

GO GREEN PROGRAM MANAGEMENT IN COMMUNITY-BASED ENVIRONMENTAL CONSERVATION IN KAMPUNG WISATA GLINTUNG

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Abstract

This research looks at how the community in Kampung Glintung Go Green, Malang City, has been empowered and how well the community-based environmental conservation efforts have been managed. The study uses a descriptive qualitative approach, gathering information through observations, interviews, and documentation. The findings show that community empowerment in Kampung Glintung Go Green includes organizing structures, providing training and education, encouraging active participation, supporting cooperatives and the local economy, spreading awareness through socialization and campaigns, and setting up systems for monitoring and evaluation, along with building partnerships. The environmental management involves using technology and new ideas, promoting urban farming, educating and involving the community, and working together for economic empowerment, all supported by strong partnerships. While the program has improved environmental quality and community awareness, it is suggested to boost educational efforts, strengthen partnerships, make better use of technology, conduct regular evaluations, and enhance promotion and socialization. This research helps to better understand how Community-Based Tourism (CBT) concepts, environmental conservation strategies, waste management, and partnership models can be applied and could serve as a guide for similar programs in other areas.

Keyword: Community, Environmental conservation, Empowerment, Waste management

INTRODUCTION

Along with the development of the times, tourism is increasingly widespread and progressing. The tourism industry in Indonesia covers various types of fields, including educational tourism, religious tourism, nature tourism, historical tourism, marine tourism, and cultural tourism (Nariswari, K, Akiriningsih, T, & Budiningtyas, SE, 2023: 210). Indonesia is committed to achieving the Sustainable Development Goals (TPB/SDGs) which include 17 global goals for 2030, as outlined by the Ministry of National Development Planning/Bappenas (2023). One of the main sectors in achieving the SDGs in Indonesia is tourism, which is encouraged by the World Tourism Organization (UNWTO) Goa Roadmap to create a sustainable tourism industry. This Roadmap emphasizes green tourism, digitalization, skills empowerment, MSME support, and holistic destination management.

However, big challenges arise when managing slum areas such as Kampung Glintung Go Green, which previously faced various social and environmental problems such as high crime, poor health conditions and regular flood disasters. Social and economic instability exacerbates the situation, with citizens rejecting greening programs and dissatisfaction with local policies. To overcome this problem, this village adopted the Biopori program which involves collaboration with universities and local media. This program has succeeded in reducing flooding and improving environmental quality, making Kampung Glintung a successful example of changing from a slum area to a green village that attracts tourists.

This research aims to explore how management of community empowerment and environmental preservation is carried out in Kampung Glintung Go Green. The main focus of this research is to determine the form of community empowerment management from the past to the present in Kampung Glintung Go Green, Malang City and to determine the implementation of community-based environmental preservation implemented in this tourist village. This research makes a theoretical contribution by increasing knowledge about community-based conservation management and providing practical ideas for sustainable development. Practically, it is hoped that the results of this research will become a successful example that can be adopted by other tourist destinations in environmental conservation management.

Sustainable Development

Sustainable development aims to distribute the benefits of development between generations while protecting the environment and natural resources. According to Arida (2017), this includes equal distribution of benefits, safeguarding resource sustainability, economic growth, and maintaining current and future community welfare. Sustainable tourism supports the Sustainable Development Goals (SDGs) through initiatives such as Sustainable Tourism Development (STDev) which includes Sustainable Tourism Destination (STD), Sustainable Tourism Certification (CTC), and others. Indonesia is encouraging a sustainable tourism sector with a focus on decarbonization, the use of environmentally friendly transportation, energy efficiency and green technology. Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016 establishes criteria for sustainable tourism destinations, including effective management, utilization of the local economy, cultural and environmental preservation. Implementation of sustainable tourism involves long-term management, local job creation, cultural preservation, and environmental protection. Kampung Wisata is an example of implementing sustainable tourism on a local scale, by utilizing local potential and digital technology as part of sustainable tourism development.

Community-Based Tourism

Community-Based Tourism (CBT) emphasizes community empowerment in tourism planning and management. Minister of Home Affairs Regulation Number 33 of 2009 underlines the importance of community empowerment in preserving the environment and improving skills. Suansri (2003) identified four key elements of CBT: well-preserved natural and cultural resources, conscious and participatory community organization, effective management with fair distribution of benefits, and mutual learning between hosts and guests. CBT monitoring includes evaluating project progress, developing indicators, and ensuring local community participation, as well as impacts on the environment, culture, and economy.

Environmental Preservation

Environmental preservation is carried out through various methods such as farming, wisely, using domestic products, protecting rare flora and fauna, as well as carrying out environmental impact analysis (AMDAL). The 'Go Green' principle, which includes reduce, reuse and recycle, is an approach to reducing environmental impacts. Urban agriculture, as implemented in Kampung Glintung, functions to utilize limited land in urban areas and increase environmental awareness. Conservation measures in Kampung Glintung include normalization, naturalization to overcome flooding, and waste management with a waste bank system, which provides economic value for the community.

Relevant Research

Research related to Kampung Glintung Go Green includes studies on local ideas as global solutions, social practices in environmental conservation, and analysis of sustainable development strategies. Research by Ervina (2018) and Ratna (2019) highlights how local ideas and social practices can influence environmental management. Nisyah et al. (2020) and Leni Mariani (2022) provide insights into the success and strategies of sustainable development, while research by Siti et al. (2022) and Papung et al. (2020) discusses community empowerment and collaboration in the development of Kampung Glintung. This research provides important perspectives on the implementation and challenges in managing and empowering communities for environmental conservation.

Framework of Thought

This study focuses on the management of community empowerment for environmental conservation in Kampung Glintung Go Green. Based on the environmentally friendly urban farming system described by Anggi et al. (2020), the process begins with socialization of the 3R method, followed by training in household waste utilization, and assistance in implementing the urban farming system. Important aspects in community empowerment include the maintenance of natural and cultural resources, participatory community organizations, sustainable environmental management, and learning and awareness. The output of this process is better environmental conservation, with a more

aware and actively participating community, and the implementation of sustainable environmental management.

RESEARCH METHODS

This research uses a qualitative approach to understand the phenomenon of community-based environmental conservation in Kampung Glintung Go Green. The researcher functions as the main instrument and sampling is carried out purposively, namely selecting informants based on specific criteria relevant to the research topic. Data was collected through triangulation, combining various sources of information to gain an in-depth and holistic understanding of environmental conservation management. This researcher also adopted a case study approach to provide a comprehensive picture of the implementation and impact of the environmental conservation program.

Informants and Research Site

This research involved significant informants in environmental conservation activities in Kampung Glintung Go Green, including village management, cooperatives, women's farmer groups, and environmental leaders. Sampling was carried out using a purposive sampling method, selecting informants who were active and had local knowledge. The research location is on Jalan Karya Timur Dalam II No. Cav. 6, Purwantoro, District. Blimbing, Malang City, which represents the environmental, social and cultural landscape related to research.

Data Collection Technique

Data was collected through three main techniques: in-depth interviews, direct observation, and documentation studies. In this research, there are four informants, including: 1) Glintung Go Green Manager, 2) Glintung Go Green cooperative Head, 3) Head of the neighborhood in RT 19, 4) Women Farmers Group Head.

In-depth interviews were conducted with the informants to understand their perceptions and experiences regarding environmental conservation. Observations are carried out indirectly through literary sources such as news and social media, while documentation studies involve reviewing policies and records related to environmental conservation management.

Data Analysis

Data analysis follows the steps of data reduction, data presentation, and drawing conclusions. Data reduction involves simplifying and organizing raw data to facilitate analysis, carried out continuously throughout the research. Data presentation is carried out using matrices, graphs and charts to assist in the visualization of information. Drawing conclusions involves verifying findings through revision and discussion to ensure the validity and strength of the conclusions drawn.

Data Validity

The validity of the data is checked through triangulation, namely using various methods and sources to collect and analyze data. This approach aims to ensure the relevance and correctness of the data, providing a deeper and more accurate understanding of the phenomenon under study.

RESULTS AND DISCUSSION

Results

Kampung Glintung Go Green is located in Malang City, Indonesia, and is an example of a successful mutual cooperation-based development initiative. This village consists of several Rukun Warga (RW) and Rukun Tetangga (RT), with the majority of residents actively involved in social and economic activities. Even though only around 10% of the population is actively involved, their contribution is very significant. This village attracts the attention of universities and government institutions that support the development programs carried out. The construction of Kampung Glintung Go Green began in 2016 to overcome various challenges such as flooding, poor infrastructure and social problems. The RW Head takes advantage of the village's strategic location to motivate residents. The main problem identified is flooding due to poor water management and inadequate infrastructure. The community, with the spirit

of mutual cooperation and Pancasila values, is committed to improving their environmental and social conditions through cleaning, road repairs and waste management.



Figure 1. Kampung Glintung Go Green Plan

Source: Glintung Go Green Management

According to first informant, Kampung Glintung Go Green Manager, Mr. Ir. Bambang Irianto, there are seven main stages in building Kampung Glintung Go Green:

1. Identification of Problems and Potential: Identify main problems such as flooding and evaluate the strategic potential of the village.
2. Planning and Preparing a Roadmap: Developing strategies for infrastructure improvement, environmental management and economic empowerment with support from various parties.
3. Program Implementation: Implementing programs such as the water saving movement, biopore development, and small business development.
4. Collaboration and Consultation: Working with universities and government agencies for technical support and funding.
5. Development of Tourist Villages: Develop villages as tourist destinations with cultural values and Pancasila.
6. Monitoring and Evaluation: Periodically assess program progress and adjust strategies according to findings.
7. Achievements and Recognition: Received national and international awards for innovative efforts in water management, economic empowerment, and tourism development.

According to second informant, Kampung Glintung Go Green Cooperative Head, Mrs. Ana, cooperatives help to improve the welfare of its citizens and help UMKM in the surrounding areas and communities so that a prosperous society can build something better. This initiative is important for cooperatives or the environment around Glintung Go Green to help the residents' economy to be sustainable. The cooperative sells products such as plant seeds from the harvest, souvenirs, t-shirts, merchandise, books, as a form of conservation effort.

According to third informant, Head of the neighborhood in RT 19, Mr. Dwi Mulyo, community members have been running the program since 2019. Efforts have been made by all parties to change the mindset of the community about the greening program. This village offers an educational tour package program to the outside community. The education includes the introduction of plants and vegetables, planting, nurseries, biopores, infiltration ditches, infiltration wells, water conservation, etc. With this village, the community becomes healthier and more prosperous.

According to fourth informant, Women Farmers Group Head, Mrs. Hanifah, concrete contributions or programs carried out to support agriculture include: 1. Urban farming, which is carrying out activities to provide daily food needs for residents 2. Providing education to the community to grow crops around their respective yards because the community does not have a large area of land. One of the goals of urban farming is to reduce kitchen costs and prevent stunting. People plant vegetables, fruits, and family medicinal plants for urban farming.

Community-Based Tourism (CBT) by Suansri shows that Kampung Glintung Go Green applies CBT principles effectively through maintaining natural resources, managing community organizations, fair management, and mutual learning. This village utilizes local potential to improve community welfare and manage the environment sustainably, as well as gaining recognition for its innovative efforts.

Discussion

Implementation of Environmental Conservation Management Based on Community Empowerment at Kampung Wisata Glintung Go Green, Malang City

Management of environmental conservation in Kampung Glintung Go Green adopts a community empowerment-based approach through strategic steps that involve active participation from residents. Implementation of this program includes several important aspects:

1. Application of Technology and Innovation: This village uses jumbo and super jumbo biopores to overcome flooding and improve soil quality. Waste management is carried out by sorting and composting, where organic waste is processed into compost and non-organic waste is recycled.
2. Urban Farming Program: Residents are encouraged to use their yards for farming and planting ornamental plants, which helps improve local food security and environmental quality.
3. Education and Outreach: Training on farming techniques and waste management is carried out, including outreach campaigns to increase environmental awareness.
4. Mutual Cooperation and Participation: Mutual cooperation activities such as environmental cleaning and tree planting are carried out regularly, involving all levels of society.
5. Management and Monitoring: Periodic evaluations and technical assistance are carried out to ensure program effectiveness and conformity with environmental standards.
6. Economic Empowerment: Development of environmentally based cooperatives and MSMEs is carried out to increase local income and support environmental conservation.
7. Partnership and Collaboration: This village collaborates with various parties to obtain support and participation in environmental conservation programs.

By involving the community in planning and implementation, Kampung Glintung Go Green illustrates the success of the community empowerment approach in environmental conservation.

Development of an Educational Tourism Village in Kampung Glintung Go Green

The development of Educational Tourism Village in Kampung Glintung Go Green aims to integrate environmental education into the tourism experience. The basic concept of this development includes:

1. Basic Concept of Development:
Combine environmental education aspects with tourism to provide practical learning about environmental conservation to visitors.
2. Educational Activities and Facilities:
There are environmental education centers, educational gardens, and educational tour routes that demonstrate environmental conservation practices such as biopores and waste composting.
3. Community Involvement:
Local communities are actively involved as tour guides, extension workers, and members of business groups, ensuring fair distribution of benefits and increasing local income.
4. Promotion and Marketing:
Marketing campaigns and partnerships with schools and universities are carried out to attract tourists and provide educational packages.
5. Evaluation and Continuous Development:
Periodic monitoring and evaluation as well as continuous innovation are implemented to improve the effectiveness of the education program and ensure the sustainability of the project.

Analysis Based on the Theory of Suansri and Anggi et al.

Based on Suansri's theory, the development of Educational Tourism Village shows community involvement, fair distribution of benefits, sustainable resource management, and training.

a. Community Involvement

The Educational Tourism Village in Glintung Go Green Village demonstrates the application of the

principle of community involvement in accordance with Suansri's theory. Local communities are actively involved in the development and management of the tourism village. They not only function as tour guides, but also as trainers and members of business groups, ensuring that the benefits of tourism development are evenly distributed among the community and strengthening the sense of ownership of the project.

b. Fair Benefit Sharing

In terms of benefit sharing, Glintung Go Green Village implements a fair system through cooperatives and local business groups that sell environmentally-based products and handicrafts. This approach creates equitable economic opportunities and increases community income, in accordance with the principles of Suansri's theory of fair benefit distribution.

c. Sustainable Resource Management

The development of this educational tourism village applies various environmental conservation techniques such as biopores, waste processing, and urban agriculture that support sustainable resource management. This initiative reflects a commitment to environmental conservation and ensures that natural resources remain available for future generations.

d. Learning and Training

The training and workshop programs conducted at Kampung Glintung Go Green are in line with Suansri's theory, which emphasizes the importance of learning and training. By providing education on farming techniques, waste management, and environmentally friendly technologies, the village builds community capacity and provides the knowledge needed to effectively manage environmental initiatives.

Anggi et al.'s theory emphasizes household waste management and the 3R method integrated into this village program. 3R socialization, training on the use of waste as fertilizer and planting containers, and assistance in urban agriculture support the implementation of these principles, ensuring the success and sustainability of environmental initiatives in Kampung Glintung Go Green.

a. Socialization of Household Management with the 3R Method

Glintung Go Green Village integrates the 3R method in environmental management, which is in line with the theory of Anggi et al. Socialization to the community regarding waste reduction, reuse, and recycling, including the use of composters for organic waste and recycling of non-organic waste, supports effective waste management practices.

b. Training on the Utilization of Waste as Organic Fertilizer

Training on the use of household waste as organic fertilizer in Glintung Village is also in line with the theory of Anggi et al. By teaching the community how to make compost from organic waste, this village helps reduce waste and improve soil quality for urban agriculture.

c. Training on the Use of Waste as a Planting Container

Glintung Village implements training on the use of waste as a planting container, in accordance with the principles of Anggi et al.'s theory. This helps reduce waste and promote innovation in urban agriculture by using recycled materials, which reduces dependence on non-environmentally friendly materials.

d. Assistance in the Urban Farming System

The assistance provided to the community in implementing the urban farming system also reflects the theory of Anggi et al. Technical support and guidance from external parties, such as universities or government agencies, helps communities address challenges and ensure proper implementation of agricultural practices, increasing the success and sustainability of the program.

CONCLUSION

This study reveals that Kampung Glintung Go Green in Malang City has successfully implemented the principles of Community-Based Tourism (CBT) effectively and in an integrated manner. Community empowerment management in this village involves the formation of community groups that focus on the environment, providing training and education, and encouraging active participation through collective activities. Local cooperatives play a role in supporting environmentally-based businesses and strengthening the local economy, while awareness campaigns increase community

understanding of environmental issues. A regular monitoring and evaluation system ensures program effectiveness and necessary adjustments. This village has also successfully implemented technological innovations such as biopores and composting, as well as utilizing urban farming for food security and environmental conservation. This approach is in line with Anggi et al.'s (2020) theory on environmentally friendly urban agriculture, and shows effective collaboration with various external parties.

For further development, it is recommended that community training and education programs be expanded to be more effective in implementing environmental conservation techniques. Strengthening partnerships with government agencies, NGOs, and the private sector is important to obtain technical and financial support. The latest technology in waste management and urban agriculture should be optimized. Regular evaluation of existing programs is needed to improve effectiveness, and promotional campaigns and socialization should be increased to increase participation and environmental awareness.

This study contributes to the application of Community-Based Tourism (CBT) principles for community-based environmental management. The developed model offers an effective environmental conservation strategy through innovative technology and urban farming. In addition, this study presents a method for managing household waste with the 3R approach and composting, and shows the importance of partnerships in strengthening community empowerment programs. This contribution is expected to be a reference for the development of environmental and community empowerment programs elsewhere.

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