

## **INFLUENCE OF BLUE VILLAGE TO INTEREST IN ENTREPRENEURSHIP**

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### **Abstract**

Many places that are currently used as tourist attractions, especially on the renewal of the town. One of them is Blue Village located in Embong Brantas RW 04 and RW 05 District Kidul Dalem. From the potential of tourism is expected to increase the creativity and employment of new citizens of embong brantas able to develop to advance the welfare of life and creativity in the field of entrepreneurship. This research uses quantitative method. Data analysis using t-test and crosstabs. The results show that blue village affects entrepreneurship interest with a significance level of  $< 0.5$ . Interest in entrepreneurship is supported by factors of ability, willingness, motivation, support, innovation and creativity. Respondents with a productive age will be very potential in developing entrepreneurial interests.

**Keywords: interest in entrepreneurship, productive age, blue village**

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## Introduction

The development of tourism in Malang area has grown rapidly. Many places that are currently used as tourist attractions, especially on renewal of the town. One of them is Blue Village located in Embong Brantas RW 04 and RW 05 political district of Kidul Dalem. The beginning of the establishment of the blue village started from the issuance of the Minister of Home Affairs Regulation No. 33 of 2009 1 on Guidelines for the Development of Ecotourism that encourages the Government of Malang City to develop riverside areas to be more colorful so it can be used as tourist attractions that can attract the attention of tourists. Broadly speaking, this regulation explains that ecotourism is a potential natural resources, environment, and the uniqueness of nature and culture that can be one of the leading sectors of the region that has not been developed optimally (Hijriati Emma, et al, 2017). In addition, the government is also aware that the importance of tourism development as a sector that can improve the lives of residents Embong Brantas. So that the function of the blue village tourist spot is expected to improve the living standard of the community or will be able to open new jobs that reside in the village.

Many factors can be used as the main foundation to exploit the existence of blue village tour as an opportunity to open new jobs. One of them is with the development of entrepreneurship or similar with SMEs (Small and Medium Enterprises) in the blue village tourism area. According to Urata (2000) in Nurlaela (2015) on the role of SMEs seen from his position as a major player in the economic activities of various sectors, the largest employer, an important player in the

development of regional economic activities and community empowerment, creators of new markets and innovation, for SMEs which have gone international give contribution in maintaining balance of payment in producing export. Appropriate management of entrepreneurs in this sector can support an increase in the amount of income and reduce the unemployment rate of the community. So, people no longer need to look for another job, they just need to focus on developing the products or the results of the efforts they make to get the results. To develop the model of entrepreneurial products in the blue village can be with souvenirs, photography, until the typical culinary unfortunate that contains the uniqueness of this tourist attraction. As for the main target in the sale and purchase transactions on this product must be the tourists who come to visit the blue village tour.

From the potential of tourism is expected to increase the creativity and employment of new citizens embong brantas able to develop to advance the welfare of life and creativity in the field of entrepreneurship. So, people no longer need to be confused how to be able to meet the needs, they just need to develop a business that can attract tourists to the income for household life can be fulfilled with the maximum. From the background that has been presented then this research will explain about "The Influence of Blue Village Tour to Interest in Entrepreneurship Citizens Embong Brantas Village Kidul Dalem Malang".

The research question is "How is the entrepreneurship interest of the citizen of Brantas with blue village?" And "How does the way living community develop their interest with blue village?"

The results of this research can contribute directly to the residents of Brantas, especially residents of RW 04 and RW 05, located in the blue village tour to raise awareness in developing business innovation. In addition it is very useful to see or measure to what level of entrepreneurship interest since the existence of blue village tour, and see how strong the influence of blue village tourism in improving the creativity of its citizens. The potential of blue village tourist location that can develop creativity innovations should be maximally utilized by its citizens, because if the citizens can create uniqueness and pick up new things in the blue village tour it will increase the number of tourists who can increase also the level, independence and welfare.

### **Research Methods**

This research uses quantitative research methods collected through the spread of questionnaires that have been prepared previously. This quantitative approach is used to identify all the concepts that the research objectives (Malhotra, 2005). The questionnaire is intended to obtain descriptive data to test hypotheses and analysis models. To obtain the data is used questionnaire that closed based on characteristic is a list of statements / questions where in it there be how many alternative answers or responses, then respondents were asked to choose one answer only from some alternative answers.

This research is a research using explanative approach. Explanative research is a research that aims to explain, test the hypothesis of research variables. The focus of this research is the analysis of relationships between variables (Singarimbun, 1981).

Explanative research requires planning. Planning is indispensable in order for the description to completely cover all the issues in each phase. The exact formulation of the problem will show what kind of information is actually needed. Based on this information, this research is a type of research with survey method with the help of questionnaire, where the respondents are RW 04 and RW 05 Embong Brantas residents in Blue Village to find out how much interest they develop entrepreneurship.

Population is defined as a set of elements or elements that become the object of research. Part of this population will be the unit of analysis in quantitative research. This study discusses the "The Influence of Blue Village Tour to Interest in Entrepreneurship Citizens Embong Brantas Village Kidul Dalem Malang". Population in this research is all citizen in Blue Village Tour of Embong Brantas. Population is determined by four factors:

- Contents: All residents in Blue Village Tour Embong Brantas
- Unit: Residents with productive age
- Coverage: Blue Village Tour, Embong Brantas, Village Kidul Dalem
- Time: 2018

The selection of population is based on certain considerations, among others: First, blue village tour is an area that initially including slum settlements that have changed into a tourist village which has uniqueness of uniform paint colour and compactness and creativity of citizens around. Secondly, this tourist spot becomes a potential boost the number of tourists in Malang so that local residents must take advantage of this opportunity to open a business opportunity one of them by opening several attempts to

develop the uniqueness and lift the new things about blue village tour. Third, the researched population is the population with productive age between the age of 15 years - 64 years, because at this age someone can work well to produce a product of goods or services. Here is the data population of people aged productive people in Blue Village:

**Table 1 Number of Research Populations**

Number of Male Population (Productive Age)	651 people
Number of Female Population (Productive Age)	661 people
<b>Total population of</b>	<b>1.312 people</b>

Source: Population Data until December 2017 from Kidul Dalem Malang

While the sample research is the elements taken from the population. The sample of this study is the residents in the Embong Brantas consisting of RW 04 and RW 05, samples taken 10% of the population. The sampling technique uses a systematic random sampling technique, which is a sampling method, where only the first element of the sample is randomly selected, while the next elements are systematically selected according to a particular pattern. (Singarimbun, 160: 1981). Some considerations of taking samples with this technique are the homogeneous population characteristic of all citizens with productive age, and the population is not so geographically dispersed that it only takes on the scope of the blue village tour.

By using this technique then the sampling is done by recording a complete sample population data without exception which includes identity of self, age, and address. The data is obtained from the family card data of all residents in the blue village tour. What is recorded as a member of the

population is of course only citizens with productive age of 15-64 years. All of these steps are performed to generate a sample frame or sampling frame required for elementary units. The ideal number of samples taken can be by multiplying the entire population by taking 10% of them. Namely  $1.312 \times 10\% = 131.2$  rounded to 131 respondents.

Based on the sample framework obtained it is necessary to know how to use this method is by knowing the total population (N) and the size of the sample to be taken (n). Then the result is called the sampling interval coded k. The first element in the sample is selected by chance between the elementary units of serial number i, and the serial numbered units k of the population. Suppose that the selected one is the elementary unit of serial number s, then the subsequent elements in the sample can be determined by:

First element: s

The second element: s + k

Third element: s + 2k

The fourth element: s + 3k

The fifth element: s + 4k

(Singarimbun, 1981)

The elementary units in the population are numbered 1 through 1312 and the sample size to be taken is 131, then:

$$k \rightarrow 1312 : 131 = 10$$

The first element of the sample should be randomly selected between the numbers of 1-10, the selected number is 5, then the units used are numbered 15, 25, 35, 45, 55, 65, 75, 85, etc. to 995.

The type of data used is primary data, the data obtained directly through District Kidul Dalem and Chairman of RW. Information gathering when field trip is done by using

questionnaire or questionnaire. The questionnaire contains an instrument for each research variable prepared to explore more information from each variable.

Data collection using questionnaires addressed to residents of RW 04 and RW 05 in the blue village conducted directly. Consideration of taking the object of research in Blue Village is because the location of tourism has just been inaugurated by the Government of Malang, in addition to the majority of citizens owning entrepreneurship in the form of handicrafts, culinary, and so which is adequate as respondents. In addition, the data also obtained from secondary data is by conducting library studies through literature, journals, and internet sites that can provide information in accordance with research problems, as well as a reference in analyzing the results of research.

### **Result and Discussion**

Before explaining further about the influence of blue village tourism to entrepreneurship interests of the residents of Brantas, we should first see the findings of data in the study sites. This data describes the social characteristics of the brawlers in general, which describe the age and status of one's education. In addition, it also describes the economic characteristics shown by the amount of income and type of work owned by the respondent.

Next, we will discuss about how the hypothesis analysis to prove whether this tourist village as a variable that affects entrepreneurial interests of every citizen. Data analysis is the process of simplifying the data into a form that is easier to read and interpret. In this process statistics are often used. One of the main functions of statistics is

to simplify the enormous amount of research data into simpler and easier information to understand (Singarimbun, 1981).

In this research, the researcher uses explanative technique of data analysis, where the data obtained will be processed and classified using SPSS that is t-test and cosstabs analysis, which then explained in sentence form, so based on the description can be drawn conclusion about result or research hypothesis. The variables used in this research are blue village tourism as X variable and entrepreneurship interest as Y variable. Where the two variables are included in the type of independent variable and dependent variable. Analysis of the hypothesis to be proved to be related between blue village tour (independent variable) with entrepreneurship interest (dependent variable).

### *Social Characteristics*

Please note that respondents in this study that respondents with productive age is about 15-64 years. Being productive is an age in which an attacker can develop all of his talents and interests in a preferred field. So, this entrepreneurial interest can certainly be done by people who are productive because of entrepreneurship requires a lot of creative thinking, innovative, and of course must bear the risk. After that, data will be presented about the level of education owned by the respondents who become the supporting data of this research. Here is the age data of respondents who bertmen 131 people:

**Table 2 Age of Respondent**

<b>Age</b>	<b>Number</b>	<b>Percentage</b>
15-20	35 people	26,7%
21-26	40 people	30,5%

27-31	25 people	19%
32-36	15 people	11%
37-41	11 people	8%
42-46	3 people	2%
47-51	2 people	1,6%
Total	131 people	100%

Source: Questionnaire on Resident Identity

From the table above, we can know that the age of respondents most indicated by the age of 21-26 years is 30.5% with 40 souls. At that age people entered the most productive phase either in the field of education, family, and to develop skills to meet the needs of the economy. Then, at the age of 15-20 years with a presentation of 26.7% of our respondents the majority of many who still travel on the level of junior-high school education and there is also a new graduate from high school. At this age the respondents are still fairly labile and the majority still depend on the income of parents in meeting the economic needs. At the age of 42-46 years with a percentage of only 2% of our respondents are few because they on average already have their own work that is none other than the majority as an employee. So, low potential to develop entrepreneurial spirit because the time they have is tied to the agency where they work. Next is the level of education that has been taken by the respondent can be seen in the following table:

**Table 3 Level of Education**

Formal Education	Number	Percentage
Elementary School	2 people	1,5%
Junior High School	30 people	22,9%
Senior High School	70 people	53%
Bachelor	10 people	7,6%
Magister	4 people	3%
Total	131 people	100%

Source : Questionnaire number. 9

From the table above, it can be seen that the majority of respondents have taken their education at the level of high school is 70 people with a percentage of 53%. That is, the government has successfully run the 9-year education program. With the highest level of education that is high school, the entrepreneurial spirit is likely to have the potential to be developed, because a region without good human resources would be destroyed. The number of respondents with elementary and junior high education level is relatively small because it proves 1.5% and 22.9% respectively. Then, the number of respondents with degree and master degree is still somewhat small due to several factors that is a statement from respondents named Mega with age 20 years are:

"Actually I want to continue my college, but what else, my parents do not have enough money to finance, and when trying to scholarship list my skills do not meet the requirements of miss, so what's wrong with it if you open your own business."

The statement uttered by Mega, Mega is proving that the person whose lecture is inhibited has the potential to keep developing his talent into an entrepreneur, because entrepreneurship way out one-on-one when someone is in the saturation point.

### *Economic Characteristics*

Economic characteristics describe the economic condition of the respondent starting from the basic income, whether already own income or still dependent on the parents and the type of work. The following table of respondents main earnings:

**Table 4 Principal Income of Respondents**

Number of Income	Number of respondents	Percentage
<200.000	10 people	7,6%
200.001-600.000	50 people	38%
600.001-1.000.000	35 people	26,7%
>1.000.001	36 people	27%
Total	131 people	100%

Source : Questionnaire number. 11

The amount of income can affect the interest of entrepreneurship because of one's satisfaction in fulfilling their economic needs depends on the amount of income they have. The majority of respondents have 200.001-600.000 income that is 50 people with 38% presentation, although not a few also earning 600.001-1.000.000 that is 26,7% because majority of respondents still young age which means their income still dependent of parent. This condition can affect the respondents at a young age to develop their creative spirit based on economic conditions for entrepreneurship, especially to promote and introduce blue village tour to the public to be more famous.

The type of savings held by each respondent in the blue village is almost 80% using bank services. They assume that banks are very effective to use as a type of savings and to invest. So entrepreneurship interest is still closely related to the level of investment or capital they have.

**Table 5 Types of Work Held by Respondents**

Type of Work	Number of respondents	Percentage
Civil Servants (PNS)	18 people	13,7%
Entrepreneurship	12 people	9,1%
Merchants	33 people	25,1%
Private Employees (laborers)	68 people	51,9%
Total	131 people	100%

Source : Questionnaire number. 10

Types of occupations as big as respondents are as private employees that is a number of 68 people with a percentage of 51.9%. These people work as security guards, housemaids, hospital employees, office boy (OB), etc. The second type of work is the trader of 33 people with a percentage of 25.1%. Merchants are different from entrepreneurs, the more they sell to the product or the work of others by taking a small profit. Meanwhile, entrepreneurs create their own products and sell to the community which is usually a bigger profit. Community trade snacks / cakes, LPG, peddlers, and so on. The percentage of respondents who entrepreneurship 12 soul that is 9,1%. In the blue village of entrepreneurial respondents in the form of key chains, bags / souvenirs, tailor clothes, shop owners, salon services, etc. For civil servants numbered 18 people with a percentage of 13.7%.

### *Theoretical Discussion*

Merton has a critique of three basic functional analysis, this functional analysis which then becomes the material to criticize the results of research or follow-up discussion after analysis of data discovery. First, the functional unity of society which assumes that all social beliefs benefit society as a whole and also as individuals in society (Ritzer, 427: 2012). This can not be separated from the blue village as an icon of the social system of the local community. Its existence acts as a supporter of community empowerment or individuals within it and also attracts outsiders to add tourists. The social system of the blue village brings a higher level of integrity because it carries the same uniqueness of Arema.

Second, the universal functionalism of socio-cultural forms has positive functions (Ritzer, 428: 1980). But what is found in the real world is very different, not all structures have a positive function. For example, training in blue villages in the form of recycling of used goods, as well as mural painting activities is not beneficial to some people who have no interest in the field for example for individuals who already have their own business. Thus, interest in entrepreneurship does not grow significantly if the training does not cover all potentials comprehensively.

Third, the absolute necessity that all aspects of society not only have positive functions but also describes the parts of the workings that exist (Ritzer, 428: 2012). Merton's statement assumes that the whole structure and function is fully functional for society. In the results of the study, again in the case of training for the community to enhance creativity, all structures serve to empower the people who participated in the training, not only the positive function but also the structure that describes how the work or activity takes place.

All functional analysis should be based on empirical tests focusing on a particular society. This research takes the brawling community in the blue village, so functional analysis is used to explain the findings of data in the field and answer the problem formulation.

#### *Interest in Entrepreneurship of Embong Brantas with Blue Village*

From the results of data analysis in the previous chapter, stated that the existence of blue village affects entrepreneurship interest. Not apart from the functional analysis that consider structure and social system

beneficial to society. If the blue village becomes a tourist spot and visited by tourists automatically requires some aspects of support such as, rental places, vehicle washers, food peddlers, photography, souvenirs or entertainment such as an art show and others. The opportunity for entrepreneurship is certainly very open to the blue village community because the location of the tourist spot is located not far from the residence and does not take a lot of travel time.

It can be seen that blue village helps its citizens get the sale value when opening in entrepreneur. The uniqueness of blue village's bazaar in terms of mural arts themed arena which is one name football club in Malang. Mural art themed arena painted walled house residents as a spot to take pictures for visitors and is said to be unique also because the blue village is the only village that themed football club arena. So, that uniqueness that makes the competitiveness between villagers blue with other villages. This means that the blue village has a relationship that affects the increasing interest of its citizens to entrepreneurship.

#### *The Way of Embong Brantas Residents Develop Their Interest with Blue Village*

The first way is the relationship between skills with entrepreneurial interest. Most people who have low skills that affects the low interest in entrepreneurship. This is because without the ability people become not confident to open business opportunities. In addition to capital in the form of materials, skills and creativity also become important capital to create a uniqueness, innovation and attractiveness for the blue village. To find out the skills of blue village community to create a

form of training that the giver of material and participants come from the blue village community themselves. Now, on the basis of Merton's second foundation, not every social structure has a positive function, this condition is wrong or empirical testing evidence that not all people in the blue village are interested in training, so it is not entirely functioning for the community.

The second way to develop entrepreneurship interest is the psychological factor of motivation. People have a high interest in entrepreneurship if motivated to increase income. This is because the majority of people belonging to middle income down. The community has a moderate interest in entrepreneurship if motivated to beautify the blue village, this is because the blue village can become a tourist village due to the beauty of mural paintings and the need for maintenance so that the condition of the mural is maintained and attract tourists.

The third way is the support in entrepreneurship is influenced by the community environment. This is because the people work together in an effort to help the people's economy, such as the holding of skills training by PKK women (house wife), providing an opportunity for people who want to open a business to promote through the bazaar every day of the week in order to attract tourists.

## **Conclusion**

From the results of research conducted on the influence of blue village tourism to entrepreneurship interests can be drawn the following conclusions:

1. Residents of blue village who became respondents in this study mostly aged

21-26 years amounted to 40 people with a percentage of 30.5%.

2. The education level of respondents is mostly at the high school level of 70 people with the percentage of 53%.
3. The principal income of respondents is 200,0001-600.000 totaling 50 people with percentage of 38%. With this condition, respondents with productive age have the potential to develop their creativity spirit on the basis of economic condition.
4. Type of work of respondents mostly work as private employees ie 68 people with a percentage of 51.9%.
5. The existence of blue village tour indirectly encourage public interest to do entrepreneurship and the uniqueness of helping its citizens get a sale value when opening entrepreneurship.
6. In addition to having the ability to do entrepreneurship is also required willingness to run with the maximum.
7. In individual entrepreneurship must have internal motivation or drive. The results showed that the interest of the community for entrepreneurship is mostly motivated by the desire to supplement income.
8. In addition to internal motivation is also needed external motivation in the form of support from family, friends and community environment. The results showed that the community environment is very influential on entrepreneurship interests
9. The greater the innovations and creations that a person has, the greater the potential for entrepreneurship. Especially productive generation.

10. The theory for analyzing this phenomenon is from Robert K. Merton who divides the three basic functional analyzes. Namely the blue village as an icon of the social system of the local community. However, socio-cultural forms do not always have positive functions such as training that not all people want to follow. However, the structure and function are fully functional for society. As with training for the community to enhance creativity, all structures serve to empower the people who participate in the training, not only the positive function but also the structure that describes how the work or activity takes place.

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