

# Potential and problems participatory mapping of creative industry in Kampong Dolly, Surabaya

V K Siswanto<sup>1,2</sup>, B U Aulia<sup>1,2</sup>, E B Santoso<sup>1,2</sup>, E Umilia<sup>1,2</sup> and N Zakina<sup>1,2</sup>

<sup>1</sup> Urban and Regional Planning Department

<sup>2</sup> Institut Teknologi Sepuluh Nopember, Surabaya, 60111, Indonesia

Email: [velykazu@gmail.com](mailto:velykazu@gmail.com)

**Abstract.** Kampung Dolly is a village in the city of Surabaya, which in ancient times was famous as the largest prostitution area in Southeast Asia. Currently, the Mayor of Surabaya, Tri Rismaharini's has transformed negative branding. Kampung Dolly has become a tourist village with various choices ranging from mural art villages, play kampongs, art kampongs, green kampongs, gift villages and culinary villages. All potential Dolly village has to be well planned by doing potential mapping especially the creative industry potential to support the tourism village, improve the welfare of the community and enhance the competitiveness of creative industries in the city of Surabaya to the national and international level. The role of society is needed to do the mapping of this potential because the people who know the potential of their respective regions.

**Keywords:** *Creative Economy, Local Product, Small Medium Enterprises Industry, Participatory Mapping, Kampoeng Dolly*

## 1. Introduction

The economic contribution of the creative industry is very significant for the economy. In 2013 the creative economy accounted for 7.05 percent of Indonesia's GDP, or approximately 641,815.4 billion rupiah of the total GDP reached 9,109,129.4 billion. Creative industries are also able to absorb the labor force amounted to 11,872,428 votes or 10.72% of the total employment of 110 801 648 votes [1]. The economic potential of the creative is then developed with micro-based small and medium enterprises (SMEs). SMEs are able to absorb labour force large enough and provide opportunities in an effort to grow and compete with companies that are more likely to use large capital (capital intensive) [2]. SMEs proved to survive and become a cog economy, especially after the economic crisis[2].

### 1.1. Creative Industries

The creative industry is an industry that is derived from the utilization of creativity, skill and talent of individuals to create wealth and jobs through the creation and utilization of data creation and the individual copyright [3]. According to the government definition of Creative Industries is an industry that relies on human creativity, by utilizing the talents and skills possessed to improve the standard of living through the creation (or ideas) and exploitation of Intellectual property right (IPR)[4].

Based on a study mapping the creative industries that have been carried out by the trade department of the Republic of Indonesia in 2007 to divide the creative industries into several areas including

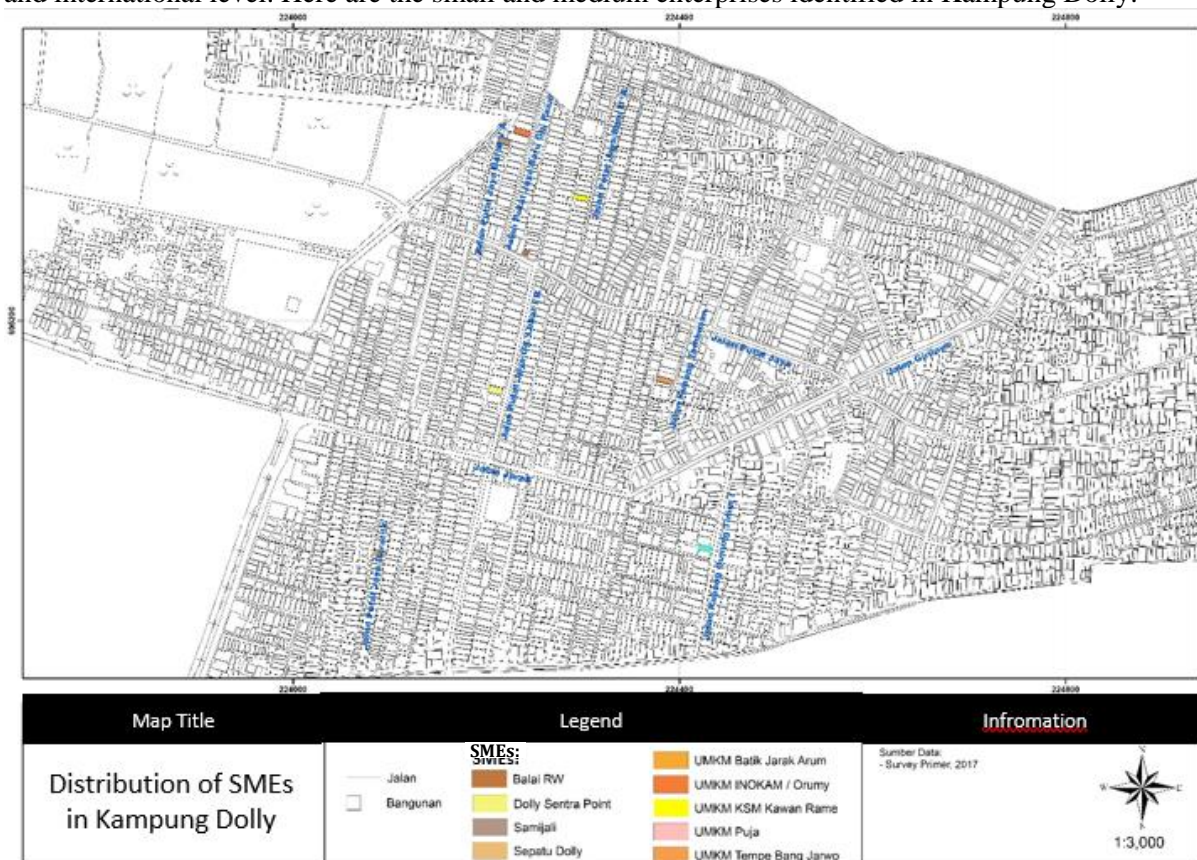


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Advertising, Architecture, Goods Art, Craft, Design, Fashion, Video films and photography, interactive games, Music, Art Shows, Publishing and Printing, Computer Services and software (software), television and radio, Research and Development and Culinary.

### 1.2. Creative Industries in Kampung Dolly

Kampung Dolly is a village in the city of Surabaya, which in ancient times was famous as the largest prostitution area in Southeast Asia. Currently, the Mayor of Surabaya, Tri Rismaharini has transformed negative branding. Kampung Dolly has become a tourist village with various choices ranging from mural art villages, play kampongs, art kampongs, green kampongs, gift villages and culinary villages. All the potential of Dolly Village must be planned by developing the right development strategy and one of them is planning the development of creative industry to support the tourism village, improving the welfare of society and improving competitiveness of creative industry in Surabaya city to national and international level. Here are the small and medium enterprises identified in Kampung Dolly.



**Figure 1.** Distribution of SMEs in Kampung Dolly

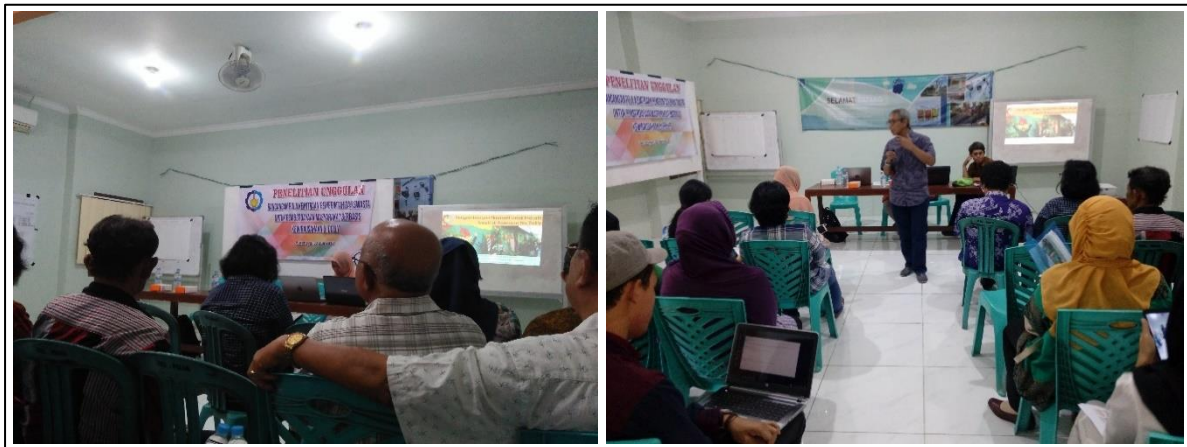
## 2. Methods

Determining the potential and problems of UMKM development using participatory action research (PAR) method by conducting Forum Group Discussion process. Participatory action research (PAR) is a type of research that combines two different approaches: research participatory research and research [5].

Participatory research encourages equal involvement from the researchers and participants in the research process. Action research is regarded as "systematic and oriented around the analysis of data and answers [6]. Participatory action research is a study that emphasizes the active role of researchers to focus on systematically analysing data obtained from the public as an expert due to their experiences

related to the research topic. With this analysis, strategic issues in the study area will be identified and targeted. Here are some steps in doing Participatory action research:

- Stage 1: Choosing an Issue -What is the goal?  
The purpose of this research is to identify potential and problems of SME development in Dolly Village
- Stage 2: Choose Participants and Identify the Research Team: Who will be involved?  
Participants who are involved are the people who do the production, processing and marketing of SMEs in Kampung Dolly.
- Stage 3: Find funding  
The financing used to conduct this activity is obtained from ITS Local Fund 2017
- Stage 4: Methodology: How will the team collect information need to know?  
In this study the team will collect directly from the community in the study location so that the issues obtained are more targeted according to PRA principles. The team conducted a Forum Group Discussion (FGD) that demanded that the community actively convey the issue of SMEs development of creative industries in the village of Dolly. In this FGD was attended by eight business owners of SMEs in Kampung Dolly.  
Participatory mapping is done by dividing the existing SMEs into four groups as follows:
  - Group 1 (Culinary Creative Industry): SME Tempe Bang Jarwo
  - Group 2 (Creative Fashion Industry): SME Batik Distance Arum, SMEs Sablon AKT, UKM Mampu Jaya
  - Group 3 (Culinary Creative Industry): SMEs Samijali and Orumy SMEs
  - Group 4 (Culinary Creative Industry): SME Puja
- Stage 5: Data analysis and interpretation: How will the collected information be interpreted?  
Determination of potential and problems of SME development in Dolly Village is done through FGD with the help of participatory mapping.



**Figure 2.** The Situation of Improvement Training on Understanding Creative Industry



**Figure 3.** Participatory Mapping in Group 3

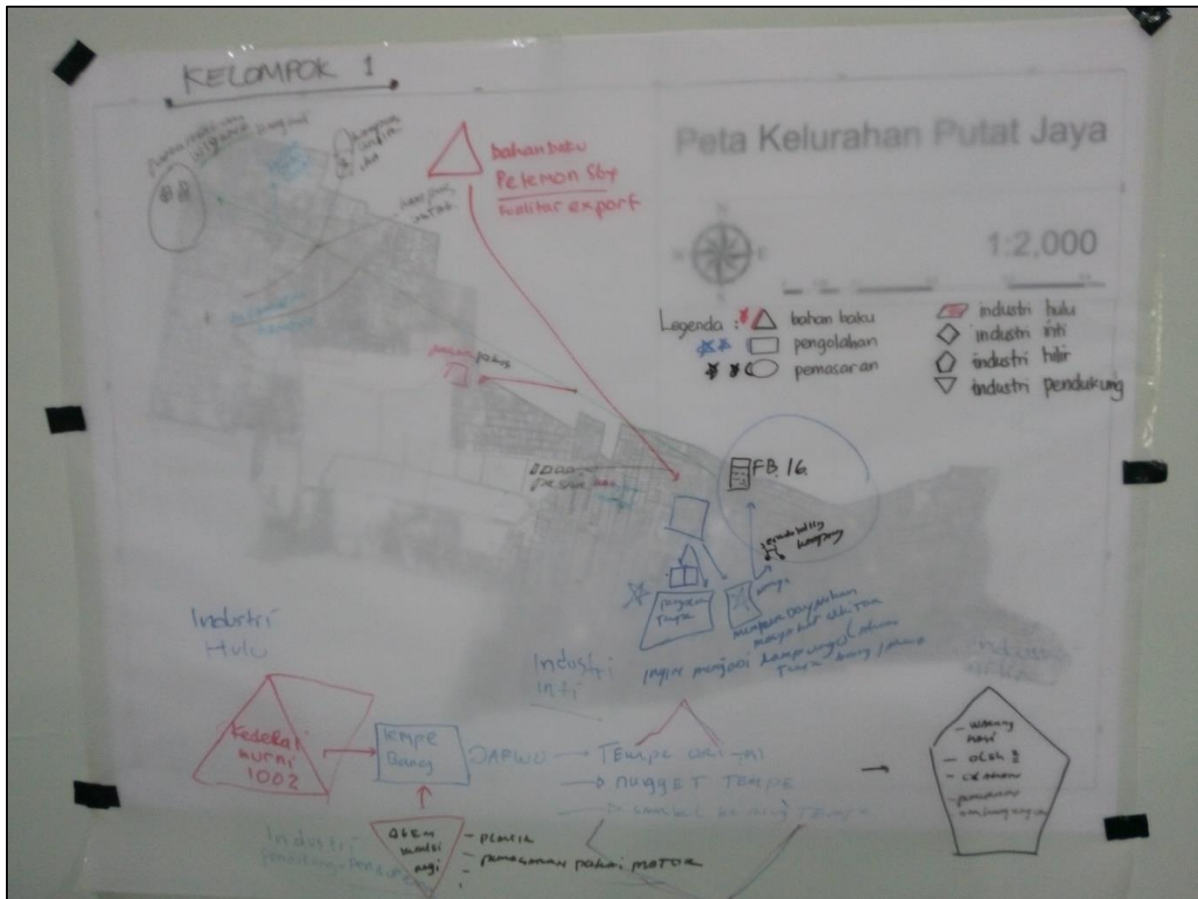


### 3. Result and Discussions

Here are the results of FGD and participatory mapping of potential and problems in each group of SMEs in Dolly Village

### 3.1. Group 1

Tempe Bang Jarwo is a business that produces processed tempeh such as raw tempe, tempe nugget, and dried sambal tempe. SMEs tempe Bang Jarwo has been established since 2014.

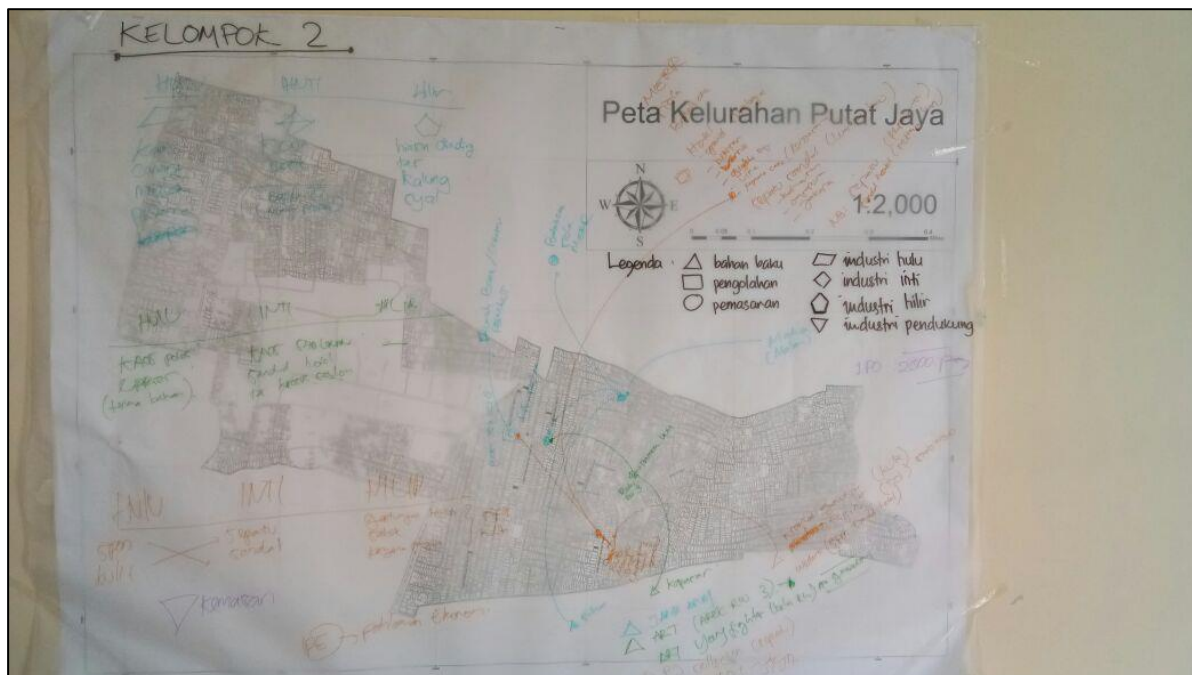


**Figure 4.** Map of Participatory Mapping Group 1

Potentials owned by SMEs include: The location for purchasing raw materials is close to the production site; 100% pure processed soy products; Product marketing reach to Sidoarjo, Gresik, Jombang, Bandung, Jakarta; The marketing method is done through social media (Facebook, Instagram, WhatsApp) and exhibitions; There are other preparations such as Tempe nugget and dry sauce Tempe (but done if received orders from customers; Turnover of about 8 million rupiah per month.

Problems faced by the SMEs include: Soybean raw materials are sometimes expensive (will be cheaper when purchased in large quantities); Limited production equipment; The production process is still done manually and only has 2 workers; Consumers remain limited and mostly come from middle-income socioeconomics (housing population); do not have fixed customers who have big purchasing power such as catering etc; Difficulty in packing for delivery of products to remote locations like Jakarta, Bandung (rotten while on the go); have not received Industrial Products Household licenses (PIRT) and Halal certificate.

### 3.2. Group 2



**Figure 5.** Map of Participatory Mapping Group 2

#### 3.2.1. SME Batik Tulis Jarak Arum

Batik typical Dolly area there are 3 kinds, namely batik distance arum, batik canting suryo, and batik al pujabar. SME batik Dolly produces batik cloth and batik ready-made clothes. Dolly's batik production activity is only based on order. Raw materials and tools for the production of batik include canting and cloth from Customs dab night imported from Madura.

Potentials owned by SMEs include: Raw materials are fairly easy to reach; Batik carving (Handicrafts); Characteristic of leaf distance and fruit distance and images of butterfly metamorphosis; Already have a working management system.

Problems faced by SMEs include: Lack of skilled workers so feel overwhelmed if you get enough orders; There needs to be new technology; Requires staff / workforce capable of design; Color less; Often get a sudden order

#### 3.2.2. SME Shoes

Dolly Shoes is a UMKM that produces leather shoes, flip-flops, and hotel slippers that have stood since 2014. Raw materials imported from Sidoarjo, which is synthetic leather. SMEs not only sell leather shoes but also sell sandals for hotels in Surabaya. This SME hotel sandal market is Grand Hotel Surabaya, Bekizar, Night and day, life and Patata. In addition, leather shoes products are marketed also in DS points, town hall, Merr and Siola. The leather shoe market of SMEs is already reaching out of the island like Jayapura and Kalimantan.

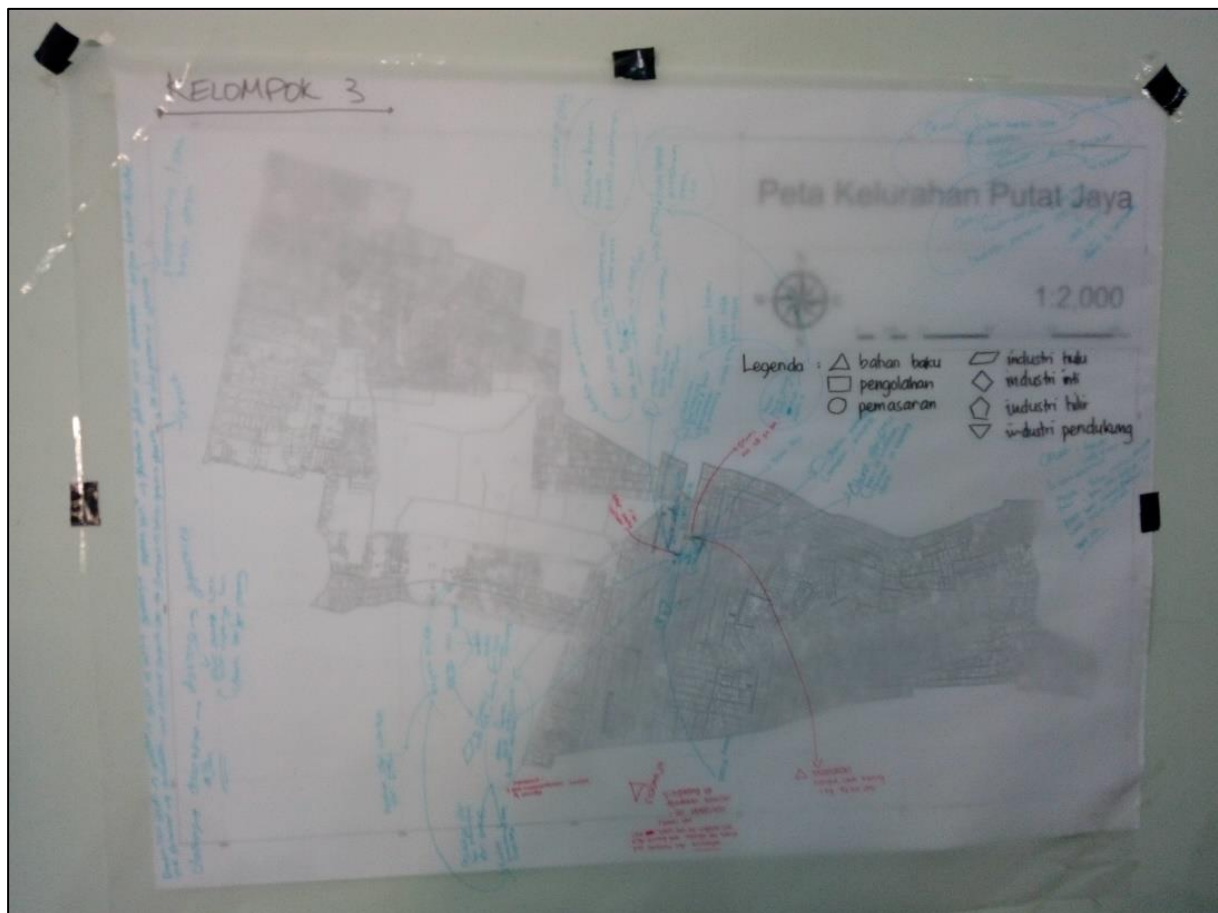
Potentials owned by SMEs include: Shoe material comes from the skin of all (full skin); Buyer can make custom (Design from buyer) and has warranty. Problems encountered by the SMEs include: a little sewing machine; Lack of work management; not yet have sponge raw material alternative; capital is still small, overwhelmed if the order is very much; manual tool.

### 3.2.3. SMEs Sablon

SMEs Sablon not only produces unique t-shirts Dolly screen printing but also help SMEs Shoes found in Dolly in the production process of hotel slippers. The workers who are involved in this SMEs come from the youth of the cadets in the village. This SME has also cooperated with several agencies such as Cooperation with ART Generation in RW Hall.

Potentials owned by SMEs include: hotel screen printing (product diversification); Has a characteristic; Marketing via Facebook. Problems encountered by the SMEs include: Manpower slightly; Equipment a bit; Capital slightly.

### 3.3. Group 3



**Figure 6.** Map of Participatory Mapping Group 3

### 3.3.1. Orummy

Orummy is a UMKM that produces seaweed juice. UMKM is located in RW 03 Gang 2A Putat Jaya Village and has been established since 2016. Orummy products require raw materials of seaweed derived from Manukan, bottles of packaging from Jagalan, and stickers produced from screen printing Dolly. In addition to processing seaweed juice, MSM Orummy also produce seaweed porridge, candied seaweed and Dodol seaweed. Orummy production is done daily and based on the number of orders. This beverage production activity is conducted by the surrounding community, i.e. as many as 4 people.

Potentials owned by SMEs include: Got training from GMH; Availability of raw materials (always available); Marketed by students; Promotion is done by lowering the price if the purchase in large quantities; The existence of capital assistance from students at the beginning of the stand of Rp 320.000.

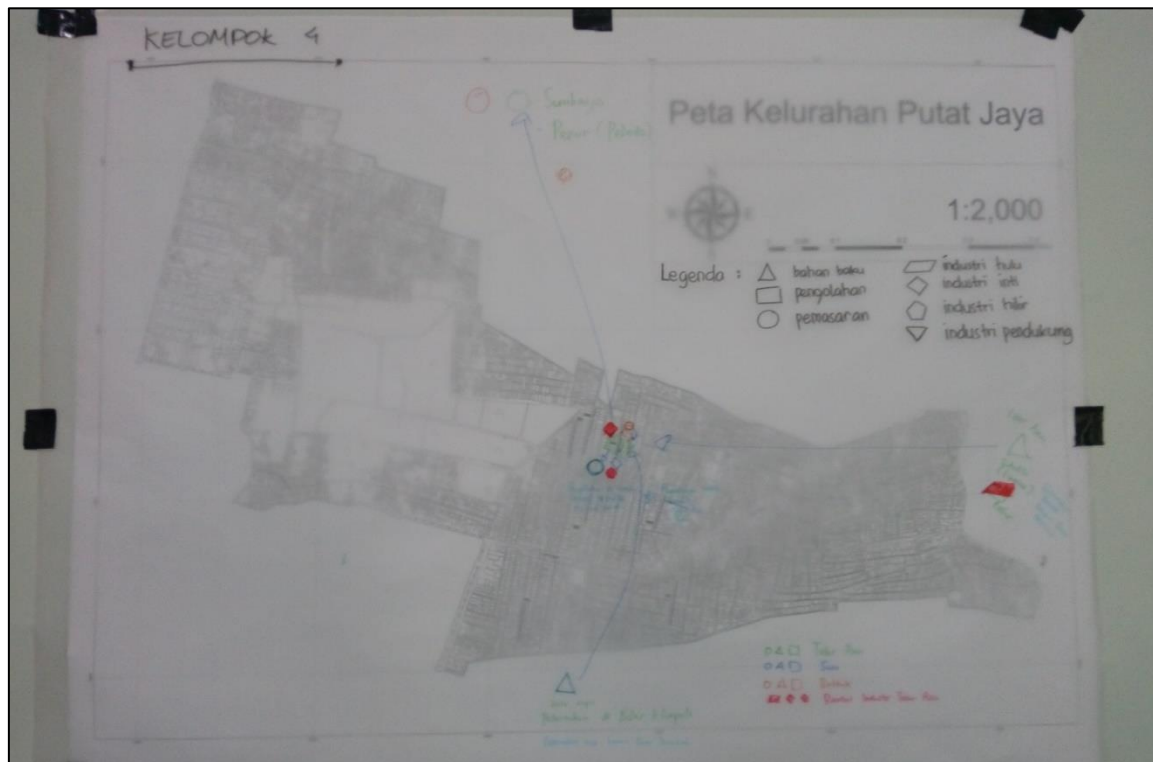
### 3.3.2. Samijali

Samijali is a SME producing processed crackers (cassava). Samijali is located in RW 03 Gang 4A Putat Jaya Urban Village and was established since 2014. This SME does not process its own Samiler but must buy Samiler crackers from Sidoarjo regency then processed to become Samiler crackers ready for consumption. Here is an overview of MSMEs Samijali based on the principle of local economic development.

Potentials owned by SMEs include: Market demand is always there; The existence of government tools such as frying tools and press tools; The existence of a capital pillar from the Ministry of Social Affairs and NGO GMH in 2016 amounting to 20 million rupiah.

Problems encountered by the SMEs include: Weak human resource management; Dependence of raw materials on one supplier; Lack of reseller agent and consumer certainty coming; Lack of promotion; Do not have halal label yet; The absence of a definite production site; Not durable (out of date) due to odorous storage processes; No waste treatment.

### 3.4. Group 4



**Figure 7.** Map of Participatory Mapping Group 4

#### 3.4.1. SME PUJA (Putat Jaya)

Established since January 2017 SME Puja produces salted eggs, various chips, Bothok, milk and soybeans. This SME has several partners such as Agriculture and Animal Husbandry Department, Duck Farm built by Agriculture and Livestock Service Office in Sukolilo District, Animal Husbandry supported by Agriculture and Livestock Service Office at Balas Klumprik. Place of Production SMEs Puja is in Putat Jaya II A at Ibu Ummi house with size 6 mx13 m. Marketing Facility: DS Point, Booking by civil servant catering to ship (assistance PT PAL) for Products Bothok. This SME turnover of Rp 3,000,000 / month (for salted egg products)



Potentials possessed by SMEs are: Eggs are still fresh processed; Entrepreneurs already understand how to produce good salted eggs; There are regular orders from local government officials and ship catering by PT PAL (for bothok); There are innovations for salted eggs that are added with certain flavours and flavours (still experimental); Eggs hold for 12-14 days with normal temperature

Problems encountered by the SMEs include: Production process long enough ( $\pm$  12 days) with conventional methods; The marketing reach is not yet wide (Surabaya and surrounding areas), otherwise it is not online yet; Less manpower (almost all work is handled by Bu Umi); Work discipline is still poor (training needs); Difficulties in marketing the product; Distribution of raw materials (duck eggs) is still done alone

#### **4. Conclusion**

Each of these SMEs has their own potential and problems. Potentials owned by SMEs in Kampung Dolly, among others, have products with unique characteristics, ease of obtaining raw materials and quality are maintained. While the problems faced by SMEs in this Kampung is a market that is less extensive, limited production amount, technology is still simple, the difficulty of marketing and performance of less ductile workforce.

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