

SLUM TOURISM: INDONESIAN TOURISM PROMOTION AND DEVELOPMENT STRATEGY (PROBLEM OR SOLUTION)

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Abstract

Basically, the concept of tourism development and promotion using the Slum Tourism/Poverty Tourism concept is good for projection in tourism development and promotion because tourists directly interact with local communities, increase their sense of human dignity, and offer new ideas to create new ideas. However, this concept has clashes that are not in line with the concept of Indonesian tourism branding, namely "Pesona Indonesia" which shows the natural beauty and beauty of Indonesia. Therefore, this research aims to analyze the concept of Slum Tourism in developing and promoting Indonesian tourism as a solution or problem. The data used in this research is secondary data using library research data collection techniques. The data collected was analyzed using the smart PLS 3.0 method.

Keywords: Slum Tourism, Promotion, Development, Problem, Solution

1. INTRODUCTION

Lack of urban planning and settlement policies has led to the creation of slums in urban areas. These slum areas cause the limits of living space occupied by Indonesian people to be inadequate, uncomfortable and have a negative impact on the residential environment. Slum settlements basically have substandard housing conditions with high density and are unhealthy. These slum settlements can be handled through public awareness through government programs, NGOs and the private sector (Uddin, 2018).

Apart from that, slum settlements can be directed based on improving the quality of healthy houses, the quality of sanitation infrastructure, clean water, drainage, environmental carrying capacity and community empowerment (Muhammad, 2016). This is in line with what was explained by (Moitra, 1991), that the need for a practical approach to improving the quality of life in slum settlements has resulted in slow but very significant improvements that can be measured quantitatively through improvements in the quality of settlements. Therefore, in dealing with the problem of slum settlements, it is necessary to improve the quality of settlements (Riyulida & Sunarti, 2019).

Along with the development of telecommunications media and technology, new phenomena have emerged in the world of international tourism such as slum tourism. Slum Tourism or slum tourism is a form of tourism that offers tours to densely populated and slum places or areas (Ramadhan, 2016). This slum tourism began to develop in 1991-1992 in Brazil and South Africa and became increasingly popular with many tourists interested in doing it. Slum tourism itself can be interpreted as an organized trip to various places or remote areas. The aim of this tourism activity is not just to tour remote villages or slums, but also to have direct interaction with the people there. One of the attractions of this tourism concept is the experience that tourists will get. Because tourists will be invited to witness firsthand the conditions of people who live below the poverty line and are full of limited facilities. This tourism concept is also very interesting, because tourists can help the local community, exchange knowledge and do not rule out the possibility of making new friends and family from this activity (Frenzel & Koens, 2012).

Slum tourism has other names, such as "poverty tourism". Supporters of this type of tourism think that the existence of this type of tourism can contribute to a change both in the slum environment and for its residents. Slum tourism is also considered a reasonable way to fight poverty. Judging from several examples of slum tourism in several countries. Economic and welfare factors underlying the existence of slum tourism(Steene, 2000). It is believed that slum tourism can increase the economic growth of poor communities because the increasing number of foreign tourists visiting the area can increase community income by selling local specialty products and services, as a medium for cultural exchange and opening new job opportunities for local communities(Mapaliey & Idajati, 2022).

Conceptually, Slum Tourism has a starting goal and is good at developing villages and slum settlements which will ultimately produce creative villages and settlements. However, on the other hand, this concept is at odds with the Indonesian tourism concept "Indonesian Charm" which was initiated by the Indonesian government which offers the beauty and natural beauty of Indonesia. "Pesona Indonesia" itself was first launched in 2014 with the target of domestic tourists(Febriandhika & Kurniawan, 2020). The presence of "Pesona Indonesia" is expected to stimulate an increase in the movement of domestic tourists from 260 million in 2016, to 275 million in 2019 (Farhan, 2016). This target that has been set seems easier to achieve if it is accompanied by improvements in tourism supporting aspects such as infrastructure and ease of access to information. Considering that what a tourist destination offers is something abstract such as experience, the image of the destination becomes more important than reality for tourists (Govers, 2009).

Based on this, this research aims to analyze the tourism concept of Slum Tourism or Poverty Tourism in promoting and developing Indonesian tourism, whether it is a problem or a solution. This analysis was carried out using the SWOT method (Strength, Weakness, Opportunity, Threat). SWOT analysis is a technique used to identify strengths, weaknesses, opportunities, and threats for a particular business or even project. Although most widely used by organizations from small businesses and non-profits to large corporations, SWOT analysis can also be used for personal and professional purposes such as measuring a new phenomenon or concept if it is applied to a problem or a solution because it has a number of opportunities and strengths(Raeburn, 2023).

2. RESEARCH METHOD

Basically, the concept of tourism development and promotion using the Slum Tourism/Poverty Tourism concept is good for projection in tourism development and promotion because tourists directly interact with local communities, increase their sense of human dignity, and offer new ideas to create new ideas(Jonathan Sarwono, 2016). However, on the other hand, this concept is contrary to the concept of "Indonesian Charm" which offers natural beauty instead of slum settlements (Imam Gunawan, 2014). This research is qualitative research with a descriptive approach, namely describing the concept of Slum Tourism in the development and promotion of tourism in Indonesia, whether it is a problem or a solution(Lexy J. Moleong, 2018). The data used in this research is secondary data using library research methods obtained from credible websites, books, scientific journals and other credible sources(Sugiyono, 2019). The collected data was analyzed using the stages of data collection, data selection, data reduction, and drawing conclusions.

3. RESULTS AND DISCUSSION

Slum Tourism as a Concept in Promoting and Developing Tourism in Indonesia

Lack of urban planning and settlement policies has led to the creation of slums in urban areas. These slum areas cause the limits of living space occupied by Indonesian people to be inadequate, uncomfortable and have a negative impact on the residential environment. Slum settlements basically have substandard housing conditions with high density and are unhealthy. These slum settlements can be handled through public awareness through government programs, NGOs and the private sector (Uddin, 2018).

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Indonesia has a number of tourist attractions that have the Slum Tourism concept, one of which is the Jodifan Colorful Village village located in Malang, East Java:

Figure 1

Jodipan Tourism Village



Jodipan Tourism Village is the first tourist village in Malang City in the form of a row of houses on the banks of the Brantas River which displays walls with various attractive colors and is not monotonous. This village is located in Jodipan on the banks of the Brantas River. Jodipan Tourist Village is usually called the Colorful Village. Colorful Village is found in two areas, namely Jodipan Village and Tridi Village. The two are connected by the Indonesian "Ngalam" glass bridge (Ngalam is pronounced Malang). This mini bridge with a glass floor was inaugurated by the Mayor of Malang, Moch. Anton, 9 October 2017.

Jodipan Tourism Village is a village initiated by eight students majoring in Communication at the University of Muhammadiyah Malang (UMM) led by Nabila Firdausiyah. This group of students collaborated with the paint company's corporate social responsibilities program to create this village. They initially received a Practical Public Relations 2 assignment from the lecturer, then it was this group of Guys Pro who had the brilliant idea to turn this slum area into a colorful one. Currently, Jodifan village is busy with domestic and foreign tourists. The above creativity has a good impact on local residents in cultivating with other people, getting new sources of livelihood, and increasing the income of local people. Jodipan is an example of tourism development through the Slum Tourism concept which can have a good impact on local residents and tourists.

Slum Tourism: Indonesian Tourism Promotion And Development Strategy (Problem Or Solution)

Conceptually, Slum Tourism has a starting goal and is good at developing villages and slum settlements which will ultimately produce creative villages and settlements. However, on the other hand, this concept is at odds with the Indonesian tourism concept "Indonesian Charm" which was initiated by the Indonesian government which offers the beauty and natural beauty of Indonesia. "Pesona Indonesia" itself was first launched in 2014 with the target of domestic tourists (Febriandhika & Kurniawan, 2020). The presence of "Pesona Indonesia" is expected to stimulate an increase in the movement of domestic tourists from 260 million in 2016, to 275 million in 2019 (Farhan, 2016). This target that has been set seems easier to achieve if it is accompanied by improvements in tourism supporting aspects such as infrastructure and ease of access to information. Considering that what a tourist destination offers is something abstract such as experience, the image of the destination becomes more important than reality for tourists (Govers, 2009).

To conclude whether the Slum Tourism concept can be a new solution in developing and promoting Indonesian tourism, the researchers used a SWOT analysis as follows:

Table 1
SWOT Alysis

Strength	Weakness	Opportunity	Threat
It easily attracts tourists because it is founded on the principles of justice, humanity and justice	Contrary to the tourism concept of "Pesona Indonesia" which prioritizes beauty and beauty	Opening new sources of livelihood for local communities Prospering local communities Improving community communication culture because they are forced to interact with outside communities	Can be in the spotlight of the world's eyes, especially regarding issues of equality, inequality and humanity
Related to a number of slum settlements in Indonesia which are located on the tourist fringes of Indonesia		Opening new sources of livelihood for local communities Prospering local communities Improving community communication culture because they are forced to interact with outside communities	
Relates to the fifth article of the Pancasila state and the president's mission regarding equitable development		Opening new sources of livelihood for local communities Prospering local communities Improving community communication culture because they are forced to interact with outside communities	

4. CONCLUSION

Based on the results of the presentation above, conclusions can be drawn with the following points:

1. Basically, the concept of Slum Tourism has good aims and objectives in developing and promoting Indonesian tourism which in the end can improve the welfare of the local community, an example of which is the Jodifan Colorful Tourism Village.

2. The concept of Slum Tourism is contrary to the concept of Indonesian tourism branding "The charm of Indonesia which is only about offering beauty and natural beauty and juxtaposes tourism with the concept of Slum Tourism.
3. From the results of the SWOT analysis conducted by researchers, the Slum Tourism concept has more strengths and opportunities than threats and challenges. Thus, the Solum Tourism concept in developing and promoting tourism in Indonesia is a solution. From these results, researchers suggest that the understanding and scope of the "Charm of Indonesia" tourism concept be expanded by not only offering tourism that shows the beauty and beauty of nature and other places. But also pay attention to slum tourism.

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