

**SOCIAL BEHAVIOR OF URBAN TOURISM DEVELOPMENT****Ida Ayu Made Wahyuni**University of Merdeka Malang Indonesia
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Indonesia**Abstract**

Tourism is one of the mainstay sectors in Indonesia's national development. The sector is expected to provide the largest contribution to increasing the country's foreign exchange so that the government's efforts to realize the welfare and prosperity of the people are achieved. Various tourism organizers are competing to improve their performance in various ways, including strengthening their existing networks and increasing the competitiveness of Indonesia's tourism businesses. This study aims to describe and analyze the social behavior of local communities in the development of urban tourism in the Thematic Neighborhood (Kampung Tematik). The Study of Social Reality of Local Communities in Kampung Tridi, Blimbing District, Malang City. This research method uses a qualitative approach, and works in real settings, without any engineering of the research object. The location of this research was conducted in Kampung Tridi, located in Temanggung Ledok, Kesatrian Village, Malang City. The subjects of this study were residents of Kampung Tridi. Results of research the change in the social behavior of the Kampung Tridi's community occurs due to the synergy between the management of the community and residents, and it is based on the spirit of cooperation to achieve a better community life. Based on the research findings, it can be concluded that the social behavior of Kampung Tridi community has changed, that is before the village was made as a tourist attraction, the environmental conditions were slum and many people were unemployed, low-income, and had highly irregular personal lives in the environment they lived. But after the establishment of Kampung Tridi, people's behavior also experienced changes in aspects of attitudes, actions, and decision making.

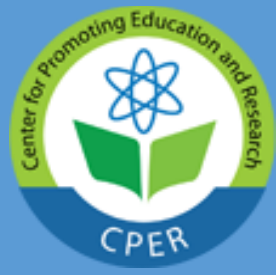
KEYWORDS: Social Behavior, Urban Tourism**1. Introduction**

Tourism is one of the mainstay sectors in Indonesia's national development. The sector is expected to provide the largest contribution to increasing the country's foreign exchange so that the government's efforts to realize the welfare and prosperity of the people are achieved. Various tourism organizers are competing to improve their performance in various ways, including strengthening existing networks and increasing the competitiveness of Indonesia's tourism businesses.

One of the efforts to develop tourism is carried out through a community-based tourism development program. This is a step that is considered effective in making the tourism sector provide optimal benefits for local people. The strategy of developing people's economy through tourism is carried out with community-

based tourism (CBT) or carried out by community-based tourism, involving local communities in the planning, implementation, and supervision of tourism programs. In this case, local people will be the main beneficiaries of local tourism activities. The concept of CBT is widely applied in organizing adventure tourism, cultural tourism, and ecotourism, and this model is considered suitable for the preservation of local resources, both natural and cultural resources.

Thematic neighborhood proved to be able to attract the attention of the wider community, a proof shows when a visit from Banjarbaru City DPRD delegation who conducted a comparative study on March 19, 2018, to the Tridi and Kampung Warna-Warni regions. Tridi village has also received attention from the Ministry of Tourism and the Ministry of Home Affairs through his visit. In



general, visit data in Tridi Village shows that outside of holidays, the average number of domestic tourists visiting is 100 people per day. Meanwhile, on holidays, the number of visitors can increase up to 500 people per day. The tour itinerary opens from 7 am to 5 pm. After that, the access road to Kampung Tridi is restricted to the local community only.

The local community in the development of the tourist neighborhood as an object of tourist visits can also be seen from the increasing number of young people who want to learn traditional art dances namely Jaranan and Reog. Previously, traditional dance activities were almost extinct because no one was interested to learn the traditional dance. But after Kampung Tridi was established and brought many visitors, local people began to be moved to give performances that are worth more than just a view of three-dimensional paintings. Then the dance performance was chosen to be held along a section of vacant land around the river. The local youth seemed very eager to learn to be a dance performer so that the dance instructor had to select and reject several people who wanted to join.

The growing desire to preserve culture has made local people change their social behavior, while at the same time having a positive impact on the surrounding environment. Through professional Jaranan and Reog dance performances, local youth have been able to develop skills that are of economic value and begin to leave useless activities. Discipline has increased along with the improvement in the welfare of the local community.

As time goes by, the attitude of citizens began to change. There was a change in mindset in the community, which initially refused and eventually became open to the development of Kampung Tridi. Pokdarwis also seems to play an important role in providing explanations to local communities so that it can finally provide support for the sustainability of Kmampung Tridi as a tourist destination. How the dynamics of attitude change as a focus in this study.

The arrival of tourists to a tourist attraction will provide a variety of impacts both for tourist sites and local people who live in the area. The impacts can be positive or negative. Ashley and Roe (2001) emphasize the need for several important issues so that tourism can make a significant contribution to poverty alleviation, including A commitment from tourism managers to employ residents by providing training and reasonable wages. There is a commitment to help the development of small businesses through technical assistance, promotional

assistance, and easy access to obtain business capital loans. Efforts to get local people access to services in the fields of infrastructure, security, communication, health, and so on. Ensuring tourism does not have an impact on natural quality degradation, such as environmental degradation, water quality degradation, land damage, and so on. Provide learning to residents to respect more indigenous culture, ask tourists to respect the behavior and traditions of residents, as well as minimize the negative cultural impact brought by tourists. Involve local communities in the planning and decision-making process, providing policies that provide mutual benefits for local communities and stakeholders.

Skipper (2009) in his research revealed that the attitudes of local people towards tourist visitors can vary, and influenced by economic dependence factors, demographic characteristics, and the contact level with visitors. These local people's perceptions variations can be explained through the Social Exchange Theory.

These studies have provided an overview of how local people in tourist attractions can bring varying behavior towards visitors, which in turn has an impact on the development of tourism in the area. This study seeks to examine the social behavior of local communities in Kampung Tridi Malang, as one of the developing city tourism organizers. The results of this study are expected to provide an overview of how the social behavior of local people as hosts in Kampung Tridi in the context of the cultural tourism development in Malang, thus this study aims to: Describe and analyze the social behavior of local communities in the development of urban tourism in Thematic Neighborhood (Kampung Tematik), describe and analyze the factors that underlying social behavior.

2. Literature Review

Social behavior is behavior directed specifically at others. According to Weber (Albarracin et al., 2005), a person's behavior will influence social action in society and then will bring up various dynamics of the problem. Social behavior is a function of the individual and the situation he faces. This means that each human being will act differently in the same situation and that behavior will reflect the unique set of properties that individuals have.

Baron and Byrne (2012); Herman & Supriadi (2017) argue that four main categories can shape a person's social behavior, namely: Behavior and characteristics of others If a person is more often associated with people who have polite character, there is a high probability that he will behave like most people-polite



character in their social environment. Conversely, if he associates with arrogant people, then he will be affected by such behavior. Cognitive processes of memory and thoughts that contain ideas, beliefs, and considerations that form the basis of a person's social awareness will affect his social behavior. Environmental factors, the natural environment can sometimes affect a person's social behavior. For example, people from coastal or mountain areas who are used to saying loudly, then the social behavior seems hard too. Cultural background as a place for social behavior and thought to occur. For example, someone who comes from a certain ethnicity may feel strange social behavior when he is in an environment that is of another ethnic or different culture.

Herskovist (2017) states that society is a group of individuals who are organized and follow a certain way of life and have the same habits, traditions, attitudes, and feelings of unity. Whereas Shadily defines society as a large or small group of several people, with or because they are themselves related to groups and have mysticism with each other. In line with this explanation, Linton argues that society is a group of people who have lived and worked together long enough so that they can organize themselves and think of themselves as a social entity with clearly defined boundaries. While Sumardjan (1992), Nafi and Supriadi (2017), refers to people as people who live together and produce culture.

Kerlinger (2006), (Nafi et al., 2018) states that urban tourism is simply a collection of resources or tourist activities located in the city and offers it to visitors from other places. "A set of tourist resources of activities located in town and offered to visitors from elsewhere". Thus, it can be concluded that urban tourism is a general form of tourism that utilizes urban elements (not agriculture) and everything related to aspects of city life (service centers and economic activities) as a tourist attraction.

Developing tourism in urban areas to increase local revenue, through hotel and restaurant taxes, while increasing economic activity in cities. The type and name require creative and innovative management functions based on careful planning, consistent implementation, and measurable and constructive evaluation.

The City tourism building is an integrated and holistic development and will give satisfaction to all parties. Integration of related aspects is needed which consists of: (1) the aspect of the attractiveness of the destination, is an attribute of the tourist destination in the

form of anything that can attract tourists and each destination must have an attraction, both the attraction of nature and society and culture; (2) the transportation aspect, or accessibility, is an attribute of access for domestic and foreign tourists so that it can easily reach destinations both internationally, as well as access to tourist attractions in a destination;

3. Research Method

3.1 Research design

This research uses a qualitative approach, which is a research procedure that produces descriptive data in the form of written or oral words from people or observed behavior (Bog and Taylor, 2012). This method works in a natural setting, without any engineering of the object of research. The research was conducted as an effort to understand and interpret phenomena seen from the meanings given by people to him. Qualitative research involves the use and collection of various empirical materials that describe routine and problematic moments, as well as their meaning in individual and collective life (Salim, 2001), (Atika, Nur et al., 2018).

3.2 Research Location

The research was conducted in Tridi Village, located in Temanggungan Ledok, Kesatrian Village, Malang City. This residential area is located along the Brantas River. Based on preliminary observations about the social behavior of local communities in the development of urban tourism in the thematic villages of Malang City, based on consideration of the unique, specific and interesting things from Thematic Village, the researchers chose Tridi Thematic Village as a place of research:

3.3. Data collection technique

The general design for a case study is best illustrated by a chimney. Wide chimney sections: researchers explore places and people who might be subjected to or data sources, find locations,

3.4 Subject Research

The subjects in this study were residents in Tridi Village, Malang. In detail, research participants are Kampung Tridi of the association;

4. Analysis

This stage, the researcher tried to collect as many variations of data as possible from various sources, relating to the social behavior of the community in Kampung Tridi and what factors influenced the behavior. During data collection, it is known what forms of social behavior occur in the community, as well as what factors are behind them.

Data has been collected in the form of narratives, and then the next stage is the coding process. Coding is the activity of giving a code or a sign based on the activity carried out, the resource person providing the answer, the type or category of data concept, and the date the study was conducted.

The answers are grouped according to predetermined data concept categories. The data concept categories in this study are arranged according to aspects that they want to know in the research, namely:

Table Concept Categories

Concept Category	Description
Code: S	Local community responds to the development of Kampung Tridi.
Code: TM	Local community actions in the development of Kampung Tridi.
Code: PK	The local community made decisions about the establishment of Tridi Village
Code: F.In	Internal factors that influence social behavior in the development of the Tridi village.
Code: F.Ex	External factors that influence social behavior in the development of the Tridi village.

5. Result and Discussion

Profile of Kampung Tridi like one of the well-known urban attractions, Kampung Tridi has a very strategic location in the center of Malang City, namely in Kesatrian Village, Blimbing District of Malang City, located only about 300 meters from the northeast of Kota Baru Station Malang. Thus, this tourist destination is easily reached by domestic and foreign tourists. The

strikingly colorful building of the house makes this village easy to find. Access to this village is relatively easy because it is located on the main axis of Malang City which is always crowded by vehicles. However, because it is located on a land contour that is lower than the highway, the entrance gate to Kampung Tridi is a narrow descending road that can only be passed by two-wheeled vehicles.



Figure 1, 2, 3, 4 The Researchers' Observations

The observation of researchers on November 29, 2019 Figure 1 is "one of the access roads to enter Tridi Village, Street Raya Kesatrian. As one of the pivot roads that are always passed by trucks, public transport

cars, or private vehicles, the flow of traffic in this area is always congested. To enter Kampung Tridi (left side of the road as in the photo above), visitors who bring four-wheeled vehicles must get off the vehicle and continue to enter the tourist area on foot. Where a car park is



provided about 50 meters across the road. For visitors who ride motorbikes, vehicles can enter the village area and have provided adequate parking space there. There are two parking attendants on duty to provide admission tickets and organize motorbikes in the parking lot,

Figure 2 is the "motorcycle parking atmosphere is quite solid. It can be seen that the road segment is not too wide so that all motorbikes parked must be neatly arranged to be able to accommodate large numbers of vehicles. There are also parking guards on duty to maintain the safety of vehicles and visitors' helmets. The parking attendant also serves as an entry ticket, with the fare to be paid is the total of the ticket price and parking fee, which is IDR. 7,000 for visitors who come alone, and IDR. 10,000 for visitors who are riding together.

Figure 3 is one of the corners of the entrance to Kampung Tridi, with an umbrella decoration that runs along the alley leading to the interior of the village. Regarding the decoration in the form of colorful umbrellas, one of the informants, Mr. NR the following information: "... We deliberately put umbrellas in front, in addition to decoration, it also has its meaning. The umbrella is synonymous with security, which provides shade. When it's hot when it's raining. So is the village of Tridi, we hope that with tourism in the middle of a city like this, it can be a shelter for visitors. And the umbrella is colorful, like our nation's colorful cultural background. "

From the results of interviews and observations, it can be concluded that the umbrellas that exist along the entrance of Tridi Village are a symbol of shade, by the expectations of Tridi Village to be one of the destinations that provide shade during the hustle and bustle of the city. While the colors that are highlighted are a symbol of the representation of cultural diversity in Indonesia. While the greeting "welcome" is written in English so that foreign tourists more easily know that that point is the entrance to the Tridi Village vehicle. This corner has become one of the most popular photo spots by visitors.

Figure 4 is one of the figures in Tridi village with a characteristic figure that displays a three-dimensional illusion so that the figure looks like a real object. The superiority of these three-dimensional drawings later became the inspiration for Mr. Edy Gimbal, to alter the name of Embong Brantas village to Tridi Village, which is an acronym of three (English meaning) and D (in English is pronounced as 'di', which is the initials of dimension).

Discussion

Attitude as an indicator of community social behavior. Although at the beginning some resistance to Kampung Tridi still appeared, slowly the community began to change their attitudes, where residents fully supported the development of the village into a tourist attraction. The emergence of local community support for the development of Kampung Tridi as a tourist destination has shown tourism awareness. There has been a change in the character of the community, who were initially resistant to foreigners into their neighborhood, now they have become more friendly and welcome.

From the results and discussion research analysis of local community attitudes as indicators of social behavior of the Kampung Tridi community, the following findings were formulated: Finding 1: Some local people initially accepted and some refused the establishment of Kampung Tridi as a tourist attraction. Finding 2: Residents who refused were generally worried that painting would damage their houses, being disturbed, and they had not to get the benefit yet from the construction of Kampung Tridi. Finding 3: Residents who support because they feel happy and proud when their old slum is clean. Finding 4: Kampung Tridi association plays a very important role in providing citizens with an understanding of the benefits of these attractions for their lives.

Based on the findings 1, 2, 3, and 4 a minor proposition was formulated as follows: Minor Proposition 1 the attitude of the community towards the founding of Kampung Tridi categorizes into two, they are; those who supported and those who refused. However, after receiving a briefing and personal approach by the association, all the residents were finally able to accept the existence of Kampung Tridi as a tourist attraction. Minor Proposition 2 residents can support Kampung Tridi because of personal awareness.

Actions as indicators of social behavior

Based on the results of the study it is known that the community generally acts to support the existence of Kampung Tridi and shows this support through various behaviors, for example by being friendly to visitors, helping to maintain the environmental cleanliness, and safety and so on. Unconsciously, people's behavior today is very different from people's behavior three years ago, when the village was still a slum area. In explaining behavior change, the subjectivism theory explains that individual behavior determines the formation of social behavior. Society consists of individuals, so individual behavior followed by other individuals will institutionalize collective behavior to shape social behavior.



This means that individuals can be the pioneers of social change. This explanation is suitable with the reality found in Kampung Tridi, that the community association plays the role of 'agent' in shaping individual awareness about the importance of preserving Kampung Tridi as a source of livelihood that can sustain the lives of its citizens. Through a 'heart-to-heart' approach, the management of the association explained how Kampung Tridi could benefit the entire community there. When the citizens have a good understanding, the awareness of the individual eventually turns into collective awareness.

From the results and discussion analysis of local community actions as indicators of the social behavior of the Kampung Tridi community, the following findings were formulated: Finding 5: Residents contribute by giving food and drink donations to residents who draw walls. Finding 6: All residents are always friendly and welcome to visitors. Finding 7: All citizens apply the 3D principle of "being greeted, accepted, guarded" (disapa, diterima, dijaga) to ensure environmental friendliness, cleanliness, and safety. Finding 8: Not only officers, but all residents are required to maintain the cleanliness of neighborhood streets, public facilities, and not to throw garbage along the river.

Based on findings 5, 6, 7, and 8, minor propositions were formulated as follows: Minor Proposition 3: All local communities in Kampung Tridi showed actions that supported the establishment of Kampung Tridi, even though they were not included in the management of the association.

Major Proposition

Changes in community social behavior of Kampung Tridi occur because of the synergy between the

association management and residents and are based on the spirit of cooperation to achieve a better community life.

Conclusion

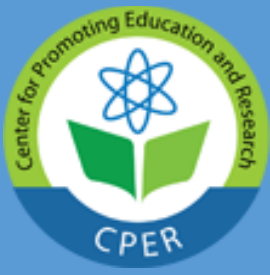
Based on the research findings, it can be concluded that the social behavior of the Kampung Tridi community before the neighborhood was made into a tourist attraction has changed a lot. The previous condition of Kampung Tridi was slum environment conditions, unemployed residents, low income, and disordered personal life and their living environment but after the establishment of Kampung Tridi, the community's behavior experienced a significant change in a lot of aspects such as; attitudes, actions and decision making.

From an attitude perspective, it is known that initially some residents were negative (opposed) and some were positive (support). However, the association had succeeded in persuading to obtain an opinion about the establishment of Kampung Tridi. From an action perspective, it is known that the community of Kampung Tridi has taken actions that are matched with their stated attitude. This means that the community has taken actions that support the sustainability of Kampung Tridi as a tourist attraction.

From a decision-making perspective, it appears that the community decided to support the establishment of Kampung Tridi because they get a lot of personal benefits that they could get. Internal factors that influence behavior change are religiosity and conformity. External factors that influence behavior change are opinions from trusted figures and the appreciation or appreciation from the environment outside Kampung Tridi.

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