

## **Sustainability of Community Sociocultural Activities As a Tourist Destination During the Covid-19 Pandemic: A Case Study in Kampung Jawi, Semarang City, Indonesia**

**Rina Kurniati\* and Bella Shifa**

*Department of Urban and Regional Planning, Faculty of Engineering, Diponegoro University, 50275 Semarang City, Indonesia*

### **ABSTRACT**

Kampung Jawi is a Javanese tourism village in Semarang City, Indonesia that aims to realize sociocultural sustainability. Currently, sociocultural sustainability faces the challenges of the Covid-19 pandemic, which restricted various activities. This quantitative study examines the sustainability of sociocultural activities in Kampung Jawi during the Covid-19 pandemic. The scoring analysis is applied to the questionnaire results to calculate and group the sustainability score into low, medium, and high. Questionnaires are distributed to 94 local communities to assess sociocultural sustainability during the pandemic. The results show that the sustainability of sociocultural activities in Kampung Jawi during the Covid-19 pandemic is “Medium.” The pandemic’s most significant impact is on cultural richness and participation because it restricts various community sociocultural activities. Furthermore, Covid-19 affects people’s efforts to maintain their cultural assets now and in the future. It has weakened economic activities that can reduce the village’s ability to provide cultural and health facilities.

*Keywords:* Community, Covid-19 pandemic, sociocultural activities, sustainability, tourist destination

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*E-mail addresses:*

[rina.kurniati@pwk.undip.ac.id](mailto:rina.kurniati@pwk.undip.ac.id) (Rina Kurniati)

[bellashifa77@gmail.com](mailto:bellashifa77@gmail.com) (Bella Shifa)

\*Corresponding author

### **INTRODUCTION**

Indonesia has diverse natural and cultural resources that could be potential for tourism. Tourism is a powerful local and national economic development tool, especially in developing countries (Y. A. Wibowo & Ronggowulan, 2021; Wondirad, 2020). Tourism is a human activity that impacts local communities, contributing to

environmental, economic, and sociocultural improvements (Nematpour & Faraji, 2019). Currently, the tourism sector is applying the sustainable development concept that emphasizes economic, social, and environmental balance (Arlym & Hermon, 2019). The sustainable tourism concept is practiced by tourism actors and applied in various cities in Indonesia.

Semarang City has various natural and cultural tourist destinations. One sustainable tourism practice has used the Community Based Tourism (CBT) approach supported by the Thematic Village program since 2016. Kampung Jawi, located in Sukorejo Village, Gunungpati District, is a thematic village that has developed into a tourist destination. A tourism village integrates attractions, accommodations, and supporting facilities in the order of people's lives to attract tourists (S. R. Sari et al., 2020). The tourist attractions in Kampung Jawi comprise traditional Javanese cultural activities preserved by the community. The village implements sustainable CBT, emphasizing social, cultural, and environmental sustainability. Furthermore, CBT strengthens local communities in tourism management (He et al., 2021). Kampung Jawi was developed as a tourist destination to preserve and maintain traditional Javanese sociocultural sustainability (L. Y. Putri & Pigawati, 2019).

During development, Kampung Jawi evaluates and improves various aspects to realize sustainable and competitive tourism. However, tourism and sociocultural activities were shaken in 2020 due to the

Covid-19 pandemic. Covid-19 was declared a global pandemic on March 11, 2020, by the World Health Organization (WHO). Tourism with the arts, culture, and creative industries is one of the economic sectors most affected by the pandemic (Flew & Kirkwood, 2021). This pandemic has a high rate of spread and transmission. In response to the pandemic, governments have focused on social distancing, travel restrictions, the prohibition of large group gatherings, and an economic recession (Flew & Kirkwood, 2021). The policy on the number of tourist visits was also applied. The Semarang City Culture and Tourism Information System data indicated that domestic tourist visits decreased drastically from 7.223.529 in 2019 to 3.260.303 in 2020 and 1.188.611 in 2021.

COVID-19 has significantly restricted tourism, arts, and culture, limiting travel and movement, outdoor activities, and large gatherings (Flew & Kirkwood, 2021). The tourism sector's temporary suspension has impacted transportation, the accommodation industry, souvenirs, performances, cultural arts, and culinary (Kristiana et al., 2021). Therefore, tourism sustainability could be threatened without the strong transformation and resilience of the various components.

The sustainability of sociocultural activities in Kampung Jawi is threatened due to the Covid-19 pandemic. Semarang Mayor Regulation Number 57 of 2020 issued a policy regarding implementing restrictions on community activities. Based on these regulations, the operational activities of public facilities, including

tourist attractions, are limited to 11.00 PM (“Peraturan Walikota”, 2020). The government also urges to stop or reduce the intensity of activities involving many people. It impacts the sociocultural activities of the community in Kampung Jawi, including tourism. The Kampung Jawi Manager stated that cultural activities integrated into tourist attractions have drastically reduced. Only one of the initial 11 tourist attractions was maintained due to the Covid-19 pandemic. Additionally, the sociocultural activities conducted routinely are stopped. The Covid-19 pandemic has also resulted in virtual tourism through web searches and media displays. It is carried out through images or videos that allow users to feel they are in a tourist place (Riesa & Haries, 2020). Virtual tourism changes the implementation of cultural activities integrated into tour packages.

A study is needed to assess the sustainability of sociocultural activities in Kampung Jawi during the Covid-19 pandemic. Several studies have identified the tourism component’s condition (L. Y. Putri & Pigawati, 2019) and the community’s efforts to preserve culture (Nurdiani & Felicia, 2021). However, no study has discussed the sustainability of Kampung Jawi as a tourist destination, especially during the Covid-19 pandemic. N. Sari et al. (2019) examined the sustainability of other tourist villages in Kampung Ngadas. The study focused on the most potential sustainability aspects of CBT development. Most studies on sustainability assess the economic, social, and cultural aspects (Asmelash & Kumar, 2019; Blancas et al.,

2011; Šarenac et al., 2019). In contrast, this study focuses on the sustainability of the community’s sociocultural aspects as the main component in developing Kampung Jawi tourism.

This study aims to assess the sociocultural sustainability in Kampung Jawi as a tourist destination during the Covid-19 pandemic. The assessment was conducted from the local community’s perspective as the main actor in tourism development and implementation of cultural preservation. Local people understand how many changes have occurred due to the Covid-19 Pandemic. The results could be considered in formulating efforts to improve sociocultural sustainability in tourism village.

## LITERATURE REVIEW

### Sociocultural Potentials in Tourism Development

Sociocultural activities are tourism potentials found in people’s daily lives. Culture could entail community activities, habits, or work and social activities such as hospitality, mutual harmony, and cooperation (Sukmana et al., 2020). When managed properly, sociocultural activities could support tourism development into attractions (K. A. Putri et al., 2018). Masly (2017) distinguished attraction into cultural and social attraction. Cultural attractions include art, events, festivals, history and folklore, and religion. In contrast, the social attraction could be language, way of life with local wisdom values, and social gatherings.

## **Sustainable Tourism**

Purnomo et al. (2020) stated that sustainable tourism uses the concept of stable development that responds to the needs of the current generation without compromising the capacity of the next generation. It does not harm local communities' environment, economy, and culture. According to World Tourism Organization (2011), sustainable tourism considers current and future economic, social, and environmental impacts. In this case, the community is also involved and benefits through income or facilities developed from tourism activities (Polnyotee & Thadaniti, 2015). Junaid (2014) mentioned several things necessary to realize sustainable cultural tourism, including:

1. Tangible and intangible cultural preservation.
2. Maximizing local community involvement and representation.
3. Involvement of tourism stakeholders, including the government, private sector, and community.

## **Sociocultural Sustainability**

Lee and Hsieh (2016) stated that tourism sustainability has economic, social, cultural, environmental, and institutional dimensions. This study focused on the sustainability of social and cultural activities as community assets and the main potential for tourism in Kampung Jawi. Sociocultural sustainability implies respect for social identity, capital, culture, and assets and strengthening

community cohesiveness and pride (Choi & Sirakaya, 2006). In line with this, Prevolšek et al. (2020) examined the dimensions of social sustainability from social and cultural aspects:

1. The social aspect relates to improving the local community's condition. It is realized through strengthening infrastructure, developing additional tourism products, and interacting with social communities. It is reflected in employment, promotion of local communities, and improving living standards through tourism development.
2. The cultural aspect is reflected in preserving and promoting local traditions by providing various attractions to tourists and enabling their active participation.

Eren (2013) investigated the state of sociocultural sustainability in the Mahalle neighborhood of Turkey. The study found that a well-designed environment facilitates and supports cultural interaction to help realize sociocultural sustainability. Furthermore, Asmelash and Kumar (2019) developed indicators that help assess sustainable tourism development. Five could be used to assess the sustainability of tourism in terms of social and cultural dimensions. These aspects are Social Equity, Visitor Fulfillment, Local Control, Community Well-being, and Cultural Richness. Therefore, the variables and indicators were adjusted to the needs and focus of this study (Table 2).

## METHODS

### Study Area

This study was conducted in Kampung Jawi, Sukorejo Village, Gunungpati District, Semarang City. Kampung Jawi covers the entire area of RW 01 and consists of 7 RT. In Indonesia, administrative areas are divided hierarchically based on the number of households. RW is an abbreviation of Rukun Warga, referring to the area under the village or “Hamlet,” comprising 3 to 10 RT. Similarly, RT is an abbreviation of Rukun Tetangga, referring to the area under the RW (hamlet) or “Neighborhood,”

consisting of 10 to 50 households. In 2020, the total population of Kampung Jawi was 1,628 people. Figure 1 shows the boundaries of the study area.

Kampung Jawi is a thematic village that has developed into a tourist destination in Semarang City. In 2016, the Semarang City Government commenced a thematic village program to alleviate poverty by addressing slum settlement problems and developing local potential (“Kampung tematik”, 2017). The RW 01 area, with the potential of traditional Javanese culture, was appointed as the location for developing

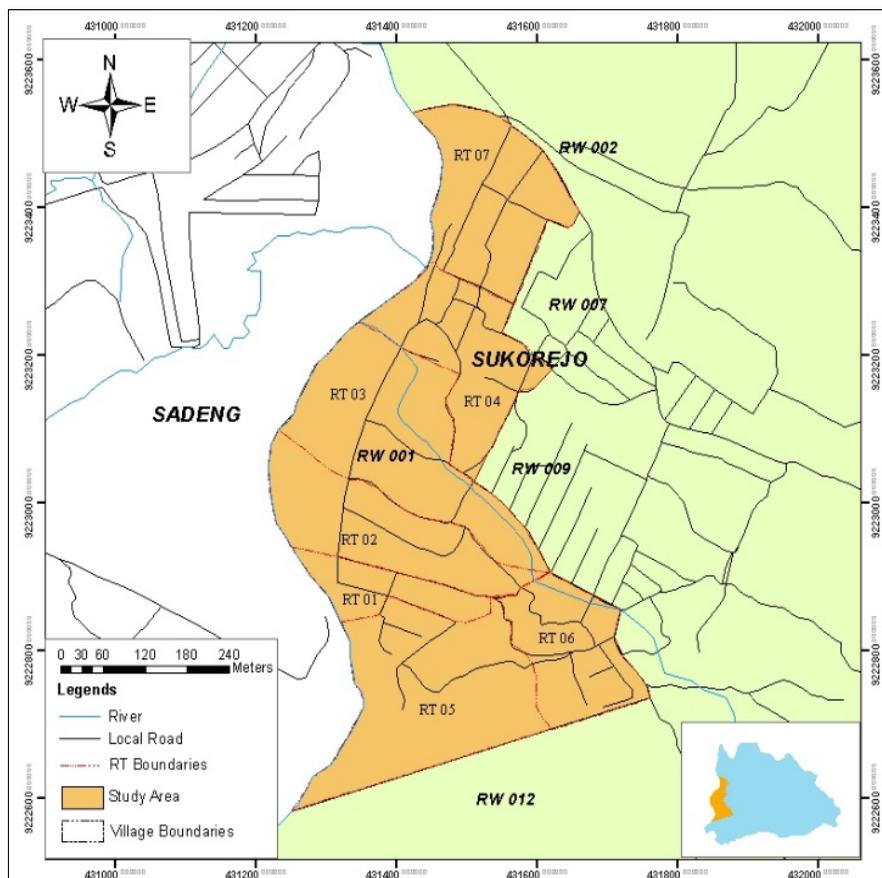


Figure 1. Kampung Jawi as study area

thematic villages in Sukorejo Village. Kampung Jawi's potentials as a thematic village include the following:

1. Annual traditions.
2. A strong culture of *gotong royong* (community cooperation) and kinship.
3. Tightly held and preserved Javanese culture and traditions.
4. There is an art studio called Sendang Asri Budaya for holding Javanese cultural activities.

Kampung Jawi's development as a tourist destination is followed by community empowerment and environmental quality improvement. Tourist attractions have the theme of traditional Javanese culture divided into the Memetri Kampung Jawi tradition, Javanese cultural education, performing arts, and traditional culinary.

**Sociocultural Activities in Kampung Jawi as Tourist Destination.** Sociocultural potentials exist in people's lives (Sukmana et al., 2020) and could support tourism when managed and packaged properly. According to S. L. Putri and Damayanti (2017), sociocultural activities supporting tourism include local culture, wisdom, and management systems. The following activities in Kampung Jawi that support tourism development were held regularly before the Covid-19 pandemic.

**Local Culture.** Local culture includes the implementation of traditions, arts,

handicrafts, and traditional food production (S. L. Putri & Damayanti, 2017). Certain traditions are still preserved in Kampung Jawi, including *Minggu Legi*, *Sadranan*, and *Memetri Kampung Jawi*. Before the Covid-19 Pandemic, these traditions were always held every year and every month. These traditions are the unique values appointed as a tourist attraction. The sustainability of traditions and unique identities must be realized in developing cultural traditions due to the tight competition in the tourism industry (Qin & Leung, 2021). These traditions involve all local communities in their implementation. The *Memetri Kampung Jawi* is held annually in October to commemorate the anniversary of Kampung Jawi. *Memetri Kampung Jawi* is usually conducted in the field by inviting guests of honor and officials. During the Memetri Kampung Jawi ceremony, the Mayor, community leaders, and local people lit 1000 torches as a symbol of burning negative things and replaced them with welfare development (Figure 2a). This tradition involves performing the *Sendratari Dumadining Kampung Jawi* and various other traditional Javanese cultural performances (Figure 2b). The *Sendratari Dumadining Kampung Jawi* is a traditional dance that tells the history of Kampung Jawi, performed by women accompanied by *Gamelan* music. The *Minggu Legi* tradition is a monthly communal prayer ceremony accompanied by cooking as a form of gratitude to God. The *Pasar Jaten* is an activity of buying and selling traditional Javanese food (Figure 2c).

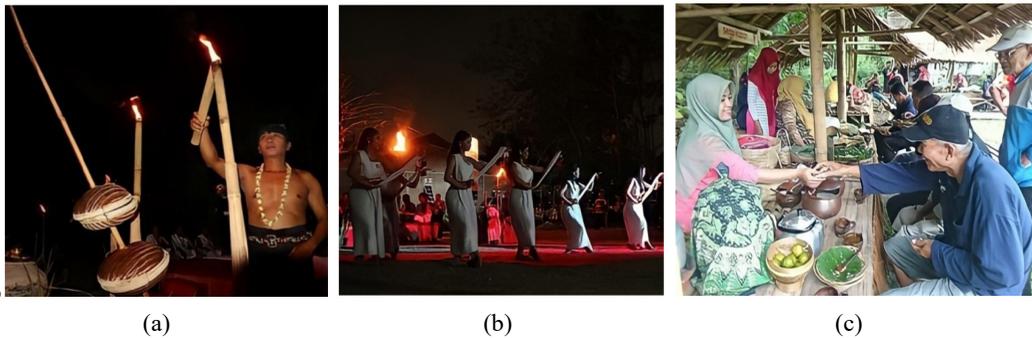


Figure 2. The tradition before Covid-19 - (a) Torch lighting by the community leader during the Memetri Kampung Jawi ceremony, (b) Memetri Kampung Jawi dance performance, (c) Pasar Jaten as a place to enjoy various Javanese traditional culinary

Source: Documentation of Kampung Jawi's Tourism Awareness Group (2019)

Other local cultures are cultural practices and art performances. Cultural practice is held every day alternately between various types of art. Examples include *Jathilan*, *Tek-Tek*, *Karawitan*, *Ketoprak*, *Jemparingan*, and *Tambourine Arts*. In Kampung Jawi, children and youth aged 8–16 participate in cultural preservation, especially *Jathilan* and *Karawitan*. *Jathilan* is a traditional Javanese dance with a horse made of woven bamboo. *Karawitan* is traditional *Gamelan* music that usually accompanies Javanese songs. Furthermore, *Rebana An-Naba* is a hereditary art of singing religious songs with musical instruments, *Gamelan*, and traditional-modern tambourines. The members of the *Rebana An-Naba* group consist of children and adults.

Cultural practice is also one of the tourist attractions of Kampung Jawi. Tourists know and learn traditional Javanese arts through Cultural Education tour packages. Figure 3 show several examples of cultural and educational activities that were part

of tourist attractions before the Covid-19 pandemic. Figure 3a shows a traditional Javanese dance performance, namely *Reog* and *Jathilan* which was held in Kampung Jawi. Figure 3b shows one of the tourist attractions, namely traditional archery education (*Jemparingan*) which can be enjoyed through tour packages. Figure 3c shows traditional Javanese music education (*Gamelan*) which is in great demand by students and young people. They are guided by tour guides comprising artists from various art communities in Semarang City. Cultural education activities are usually performed at the Kampung Jawi Field or the Sendang Asri Art Studio. Art performances are also celebrated to welcome tourists or commemorate major holidays like Independence Day and Islamic Holidays.

Traditional culinary production activities are also conducted daily. The community produces traditional cuisine to preserve the hereditary culture and support tourism development. These traditional

cuisines include snacks (*Gethuk*, *Tiwul*, *Wajik*), traditional drinks (*Wedang Ronde*, *Dawet Ireng*, *Jamu Jun*, *Wedang Rempah*), and main course (*Sego Liwet*, *Sego Kluban*, *Sego Koyor*, *Gendar Pecel*, *Berkatan*). The typical food of Kampung Jawi and the most favored by tourists is *Gendar Pecel*.

It contains rice dough and vegetables with peanut sauce and is topped with *conch satay* (local conch) and served on a stick plate with a banana leaf. The dishes are sold at Angkringan Pinggir Kali every day from 04.00–11.00 PM (Figure 4).

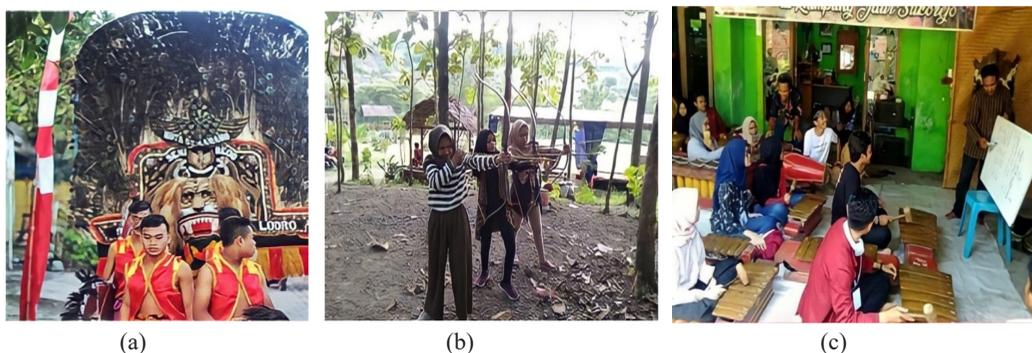


Figure 3. Cultural education and art performance before the Covid-19 pandemic situation - (a) Traditional dance performances (Reog) in the Kampung Jawi tour package, (b) Traditional archery art education (Jemparingan) in Kampung Jawi tour package, (c) Traditional music education (Gamelan) in Kampung Jawi tour package

Source: Documentation of Kampung Jawi's Tourism Awareness Group (2019)



Figure 4. Stalls for traditional food sellers at Angkringan Pinggir Kali

Source: Research team documentation (2021)

Angkringan Pinggir Kali is a favorite attraction and an icon for Kampung Jawi. It carries a unique concept where tourists enjoy traditional cuisine with the feel of old vibes.

The Angkringan has an outdoor concept with lighting using *Sentir*, traditional lamps fueled by kerosene, and lit using fire. The sellers use ancient huts that are thick with

a rustic feel. Furthermore, visitors enjoy traditional live music for urban residents to relax and unwind, making Angkringan Pinggir Kali the best choice. Figure 5 shows Angkringan Pinggir Kali's situation and vibe at night. Visitors reveal that Angkringan Pinggir Kali gives warm, exciting, and relaxing vibes. With their friends or family, visitors can enjoy various traditional culinary while having fun and listening to Javanese songs. Based on information from the area manager, Angkringan Pinggir Kali not only strengthens local community relations but also increases the togetherness and awareness of visitors towards kinship relations.

**Local Wisdom.** Local wisdom includes intelligence, values, decision-making systems, kinship, and local organizations (S. L. Putri & Damayanti, 2017). The local values applied by Kampung Jawi people are the culture of using the Javanese language

in everyday life and at certain events. The people are accustomed to using Javanese in community meetings and important events such as Independence Day ceremonies (Figure 6a). The decision-making system applied to community forums is deliberation. The community's social life is harmonious and preserves the culture of *Gotong Royong* (cooperation). Local wisdom is a wealth of culture that contains life policies and views related to knowledge and wisdom about life (Gursoy et al., 2019; A. Wibowo et al., 2021). Moreover, a life guide or advice from religious and historical figures is applied in people's lives. The guide is called *Dasa Pitutur*, or 10 Javanese philosophies taught by Sunan Kalijaga (Figure 6b).

Another local wisdom is the transaction tool called "Kepeng", the designation of money in the era of the Majapahit Kingdom. Kepeng-shaped flat block made of wood (Figure 7). As a typical transaction, in the middle of Kepeng is a picture of Rumah



Figure 5. Situation in Angkringan Pinggir Kali

Source: Documentation of Kampung Jawi's Tourism Awareness Group (2021)



(a)



(b)

Figure 6. Ceremony uses traditional Javanese protocols and Dasa Pitutur - (a) The national day commemoration ceremony uses traditional Javanese costumes and protocols, (b) "Dasa Pitutur" as the principle of life which is believed to bring humans to prosperity.

Source: Documentation of Kampung Jawi's Tourism Awareness Group (2018), Research team documentation (2021)

Joglo, a traditional house of Central Java, representing Kampung Jawi. Visitors must exchange rupiah with Kepeng at the counter at the exchange rate of 1 Kepeng for 2.000 rupiahs. The average drink price is 1–2 Kepeng, while food prices range from 3 – 4 Kepeng. The local wisdom helps the community show the uniqueness and identity of their tourist villages (A. Wibowo et al., 2021).



Figure 7. Kepeng for payment transactions at Angkringan Pinggir Kali

Source: Research team documentation (2021)

**Tourism Management System.** Kampung Jawi tourism is managed by a tourism awareness group commonly called Pokdarwis Kampung Jawi. This group comprises the indigenous people, most of whom join the management voluntarily. The main role of the Pokdarwis Kampung Jawi is to manage tourism activities, including planning, implementation, monitoring, and evaluation (Kurniati et al., 2021). The involvement of local communities affects the success of tourism development. Through participation, the community expresses its opinions in the planning, implementation, and evaluation stages (Wirahayu et al., 2019). Pokdarwis hold routine meetings, monitors and supervises tourism activities,

welcomes guests, and manage Kampung Jawi tourism's daily operations.

Community-based tourism development provides training for the community as key actors (Wirahayu et al., 2019). Since the people of Kampung Jawi lack adequate knowledge of tourism development, the Pokdarwis Kampung Jawi members are provided several training sessions. The Semarang City, Culture and Tourism Office provide *Sapta Pesona* training, tourism promotion, videography and photography, tour guides, and tourist attraction development. Unlike other places, the training in Kampung Jawi is not only about tourism management. Semarang City culturalists also train the community on how to play Gamelan musical instruments to support cultural preservation. People participating in this cultural training become tour guides in the Cultural Education package.

### Sampling Procedure and Sample Size

This study used a quantitative method to numerically represent the structured data collection and analysis (Goertzen, 2017). The sample involved the local community of Kampung Jawi as part of a population's number and characteristics (Sugiyono, 2015). The population comprised 1.628 people in Kampung Jawi. The number of respondents is determined through the Slovin Formula, considering this research was conducted during a pandemic with a limited population and a narrow area (1 hamlet). The Slovin formula is appropriate because this study used a random sampling approach, and nothing is known about

the population's behavior (Ellen, 2020). The sample consisted of 94 respondents determined using the Slovin formula, with a 10% error tolerance:

$$n = \frac{N}{1 + Ne^2} \quad [1]$$

$$n = \frac{1.628}{1 + 1.628(0,1)^2}$$

$$n = 94.21 \approx 94$$

A proportional random sampling method was used to obtain a sample representing the population's characteristics (Etikan & Bala, 2017). In this technique, samples in each region must be balanced with the number of subjects in the area (Dyah & Yuliasuti, 2014). This study examined a sample of the Kampung Jawi community spread over 7 RTs. Table 1 shows the number of samples for each RT.

Table 1

*Number of samples for each RT in kampung jawi*

RT	Number of population	Number of samples
RT 01	252 people	14
RT 02	360 people	21
RT 03	324 people	19
RT 04	280 people	16
RT 05	144 people	8
RT 06	136 people	9
RT 07	132 people	7
	1.628 people	94

*Source:* Sukorejo Village Monograph (2020)

*Note.* RT = Rukun Tetangga, referring to the administrative area under the village consisting of 10 to 50 households.

**Data Collection and Analysis**

Data were collected using questionnaires, observations, interviews, and literature studies. The questionnaire was addressed to 94 respondents from Kampung Jawi’s local people. The questionnaire distribution aimed to determine the level of sociocultural sustainability during the Covid-19 pandemic from the community’s perspective as the main actor in tourism development and cultural preservation. A door-to-door primary survey was conducted with community leaders in each neighborhood to approach the respondents and ask about their willingness to participate in the study. It ensured that the number of respondents was met with more efficient time and energy. The questionnaire was developed based

on the variables and parameters in Table 2. It aimed to answer several questions with a conversion value of 1, 2, and 3. Additionally, observation and interviews were conducted to obtain more information and confirmations.

This study used scoring and descriptive analysis techniques. The descriptive analysis described and explained field conditions. Scoring analysis used a Likert Scale to assess the level of sociocultural sustainability in Kampung Jawi during the pandemic. The Likert scale measures people’s perceptions, behaviors, and opinions towards a phenomenon (Amidei et al., 2019). The sociocultural sustainability was assessed based on several parameters represented by questions. Each question

Table 2  
*Variables and parameters of sociocultural sustainability in Kampung Jawi*

Variables	Parameters	Scale
Local control	• Community knowledge about sustainable tourism and cultural preservation	1 = Low
	• Community tourism management system	2 = Medium
	• Monitoring and evaluation of tourism operations	3 = High
Host community and visitor fulfillment	• Local community satisfaction with tourism development	1 = Low
	• Community attitudes towards tourism development	2 = Medium
	• Host-guest interaction	3 = High
Cultural richness	• Availability of funds and resources for cultural maintenance	1 = Low
	• Cultural preservation activities or programs	2 = Medium
	• Cultural training activities for the community	3 = High
	• Cultural value for tourism development	
Participation	• Community participation in tourism development	1 = Low
	• Community social activities in public spaces	2 = Medium 3 = High

Source: Adapted from Asmelash and Kumar (2019), Eren (2013)

has three answer choices converted to a score of 1 to 3. The score is higher when the conditions in Kampung Jawi support the sustainability of sociocultural activities. Table 2 shows the variables and indicators used in this study. The four variables assessed are Local Control, Host Community and Visitor Fulfillment, Cultural Richness, and Participation. An internal factor approach was used for Local Control, Host Community, Cultural Richness, and Participation. In contrast, Visitor Fulfillment used external factors

affecting the sustainability of sociocultural activities. The four variables are also suspected to be significantly affected by the pandemic.

The value of sociocultural sustainability is the average value of all variable scores. This value represents the sustainability of sociocultural activities during the Covid-19 pandemic. The level of sustainability is categorized into Low, Medium, and High based on the values and criteria in Table 3.

Figure 8 provides the study framework, from problem formulation to the results.

Table 3

*Level and criteria of sociocultural sustainability in Kampung Jawi*

Total Score	Sustainability level	Criteria
94–157	Low	<ul style="list-style-type: none"> <li>• Does not help the preservation of local cultural values.</li> <li>• The community is not involved in development activities.</li> <li>• Lack of financial and infrastructure resources for maintenance and development.</li> <li>• Lack of knowledge and responsibility in tourism development.</li> <li>• Does not satisfy local people and tourists.</li> </ul>
158–219	Medium	<ul style="list-style-type: none"> <li>• Contribute to preserving local cultural values, but need improvements.</li> <li>• Not all community participates.</li> <li>• Financial resources and infrastructure are not well available.</li> <li>• Limited knowledge and ineffective management.</li> <li>• Tourism benefits are uneven, and fewer tourist services.</li> </ul>
220–282	High	<ul style="list-style-type: none"> <li>• Supporting the preservation of local cultural values.</li> <li>• The community can participate and cooperate with various stakeholders.</li> <li>• Supported by financial resources and infrastructure for maintenance and development.</li> <li>• The community knows about tourism development and is responsible for its operation.</li> <li>• Provide satisfaction for local people and tourists.</li> </ul>

*Source:* Adapted from Arifiani and Mussadun (2016), Kunasekaran et al. (2017), Asmelash and Kumar (2019), Firdausyah et al. (2021)

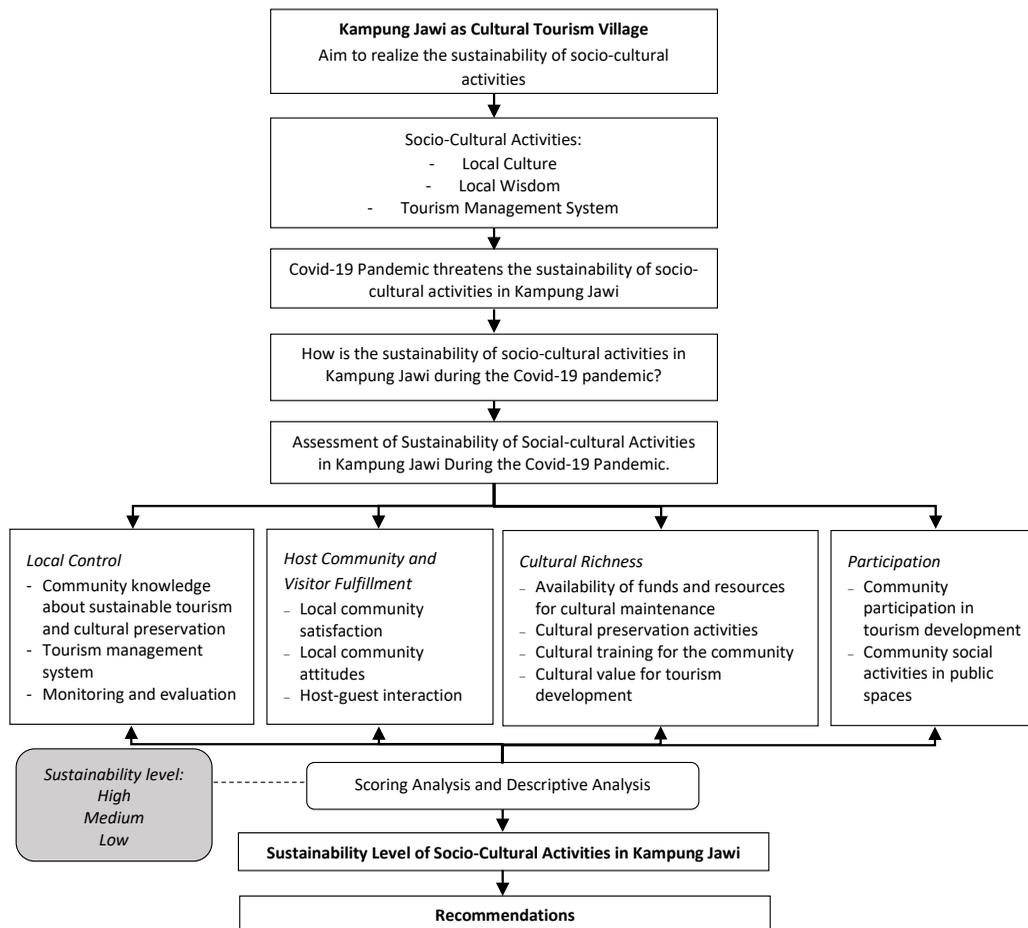


Figure 8. Study framework

## RESULTS AND DISCUSSION

### Sustainability of Community Socio-Cultural Activities in Kampung Jawi as a Tourist Destination During the Covid-19 Pandemic

The sustainability of sociocultural activities in Kampung Jawi during the Covid-19 pandemic was obtained from the questionnaire calculation results. Based on the scoring of the questionnaire distributed to 94 respondents, the overall level of sustainability is “Medium,” with a score

of 205. Table 4 shows the questionnaire calculation results.

The scoring results show that the Host Community and Visitor Fulfillment variables have the highest score of 240 and are included in the “High” sustainability category. During the pandemic, tourism activity was still open and contributed to cultural preservation, and the practice was adapted to the Covid-19 guideline and protocol. The Participation variable obtained the lowest score of 149 and was included

in the “Low” sustainability category. It implies that people are more vigilant by not engaging in joint activities. Also, community participation is more limited by applying a quota system for each joint activity. It causes difficulty in coordinating between community groups and a lack of public understanding of their role in tourism development.

The pandemic significantly restricts tourism and cultural activities, affecting the resilience and sustainability of culture and the creative economy (Flew & Kirkwood, 2021). These conditions restrict the cultural activities integrated into tour packages and people’s daily lives. Consequently, tourism has declined, reducing the monthly income of small and medium enterprises

Table 4

*The scoring result of sustainability of sociocultural activities in Kampung Jawi*

Question Items	Frequency			Score	Variable Score
	1	2	3		
<b>Local Control</b>					
Do you know about sustainable tourism?	22	58	14	180	216 (Medium)
Do you know about community efforts to preserve local culture during the pandemic?	11	68	15	192	
Is the implementation of cultural activities still being discussed together by the community?	6	17	71	253	
Do community groups coordinate well with tourism management during this pandemic?	11	17	66	243	
Are there routine evaluations for tourism activities and cultural preservation during this pandemic?	16	36	42	214	
<b>Host Community and Visitor Fulfillment</b>					
Can tourism development improve environmental quality in Kampung Jawi?	3	54	36	219	240 (High)
Can tourism development in Kampung Jawi help preserve culture and increase community cohesiveness?	7	40	47	228	
Do you support Kampung Jawi tourism being opened during the pandemic?	1	22	71	258	
How is the interaction between local people and tourists during the Covid-19 pandemic?	6	16	72	254	

Table 4 (Continue)

Question Items	Frequency			Score	Variable Score
	1	2	3		
<b>Cultural Richness</b>					
Has the availability of adequate funds supported cultural preservation activities?	9	75	10	189	215 (Medium)
Have adequate facilities supported cultural preservation activities?	5	60	29	212	
Are traditional handicrafts and food production activities still conducted?	4	40	50	234	
Is the tradition of the Memetri Kampung Jawi community still routinely held?	0	48	46	234	
Are cultural events or art performances still routinely held?	3	65	26	211	
Are cultural training activities still routinely held by the community?	12	63	19	195	
Is the local culture still able to attract tourists to come?	2	48	44	230	
<b>Participation</b>					
During the pandemic, were you involved in tourism development planning activities?	59	25	10	139	149 (Low)
During the pandemic, were you involved in the implementation of tourism activities?	51	32	11	148	
During the pandemic, were you involved in supervising and evaluating tourism?	58	26	10	140	
During the pandemic, were you involved in cultural preservation activities?	34	46	14	168	
<b>Sociocultural sustainability score (Average)</b>					<b>205 (Medium)</b>

to only 1.000.000 rupiahs from 3.500.000 rupiahs before the Covid-19 pandemic. These conditions' impact threatens the maintenance of tourism and sociocultural sustainability. The following topic discusses

the sustainability level of community sociocultural activities in Kampung Jawi. The discussion is based on the Local Control, Host Community and Stakeholder, Cultural Richness, and Participation variables.

**Local Control.** Asmelash and Kumar (2019) found that local control is the most influential variable in the sustainability of sociocultural activities. This variable relates to the control of local communities over tourism development and the preservation of cultural heritage. In Kampung Jawi, Local Control on sociocultural activities during the pandemic is included in the “Medium” category with a score of 216. Asmelash and Kumar (2019) stated that local communities lack adequate knowledge at a medium level of sustainability, and their responsibility in operating tourism is constrained. In Kampung Jawi, the local community lacks adequate knowledge about sustainable cultural tourism development. During the Covid-19 pandemic, management activities are not running as they should. The results showed that 62% of the respondents did not know about sustainable tourism during the pandemic. Also, 72% of respondents did not know in detail how to preserve culture during the pandemic. It shows that the people of Kampung Jawi have insufficient knowledge of building sociocultural resilience during the pandemic. Therefore, it is necessary to develop human resources through training, supervision, and empowerment to recover from crises and threats to sustainability (Azhari et al., 2021).

The management and evaluation system of tourism development during the pandemic is still running and well organized. All decisions regarding cultural activities and tourism development are still being discussed with the community. Monthly routine evaluation activities are also held.

However, there are quota restrictions when regarding in-person or online meetings. This system disrupts coordination and often causes a misunderstanding between the roles of the community. Although Local Control variables are sufficient to support sustainability, increasing public knowledge, strengthening coordination and information dissemination, and optimizing supervision are necessary.

#### **Host Community and Visitor Fulfillment.**

Host Community and Visitor Fulfillment indicate tourism development’s influence on the quality of surrounding communities and satisfaction with tourist destinations (Asmelash & Kumar, 2019; Choi & Sirakaya, 2006; Pérez et al., 2017). The results showed that the variables Host Community and Visitor Fulfillment in Kampung Jawi during the pandemic are in the “High” category with a score of 240. At a high sustainability level, tourism development satisfies the host community and tourists (Uzun & Somuncu, 2015). Sociocultural sustainability could be realized when tourist destinations satisfy the community and tourists and respect the traditional culture (Firdausyah et al., 2021). In line with these findings, tourism activity in Kampung Jawi could still benefit and satisfy the host community and tourists even during the pandemic.

A tourist destination could achieve sustainability by creating economic and cultural development opportunities through various facilities and infrastructure improvements (Hieu & Nwachukwu, 2019). Most people in Kampung Jawi

feel the benefits of developing facilities and infrastructure, though it is not built in all areas. The environmental quality improvements implemented include road repairs, drainage renovations, the addition of vegetation, and road paint. During the pandemic, the environment around Kampung Jawi has health and hygiene facilities. Figure 9a and Figure 9b show some examples of environmental improvement such as Mural paintings with cultural values and provision of cleanliness facility due to the Covid-19 pandemic. Although it is not available evenly in all areas, these facilities meet the requirements for tourism to remain open.

Based on the community's assessment, another benefit of tourism development in Kampung Jawi is cultural preservation and strengthening the sense of community. Several cultures are integrated into tourism activities supported by facilities for preserving traditional Javanese culture. Art and culture studios, fields, and traditional culinary tourism spots serve as cultural preservation spaces. Cultural activities are held during the pandemic, though only at important events and with limited capacity. People are also more concerned about how tourism will survive in the future, and they exchange ideas to find solutions. In line with this, Amerta et al. (2015) found that sustainable tourism must harmonize local communities and work together for one mission.

Tourists still interact with the host community during the pandemic and get the best services. They visit while still



(a)



(b)

Figure 9. Environmental improvement in Kampung Jawi - (a) mural painting with cultural values, (b) cleanliness facility (hand washing facility)

Source: Research team documentation (2021)

implementing health protocols, wearing masks, and obeying the rules regarding adapting new habits at tourist destinations. The Host Community and Visitor Fulfillment variables showed that Kampung Jawi tourism satisfied the community during the pandemic by improving environmental quality and protecting cultural preservation. Also, the need for tourist services was still met properly.

**Cultural Richness.** Asmelash and Kumar (2019) showed that cultural richness relates to managing and utilizing cultural potential. It also applies to other factors that support cultural preservation, such as the availability of funds, facilities, and education. The community assessed the cultural richness in Kampung Jawi based on the challenges of the Covid-19 pandemic. This study measured cultural richness using the availability of maintenance resources, cultural preservation, training, and the contribution of cultural values to tourism development. The results showed that the Cultural Richness variable is in the “Medium” sustainability category with a score of 215.

Uzun and Somuncu (2015) stated that tourism activities at the medium sustainability level could not support cultural value protection maximally due to limited funds and facilities. This study found that adequate resources do not support cultural preservation in Kampung Jawi.

The funds available to support cultural preservation are still limited. Sources of funds come from community contributions to artistic activities such as musical arts, tambourines, and jathilan. Furthermore, supporting facilities for cultural activities are still inadequate. Cultural practice and education were held at the Sendang Asri Budaya Studio, the home of the Head of RW 01 (Figure 10a). Art performances were held in the field of Kampung Jawi, the large yard of the residents’ houses, or the alleys around Kampung Jawi (Figure 10b).

From cultural preservation activities and cultural training parameters, the current conditions are not conducive to various cultural preservation and training activities. It is because the Covid-19 pandemic imposes restrictions on activities with many people. The pandemic has significantly impacted tourism and culture, with restrictions on movement and travel, outdoor activities, and large gatherings (Flew & Kirkwood, 2021). Sociocultural activities originally



Figure 10. The location of cultural activities in Kampung Jawi - (a) Sendang Asri Budaya Studio, (b) Tourist attraction area around Angkringan Pinggir Kali

Source: Research team documentation (2021)

applied in daily life, such as art training and community meetings, were reduced in intensity or even stopped.

Consequently, cultural practices are only conducted before important events and community meetings are held when an urgent need arises. The implementation of the annual Memetri Kampung Jawi tradition during the Covid-19 pandemic was canceled.

Cultural preservation under normal conditions is integrated into tourism activities through cultural education, art performances, traditional culinary, and traditions. These events could promote cultural heritage and maximize social interaction between local communities and tourists (Azhari et al., 2021). However, only traditional culinary attractions were maintained during the Covid-19 pandemic, while other attractions were abolished. It decreased the impression and nuance of culture in Kampung Jawi. Artistic and cultural instruments are also not maintained

because they are rarely used. Although there are restrictions on cultural activities, cultural values still attract tourists. The traditional food and local wisdom being applied are strong pull factors.

Figures 11 and Figures 12 – 13 show the differences in tourist attractions before and during the pandemic. Figure 11 shows the various tourist attractions offered before the Covid-19 pandemic. There are art festivals, cultural education, traditional culinary, and holding annual traditions. These attractions attract people who can try, visit, and see lively attractions. However, different conditions occurred after the Covid-19 pandemic. The only attractions offered during the pandemic are traditional culinary implementing strict health protocols (Figure 12). The number of visitors is limited daily to prevent crowds and reduce the risk of coronavirus transmission. Cultural activities had to be stopped, and left cultural tools abandoned (Figure 13).



(a)



(b)

Figure 11. Various tourism attractions before the Covid-19 pandemic - (a) Javanese traditional music education in tour packages before the Covid-19 pandemic, (b) The atmosphere at Angkringan Pinggir Kali before the Covid-19 pandemic without restrictions on interactions and the number of visitors

Source: Documentation of Kampung Jawi's Tourism Awareness Group (2019)



Figure 12. Angkringan Pinggir Kali as the only tourist attraction that is still open during the Covid-19 pandemic with the strict health protocol

Source: Research team documentation (2021)



Figure 13. The cultural instrument that is not maintained during the Covid-19 pandemic

Source: Research team documentation (2021)

**Participation.** The sustainability of sociocultural activities in a tourist destination is supported by the role of local

communities as the main actors in tourism development. Utami and Mardiana (2017) showed that local community participation significantly relates to social and cultural sustainability. Community participation in tourism development is divided into decision-making, implementation, enjoying the results, and evaluation. The results showed that the Participation variable in Kampung Jawi is in the “Low” sustainability category, scoring 149. Low participation is indicated by the lack of role and involvement of local communities in tourism development and sociocultural activities organized by managers and other stakeholders (Utami & Mardiana, 2017).

In tourism development, 63% of respondents did not participate in planning activities. Furthermore, 54% and 62% did not participate in tourism implementation and supervision. Community involvement in cultural preservation activities is in the “Medium” category. As many as 15% of respondents always participate in cultural preservation, 49% participate rarely, and 36% of respondents do not participate. The data show that only a small part of the community participates in cultural preservation activities.

Several factors cause low community participation in tourism development and cultural preservation. One of the most influential factors is the limitation of the people allowed to attend tourism development activities and cultural preservation. These restrictions are the impact of the Covid-19 pandemic that requires crowd prevention. Moreover, the

low community participation is caused by a lack of knowledge or skills and other activities. Community participation in tourism development and sociocultural activities in Kampung Jawi is low. The Covid-19 pandemic has restricted public participation. There are restrictions on the number of people in sociocultural activities. For instance, community meetings that initially involved 100–150 people were attended by 25–50 people during the pandemic. Additionally, the pandemic has stopped joint activities, such as cultural practices, limiting the community's participation.

### **Sustainability Level of Sociocultural Activities in Kampung Jawi**

The scoring results showed that the sustainability of sociocultural activities in Kampung Jawi is in the “Medium Sustainability” category, scoring 205. The conditions of each variable have influenced this level during the Covid-19 pandemic. At the “Medium Sustainability” level, tourism development could contribute to preserving local culture, but it would take more effort to achieve a high sustainability level (Arifiani & Mussadun, 2016; Weng et al., 2019). Conditions in Kampung Jawi indicate that the Covid-19 pandemic hampers cultural preservation activities. Many routine cultural activities and those integrated into tourism are stopped. Therefore, the Cultural Richness aspect of a pandemic is also in the “Medium” category.

During the pandemic, activities involving gathering people should be

avoided to prevent virus transmission. Covid-19 has stopped cultural training activities usually organized by the younger generation and integrated into tourism. According to Asmelash and Kumar (2019), informal education and regeneration for cultural preservation are essential indicators of sociocultural sustainability. Therefore, Covid-19 has impacted people's efforts to maintain their cultural assets now and in the future. It must be considered since sociocultural activities are an image and branding of Kampung Jawi tourism.

At the “Medium Sustainability” level, financial resources and supporting facilities are insufficient to achieve sociocultural sustainability (Kunasekaran et al., 2017). Conditions in Kampung Jawi indicate that financial resources are limited for tourism development and cultural preservation. Furthermore, health and hygiene facilities for adaptation during the Covid-19 pandemic are still inadequate. Funding for Kampung Jawi's development depends on the village government's stimulants, tourism economic activities, and the community. Covid-19 has weakened economic activity in the tourism sector and impacted village income. The village's income was reduced by 50%, limiting Kampung Jawi's ability to provide various cultural and health facilities.

Medium Sustainability is indicated by the lack of or inadequate community participation in tourism and cultural development (Kunasekaran et al., 2017). The people of Kampung Jawi's participation in the pandemic is decreasing due to the restrictions on community involvement in

various activities. Furthermore, internal factors such as limited knowledge or skills and other activities cause low participation. The low level of community knowledge and skills hinders the management of cultural resources (Asmelash & Kumar, 2019).

Despite the challenges of the Covid-19 pandemic, tourism activities in Kampung Jawi continue to boost the economy and preserve culture. The assessment of sociocultural sustainability showed that Kampung Jawi was still conducive to sustainable tourism during the Covid-19 pandemic. However, more efforts are needed to improve the sustainability and resilience of tourism during the pandemic, especially in sociocultural activities.

## CONCLUSION

This study aims to assess the level of sociocultural sustainability in Kampung Jawi as a tourist destination during the Covid-19 pandemic. The people preserve their cultural heritage by implementing traditions and cultural activities. Angkringan Pinggir Kali and the Memetri Tradition are tourist attractions found nowhere else. The community's social values and local wisdom also become complementary tourism attractions. This study found that the pandemic significantly impacted sociocultural activities and community participation. The sustainability of community sociocultural activities is included in the "Medium" category with a score of 205. The community's social and cultural sustainability should be emphasized, especially in developing community based

tourism. Furthermore, the sustainability of sociocultural activities in Kampung Jawi did not reach the "High" level due to internal factors. These factors include limited financial resources and facilities and insufficient knowledge or skills of the community.

The current condition must be considered to increase the sustainability level of sociocultural activities in Kampung Jawi during the pandemic. There are four approaches to realizing sustainable tourism and increasing community participation: spatial approach, sectoral approaches, increasing human resources, and using information technology. The spatial approach is implemented through physical development which is adaptive to the Covid-19 pandemic. Development should consider the arrangement of design elements, the availability of health facilities, circulation for tourists and local communities. Moreover, the fulfillment of space needs for cultural preservation could be done in stages, starting with cultural arts studios. The sectoral approach implies managing resources and products through village financial institutions. Resources and products are managed professionally to generate profits for funding tourism development. Regarding the third approach, the quality of human resources could be improved through non-formal education and training on tourism resilience and sustainability. In this case, the city-level government is important in providing stimulants. The use of information and communication technology plays a major

role in promotion, image branding, service quality and community participation improvement, and virtual communication. Therefore, all stakeholders in the tourism sector must collaborate to make the industry resilient enough to face the crisis during the Covid-19 pandemic.

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