

# Colorful Urban Village as the New Tourism Destination in Malang: The Positive Outcome of Slum Revitalization

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## ABSTRACT

The existence of slum is in accordance with the development of human civilization per se. This emerges as the impact of low social and economic level as well as the lack of commitment from the government to solve such an issue. The slum in RW (hamlet) 02, Jodipan urban village, Blimbing Sub-district, Malang, is the most densely populated as well as the dirtiest slum among 17 regions of all urban villages in Malang. Such a neighborhood definitely impacts negatively toward the life of community, especially the development and growth of the children. Initiated by the prominent figure, community, Jodipan urban village official, university students conducting community services and private sector as the stakeholder, the painting of houses and environment had been successfully accomplished within one-and-a-half month, which somehow improved the urban village's image drastically in terms of aesthetics and life standard. Only in a short time, through the role of printed media, local television, social media, and word of mouth, the beauty of Jodipan urban village has quickly spreaded among the people in Malang and other cities. The most significant outcome nowadays is that Jodipan colorful urban village has become the new tourism destination in Malang. Particularly during Saturday-Sunday, a lot of visitors from several regions come to visit the place. Such a phenomenon somehow provides a positive impact on the local inhabitant or people nearby due to work opportunity available, especially in culinary, in which they start business by opening food stall and small restaurant. The emergence of colorful urban village has directly changed, eventhough not too significant, the socio-economic condition of Jodipan community. Meanwhile, this study aims to describe the revitalization process of slum area into colorful urban village and to what extend such a place could be the new tourism destination in Malang. By applying qualitative descriptive approach, this study employed FGD (focus group discussion), in-depth interview with the project's main actors and observation in RW 02, Jodipan urban village. The findings of this study are expected to be one of the references for Malang government and other cities in revitalizing the slum areas into potential assets for a city, and even become the new tourism destination visited by people from several places.

**Keywords:** slum revitalization, colorful urban village, tourism destination

## INTRODUCTION

### Background

Malang was once dubbed as "*Parijs van Oost Java*" due to its cool weather and leafy trees. Besides, this city has also ever earned the nickname of "*Zwitserland*" due to the landscape beauty that becomes the attraction of people from other cities to come visiting Malang. Unfortunately, such a predicate is no longer existed as Malang seems to develop, just like any other cities in Indonesia, without any clear purposes. Malang as the city of education is reflected on the numerous universities (around 60) located in this city with more than 600.000 students, which mostly come from outside Malang. Malang as the city of industry / trade is reflected on the rapid growth of modern shopping centers in every corner of the city. This definitely causes several multiplier effects toward the socio-economic development of Malang community. On the other hand, Malang as the city of tourism is still far from expectation. Compared to Batu and Malang Regency, the tourism development of Malang is still far behind.

The rapid development in Malang somehow creates several new slums in every sub-district, particularly in Blimbing and Kedungkandang, along the stream of Brantas river. According to the Head of Bappeda Malang (interview on October 8, 2016) said that Malang City comprises 57 urban villages, in which slums are found in 17 of them with a total area of 609 Ha. The issue of housing and slum was also complained by Jodipan urban village head:

"Jodipan urban village, located along the stream of Brantas river, is the most densely populated settlement in Malang. This definitely causes discomfort for the residents, especially for the development of school-aged children. The crammed housing and the narrow alleys are the main problems in Jodipan, not to mention the residents' habit to defecate regularly in Brantas river due to inadequate sanitation". (interview, October 10, 2016)

The data quoted by the author pertaining to monography of Jodipan urban village shows that the area of Jodipan is approximately 43.95 Ha, with the population of 13,374 people and density of 242.63 people/Ha. Of the total population, 13.69% of them do not complete elementary education, 5.87% are of elementary education graduates, 50.59% are of junior high education graduates while 29.91% are above junior high graduates. This

indicates the relatively low education level of Jodipan residents compared to 600,000 university students in Malang.

Actually, there has been a guidance to manage and develop the area of Malang City, which is the Regional Regulation (Perda) Number 4 Year 2011 pertaining to Regional City Planning (RTRW) Malang Year 2010-2030. Yet, there has not been an optimal implementation, for instance the building of business center in the middle of education and living place environment. In fact, there are shopping centers built around the universities, and slums along the river stream. The settlement around the river stream should be of regional government concern to be organized and transform into worth living housing for Malang community. As regulated by Regional Regulation Number 4 Year 2011 Article 48, it is stated that: "regional government of Malang is responsible for the organizing the settlement located along the river stream in Malang City".

The issues of housing and settlement in Jodipan urban village, especially in RW 02, primarily in RT (Neighborhood Association) 06, RT 07 and RT 09, has been solved since several students from Faculty of Communication, University of Muhammadiyah Malang, who are the members of "Guys-Pro" conducted Field Practice (PKL) of public relations in March 2016. The coordinator of Guys-Pro, Nabila Firdausyah, stated:

"At first, the students would like to solve the sanitation issue as the main problem there. But, as time progresses, the density and slum issue in the place provided us some inspirations to transform the housing and slum into a comfortable and worth living place for local residents". (interview, October 11, 2016)

After a coordination with several parties, especially the prominent figures (one of them is Mr. Soni Parin (Head of RW 02), urban village official and other figures, the idea of "Colorful urban village" arose. Such an idea is implemented through the painting of houses and environment by involving all groups of community and assisted by Indonesian Military Airforce, particularly from Paskhas unity, and also supported by private sectors, which in this case is PT Inti Daya Aneka Warna, through its *Corporate Social Responsibility* (CSR) program.

Geographically, RW 02 Jodipan urban village is located on a lower altitude than any other RW on the valley along Brantas river. The housing layout becomes more attractive after the transformation through the painting of roofs, walls, and other infrastructure, especially when viewed from Gatot Subroto street (Brantas river bridge). Such a condition apparently changes the perspective of Jodipan urban village, which used to be a slum, into a comfortable and worth living place as well as a new tourism destination for Malang people. Not only from Malang, the visitors coming Jodipan also come from any other cities, especially during weekend. The flock of visitors coming the place somehow provides economic opportunities for the local residence with various kinds of business. Among the significant businesses started up by the residence are parking services, snack and drink stalls managed independently by the mothers, and other economic activities like the selling of Malang local snacks, which is Tempe Chips. In other words, besides shopping centers and city parks, Malang also has a new destination of tourism place, which is colorful urban village in Jodipan urban village, Blimbing Sub-district, Malang City. In relation to such a phenomenon, this study aims to: 1) describe the revitalization process of slum into colorful urban village worth living for the residences; 2) describe to what extent the transformation of slum into colorful urban village is able to become a new destination in Malang City.

### Research Sites

This study was conducted in RW 02 Jodipan urban village, Blimbing Sub-district, Malang City, under several considerations, that: firstly, Jodipan is one of the dirtiest place, among 17 others slum urban villages in Malang. The slum and environment would definitely give negative implications toward socio-economic development of community, especially for the development of school-aged children. Secondly, this is the first project of slum revitalization into colorful urban village, which is also cozy and worth living for the residence, in Malang. Such a project is not funded by the government. Instead, it is funded by non-government organization and private sectors, which is PT Inti Daya Aneka Warna in the form of Corporate Social Responsibility (CSR). Thirdly, the colorful urban village has become a new tourism destination in Malang City, especially on Saturday and Sunday, for the people of other cities. Fourthly, the flock of visitors provides positive implications toward the socio-economic development of local residences.

### Data Collection Method

This study applies qualitative-descriptive approach. As stated by Creswel (2007), purposive sampling can be employed in qualitative study so that the actual condition of community can be well-described. Meanwhile, the data collection was by: 1) conducting FGD (*Focus Group Discussion*) by involving the community directly related to the process of slum revitalization into colorful urban village, such as: urban village officials, prominent figures, youth leaders, women figures, and the people whose houses become the objects of colorful urban village project; 2) by conducting in-depth interview with key informants with the purpose to clarify and validate the data and information obtained through FGD and documents as the reference in this study; and 3) observing the settlement and environment condition of colorful urban village in RW 02 Jodipan urban village, Blimbing Sub-district, Malang City.

## THEORETICAL CONCEPT

### Management of Housing and Slum

Since the first existence of human civilization, the problems of housing and slum has also emerged, although the issue is not as complex as nowadays phenomenon. The issues of slum are not only of countries with middle lower communities, but also of developed countries. Housing and slum are of classic issues in the management of large cities (Dicky Handrianta, 1996). In this regard, slum is perceived as “the poor image of housing and settlement perceived from the living standard and middle-level income” (Jawas Dwijo Putro, 2011).

Social and economic status of lower level of communities encourage the emergence of slum in large cities due to the low category of social and economic level whereas the government provides inadequate facility. On the other side, an adequate housing and settlement are of the primary needs for human beings, according to Asep Hariyanto (2007). Due to the difficulties in obtaining adequate housing for several people, the central and regional government should attempt to fulfill the needs of housing as the primary needs for community of lower social status. In this regard, the government should undertake several breakthroughs as proposed by Ike Andini (2013), which are: 1) to reduce the number of slum through the increasing of economic and human resource level; 2) to overcome the urban issues, particularly regarding environmental degradation and sanitation, increase investment and reduction of crime number; 3) to improve the quality of communities and cities life as a whole by providing the clarity of the citizens' status and to improve the security and shelter; 4) to increase the community involvement in providing house for the poor, which is the most effective way due to reasonable cost needed for a large-scale project.

### Tourism Development

Financing in the current and future global economy is mainly supported by the development of tourism sector. Economic growth of the 21<sup>st</sup> century becomes the main factor of tourism sector development (Subagyo, 2012). Furthermore, Subagyo stated that a country's foreign exchange will increase significantly from the contribution of tourism sector due to the decline trend of oil and gas sector. Indonesia with its 17,508 islands should recognize the importance of tourism sector in growing the country's economy. In this regard, as suggested by Kristian (2013), tourism sector will develop because an individual or a group of people decide to travel to a particular region due to the uniqueness of the place. Approving such an opinion, Gel-Gel (in Kristian, 2013) said that tourism is driven by several motivations like religious, commercial, curious, and recreational motivation (traveling).

Tourism development strategies, as stated by Didi Widiyanto et al., (2009) is: “aimed to improve human resource quality as the organizer of tourism services, marketing, and quality control of the tourism object's attraction. Besides, the optimization of support from people living around the tourism destination, organizations, and capital owners are also required”. Another proposition as stated by Dodi Purwanto (2012) related to tourism development strategies, is: “by identifying the potency and issue in the region by using SWOT analysis, in which the final result is formulated into strategic proposition to develop tourism that comes from the strengths and opportunities, strategy to overcome the weakness and strategy to overcome the threat”.

In the future, which is marked by the increasing of socio-economic level, bustle, and work pressure, people will require refreshment to recover their mentality and energy. One of the activities to recover the energy and mentality is by visiting tourism places. As proposed by Fandeli (in Subagyo, 2012), the main factor why people do traveling is: firstly, to escape from daily pressures, to change the atmosphere, and to spend leisure time. Secondly, the development in transportation and communication sectors. Thirdly, by visiting a certain place, people want to gained new experience and local culture. Fourthly, people are able to travel far from their homes due to the increase of socio-economic level. The opinion is confirmed by Spilane (in Subagyo, (2012), that the development of tourism sector is due to: firstly, the decline of a country's foreign exchange as the impact of oil and gas sector deterioration. Secondly, the decline of non-oil and gas sector; and thirdly, the significant increase of tourism needs in a community; fourthly, the opportunities to develop the natural resource potency into tourism destinations in Indonesia.

The participation of local community is required in the development of tourism sector. The main actors of tourism sector development are the people living in and around the region. The role of communities is important for they are the one who provide the attraction as well as determine the quality of tourism product (Damanik and Weber in Nurulita Andani (2013). The importance of communities' involvement in tourism sector development is emphasized by Setiawan (in I Made Adi Dharmawan et al., 2014), that it is important for local communities to involve in every tourism sector development. The participation might be in the form of service, in which the result can increase the socio-economic level of the community. Another attempt of a community, as stated by Nurulita Andayani (2013), is that people can organize themselves and their friends in the form of community group (*pokmas*) with the purpose to ease the capacity improvement of each level, to simplify the management and control, and to ease the perception equalizing and directed steps in conducting activities.

Tourism development based on community empowerment would take a long time due to the long process of learning, but when this can be undertaken, the independence of tourism management and development in the region would occur naturally (Chafid Effendi (2002). Furthermore, to manage the local potency and actors should be of tendencies in developing the tourism sector in a particular region. In other words, tourism development should reconsider the existing paradigm of a region because a tourism development by using artificial approach, which in this case is the investors, would cause environmental and social issues. Therefore, it is necessary to find a pattern of tourism sector development with the basis of community empowerment. Such a tourism development model, according to Muhammad Altar et al., is called community-based tourism (CBT).

The tourism development with the basis of community empowerment needs to consider three aspects, which are the potential improvement due to the change of atmosphere and condition of the neighbourhood, potency and attraction strengthening, and community protection (fair competition). One of the strategies is through enterprises, which is to improve and expand the community-based activities. The types of community enterprises are: 1) communities' potency and ability are accommodated adequate facility to develop, with the purpose to stimulate the confidence, self-reliance, and cooperation; 2) to reduce technological dependence by developing local technologies; 3) to improve human resource capability and to develop entrepreneurial spirit; 4) to pull back the workforce due to the available work opportunities in the region; 5) to strengthen the urban village-based economy, and; 6) to reduce the economic gap between urban and rural areas, so the urbanization flow can be suppressed (Tadjuddin Noer Effendi, 1991).

## DISCUSSION

### Slum Revitalization

As stated by John M. Bryson (2009), any activities managed by a community in order to overcome various problems of life for the optimum achievement needs to be accommodated in the forum to represent the idea of various groups in RW 02, particularly in RT 06, RT 07, and RT 09 Jodipan urban village, Blimbing Sub-district, Malang City. The establishment of the forum will ease the organizing of various existing potency and accelerate the execution of slum painting into a colourful urban village. Encouraged by the students of Faculty of Communication, University of Muhammadiyah Malang, conducting field practice of "public relations". The students, who are the member of "Guys-Pro" firstly coordinated with Mr. Soni Parin as the Head of RW 02. Such a fresh idea received positive responses from the prominent figures, youth, and Jodipan urban village officials. The formation of executive committee for slum revitalization, just like previous activities conducted in the region, is mostly executed by the prominent figures who has long been the community's role-model. In the subsequent process, the formed committee deliberate and determine several programs, which are: 1) compiling and establishing work programs to realize the slum revitalization in Jodipan; 2) coordinating with various parties like the prominent figures, youth figures, urban village officials, sub-district government, and funders; and 3) mobilizing the community to support and participate in the implementation of slum revitalization, better known as colourful urban village. From various sources, the author obtained several information that the role and function of a dominant patron happened due to the low social and economic level in the community. People are more concerned with occupational activities to finance their daily needs. When coming home from work, the involved people would spend more time to take a rest at home to unwind from a day of work. The community entrusts the implementation of social activities to the prominent figures who has been the role model, as stated by a resident of RT 09 Jodipan urban village, Mr. Maryamin (interview, October 11, 2016):

"it is difficult to gather the residents in RW 02 due to their busy work. Most of the people in this urban village generally come home in the afternoon, or even in the evening. Some are working as scavengers, street vendors, brokers, and odd jobs, with little payment insufficient for their daily needs. After coming home, they spend their time to take a rest due to a day of exhausting work. Only if there is an important purpose, they would attend the activities. The mothers usually have more leisure time, so they sometimes initiate to take care of urban village activities".

A similar opinion was also delivered by Mrs. Ning Kusni, a resident of RT 07, who said:

"it is common for the people here to leave the urban village affairs and activities to the Head of RT and prominent figures. We know they would work selflessly, and we as the residents would not complain due to the good work they've done. Not that we're lazy, but the people here do a very exhausting work without sufficient payment. Most of us even come home late. I myself is busy selling, cooking, and taking care of my kids in the morning until evening without having a rest. So, when invited to attend a meeting or gathering, I would feel sleepy due to my exhaustion". (interview, October 11, 2016)

A notion of different perspective is delivered by one of the prominent figures, Mr. Ali Marzuki, who has long involved in social projects. He said:

"I've become the Head of RT several times because people trust me. They always choose me for the Head of RT in every election opportunity. People are able to choose what they think as the most honest, reliable,

easy-to-find, and capable figure. I myself feel reluctant to the others, but since it's a request of the community, I just can't resist".

Basically, such a process of institutional formation is perceived as an inappropriate act, yet the community has their own local wisdom that is able to pass through the boundaries of theory. In fact, such an act occurs without leaving any problems, as what stated by John N. Bryson (2000) and Narulita Andayani (2013), that the role of prominent figures might be more dominant as long as they are of representation of the community. Especially in tourism development of a region, an active role of local residents is indispensable (Damanik and Weber in Nurulita Andani, 2013). Particularly within the committee and personnels formation, several problems in the program implementation would emerge when the committee is not of the community representation. Nevertheless, the aspiration from the top needs to be considered because when "top-down" and "bottom-up" can be synchronized, the clash of interests might be avoided for each necessity from every party has been accommodated proportionally.

The second stage in the slum revitalization is implemented through socialization to the community pertaining to the plan and execution of the program. The socialization activity is important before executing other activities. This departs from a reason that by the socialization the community would realize, recognize, and understand the mindset and action of all related parties in the revitalization project into colourful urban village. Some claimed if the revitalization is able to reach into the community's livelihood, then the voluntary participation, besides perception and behaviour equalizing, of the people would also be realized, as stated by Tadjuddin Noer Effendi (1991). The socialization of housing and environment painting was conducted on May 10, 2016 at the volleyball court of RW 02 from 4 to 6 PM. The volleyball court is the only facility able to accommodate a large number of people despite its simple and not-too-wide place. Due to the hardwork of the committee, prominent figures, and 8 students in gathering the people, the socialization was successfully attended by Jodipan urban village head, representative from PT Indah Daya Aneka Warna, Head of RW 02, 06, and 07, Head of RT 09, prominent figures, youth figures, and most of the residents of Jodipan.

The result of interview with the urban village head of Jodipan (October 16, 2016) evaluates the success of the socialization activity. He said:

"during the socialization, I saw people's response was so high, and many came to the meeting. They support because knowing the goals of the program, and I personally as the urban village head support the program. I also feel proud because ususally the people of RW 02 are quite difficult to invite to a meeting due to their busy work until late night. But I understand, they would follow their prominent figures in every program implemented".

Similar opinion was delivered by Mr. Hadi Suseno, an RT 09 resident:

"At first, I thought the meeting in volleyball court was to give financial aid by the government, as usual. After being explained by the urban village head, Mr. Ali Marzuki, and university students, I got it, and agree to paint our houses to make them more attractive. The most important thing we don't have to pay, but if only providing snacks and drinks, the community will be happy to help". (interview, October 17, 2016)

In the socialization, the dialogue occurred intensely because basically people were curious regarding the actual purpose of the painting of slum housing and environment (revitalization). There were no objections from the community. Otherwise, the people seemed enthusiastic and hoped their settlement got revitalization immediately. Due to the enthusiasm and support of several elements in the socialization, several important agreements were reached, as stated by Mr. Ali Marzuki (interview, October 17, 2016) as the coordinator. He said:

"Firstly, the community by acclamation support the painting of slum into colourful urban village at RT 06, RT 07, and RT 09 in RW 02 region; secondly, the community will maintain the cleanliness, security, and orderliness in every region of Jodipan urban village; thirdly, the community are willing to participate especially in the form of manpower and consumption voluntarily; fourthly, PT Inti Daya Aneka Warna will fully support the stock of wall paint and manpower without any charge; fifthly, the community will keep and maintain the houses and environment after the program.

The most important stage in the slum revitalization into colourful urban village is the painting process. The program was preceded by several meetings and coordination of several parties, especially the funder, which in this case is PT Inti Daya Aneka Warna. After several meetings, it was approved that the enterprise would support the needs of wall paint and labor required in the program. As stated by the representative of PT Indana Paint (interview, October 17, 2016), that:

"a good intention of the community, represented by the committee and government as the proposals submitted to our party, and after a careful examination, internal discussion, and several meeting and coordination with the committee, we finally approve the proposal. What we did was painting the houses and environment of RW 02, and we are willing to help. Actually, we still have the fund, although not much, for the community, but what makes us interested is the idea to revitalize the slum area into a comfortable place for the residents as well as the tourism destination in Malang. It would be better if such

a project is conducted in other regions. I feel pity for the residents of slum areas, so why not to contribute in helping them”.

On June 6, 2016, the painting process was initiated by Mr. Soni Parin as the Head of RW 02 and Mr. Ali Marzuki as the event coordinator. On the first day of painting, 100 personnels of Paskhas from Malang Military Airforce helped the activity by bringing several equipments to paint the difficult spots. During 45 days of painting, Paskhas Malang Military Airforce sent 10 personnels while PT Inti Daya Aneka Warna sent 8 personnels. They collaborate with local residents to complete the painting project. There were also two local artists from RW 02, Mr. Winarko from RT 07, and Mr. Subagyo from RT 09 who became the director of the painting process. The presence of two local artists somehow gave the touch of aesthetic in the painting result. This is as stated by Mr. Winarko during the interview (October 20, 2016):

“At first, I can’t believe when Mr. Ali Marzuki and several committees responsible for the painting of housing and environment come. After a long explanation, I initiate to support the outstanding project conducted by prominent figures and university students in RW 02 Jodipan Urban village. Every person was so enthusiastic to start this project. This is the pilot project in Malang, so such a program should be implemented in other places. Viewed from higher place, the urban village looks so aesthetic”.

Similar support comes from another local artist, as stated by Mr. Subagyo, an RT 09 resident:

“Mr. Winarko and Mr. Soni Parin contacted me, and I directly agree to help the painting project in our neighbourhood. I would voluntarily help the project since I know I could contribute to the community through my talent in art. My daily life is painting, so I think I can help. Together with Mr. Winarko, we walked around the urban village to plan the exact design. From our talking, we agree to implement our idea, and the painting process was begun, together with the people”. (interview, October 20, 2016)

People’s enthusiasm during the painting process was exceptional, especially when they paint their own house with their neighbors. Another participation was the providing of drinking water, snack, cigarettes, and so forth. Until the completion, there are 115 houses painted in 17 different colors with 200 kilograms of paint. The result of painting can be seen in the image below:



Colorful urban village in RW 02 Jodipan Urban village, Blimbing Sub-district, Malang City, which previously dirty and uninteresting, transforms into a comfortable and attractive urban village after the painting project by local artists, university students, Malang Military Airforce troops, and private parties. Now, this place turns into one of the most wanted tourism object in Malang.

### **Colorful Urban village as the New Tourism Destination in Malang**

Since the first painting, many have reported the activities in RW 02 Jodipan Urban village, Blimbing Sub-district, Malang City, through various ways such as social media, newspaper, local television, and word to mouth. Surprisingly, the activities were viral not only among Malang people, but also other cities and regencies in East Java. Everyday, we can see people coming to the urban village collectively. During weekday, there are approximately 200 visitors coming, but on Saturday, Sunday, and holidays, the number reaches approximately 1000. This is as what stated by Mr. Soni Parin, the Head of RW 02:

“We are amazed by the large number of visitors coming to our urban village on Saturday and Sunday. Our initial plan was only to paint our houses and environment to make them fresher. We don’t expect this, so we feel grateful because our hardwork pays off. We’re happy, and so are the visitors coming to enjoy the beauty. Our task is to welcome the visitors warmly. Therefore, in several occasions, I tell my people to be

a friendly host. During weekday, the visitors are around 200 while during weekend, the number reaches approximately 1000 people” (interview, October 20, 2016)

Most of the people in RW 02 feel the joyfulness by the coming of visitors from various regions. Even some foreigners, government officials, and celebrities also come to the urban village. This is in accordance with the statement of Mr. Hadi Suseno, an RT 09 resident:

“most of the residents feel happy for the coming of people from several regions to our urban village. We don’t expect previously that a slum transforms into a beautiful settlement. Now we’re proud to say we’re from colorful urban village of RW 02 Jodipan. Formerly, we are quite embarrassed to say we’re from Jodipan as people has stereotyped us as unruly people” (interview, October 20, 2016).

To organize the urban village, as the mass coming of visitors coming to the colourful urban village of RW 02 Jodipan, the permanent committee was established on July 25, 2016. The composition is as follows: Mr. Ali Marzuki (Coordinator), Mr. Hadi Suseno (Secretary), Mr. Mustofa (Treasurer), Mr. Noris (Marketing Division), Mr. Agus Kodar (Security), and Mr. Effendi (Cleanliness). The main tasks of the committee are: 1) to maintain the security and order of visitors coming to colourful urban village; 2) to keep the environment clean; 3) to repaint certain spots starting to fade; 4) to manage the finance sourced from the visitors’ ticket. The committee and personnels formation aims to keep the existence of colourful urban village for a long term. For now, the main financial source is the income of ticket, in which every visitor is charged Rp 2000,- and the cash is managed independently by the committee. The ticket fee has ever been abolished since the visit of the Mayor of Malang, but after a careful consideration, there is no other financial source to maintain the colourful urban village. The income from the ticket is used to paint the faded spots. Besides, the cash from ticketing is used to buy groceries to as many as 115 head of families in RT 06, RT 07 and RT09 of RW 02 Jodipan urban village. To maintain the sustainability of colourful urban village, there should be sufficient funds, especially for the repainting of faded spots, regular cleaning, and security. The income from ticketing is considered insufficient. Therefore, the government of Malang should support sufficient aid to keep the existence as tourism destination in Malang. The following image shows one colorful urban village corner visited by visitors.



Several visitors visiting one corner of colorful urban village in RW 02 Jodipan urban village. During weekend and national holiday, the visitors could reach approximately one thousand people.

The image above shows that the local residents, initiated by prominent figures, have already considered the sustainability of colorful urban village by forming a committee. The committee is responsible for the existence and sustainability of the colorful urban village. This project is not meant to be an instant euphoria, but to be a long term asset. Thus, a good maintenance is urgently required in maintaining the cleanliness and standard of living for the next generation. The main problem from now on is the source of fund for the operational activities, which only relies on the limited income from ticketing. In this regard, Mr. Ali Marzuki as the coordinator and Mr. Soni Parin as the Head of RW 02 have coordinated with the Head of Jodipan urban village and Head of Blimbing sub-district, yet the result has not been significant enough.

The positive impact of the coming of visitors from various regions has inspired several residents to start business by opening simple food stalls. Most of them sell mineral water, snack, and other kinds of food. Several food stalls also sell some original snacks from Malang, tempe chips. Most of the ladies sell snacks and drinks in the terrace of their houses while doing household work. Some of them open their food stall in an open area besides Brantas river due to the strategic location for visitors often come to take selfie with the background of Brantas river and the bridge, which located higher than the housing. Mrs. Luluk, an RT 09 resident who sells cold drinks in her terrace, said:

“I’ve sold cold drinks for a long time, but when visitors come to our urban village, I sell more drinks than before and my income increase significantly. The profit of selling is not sufficient actually, but I feel grateful my income from selling can help my household needs, especially for paying my children’s school fee. My neighbors, especially the ladies in RT 09, also run small business in front of their houses, and we feel so grateful during Saturday, Sunday, and holidays due to the large number of visitors coming”. (interview, October 21, 2016)

The extent to which people starting business due to the large number visitors coming to Jodipan during weekday and weekend is presented in the table below:

RT	Number of Seller	Type of Product	Average Revenue (Rp)		Note
			Weekday	Saturday, Sunday, and Holiday	
06	9 people	Mineral water, meatball, ice, /snack, tempe chips	50.000,-/day	400.000,-/hari	The average of income is obtained from 10 – 15 % of revenue of each day
07	8 people	Tea, coffee, mineral water, snack, fries and toys	50.000,-/day		
09	12 people	Ice, tea, coffee, fries, snack, tempe chips, meatball, <i>rujak</i> and toys	75.000.-/day	500.000,-/day	

Source : interview with 4 sellers, October 21, 2016 (processed)

There are only 29 people who have started business by selling snacks and drinks, and this number is relatively low compared to the total number of RW 02 residents. However, the initiative to start business should be appreciated proportionally. When the support and facilitation of several parties has been adequate, the business started by the residents would be thrive. What needs to develop is the types of products sold, which should prioritize the local food and souvenir of Malang. By selling local product of Malang, the visitors from other cities would leave a good memory after visiting the colorful urban village.

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