

Development of the Kajoetangan Heritage Area in Malang City: Public Perception

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Abstrak

Kawasan Herotage Kajoetangan adalah salah satu desa yang berada di Malang kota, tepatnya di Jln. Jend Basuki, Klojen. Kajoetangan Heritage memiliki keunikan yang tampak dari arsitekturnya yang amsih mempertahankan ciri khas Belanda. Pada tahun 2018 Kampoeng Kajoetangan Heritage mulai dikembangkan, yang menjadi salah satu bagian penting dalam pembangunan wisata budaya di kota Malang. Adapaun penelitian ini bermaksud untuk mengetahui bagaimana persepsi masyarakat terkait adanya pengembangan dikawasan Heritage kota Malang. Penelitian ini menggunakan pendekatan kualitatif. Teknik pengumpulan data yang digunakan yaitu wawancara, observasi, dan dokumentasi. sedangkan hasil dari penelitian ini adalah tentang bagaimana persepsi masyarakat dan tanggapan masyarakat terhadap adanya pengembangan wisata yang dilakukan di Kawasan Kampoeng Kajoetangan Heritage tersebut.

Kata kunci: persepsi masyarakat, kapoeng heritage, kajoetangan.

Abstract

The Kajoetangan Heritage Area is one of the villages in Malang City, precisely on Jln. Gen. Basuki, Klojen. Heritage Kajoetangan is unique, which can be seen from its architecture which still maintains Dutch characteristics. In 2018, Kampoeng Heritage Kajoetangan began to be developed, which is an important part of developing cultural tourism in Malang City. This research aims to find out what the public's perception is regarding development in the Malang city heritage area. This research uses a qualitative approach. The data collection techniques used were interviews, observation and documentation. Meanwhile, the results of this research are about the community's perception and response to the tourism development carried out in the Kajoetangan heritage village area.

Keywords: community perception, kampoeng heritage, kajoetangan.

INTRODUCTION

Tourism is currently considered a promising sector for boosting the Indonesian economy. For developing countries with abundant natural resources, the tourism sector can be considered a viable economic development tool without requiring significant savings. In Indonesia, tourism interests primarily focus on nature-themed and culturally-themed tourism (Ahmad, 2022). Tourism development in the

Indonesian region is part of Efforts to improve the national economy aim to improve the welfare of the Indonesian people. All of this is aimed at increasing foreign exchange earnings, expanding and equitable employment opportunities, and encouraging regional development while preserving the nation's character and the environment (Indahsari, 2014).

To realize a tourism sector with extraordinary impact, it also requires tourism resources that can attract

tourists. Tourism development plays a crucial role in increasing public appeal. Tourism development is an effort to enhance a tourist attraction, aiming to improve it in both infrastructure and services (Hombing, 2021). To achieve what is expected in tourism development, conditions of comfort and a sense of security are needed to attract tourists to a tourist attraction, where they will later experience satisfaction.

To achieve maximum development, a comprehensive approach to the development of six tourism components is required, including attractions, accommodation, supporting facilities, support services, activities, and specific access. Development that encompasses all of these components is an effort to increase the number of tourists (Chaerunissa, 2020). As the number of tourists increases, it is necessary to pay attention to the level of satisfaction during visits. Perception itself becomes important when associated with a travel experience. Perception is the result of a person's thought process about something, resulting from observations of the environment. Tourist perception itself is crucial in tourism activities, as it will influence the promotion of a tourist attraction (Nisa, 2014).

East Java is one of the Indonesian provinces currently promoting tourism development. Java is a province with high-quality tourism potential and is a popular

destination. East Java is a destination with tourist destinations and attracts tourists from various regions across Indonesia. This city of Islamic boarding schools offers a variety of tourism opportunities, including natural attractions, educational attractions, historical attractions, culinary attractions, family attractions, and man-made attractions. Malang is one of the most popular tourist destinations. Malang boasts undeniable tourism potential (Purnomowati, 2014). Malang, as the administrative center, also has tourism potential that is being developed, namely themed villages. One such village is the Heritage Village. Located right near the center of Malang City, this village offers cultural tourism with historical educational value, showcasing the architecture of houses with a well-preserved Dutch feel (Khakim, 2019). The development efforts of the Kajoetangan Heritage Village were successfully carried out by the management and in collaboration with the LP2M of Malang State University. Here, Malang State University has contributed to the development of the Kajoetangan Malang Heritage thematic village.

METHODS

This research utilizes a qualitative approach. We used this approach to determine public perceptions regarding the development of the Kajoetangan heritage area. Qualitative research is

based on philosophy. Qualitative methods are also useful for gathering in-depth and meaningful data (Sugiyono, 2013). This research model takes the form of a case study that explores the development of Kajoetangan heritage. A case study is a research strategy that uses the research questions "how" and "why" (Nur'aini, 2020). This research uses a qualitative approach. The data sources used are primary and secondary data. The instruments used for data collection are interviews, observation, and documentation.

RESULTS AND DISCUSSION

Development in Heritage Village as an effort to bind tourist attractions in Malang City

The management of Kampoeng Heritage Kajoengan has undertaken considerable development. According to (Pendit, 1994). Three things must be considered in efforts to develop the potential of a tourist attraction, namely facilities and infrastructure, tourist attractions within the tourist attraction, and human resources where community participation plays a crucial role in the development of tourist attractions. This is in accordance with the results of this study where the management is trying to develop the tourist attraction by adding facilities and infrastructure as well as various attractions offered, and also efforts by the management in inviting youth groups to join the Pokdarwis. This

means that all levels of society participate in managing the Kampoeng Heritage Kajoetangan tourist attraction.

According to (Angga Devy, 2017), in a tourist attraction, the presence of attractions is one of the important elements that must be present to increase the development of tourist attractions and attract tourist interest. These tourist attractions and tourist interests are important factors in a tourism activity, because the main reason visitors or tourists are interested in visiting a tourist destination is the strong attraction and potential of the tourist attraction. The existence of attractions is also a motivating factor for visitors or tourists to want to see, feel, and also enjoy the attractions that are owned (S Heryati, 2019). In this research, results were also found where efforts to develop tourist attractions were made by maintaining the attractiveness of the area and its potential. The management's strategy is to preserve the buildings and culture at Kampoeng Heritage, which have existed for a long time, as a key attraction of this tourist attraction. Therefore, it can be concluded that the attraction of this tourist attraction lies in the authenticity of the culture and the ancient buildings that have existed since ancient times.

In developing a tourist attraction, there are main components that must be fulfilled. In research (Asmoro, 202 CE), the component perspective used in

identifying tourism potential is 6A. The main components of 6A consist of, (1) Attraction (Attraction), (2) Accessibility (Ease of access and transportation to get to tourist attractions), (3) Amenities (Supporting facilities to support the main facilities), (4) Available package (Availability of tour packages), (5) Activity (Activity) and (6) Ancillary Service (Tourism services provided by tourism organizations). From the results of our observations, it can be seen that the management has carried out renewal and development of the Kampoeng Heritage Kajoetangan tourism such as adding several attractions to support tourist attractions, access to the Kampoeng Heritage Kajoetangan tourist attraction is classified as a tourist attraction that is easy to access and easy to visit, and supporting facilities are also provided for visitors. The tourism management also provides several tour packages that include meals, so that there are several activities that can be done at the tourist location. Then in terms of providing tourism services provided by tourism organizations, Kampoeng Heritage Kajoetangan has a guide service to direct and explain the spots available at the tourist attraction.

First, Attraction. The management has made various efforts to attract tourists, such as adding photo spots with vintage or heritage themes and holding events featuring children's games called

krupukan. Interviews revealed that these attractions are only held on certain days. Chaerunissa, (2020). An attraction can be described as an action to attract tourists to visit a tourist attraction. Attractions can be based on the natural and cultural resources of a particular object, such as those related to history, religion, lifestyle, and traditions of the community in the past. Kampoeng Heritage Kajoetangan has a uniqueness that is not possessed by other tourist attractions, namely the concept of heritage, which includes the remains of buildings from the original Dutch colonial era. In accordance with the results of this study, development efforts are carried out by implementing a strategy to maintain the existing attractions. The intended strategy is to maintain the authenticity and uniqueness of the tourist attraction by preserving the buildings, culture, and culinary delights in the village that have existed since ancient times. Buildings with architecture and historical stories from the original Dutch colonial era are not artificial by the management. Therefore, the management carries out development through maintenance and repairs without changing their authenticity.

Second, accessibility (ease of access and transportation to tourist attractions). Kampoeng Heritage Kajoetangan is strategically located on the main road, making it easy for visitors and tourists to reach it. Accessibility is a

crucial factor in ensuring a smooth travel experience. Tourists will experience a comfortable experience at a tourist attraction if it is easily accessible, allowing for smooth travel (Handayani, 2019). Based on the results of this study, transportation options to reach Kampoeng Heritage Kajoetangan vary widely. Visitors and tourists can use public transportation such as public transportation (angkot), Macito (Malang City Tour bus), and various online motorcycle taxis. They can also use private transportation such as motorcycles, cars, bicycles, and others. Regarding accessibility, the management continues to monitor and improve the roads in the village area. Roads are a crucial element of this tourist attraction, making it easier for visitors and tourists to explore the village on foot.

Third, Amenities (Supporting facilities to support the main facilities). Amenities play an important role in providing a sense of security and comfort to visitors or tourists. Amenities include places to stay such as homestays, restaurants, toilets, places of worship, tourist information centers, and parking areas. Based on the results of this study, the supporting facilities found in Kampoeng Heritage Kajoetangan are quite complete, such as toilets, places of worship such as prayer rooms and mosques, places to eat, parking areas, souvenir shops, tourist location maps, seating for rest, and coffee shops.

However, Kampoeng Heritage Kajoetangan does not yet provide accommodation such as homestays in the area around the village. This is a potential for further development in providing homestays around the village, so that visitors or tourists can experience life around the village.

Fourth, available packages. The availability of tour packages is one component that can influence the success of a tourist attraction. The availability of tour packages can facilitate the marketing and sale of other tourism products (Asmoro, 202 CE). Based on field interviews, Kampoeng Heritage Kajoetangan offers tour packages that also include meals. These packages are part of the management's efforts to develop Kampoeng Heritage Kajoetangan. This allows food products to be easily sold by including them in the packages.

Fifth, Activities. Activities are all the available tourist activities and activities that tourists can do while at a tourist attraction. Tourist activities can be categorized as seeing an object, buying something, or even doing something (Asmoro, 202 CE).

Sixth, Ancillary Service (tourism services provided by tourism organizations). Ancillary Service is a service provided to complement services for visitors or tourists, such as tour guides (Ramadhani et al., 2021). Kampoeng Heritage Kajoetangan has provided guides

to complement the facilities supporting tourists in their tourism activities. These guides are tasked with guiding tourists through the village, finding strategic spots, and explaining the historical stories behind the original Dutch-era architectural buildings.

7	Zahrotul	-	5	1	-	-
8	Ginten	-	4	2	-	-
9	Fara	-	6	-	-	-
10	Asyifa	-	4	2	-	-
11	Astuti	6	-	-	-	-
12	Purwanto	4	1	1	-	-
13	Inneke	4	1	1	-	-
Amount		18	43	14	3	-

Public Perception of the Facilities and Infrastructure of the Kajoetangan Heritage Village, Malang

The community has actually participated with the Kampoeng Heritage Tourism management to develop the Kampoeng Heritage Tourism area on Jalan Jenderal Basuki Rachmat Kauman, Klojen, Malang. Therefore, the tourism management and the community must improve the Kampoeng Heritage facilities to attract tourists. For example, repainting the facilities and infrastructure, adding photo spots, and renovating the images. Because the more complete the facilities and infrastructure, the more visitors will be attracted. This will ensure visitors feel satisfied and comfortable.

Observations of Kampoeng Heritage's facilities and infrastructure revealed that the majority of residents surveyed considered them to be good. This was evident through observations and interviews, with many choosing the "good" rating.

The table shows that public response to the facilities and infrastructure is generally positive, indicating that the public is satisfied with the facilities and infrastructure, thus providing positive reviews. Perhaps further development of these facilities and infrastructure is needed to better assist the community and visitors. This could include clearer directions. Further development could include more photo spots and repainting the walls with pictures. This could become a leading attraction that will encourage repeat visitors and leave them satisfied.

Table 1. Table of Public Perceptions of Facilities and Infrastructure

No	Source Person	Answer				
		SB	B	CB	KB	TB
1	Sri Muyati	2	4	-	-	-
2	Leni	-	6	-	-	-
3	Nursa'adah	2	2	2	-	-
4	Mrs. Mamik	-	2	2	2	-
5	Gandhi	-	4	2	-	-
6	Sunni	-	4	1	1	-

Public Perception of the Promotion of the Kampoeng Heritage Kajoetangan Malang Tourism Object

Mass media is a digital media with great potential as a medium for community empowerment (Trihayuningtyas, 2018).

Social media is very important today and has become something that everyone relies on. Therefore, using social media to promote tourist attractions or other activities is a great promotional idea.

It's very attractive and offers significant potential. In marketing, particularly tourism product marketing, social media ranks among the most effective factors. Besides being easy to use, social media is also cost-effective and effective in tourism marketing, making it increasingly popular as a communication and promotional tool.

The public perception of the promotion of the Kampoeng Heritage Kajoetangan Malang tourist attraction, carried out by the tourism management in the area, has been well received by the local community. This promotion has made people who were initially unaware of it, become more aware of Kampoeng Heritage. Tourism promotion at Kampoeng Heritage has been carried out extensively in recent years, not only through brochures but also through social media, where almost all types of social media are available, such as Facebook, Instagram, and TikTok. Uniquely, this promotion is largely not only coming from the management, but this large-scale promotion actually comes from the accounts of tourists who publicize this tourist attraction as a form of satisfaction with what is offered at the Kampoeng Heritage tourist attraction, such as its

beauty, cleanliness, and the uniqueness of the buildings in the area.

It's the satisfaction and positive reviews from these visitors that have drawn more visitors to the Kampoeng Heritage Kajoetangan tourist attraction. This has been met with positive and enthusiastic responses from the local community, as evidenced by our research to determine local perceptions of tourism promotion in the Kampoeng Heritage area.

Table 2. Table of Public Perceptions Regarding the Promotion of Kampoeng Heritage Tourism

No	Attitude Category	Total Score				
		SS	S	CS	KS	TS
1	Purwanto	3	-	-	-	-
2	Inneke	-	3	-	-	-
3	Astuti	3	-	-	-	-
4	Sri Mulyati	1	2	-	-	-
5	Leni	-	3	-	-	-
6	Nursaadah	1	2	-	-	-
7	Mother Mamik	-	1	2	-	-
8	Mr. Gandi	-	2	1	-	-
9	Sunni	1	1	1	-	-
10	Zahrotul	-	3	-	-	-
11	Mrs. Ginten	-	3	-	-	-
12	Fera	-	3	-	-	-
13	Mrs. Astufa	-	3	-	-	-
Amount		9	27	4	-	-

Based on public perceptions, as shown in the table, they agree that tourism promotion significantly helps the people in the area. This is evident from the total score described above, where

the number of "agree" responses exceeds the total score for the other responses.

The results of the questionnaire we collected showed that the public agreed with the statement that this tourism promotion has made people more aware of Kampoeng Heritage. They also strongly agreed that tourism promotions, such as brochures and social media advertising, have significantly increased the number of visitors. Furthermore, they also quite strongly agreed that this tourism promotion is very helpful for both the community and visitors.

Therefore, based on the data we obtained, we can conclude that the overall attitude scale score for the promotion of the Kampoeng Heritage tourist attraction is "agree." This promotion can increase public awareness of the Kampoeng Heritage tourist attraction and significantly increase the number of tourists visiting. In fact, promotional efforts will have a positive impact on local residents, especially those operating economic enterprises such as MSMEs in the Kampoeng Heritage tourist area.

Public Perception of Services at Kampoeng Heritage Kajoetangan Malang

The service at this tourist area is considered good by the community, as it is believed to make visitors feel comfortable and motivated to return. Services such as the friendly welcome of visitors and the

availability of facilities like signage, souvenir shops, and dining options at Kampoeng Heritage Kajoetangan are considered good. However, despite the adequate service, some signage is still inaccurate.

Some efforts to increase satisfaction with the services at Kampoeng Heritage include being friendly to visitors, controlling beggars in the Kampoeng Heritage area, increasing the security of Kampoeng Heritage Kajoetangan by forming a security team, and improving inaccurate signage.

The following is the public's perception of the Kampoeng Heritage Kajoetangan service:

Table 3. Table of Public Perceptions of Services at Kampoeng Heritage Kajoetangan Malang

No	Attitude Category	Total Score				
		SS	S	CS	KS	TS
1	Purwanto	6	-	-	-	-
2	Inneke	2	4	-	-	-
3	Astuti	6	-	-	-	-
4	Sri Mulyati	1	5	-	-	-
5	Leni	-	4	-	2	-
6	Nursaadah	1	3	2	-	-
7	Mother Mamik	-	4	2	-	-
8	Mr. Gandhi	-	4	2	-	-
9	Sunni	1	4	1	-	-
10	Zahrotul	-	6	-	-	-
11	Mrs. Ginten	-	2	4	-	-
12	Fera	-	6	-	-	-
13	Mrs. Astufa	-	5	1	-	-
Amount		17	47	12	2	-

Based on Table 1.3, it shows that visitors say that access to Kampoeng Heritage Kajoetangan Malang is good, because there are tourism managers who make it easy for visitors to get information, there are signposts. Based on the data obtained in the field, it can be concluded that the services provided at Kampoeng Heritage Kajoetangan Malang fulfill the needs of the community or visitors, so that the visitors choose the good category regarding the services of Kampoeng Heritage Kajoetangan Malang.

Public Perception of the Development of Economic Activities and Employment Opportunities around Kampoeng Heritage Kajoetangan Malang

Public perception regarding the development of community economic activities strongly supports the development of Kampoeng Heritage Kajoetangan in Kauman Village, Malang City. Cemporaningsih, (2020) stated that tourism activities can increase employment opportunities in the surrounding area. Based on observations and interviews with residents in the Kampoeng Heritage area, residents come from diverse economic backgrounds, with the average being lower-middle class. Therefore, charging package rates for tourists is one solution to reduce poverty levels in the area.

Educationally, the value that can be taken is how the lower middle class

people of Malang City obtain "luxury" goods such as radios or ceramics or carry out economic activities through small shops and MSMEs that sell along the roads of tourist attractions (Khakim, 2019). Based on the interview results, the perceptions of the community around the Kajoetangan Malang Heritage Village area can be seen in the table obtained from the following six statements: (1) The existence of economic activities in Kampoeng Heritage Kajoetangan can increase the income of the community around the Kampoeng Heritage Kajoetangan tourist area. (2) The community around Kampoeng Heritage Kajoetangan can gain profits by opening souvenir stalls. (3) The community around Kampoeng Heritage Kajoetangan can earn income from opening an art gallery. (4) The existence of the Kampoeng Heritage Kajoetangan tourism object can open up job opportunities for the community.

Table 4. Table of Public Perceptions of Economic Activity Development

No	Respondents	Category Score				
		SS	S	KS	CS	TS
1	Sri Mulyati	2	4	-	-	-
2	Leni	-	4	2	-	-
3	Nursa'dah	1	4	1	-	-
4	Beads	-	5	1	-	-
5	Gandhi	-	4	2	-	-
6	Sunni	2	3	1	-	-
7	Zahrotul	-	6	-	-	-
8	Ginten	1	4	1	-	-
9	Fara	-	6	-	-	-
10	Asyifa	1	5	-	-	-

11	Astuti	6	-	-	-	-
12	Purwanto	1	3	2	-	-

Based on Table 1.4, it shows that the response of the community around the Kajoetangan Heritage Village, Malang, regarding the economic activities around the area, the majority said they agreed that the Kajoetangan Heritage Village tourism could increase economic activities in the Kajoetangan Heritage Village, Malang. So that the development of this tourism has actually succeeded in improving the standard of living of the community and opening up employment opportunities for the people of the area. In addition, the development of the Kajoetangan Heritage Village tourism area to the maximum is able to increase economic growth with the support of various infrastructure facilities, tourists, and the community for the development of the Kajoetangan Heritage Village,

CONCLUSION

Kayutangan Heritage Village is a tourist attraction that offers historical education, showcasing the preserved architecture of Dutch colonial houses. The management of the Kajoetangan Heritage Village has successfully developed the area in collaboration with the Institute for the Community Empowerment and Development (LP2M) of Malang State University. Various efforts have been made to develop heritage tourism, both in terms of facilities and infrastructure. The

development process undertaken by the management would not have been successful without the support of the surrounding community. Therefore, we, as researchers, sought to understand the community's response and perception regarding the development in the area. Based on the results and discussion above, it can be concluded that the community's perception of tourism activities in the Kajoetangan Heritage Village in Malang City is positive. This indicates that the community strongly supports the development of tourism, including infrastructure, promotion, economic development, job creation, and services within the Kajoetangan Heritage Village.

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