

SOCIAL CAPITAL IN POVERTY ALLEVIATION THROUGH PRO-POOR TOURISM CONCEPT IN SLUM AREA (CASE STUDY: KELURAHAN JODIPAN, MALANG CITY)

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ABSTRACT: Kelurahan Jodipan is one of the slums in Malang City which is at downtown and river bank of Brantas. In 2014, Kelurahan Jodipan became the center of world's attention because it can change the image of its area, be a colorful residential area that became one of the must-visit tourist destinations in Malang. The concept of tourism can indicate as the application of Pro-Poor Tourism concept. Tourism in Kelurahan Jodipan requires contribution and participation of the community to continue the tourism activities. Therefore, this study aims to assess the level of social capital in alleviating poverty through Pro-Poor Tourism concepts in slums. The analytical method used in this research is the Rate of Participation (RoP) analysis and Structural Equation Modeling analysis using MPLUS to know the relationship between variables and dominant factors that influence. The result of RoP analysis is the level of community participation of RW.02 Kelurahan Jodipan belongs to the low participation class. The average community follows one institutional in Kelurahan Jodipan. The results of SEM analysis is the association between social capital and tourism proportional. That is, the better the social capital in the community, the better the management of the environmental tourism. Second, the relationship between social capital and tourism with community poverty is inversely proportional. That is, the higher the social capital and the better the tourism activity then the poverty in the region will be smaller. The last result is Pro-Poor Tourism tourism activities, in this case, can reduce the poverty level of the community.

Keywords: Social capital, Pro-poor tourism, Poverty, Slum area

1. INTRODUCTION

Urban poverty can be reflected in the high level of urban slums. According to data from the Ministry of Public Housing in 2009, slums in Indonesia reached 57,800 hectares [1]. Slum settlement is one of the problems in most Indonesian cities, one them being Malang City. Based on Government Performance Report of Malang City Year 2016 [2], overcoming the slum settlement problem is one of the main priorities of Malang City. This is because slum settlements can be an indicator of other problems such as high levels of public poverty, high unemployment, unfulfillment of public health and can deal with settlement problems or slums in towns.

In the era of SDGs or Sustainable Development Goals, a new approach, Pro-Poor Tourism, emerges as a solution. Pro-poor tourism is the right solution to solve the problems of poverty in slums. Pro-poor tourism is a new paradigm or new approach to improve the quality of human resources, environmental quality, and improve the welfare of the people who live in slums through the tourism sector, where these tours take advantage of what is owned by people in slums,

such as environmental conditions, social, and the existing culture in the slums, with the primary objective of lifting the economy of the poor [3]

One of the keys to the successful implementation of Pro-Poor Tourism concept is the high social capital available in the community [4]. The social capital that consists of trust between community, network, and norms that they believe could improve coordination in the society [5]. Grootaert [6] found that active participation of the people in the decision-making process reduces the possibility to be poor. Local institutions or association could be effective if the members of the institution participate actively. Grootaert's results show that not only attends meetings (which is often the case in Indonesia), but they also should provide advice, suggestions or inputs to the decision-making process.

Pro-Poor Tourism can be said as a combination of sustainable tourism with Community Based Tourism, where the critical aspect of both concepts is social capital. Social capital becomes an important aspect because the concept will work if the society participation is high, it is in accordance with the theory and our finding that the higher the social capital in society, the lower the level of poverty [6], [7], [8]. This research takes place in

Kampung Jodipan community group (RW) 02 that is in Kampung Warna-Warni Jodipan and Kampung 3D located in RW.12 Kesatrian Village.

2. RESEARCH METHOD

2.1 Rate of Participation

Mc Pherson (1982) in Wasserman and Faust [9], noted the size of the rate of participation could describe the rate of community participation in social activities. Also, the rate of participation is the average rate of affiliation for the actors in a bipartite matrix, one of which is to compare the level of community participation in voluntary organizations between communities [9].

2.2 SEM (Structural Equation Modeling)

SEM is a complex multivariate statistic method, requiring an understanding of basic concepts before using tools or software for SEM analysis. Here are the basic concepts on SEM analysis [10], [11], [12]:

- a. A latent variable is a variable that cannot be measured directly unless measured by one or more manifest variables.
- b. The manifest variable is the variable used to explain or measure a latent variable.

SEM analysis is conducted to determine the social and tourism capital factors that affect the poverty of the community in RW.02 Kampung Jodipan. SEM analysis is performed using MPLUS application [13, 14]. Here are the variables or factors that exist in the study.

Table 1 Factors and Variables used

Variable	Relations	Sub-Variable
Social Capital	Influenced by	X1=Trust Level
		X2=Social Participation
		X3=Norms
		X4= the degree of an institution that followed or join
		X5= network
Tourism	Influenced by	X6 = people who work in the tourism sector

Variable	Relations	Sub-Variable
		X7 = people participation in tourism activities
		X8 = economic effect from tourism activities
		X9 = impact tourism on social, culture and human resourced development
		X10 = impact tourism on the environment
		X11 = Accessibility to settlements facilities and infrastructure
		X12= expenses
Poverty	Measured by	X13= age
		X14= income
		X15= occupation
		X16= education
		X17= the family members

Sources: analysis from several kinds of literature, 2017

3. DISCUSSION

3.1 Regional Overview

Kampung Jodipan is one of the villages in Blimbing sub-district, Malang. Based on the Kelurahan Jodipan profile data, the area of Jodipan is 49.35 Ha. Kampung Jodipan is administratively adjacent to:

North: Polehan Village and Kesatrian Village,
 South : Kotalama Village,
 West : Sukoharjo Village,
 East : Kedungkandang Village.

The distance of Kampung Jodipan to the district government center is 8 Km. Kampung Jodipan is at an altitude of 444 mdpl, consists of 8 community groups (RW) and 86 neighborhood groups (RT) (sub-District Blimbing in Figures Year 2016). The location of the study area is located at RW 02, especially at RT 06, 07, and 09. Kelurahan Jodipan can be seen in Fig.1 The Administrative Boundaries of Kampung Jodipan Map.

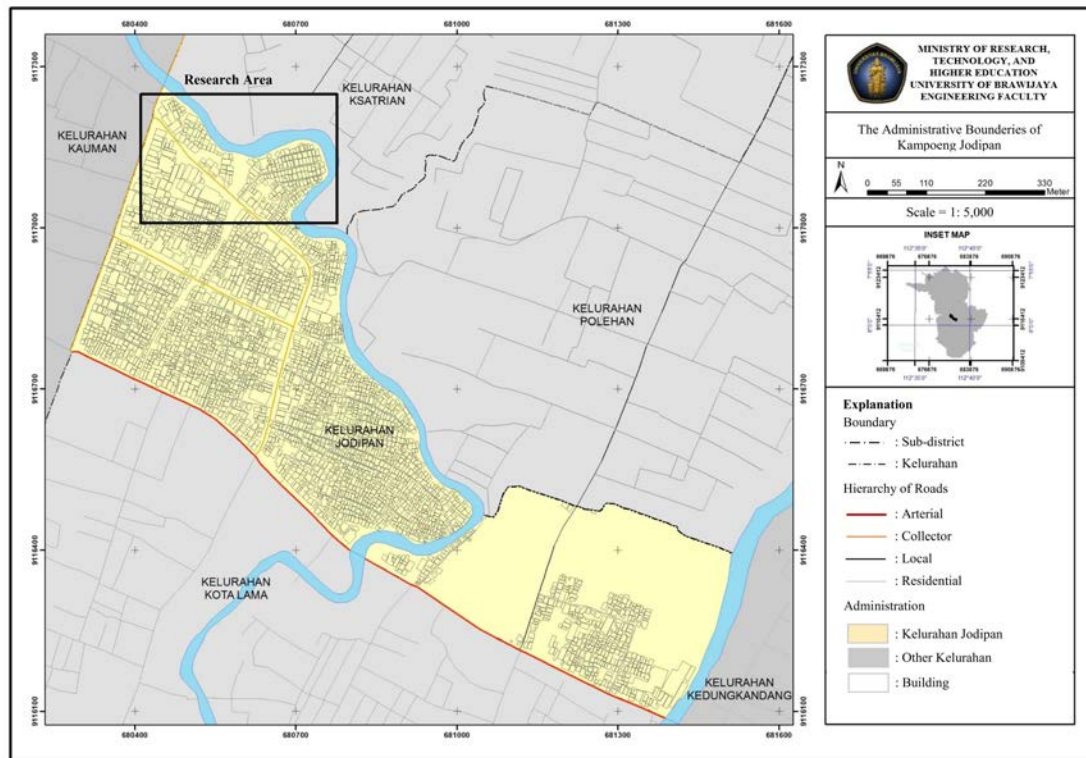


Fig.1 The Administrative Boundaries of Kampung Jodipan

3.2 Social Characteristics

There are several community institutions that exist in the community of Kampung Jodipan. Located explicitly in RT.06, RT.07, and RT.09, RW.02 Kampung Jodipan. The survey results show the following data related to institutional roles in Kampung Jodipan.

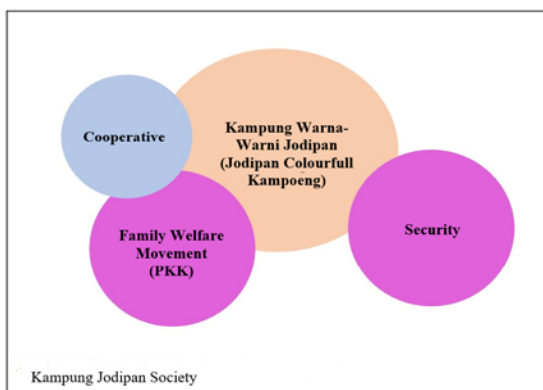


Fig.2 Institutional Venn diagram

Based on Fig.2 the existing institutional Venn diagram in RT.06, RT.07, RT.09, RW.02, Kelurahan Jodipan, it is known that the Jodipan Colorful Tourism Village (Kampung Wisata Warna-Warni Jodipan) has the most significant role for the community, the next is Family Welfare

3.3 Pro-Poor Tourism Characteristics

Tourism in RW.02 Kampoeng Jodipan is one application of the pro-poor tourism (PPT) concept. PPT variables are assessed or studied from several aspects namely: (X6 = People working in the tourism sector; X7 = Public participation in tourism activities; X8 = Economic impact generated from tourism activities; X9 = Tourism Impact on Social, Culture, and Human Resources; X10 = The Impact of Tourism on the Environment; X11 = Accessibility to residential facilities and infrastructure; X12 = Expenditure).

Here is a detailed discussion of each sub-variable of tourism in RW.2 Kampoeng Jodipan.

3.3.1 Community working in the tourism sector

Based on survey results, the number of people working in the tourism sector in RW.02 Jodipan Urban Village is only six people or households. This shows that there is no sign of economic change in the communities living in RW.02 Movement (PKK) and Security which have an important role for the community, and the institution that has the smallest role for the community is the cooperative. This is because the existing cooperatives are formed to market and manage souvenirs of Kampung Wisata Warna-Warni Jodipan (Jodipan Colourfull Kampoeng).

3.3.2 Community participation in tourism activities

Community participation RW.2 Kampung Jodipan is dominantly done in the form of donations of manual work and also food. Manual work can be channeled through painting, crafting, and other activities. Together, communities assist in the implementation of existing activities and also takes care of the existing work.

3.3.3 Economic impacts from tourism activities

The existing tourism activities have an impact on the economy of the RW.02 community of Jodipan Urban. However, the economic impact caused is not yet 100% felt by the whole community of RW.02 Kampung Jodipan. The economic impact is assessed in 5 class groups, 1 is of no value, 2 is of no value, 3 neutral, 4 influential, and 5 very influential. In general, existing tourism has an impact of about 20% to 25% of the economy of the community RW.02 Kampung Jodipan.

3.3.4 The Impact of Tourism on Social, Culture, and Human Resources

The impact of tourism activities on the social, cultural, and human resources of RW.02 community Jodipan Lower District is very significant. Tourism activities empower the existing community in the region, which indirectly impacts on the improvement of the quality of human resources in Jodipan.

3.3.5 The Impact of Tourism on the Environment

The impact of tourism on the environment of RW.02 Kampung Jodipan is significant. It can be seen from the condition of the village which was initially infamous for its slum, now a beautiful tourist village, neat, and clean.

3.3.6 Accessibility to housing facilities and infrastructure

Accessibility items are assessed from community access to educational facilities, health, and settlement infrastructure. The survey results show that the dominance of community access to facilities and infrastructure is accessible as the location of the village is close to the center of the city.

3.3.7 Expenditure

The survey results indicate that the community expenditure of RW.02 Jodipan Lower District in class 1 (26%), class 2 (31%), Class 3 (30%), the rest are in grade 4 and 5 (11% and 2%).

3.4 The Rate of Participation Analysis

The rate of community participation RW.02 Kampoeng Jodipan can be known from the number of institutions that are followed by every household in Kampoeng Jodipan. Participation rates are calculated using the participation matrix. Here are the results of community participation in RW.02 Kampung Jodipan.

Known:

- The number of a diagonal matrix of participation RW.02 Kampoeng Jodipan = 99
- Number of respondents = 93
- Asked: Rate of community participation of RW.02 Kampoeng Jodipan.

Answer:

$$RoP = \frac{\text{number of diagonal participation matrix}}{\text{number of respondents}} \quad (1)$$

Based on Eq.1 about Rate of Participation, this is the calculation of RoP in RW.02 Kelurahan Jodipan.

RoP = $\frac{\text{number of diagonal participation matrix of RW.02 Jodipan Lower District}}{\text{number of respondents}}$

$$= \frac{99}{93} = 1,0645161$$

(This means that the community of RW.02 Kampung Jodipan follow an average of 1 institution)

To know the class or rate of community participation then the following calculations are done.

RoP = $\frac{\text{Number of maximal number of institutions followed}}{\text{Number of class intervals}}$

$$RoP = \frac{3-0}{3} = 1 \text{ (class interval)}$$

So the existing class of participation is 0-1 which is a low participation class, 1-2 is a moderate participation class, and 2-3 are high participation classes. The results of the RoP community RW.02 Kampoeng Jodipan are in the low participation class.

3.5 SEM analysis

SEM analysis is conducted to determine the social and tourism capital factors that affect the poverty of the community in RW.02 Kampung Jodipan. SEM analysis is performed using MPLUS application. SEM analysis is discussed in four stages: (1) confirmatory factor analysis (CFA) model; (2) The overall model. The following is an explanation of the SEM analysis done in this study.

3.5.1 Model of Confirmatory Factor Analysis (CFA) of Social Capital

The initial step before testing the full model in SEM will be analyzed first through the confirmatory factor analysis (CFA) model. This step is also commonly called the two-step approach. CFA model analysis is used to know the validity and reliability of the indicator. If the CFA test encountered an indicator that has a depiction value below 0.50, then it will be omitted from the model [12].

Step 1 to analyze the CFA model is to input the variable and sub-variable used. However, after

processing, there is an error on sub-variable X10 with a variance value of 0.000. X10 is a sub-variable of the impact of tourism on the environment. The error value is because there is no data variation or uniform data from the respondents, so sub-variable X10 cannot be used.

After the calculation of CFA is returned, it results in the following. Figure 3 shows that the factors or sub-variables are validated and can be used in this study. The eligibility determination of sub-variables or influencing factor and CFA model is not only seen from the loading factor but also other things.

Tabel 2 Goodness of Fit CFA

Goodness of Fit	Result	Requirement	Noted
Chi-square (χ^2)	56,895	Kecil	Good Fit
CFI	0,943	> 0,9	Good Fit
TLI	0,920	> 0,9	Good Fit
RMSEA	0,047	< 0,080	Good Fit

Sources: An analysis result, 2018

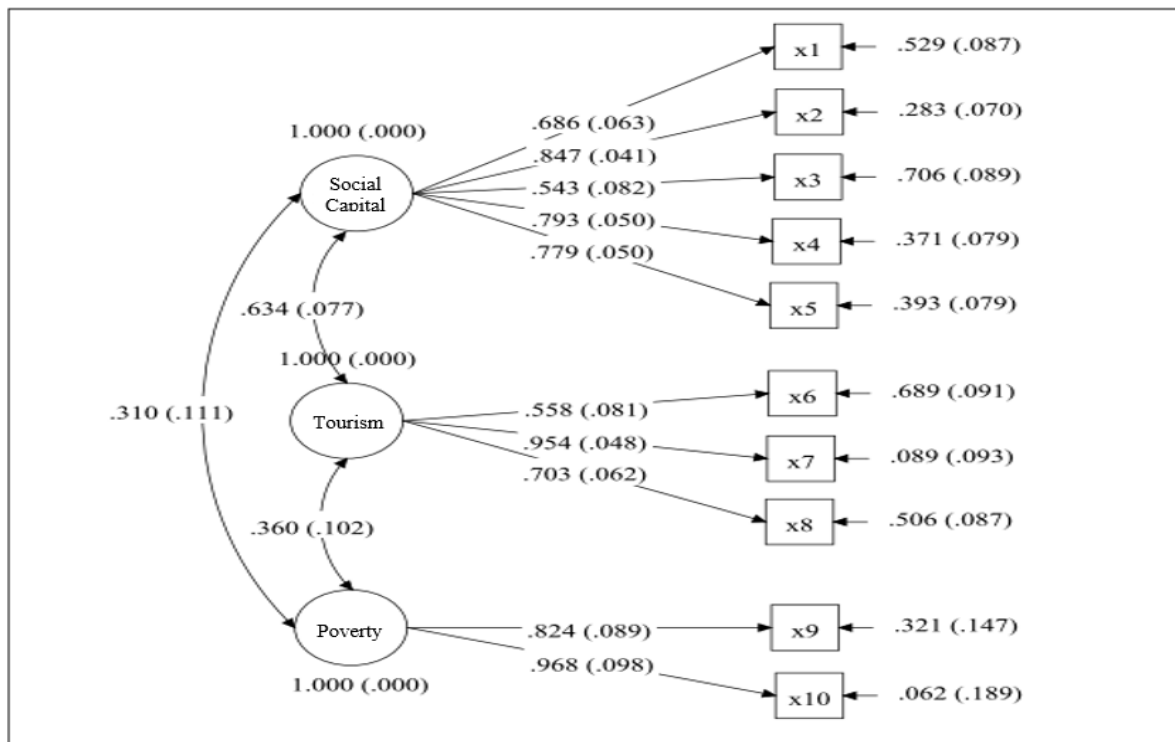


Fig.3 Result of appropriate CFA Analysis

The analysis results show that the CFA model and influencing factors can be used. All values of constructs or sub-variables ≥ 0.5 , then sub-variables meet the community to be able to describe latent variables.

3.5.2 Models of Social Capital Relations and Tourism to Poverty in RW.02 Kampoeng Jodipan

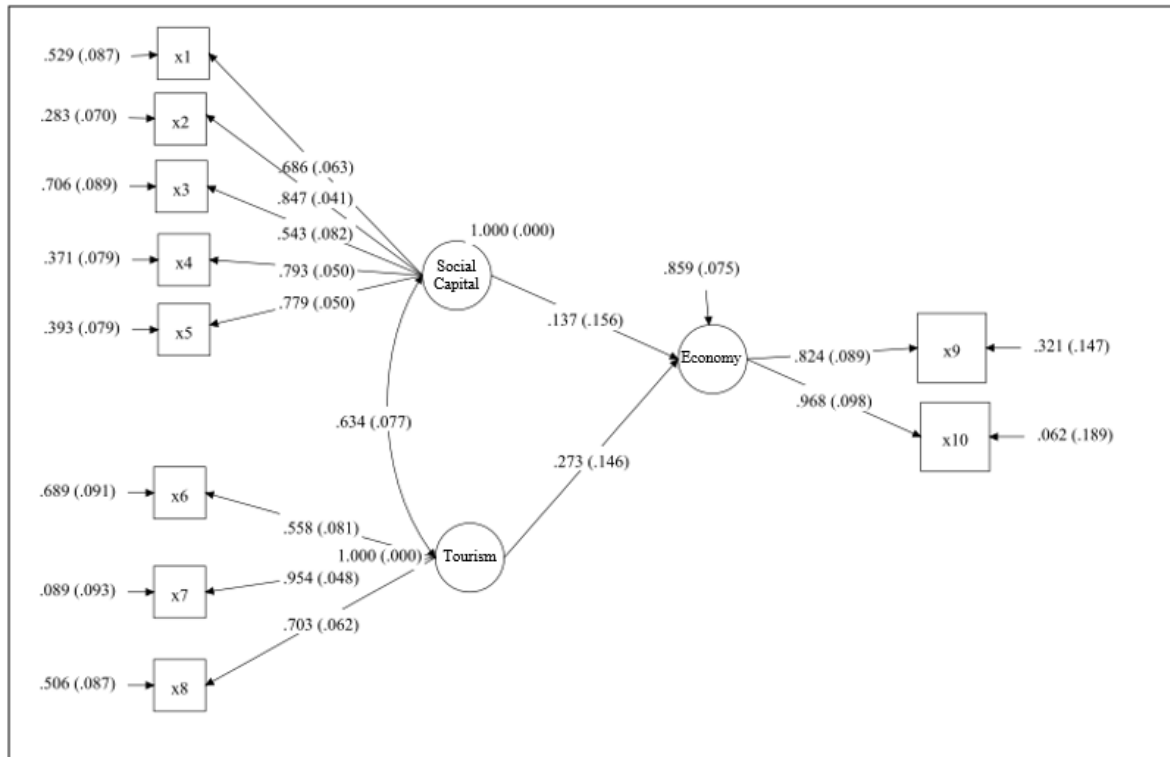


Fig.4 Final Model

The existing poverty in RW.02 Kampoeng Jodipan can be measured by income (X13) and employment (X14). However, there is a different interpretation of the variable of poverty. If the income and employment, variables increase, the economic condition of the society increases or the condition of poverty decreases. To facilitate the understanding of this model can be seen at Fig.4. In the final Model, poverty variables are replaced by economic conditions variables.

To assess the feasibility of the model, Table 3 will explain the feasibility of the model in every aspect.

Table 3. The goodness of Fit Model Fit

Goodness of Fit	Result	Requirement	Noted
Chi-square (χ^2)	56,895	small	Good Fit
CFI	0,943	> 0,9	Good Fit
TLI	0,920	> 0,9	Good Fit
RMSEA	0,047	< 0,080	Good Fit

Sources: An analysis result, 2018

Here is an interpretation of the model.

1. The most influential factor of social capital is X2 which is social participation.
2. The most influential factor of tourism is X7 which is the impact of tourism on social,

culture, and human resources.

3. The dominant value used to measure economic conditions or poverty is the employee factor.
4. There is a direct relationship between social capital, tourism, and the economic condition of the community or is inversely proportional to the condition of poverty.

4. CONCLUSIONS

Based on the results of the primary survey and the analysis, it can be concluded that,

- The participation rate of Kampung Jodipan is low.
- The relationship between social capital and tourism is directly proportional. The better the social capital in the community, the better the management of tourism in the environment.
- The relationship between social capital and tourism with community poverty is inversely proportional. The higher the social capital and the better the tourism activity, the smaller the existing poverty in the region.
- Pro-Poor Tourism activities, in this case, can reduce the poverty level of the community.

4.1 RECOMMENDATION

Similar research can be done in regions with different characteristics to know whether the application of the concept of pro-poor tourism can

be done in all regions with different characteristics.

Improve the quality of human resources in all communities, to ensure all the individuals in the group can conduct joint development activities, and to ensure that the impact of development is not only felt by some but also the general community.

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