



Slum Upgrading and Changes in the Welfare of Home-Based Entrepreneurs in Kampung Bahari Tambaklorok, Indonesia

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Abstract

This study examines changes in community welfare, especially among home-based entrepreneurs in Kampung Bahari Tambaklorok, Semarang, Indonesia. This study hypothesizes that after planning the development of Kampung Bahari Tambaklorok as a tourist destination for five out of twenty years, there has been a change in the socio-economic welfare conditions of the community, primarily home-based enterprise actors. Research data were obtained through observations, questionnaires, and interviews. In addition, this study conducted a descriptive analysis, scoring, and Likert Scale to obtain an overview of changes in socio-economic conditions based on community perceptions. These two analyses examine the changes in welfare experienced by the Tambaklorok community, especially home-based entrepreneurs. Thus, it may impact the sustainability of development planning for the Kampung Bahari Tambaklorok Semarang. However, the result of this study is that only the environmental aspects have an impact. Meanwhile, the other two economic and social aspects have stayed the same. Therefore, the results show that, in general, the welfare condition of the Tambaklorok community did not change after the development of the Tambaklorok Tourism Village in the first five years. Therefore, it needs further action.

Keywords: environmental; home-based enterprises; slum; socio-economic; sustainable settlement

1. Introduction

'Slum Upgrading' is one of the programs that has existed since the New Order era. The 'Kampung Improvement Program' (KIP) in several cities in Indonesia, including Jakarta and Surabaya, is a reasonably successful improvement of slum villages and has become part of 'the best practices in the literature on housing and settlement development practices worldwide. Semarang became one of the cities to implement the *Kampung Improvement Program* in 1978-1988 (KIP Stage III) (Regional Development Agencies of Semarang, 1986).

Development planning is considered a more rational and orderly effort to develop underdeveloped or developing communities (Subandi, 2011). However, this development process requires further growth. Economic growth refers to the development of economic activities. Economic growth is about aggregate output as growth and an economy's fundamental changes or transformation (Acemoglu, 2012). In the long term, this activity leads to increased goods and services produced by the community and increases people's welfare (Untoro, 2010).

Tourism is one of the reliable income sectors (FaladeObalade & Dubey, 2014). Developing the tourism sector in Indonesia is one of the strategies to promote and improve the tourism sector and tourist destinations and benefit the local community (Csapo, 2012). The development of Kampung Bahari Tambaklorok is an effort to improve the condition of the slum; but, the urban village (*kampung/kampong*) is

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also a potential tourist area in Semarang City. It brings prosperity to local communities around Tambaklorok (Pemerintah Kota Semarang, 2019). This expression is under the fundamental development purpose of improving the community's living and welfare standards (Soetomo, 2013).

Local Economic Development (LED) is an effort to optimize local resources, which involves the government, businesses, local communities, and community organizations to develop the regional economy (Adji, 2011). The LED approach uses local resources and competitive advantages to create jobs and sustainable economic growth (International Labor Organization, 2010). Residents as the community will actively participate in the local economic development (Akbar & Yang, 2021). In this way, LED increases the local economy's capacity to improve the local population's welfare (Bartik, 2014) by providing conditions that support economic growth and the availability of better jobs (Swinburn & Murphy, 2005). Thus, the main task of LED is to reduce poverty and unemployment by increasing people's income and employment opportunities (James et al., 2002; Weisbrod et al., 2004).

In order to improve welfare, it is necessary to carry out an activity that can increase income and provide jobs for the community. These strategies must involve the participation of households, and the intervention must reflect their priorities (Doe et al., 2020). One of them is running home-based enterprises. This activity simultaneously provides families job opportunities and additional income (Kellett & Tipple, 2000). Therefore, home-based enterprises are essential in increasing the income of low-income people. Besides that, Home-based enterprises also have the opportunity to absorb and increase community employment opportunities (Gough & Kellett, 2001; Tipple, 2004, 2005).

With this village rejuvenation, the surrounding community can become more prosperous with the ongoing development of this '*kampung bahari*'. One way to do this is by operating home-based enterprises that sell various products, such as handicrafts, special foods and other products and services related to this area. Home-based enterprises can enhance the economy's productivity through increased utility and public consumption (Martha et al., 2007). In addition, the research finds that tourists prefer to buy local products, which helps the local community to sell their products (Chan & Bhatta, 2021). That way, the community can become more independent and prosperous by doing business or carrying out innovations in the Kampung Bahari Tambaklorok area (Kristina & Tyas, 2018).

Kampung Bahari Tambaklorok is a related program to eradicate slum areas by the Central Government through the Ministry of PUPR and the Semarang City Government. This program is part of KOTAKU (*Kota Tanpa Kumuh*/City without Slums), a program from the central government. This program aligns with the 2015 – 2019 The National Medium-Term Development Plan (RPJMN), which states that the housing sector is directed to meet housing needs by supporting infrastructure and facilities. The Kampung Bahari Tambaklorok uses the Urban Community Based Tourism (UCBT) concept to modify the slum area into a productive and valuable area (Hariyanto, 2021). The Kampung Bahari Tambaklorok program aims to improve, repair, and meet the needs of infrastructure and settlement facilities in the Tambaklorok.

The *kampung*/village's plan since 2015 through the Building and Environmental Planning Plan for the area has been running until its 5th year. This Kampung Bahari development plan was carried out based on solving problems in the area. One of them is the problem of social welfare. The economic conditions of the people in this area are generally classified as low-income, so the Semarang City Government must develop a poverty alleviation strategy.

Based on Field & Kremer (2006), the upgrading development plan consists of the community's physical, social, economic, organizational and environmental improvements. Nowadays, researchers on Slum Upgrading also recognize that the recent disaster in climate change should be an approach to the activities (Satterthwaite et al., 2020). Therefore, the approaches to upgrade settlement need not only socio-economic factors in political, regulation, financial, institutional, and community participation aspects but, more importantly, need to consider the physical aspect of basic needs, infrastructure and health (Corburn & Sverdluk, 2017; Earle & Grant, 2019; Satterthwaite, 2022). Furthermore, despite the urgency of settlement upgrading is also about the policy of favouring and participation of low-income people (El Menshawy et al., 2011), the basic need to shelter, such as free from disaster, is essential. Based on these problems, this study describes how the current socio-economic welfare conditions of the community have changed compared to before the implementation of this plan, considering that one of the objectives of the Kampung Bahari development plan is to improve the welfare of the Tambaklorok community. This research was conducted by considering the need for input for improving the implementation of the future development planning of Kampung Bahari Tambaklorok. Ultimately, this research can also be considered for evaluation and monitoring in future decisions (Sardjo et al., 2017).

2. Research Method

This research uses qualitative and quantitative methods to obtain more valid, complete, effective and objective data (Creswell, 2010). Quantitative methods are used to obtain an overview of the current problem (Sugiyono, 2012). Meanwhile, qualitative methods are used to obtain in-depth information about the recent phenomenon (Denzin & Lincoln, 2005). This study uses data collected from various sources to ensure the validity of the data used. The data was collected through field observations, questionnaires, and interviews (Nicodemus & Swabey, 2015). This research collected primary and secondary data. The data collected was the latest, so this research produces an analysis more aligned with the existing problems. In this study, two analyses were carried out: descriptive analysis and scoring analysis. This analysis is used to see how the changes in welfare experienced by the Tambaklorok community, primarily

home-based entrepreneurs, on the sustainability of the development planning of Kampung Bahari Tambaklorok Semarang. The Observation and interviews based on questionnaires were conducted in September 2021 in Tambaklorok; interviewed ten people consisting of, seven local people who have home-based enterprises of Milkfish production and three sellers in Tambaklorok fish market who lives in Tambaklorok. A list of questions collected characteristic of respondents and their perception of the slum upgrading project to them based on the three aspects: physical-environmental, economic and social condition.

3. Result and Discussion

In this study, the welfare condition of the Tambaklorok community in Semarang City, primarily home-based enterprise actors, is seen based on three aspects: economic, social, and environmental conditions. This data was obtained based on the results of a Likert questionnaire to 10 home-based entrepreneurs interviewed on Sunday, 13 September 2021, at the research location.

Through this opportunity, each respondent was asked about public knowledge about the development of the Kampung Bahari Tambaklorok as a Tourism Village. As a result, the entire community claimed to be aware of the development plan. This situation shows that the socialization of the development plan for Kampung Bahari Tambaklorok as a Tourism Village in the City of Semarang has been well conveyed.

Table 1: The Scoring of Community Welfare Conditions

Answer	Score
Very bad impact	-2
Bad impact	-1
No impact	0
Good impact	1
Very good impact	2

In this study, the community was asked to explain the impact of Kampung Bahari's development. From this data, it is hoped that the public's perception of their welfare condition during the 5-year development process of Kampung Bahari Tambaklorok will be known. Therefore, the choices are weighted with a Likert scale based on the respondents' answers, as shown in Table 1. This scoring is carried out on all aspects of this study, i.e., economic, social, and environmental.

3.1. Changes in the Economic Conditions of the Tambaklorok Community

Economic conditions are the first benchmark in seeing changes in the welfare of the people of Tambaklorok. Generally, economic conditions have the most significant impact on people's welfare. According to the book *Slum Upgrading and Housing in Latin America*, housing upgrading is central to economic development (Magalhães, 2016). Concerning the respondents selected in this study are home-based enterprises, generally, the discussion of changes in the community's economic conditions is based on the number of visitors and the increase in income from sales that HBE's actors can carry out. Table 2 shows public perceptions related to economic conditions after five years of the development process of Kampung Bahari Tambaklorok Tourism Village.

Table 2: The Perception of the Economic Condition of the Tambaklorok Community

Respondent	Economic Condition	Score
Respondent 1	Good impact	1
Respondent 2	No impact	0
Respondent 3	No impact	0
Respondent 4	No impact	0
Respondent 5	No impact	0
Respondent 6	No impact	0
Respondent 7	Bad impact	-1
Respondent 8	Good impact	1
Respondent 9	No impact	0
Respondent 10	Good impact	1
Average	No Impact	0,2

From the data in Table 2, it is known that there are 3 (three) people stated that the development of Kampung Bahari Tambaklorok as a tourist village had a good impact on their economic conditions. This perception arises because the development of the Kampung Bahari Tourism Village has attracted tourists to the Tambaklorok location. Therefore, this plan positively impacts their efforts to acquire more customers and increase their business revenues.

It is just that this expression is different from 6 (six) other HBEs who revealed that during the five years, the development of the Kampung Bahari Tambaklorok did not impact its economic condition. It means whether or not the development of this village has any effect on their income. Even one resident said that the development of the Tambaklorok Bahari Village Tourism Village harmed his business. Mitra et al. indicated that this condition might relate to many micro-business no longer functioning due to

technical and resource constraints (Mitra et al., 2017). However, when asked why the area harmed its economic condition, the concerned person was reluctant to explain it.

Then the scoring is calculated to find the average value of the respondents' answers. From the calculation of this economic aspect, it was found that the average value of 0.2 or rounded to 0. Therefore, the number "0" shows that, in general, the Tambaklorok Community does not feel the impact of changes in economic conditions after five years of tourism village development.

3.2. Changes in the Social Conditions of the Tambaklorok Community

The second aspect involves identifying the social condition of the community. This social condition needs to determine whether there are social changes in the community due to the development of the Kampung Bahari Tambaklorok. Table 3 shows the results of the respondents' answers regarding the impact of the development of the area on the social conditions of the Tambaklorok community.

Table 3: The Perception of the Tambaklorok Community's Social Condition

Respondent	Social Condition	Score
Respondent 1	No impact	0
Respondent 2	No impact	0
Respondent 3	No impact	0
Respondent 4	No impact	0
Respondent 5	Bad impact	-1
Respondent 6	Bad impact	-1
Respondent 7	No impact	0
Respondent 8	No impact	0
Respondent 9	No impact	0
Respondent 10	No impact	0
Average	No impact	-0,2

Based on the results in Table 3, 8 out of 10 people revealed that the development of Kampung Bahari Tambaklorok as a tourist village had little impact on the community's social conditions. It is just that 2 (two) respondents said that this development harmed their social conditions due to their neighbours moving house. However, this cannot be confirmed concerning the tourism village development process or due to external factors.

If the scoring is based on the respondents' answers, then the perception of changes in people's social conditions gets a value of -0.2 or equivalent to 0. The value of "0" means that most people do not impact their social life. Therefore, it means that, in general, the people of Tambaklorok do not get good or bad impacts from the results of the development of the Tambaklorok Bahari Village Tourism Village, the process of which has been running for five years. However, the social condition that impacts the development may affect the community's resilience through the local social contract and social cohesion (Mitra et al., 2017).

3.3. Changes in the Environmental Conditions of the Tambaklorok Community

Environmental condition is one factor that generally gets the most significant impact due to development. However, this change in environmental conditions can go in two opposite directions, for better and worse. In this case, environmental conditions are assessed based on the community's perception of the environment in which they live. Table 4 shows the results of respondents' answers regarding changes in environmental conditions in Tambaklorok Bahari Village:

Table 4: The Perception of the Environmental Condition of the Tambaklorok Community

Respondent	Environment Condition	Score
Respondent 1	Very good impact	2
Respondent 2	Good impact	1
Respondent 3	Very good impact	2
Respondent 4	Very good impact	2
Respondent 5	Very good impact	2
Respondent 6	Very good impact	2
Respondent 7	Bad impact	-1
Respondent 8	Good impact	1
Respondent 9	Good impact	1
Respondent 10	Good impact	1
Average	Good impact	1,3

From Table 4, most respondents stated that the development of Kampung Bahari Tambaklorok as a tourist village positively impacted their environmental conditions. Even 5 out of 9 people said the development had a remarkable environmental impact. After being traced, this perception arises because the development of the Kampung Bahari Tourism Village has provided several additional facilities, planted some vegetation and improved road access to the Tambaklorok location. Therefore, it positively impacts Tambaklorok because it increases the accessibility and beauty of the environment.

It is just that one respondent has a different opinion from the general public opinion. This respondent revealed that during the five years of the development of the Kampung Bahari Tambaklorok

Tourism Village, the environment became worse than its previous condition. According to his explanation, the environment is getting worse due to several roads that do not complete construction, which causes obstacles to some residents' activities. Moreover, road network conditions also affect the community's economic activity (Doe et al., 2020). The condition relates to environmental issues and challenges in urban development, which are the growing demand for infrastructure, putting pressure on natural resources, and managing human and solid waste (Sticzay & Koch, 2015).

Next, the average value of the answers submitted by the respondents is calculated based on the scoring results. From calculating the scoring of environmental aspects, the average result is 1.3 or equivalent to 1 when rounded off, where the number "1" shows that generally, the Tambaklorok community feels a positive impact on changes in their environmental conditions after five years of development of the area. Figure 1 shows how the area has upgraded, not only with the asphalted road, the street furniture, and the sitting area.



Figure 1. The physical and environmental condition after the Slum Upgrading Project

3.4. Changes in the Welfare of the Tambaklorok Community

After conducting an analytical review of three aspects, namely economic, social and environmental, there is an analysis of community welfare. This analysis is the result of a compilation of the three previous analyses. Table 5 presents the calculation of community welfare related to economic, social and environmental conditions after five years of the development process of Kampung Bahari Tambaklorok as a Tourism Village in Semarang City.

Table 5: The Perception of Changes in the Welfare of the Tambaklorok Community

Respondent	Economic	Social	Environment	Welfare
Respondent 1	1,0	0,0	2,0	1,0
Respondent 2	0,0	0,0	1,0	0,3
Respondent 3	0,0	0,0	2,0	0,7
Respondent 4	0,0	0,0	2,0	0,7
Respondent 5	0,0	-1,0	2,0	0,3
Respondent 6	0,0	-1,0	2,0	0,3
Respondent 7	-1,0	0,0	-1,0	-0,7
Respondent 8	1,0	0,0	1,0	0,7
Respondent 9	0,0	0,0	1,0	0,3
Respondent 10	1,0	0,0	1,0	0,7
Average	0,2	-0,2	1,3	0,4

Table 5 shows the comparison of the values of the three aspects. Only the environmental aspect receives a positive impact, indicated by a relative value of "1", or means that it has a good impact. While the other two aspects, namely economic and social, have a value close to "0", meaning they have not changed.

Then, from these three aspects, the average calculation is carried out to determine the welfare condition of the Tambaklorok community. The average calculation results show a value of 0.4 or equal to 0 when rounded, which shows that, in general, the welfare condition of the Tambaklorok community has not changed after the development of the Tambaklorok Bahari Village Tourism Village. However, when examined more deeply, this development has shown a better direction of change, as indicated by an average value of 0.4, which is still positive. The value may show the home-based entrepreneurs' welfare in Kampung Bahari Tambaklorok Semarang as the local community is not yet fully developed. It is likely to happen because the development of this tourist village has been planned for 20 years. So currently, construction is only running for 25% of the total development. Jaitman & Brakarz (2013) indicated that large-scale evaluations of the program were needed to reach the effectiveness of slum upgrading, in this case, the community's welfare.

4. Conclusion

This study examines changes in community welfare, primarily in home-based enterprises in Kampung Bahari Tambaklorok Semarang. First, this study shows that only environmental aspects receive positive impacts from the development results. Meanwhile, the other two aspects, economic and social, remained the same. Then, from these three aspects, the average calculation is carried out to determine the welfare condition of the Tambaklorok community. It is known that the results of the average calculation show that, in general, the welfare condition of the Tambaklorok community has not changed after the development of the area in the first five years.

According to Doe et al. (2020), slum upgrading replication is not the case due to the uniqueness of various cases. However, upgrading physical and environmental aspects is the typical case of a slum upgrading project, and it is worthwhile whether it is followed by increasing economic and then social aspects of residents. In order to create sustainable settlements, thus an environmental and physical aspect of development should lead to generating socio-economic activities. Therefore, the revitalization of the fish market is worth developing regarding the slum upgrading program and should continue to revitalize economic facilities, leading to improved economic performance.

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