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Creating kampong as tourist attractions

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Abstract. Tourism attractions become one of the main components and they drive the tourism activity in a region. The quality of tourism attractions would affect tourists' visits. Tourism power can basically be built on any conditions which can attract people to visit. Towns is full of activities which include their economic, social, cultural and physical features, if they are presented properly, they can be a tourist attraction. Kampung City, as a form of urban settlement, has the potential to be developed as a tourism attraction. Kampung is not only a physical area of housing but it has also productive activities. Even the city's economic activities are also influenced by the productive activities of its Kampung. The shape of Kampung which varies in physical, social, economic and cultural raises special characteristics of each Kampung. When it is linked with the city's tourism activities, these special characteristics of course could be one of the attractions to attract tourists. This paper studies about one of Kampung in the Malang City. Administratively located in the Penanggungan Village Lowokwaru District, but the potential will just be focused on RW 4. Main productive activities of this village are pottery. In contrast to ceramics, pottery is made from clay and its uniqueness in color and shape. Based on the history of pottery in the Malang, it is concentrated in Penanggungan Village. But along with its development, pottery is decreasingly in demand and number of craftsmen is dwindling. Based on these circumstances, a concept is prepared to raise the image of the region as the Kampung of pottery and to repack it as a tourism attraction of the city.

1. Introduction
A city is the concentration of population in the geographical area with a system of human life which characteristics are high and dense population, socio-economic activities as well as heterogeneous cultures, individualistic life, and a land available to be used as public service activities. It is a center of industry, commerce, education, government or in other word covers all of these activities [1]. The city will experience growth and development very rapidly along with activities and human life that keep changing for the sake of improved life quality, as people head into city to look for jobs. A large volume of people in the city will affect development activities in various sectors such as housing, education, commerce, and industry, which result in increases on areas that have urban characteristics.

City as tourism product is formed because of the physical potential, service and experience [2]. It is also the central location of many facilities and attractions which are located within public’s reach, in this case is city residents and tourists [3]. In general, tourists are attracted to visit because it offers special
function which makes every city is different, unique and peculiar in providing comprehensive facilities [4].

Kampung (village) is one form of urban settlements which are usually built independently by migrants in urban areas [5]. The relationship of a city with its village is very close and it is mutually supportive because the city is not surviving without kampung, while kampong can exist because of the city setting. Many productive activities that support the city's economy are located based in the kampung city. Based on history of the formation, each kampung should have specificity and uniqueness both in terms of social, cultural and economic. Unique and distinctive potentials make kampung’s conditions different.

To support tourism activity in a city, the specialty of its kampung can be packed into tourist attraction. Potentials of industrial activities as in Kampung Jayengan which is packed into rural tourism by the support of its potentials in culture, history, facilities, economy and infrastructure [6]. The specificity of a village as historical district also has the potential to be packed into tourist attraction as in Kampung Kauman, Surakarta. Kauman that has oldish-style settlements with a Grand Mosque as community center has been developed into a rural tourism with the packaging of religious tourism and it is integrated with cultural and shopping attractions [7].

Penanggungan Village is one area in Klojen district, Malang City which is known as the hometown of pottery craftsmen. At this moment there are 7 pottery craftsmen who are still actively producing and creating pottery. Forms of produced crafts are changing according to of public needs. In order to pack the Kampung of pottery into a tourist attraction of the city, it is necessary to reform conditions of the village. Kampung’s environment must be able to provide comfort and memorable impression for visitors. By structuring the village, it is expected to improve the image of Kampung of pottery thus positive impacts on pottery making and community activities can be achieved, both in economic and social.

2. Methods
The location is a Kampung of pottery is in Penanggungan Village RW 6 Malang City. This area is selected as most craftsmen are concentrated in this region. The process of data collection and drafting are done by the Forum Group Discussion (FGD). People engaged are Chief of Village in Penanggungan and his associated staff, the Head of RW and RT, public figures, pottery craftsmen, youth leaders and representatives of PKK team. The data collection is also done by observation in the field. Based on data collected from public and the results of observation, then they are compiled the potential and problems of the area. The next process concept prepared to accommodate the idea of the forum. We propose the idea of a society that is synergized with the idea of researcher’s based on conditions in field into the concept of the development of the kampung as a tourism attraction.

3. Results
3.1. Pottery Village History
Village area of Penanggungan has historical potential as a center for pottery. Pottery is regarded as the forerunner of ceramics which are more developed and more famous nowadays. Pottery activities are started in 1930, with skills inherited from generation to generation. Quality of pottery in the Penanggungan Village is very nice because it is supported quality raw materials obtained from the Village Penanggungan environment. But along with its development, pottery products began to compete with products made from plastic. Number of craftsmen is decreasing since younger generation is not interested in working as a pottery craftsman. Raw materials is also diminishing factor in results of more land is reclassified as residential lots. In the end, needs of raw materials are obtained from the area outside the Penanggungan village, so have to buy them and it increases the cost of transport for the transport of raw materials.
Table 1. History of pottery crafts in the Penanggungan Village.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1976</td>
<td>In the beginning, a number of craftsmen made and sold <em>Gentong</em> in the market.</td>
</tr>
<tr>
<td>1987</td>
<td>Craftsmen began to innovate and made mortar for the purposes of the celebration, and it became very popular with the public.</td>
</tr>
<tr>
<td>1990</td>
<td>Along the Craftsman movement of money saving, they innovated to create piggy bank in form of animal (rooster).</td>
</tr>
<tr>
<td>2000</td>
<td>When plastic piggy banks outnumber in the market, craftsmen survived by making pottery household utensils.</td>
</tr>
<tr>
<td>2010</td>
<td>When plastic goods outnumber in the market, craftsmen still survived by making pottery household utensils.</td>
</tr>
<tr>
<td>2016</td>
<td>Handicraft products in great demand for wedding gift and souvenirs. So that the shape of the products are varied depending on the order.</td>
</tr>
</tbody>
</table>

3.2. Location

Kampung of pottery is located at strategic locations. Located on near to educational area, it is close to the University of Brawijaya, State University of Malang, University of Muhammadiyah Malang and ITN, SMAN 8 Malang, SMPN 4 Malang, SMKN 2 Malang. This area is also an area where there are trade and services centers Center (Mall MX and Matos), Hotel Swiss Bell Inn Malang and some other hotels. In certain months, especially during the school holidays, this region becomes one of the attractions and it is tourists’ favorite, thus it is expected later to be very easy in guiding tourists to the location of Kampung of pottery.
3.3. Kampung of Pottery Potentials
The main attraction is in the process of pottery making and pottery products. All activities are done manually and traditional. This activity combines art and creativity. There is approximately 15 pottery craftsmen, but there are only 4 craftsmen who processes the manufacture until finishing. Others only do the finishing and sales.

1. Pottery Production Sites (home industry)
   There are 4 houses (4 craftsmen) that survive as pottery production house. Activities done there include from pottery making to finishing. The products produced are mostly orders from customers. They produced varies of products depending on the demand of the customer.

2. Sales activities and pottery finishing
   There are three houses that work as the pottery finishing and place of sale. Finishing is the final process of pottery making after the firing process. This process is done in by painting the color, defining, carving or sticking to other materials. For coloring, the pottery craftsmen use stencil dyes and oil paint with a capital of ± Rp. 150,000. In the finishing process, the work should not be done directly by pottery craftsmen but it is done by other employees.

Sales activities are done in a showroom or a simple gallery that is located in front of the house. Most sellers are also a distributor of several craftsmen. There are 5 houses only that work as a showroom in form of simple gallery. The majority of pottery sales were done in the house that has a strategic location that is located on the main roads.
3.4. Development concept

3.4.1. Zoning concept. To determine the regional zoning is predetermined on point and location has the potential activities to be developed into a tourism attraction. From this zoning will form a travel path from gate to the main attraction, Kampung of pottery. Gate of this region can strengthen the identity of the village and can attract the public attention, especially tourists. Structuring the road corridor that passes through the main gate to the house of pottery as the icon of district and tourists’ major destination are also taken into account by providing a consistent concept with the theme of Kampung of pottery. Extra function of building can accommodate artists and craftsmen to show products of their merchandise and arts to attract tourists to visit the Kampung of pottery, Penanggungan. This building at same time will also work to be icons of Kampung of pottery Penanggungan. The park in this should be laid out to support its function as a public space for the society and tourists. The park in this environment is expected to be a place of social interaction of residents of the village, as well as place to display pottery to attract tourists. Arrangement of Village settlement is needed to be cleaner and more attractive at the same time managing the corridors which functioned to guide the visitors to main location of Kampung of pottery. Supporting facilities such as car park is directed by utilizing the MX mall, Matos and Apartment Switzerland Belin parking area, as well as available land in village such as the area near the village official’s office and parking area of UB’s fitness center. Settings circulation for pedestrians and bicycles can be formed from the main entrance to the home of pottery. Circulation separation is by using different material and specific markers for bicycle and pedestrian paths, thus those additional lanes for pedestrian circulation can indirectly directs visitors towards the main locations of pottery tourism.

Figure 2. Location of pottery craftsmen.
3.4.2. **Tourism Activities Concept.** Based on results of zoning, there are some points of potential activities that can be packed as a tourist attraction. These locations include the main gate, pottery garden, house of pottery (gallery), the village environment with craftsmen and people's lives as well as the corridors in the pottery village. The activities will be offered to tourists is planned in those locations. The main attractions are buildings of house of pottery which setting is created as museums; they are equipped with workshop space and space to present the history of pottery and documentary film pottery making process. Visitors can see the collection of pottery, witness historical film about pottery as well as the manufacturing process and experience training of pottery making. The next fascinated thing is visitors can travel around village area to pottery craftsman’s house to see the process directly. Visitors is also offered village atmosphere which is laid out to show comfort and beauty typical pottery village. Purchase of pottery products is centered in gift shop. To attract more visitors, package of activities are packed by adapting the purpose and motivation of visitors. 3 packages are planned with each of the following activities:

![Figure 3. (a) Zoning concept; (b) Activities circulation map.](image)

**Table 2.** Tour package.

| Tour package 1 | • Individual 2-5 people (free / without guide)  
| | • Equipped with a road map to location of the pottery craftsmen |
| Tour Package 2 | See collections of pottery that is centered in gallery  
| | Purpose :  
| | ▪ To give idea to visitor of types of pottery in Penanggungan village  
| | ▪ To give visitors the main attraction in kampung of pottery  
| | Watching a documentary film about pottery  
| | Purpose :  

4. Conclusion
Area of RW 6 Penanggungan Village has considerable potential to be packed by the theme kampong of pottery. Different from the ceramic, pottery became one of the main product of Malang. Location of pottery craftsmen based on t history is concentrated in Penanggungan village. Nowadays, location of pottery-making in Malang can only be found in the Penanggungan Village. This condition is very beneficial for Penanggungan Village, particularly RW 6, to be formed into a unique region with craft and pottery producing activities. Forming the village as planned will certainly need a fairly long process. There are two factors that become the main focus of development which are related to physical and non-physical factors. Physical factor is the implementation of design that has been drafted. This implementation would require considerable expense. Non-physical factors are related to the readiness of local community. Although the drafting process has involved local community, but there should be assistance to provide deeper understanding among local community, particularly people in RW 6 Penanggungan village, so that they could receive and give input, as well as get involved in all the programs that has been planned.

Despite of all the problems in the field conditions which include both physical and non-physical factors, the idea of village establishment with rural-potential based development is very interesting. The goal is to improve local economics as well as changes in village environment to be visually cleaner and more beautiful. The changes would indirectly attract people to come and give comfort to the local community in the village.
References