipan people's standard of living is also improved. From interview with Mrs. Sum as entrance ticket attendant and Mr. Udin parking attendant explained that before the entered of KWI, income from their jobs is not enough to cost daily needs. But after the existence of KWI, income from maintaining tickets and parking lot, their income grew and enough to cost daily needs.

The development of JodipanColorful Village is aiming to improve the economic welfare of its society. The development of JodipanColorful Village itself is obtained from ticket selling. The outcome of ticket selling is used as maintenance, pictures innovation, cost of cleanliness, etc. as written on entrance stickers. Aside from JodipanColorful Village development, the outcome of ticket selling is also used for social activities, which is groceries distribution that is held once in 6 months by the head coordinator for Jodipan people. This groceries distribution is a form of reciprocal relationship between the leader and his people. Therefore, the impact of JodipanColorful Village development to improve economic welfare of local community (Jodipan) can be felt by them. In the research of Purwaningsih (2010), the people of Candirejo are also helped by the development of tourist village in Candirejo. They can improve their income from the development of their tourist village. For example, the craftsmen who sell their handicrafts, farmers who can use their land as garden tourism, are also get the positive impact. In the strategic plan, it is stated that the tourism ministry mission of 2015-2019 is to develop competitive tourism destinations, environmentally and culturally, in order to increase national income, regional and to create an independent society. (2) Increase investment in tourism sector, (3) Increase the tourism contribution to the absorption of

national workforce of Tourism, (4) Increase the tourism contribution to Gross Domestic Product (GDP) National, (5) Increase the number of foreign tourists' visit (tourists).

Key Performance Indicators of Malang City Government are stipulated in Mayor of Malang Regulation No. 94 of 2015 on Main Performance Indicators in Malang City Government Environment. One of the Main Performance Indicators of Malang City Government is the realization of the improvement of the regional economy through the strengthening of the economic sector and small and medium enterprises, industry and trade, as well as regional tourism and for its strategic targets are the increasing of economic activity and the quality of cooperative institutions and the work ethic of SMEs, industry, trade and tourism. The establishment of Jodipan Colorful Village as a tourist village is considered successful in reducing the number of slums in Malang. Therefore, it is expected that the government will give special attention to the development in the future. Because it is known after the formation of Jodipan Colorful Village proven to improve the living standards of local communities in economic aspect and can change the pattern of community life socially and culturally. This indicates that Jodipan Colorful Village has great potential as the biggest contributor to improve the economy of Malang city in the future.

CONCLUSION

There are differences of society economic condition before and after the establishment of Jodipan Colorful Village. Before the establishment of Jodipan Colorful Village, the economic state of Jodipan people is far from prosperity. But after establishment of Jodipan Colorful Village, the economy of local community has gradually become better than before. These can be seen from many of Jodipan people who open stall at their home, people who got a job as ticket seller, or those who become parking guard. People who has strategic place to trade surely get benefit from the establishment of Jodipan Colorful Village. The obstacles and

challenges faces in managing is the lack of space area to support Jodipan Colorful Village development, such as to built secretarial office, children playground, swimming pool, and other objects. From the socio-cultural point of view, the low level of education is the majority of the local community, so there is still little knowledge about tourism. Social and cultural aspect's challenges for Jodipan Colorful Village management in the future is the mental readiness of local communities to blend and accept the new culture that comes in..

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