

Seketeng Tourism Resilience: Revealing the Social Capital of the Community of Kampung Lawang Seketeng in Breaking Tourist Attraction Based on Strategic Action Planning

**Yuni Setyaningsih, Muhammad Khoirul Anam, Shafa Alya Nur Faizah,
Muhammad Faiz Marhaditya**

Institut Teknologi Sepuluh Nopember, Surabaya, Indonesia

Email: Muhamadkhorulanam540@gmail.com, shafaalya312122@gmail.com,
Muhammadfaizmarhaditya@gmail.com

Correspondence: Muhamadkhorulanam540@gmail.com*

KEYWORDS

Kampung Lawang Seketeng;
Modal Sosial; Strategic Action
Planning

ABSTRACT

Tourism plays a crucial role in regional economic development, yet many historical sites, including Kampung Lawang Seketeng, remain underutilized. Despite its rich historical and cultural heritage, this area has not attracted sufficient tourist attention. The main challenges include a lack of promotion, inadequate infrastructure, and low community awareness of its historical value. This research aims to explore the social capital of Kampung Lawang Seketeng's community and its potential in enhancing tourist attraction through Strategic Action Planning. Using a qualitative phenomenological approach, data were collected through in-depth interviews and observations, supplemented by literature review. Results indicate that strengthening community involvement, improving promotional strategies, and enhancing infrastructure could significantly boost tourism. The study contributes to heritage tourism development by offering a strategy that aligns with local social dynamics, potentially increasing tourism and improving the local economy. Future implementation of these strategies requires collaborative efforts from local government, stakeholders, and the community.

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Introduction

Group for a while that is carried out from one place to another with a plan or with the aim of entertainment (Herdian, 2019). Tourism has a very important role in the economic development of a region, as well as being a driving force in increasing the income of a region (Prathama et al., 2020). The tourism system involves actors who play a role in driving the tourism system, consisting of the community, the private sector, and the government. The community consists of community leaders, Non-Governmental Organizations (NGOs), mass media, and academics who play the role of owners of tourism resources (Kirana & Artisa, 2020). Private groups are business associations and entrepreneurs involved in tourism, and government groups consist of various administrative areas of the central government, provinces, districts, sub-districts, and so on (Karlina, 2019).

The city of Surabaya, the capital of East Java Province, has considerable tourism potential. There are more than 40 tourist destinations in the city of Surabaya with various types of tourism such as religious tourism, marine tourism, heritage tourism, and so on (Prayitno et al., 2022; Tiffany &

Meirinawati, 2023). The number of tourist visits to the city of Surabaya throughout 2023 is known to have increased to reach 17.4 million tourists, with domestic tourists reaching 16 million and foreign tourists reaching 1 million. However, of the 40 tourist destinations in the city of Surabaya, there are still many tourist destinations that are rarely visited and known by tourists. One of the tourist destinations in the city of Surabaya that is not widely known by tourists is Kampung Lawang Seketeng.

Kampung Lawang Seketeng is one of the heritage tourist destinations in the city of Surabaya. It is located on Jalan Lawang Seketeng Gang 1, Peneleh, Genteng District, Surabaya (Faisea & Hardjati, 2021). This tourist destination was only inaugurated by the Surabaya City Government in 2019 by the Mayor of Surabaya, Eri Cahyadi. It is known that Kampung Lawang Seketeng was established since the Majapahit era, as evidenced by the discovery of jobong wells with archaeology similar to the wells at the Majapahit Kingdom site in Trowulan. Kampung Lawang Seketeng has various other historical tourist attractions such as Langgar Dukur Kayu which is known to have been established since 1893 and was discovered by a community of historical observers in (2018) (Barda, 2023). Jengki's house, which is the filming location of the movie "Terbang: Penetrating the Sky", has an old-fashioned style and there is a 100-year-old well with clear water. There is also a unique and classic wooden house with a former fighter plane hole inside. In Kampung Lawang Seketeng we can find the Qur'an with a leather cover that is still written by a manual and a mural that depicts the characteristics of Kampung Lawang Seketeng. In addition, Kampung Lawang Seketeng is known to be the childhood village of the Indonesia National Figures, Karno and Tomo.

The historical objects in Kampung Lawang Seketeng are the potential of Kampung Lawang Seketeng to become a heritage tourist destination for the city of Surabaya. However, the existence of Kampung Lawang Seketeng is still unknown to many people, especially the people of Surabaya itself. The lack of efforts to introduce Kampung Lawang Seketeng as a heritage tourism destination is the main reason why Kampung Lawang Seketeng is not widely known (Nurany et al., 2023). Historical items and archaeology in Kampung Lawang Seketeng can actually be the potential for Kampung Lawang Seketeng to become a heritage tourist destination in the city of Surabaya and attract tourists.

The people of Kampung Lawang Seketeng also participate and cooperate with community service in the form of environmental greening and waste management, as well as the improvement and maintenance of historical sites. The development of Kampung Lawang Seketeng cannot be separated from the active role of the surrounding community which is an effort of the community in improving welfare. The cooperation carried out by the people of Kampung Lawang Seketeng has given rise to a social capital in the community. The social capital that exists in the community is able to build a reciprocal relationship between the community and Kampung Lawang Seketeng. In reciprocity, there is a socio-economic exchange where a person gives and receives goods or services from each other due to the social obligation of a group that has a symmetrical relationship (Santoso, 2020).

Seeing from these problems, it is necessary to formulate a strategy to support resilience and increase the existence of Kampung Lawang Seketeng as a historical tourism destination (heritage). This research was conducted with the aim of examining the social capital of the community of Kampung Lawang Seketeng which can increase tourist attraction based on Strategic Action Planning and social capital between the surrounding community and Kampung Lawang Seketeng in developing a strategy formulation. With this research, it is hoped that it will be able to improve the economy of the people of Kampung Lawang Seketeng.

This study aims to determine the condition of community social capital in Kampung Lawang Seketeng and formulate the right strategy to be applied based on the Strategic Action Planning approach. This research is expected to be the basis for further research and provide effective strategy formulation to be implemented in Kampung Lawang Seketeng, Surabaya.

Materials and Methods

In this study, the target object of the research is people living in the Lawang Seketeng Heritage Village Area in Surabaya City, East Java Province. This research was carried out within 2 weeks with the aim of being able to provide strategies and solutions in breaking down the tourist attractions in Kampung Lawang Seketeng.

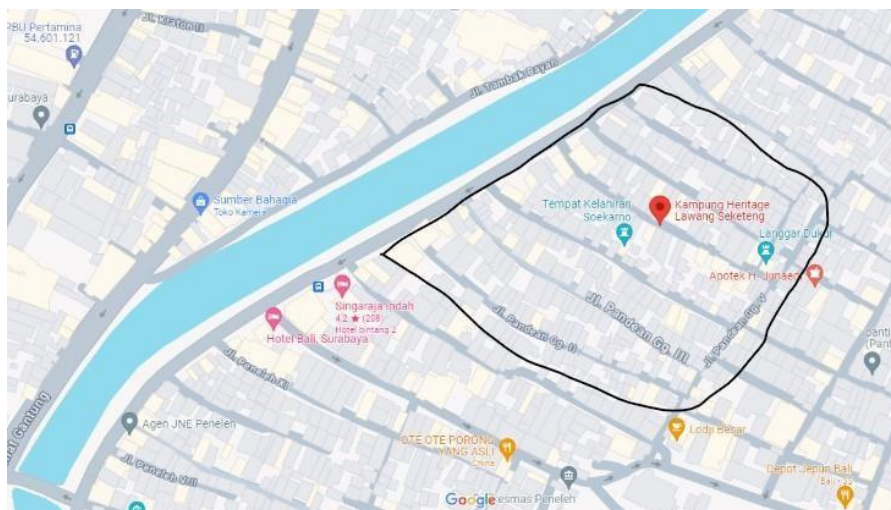


Figure 1 : Kampung Lawang Seketeng Surabaya Source: Google Maps

Research Design

This research was conducted using qualitative research methods through a phenomenological approach. The collection of research data was carried out through a desk study using credible sources and in-depth interviews with informants. In this study, the data obtained will be processed with the hope of providing a strategy formulation in increasing local and foreign tourists in the Lawang Seketeng Heritage Village through social capital analysis and strategic action planning. The informants in this study were conducted to the local community of Kampung Heritage Lawang Seketeng.

Data Collection Techniques

Table 1 Table of Data Collection Techniques

Purpose	Method	Data Collection	Data Source
Knowing the condition of social capital that exists in the people of Kampung Lawang Seketeng	Data Seconds (Desk Study)	Literature Review	Trusted books and other literature
	Data Primer (In- Depth Interview and Field Observation)	Community Observation and Interviews	Interview and observation of the Lawang Seketeng Heritage Village Area
Knowing the form of the right strategy formulation to be implemented in Kampung Lawang Seketeng	Data Seconds (Desk Study)	Literature Review	Trusted books and other literature
	Data Primer (In- Depth Interview and Field Observation)	Community Observation and Interviews	Interview and observation of andthe Lawang Seketeng Heritage Village Area

based on Strategic Action Planning.

Data Analysis Techniques

Table 2 Data Analysis Techniques

Purpose	Analysis	External
Knowing the condition of social capital that exists in the people of Kampung Lawang Seketeng	Livelihoods Asset Analytics, SWOT Analysis and Social Capital Analysis	The condition of social capital in the people of Kampung Lawang Seketeng
Knowing the form of the right strategy formulation to be implemented in Kampung Lawang Seketeng based on Strategic Action Planning.	Stakeholder Analisis, Business Modal Canvas Analisis, dan Strategic Action Planning Analisis	The formulation of the resilience strategy of the Heritage Village of Lawang Seketeng through the formulation of the right strategy to be implemented in the Village of Lawang Seketeng based on Strategic Action Planning.

Results and Discussions

Social Capital of the Community of Kampung Lawang Seketeng Surabaya

Social capital is defined as a resource that arises from the results of interaction in a community, both between individuals and institutions that give birth to emotional bonds in the form of trusts, mutual relationships, and social networks, values and norms that form a community structure that is useful for coordination and cooperation in achieving common goals. In social capital, it is inseparable from three main elements, namely trust in the form of honesty, fairness, egalitarian attitude, tolerance, and generosity; norms in the form of shared values, norms and sanctions, and rules; and social networks in the form of participation, reciprocity, solidarity, and cooperation (Masyhuri & Sumarno, 2022; Syahriar & Darwanto, 2016).

The people of Kampung Lawang Seketeng have strong social capital which is the key to the close historical and cultural values that exist. The social capital owned by the people of Kampung Lawang Seketeng reflects the socio-cultural wealth of the community. The strong social capital of this community can be seen from several aspects. First, a strong social network, the people of Kampung Lawang Seketeng have a strong social network and know each other. This can be seen from the recitation activities held every Friday night at Langgar Dukur Kayu. Second, values and norms, the surrounding community that maintains cleanliness and takes care of Langgar Dukur Kayu is one of the forms of activities from the existence of values and norms that are close to this community. Third, trust, the people in Kampung Lawang Seketeng respect and respect each other. The attitude of the community that respects and appreciates each other's differences creates a safe and comfortable atmosphere in Kampung Lawang Seketeng.

Livelihood Asset of Kampung Lawang Seketeng Surabaya Community

Livelihood Assets is an effort to realize livelihood achievements with a strategy to process and utilize a number of existing assets. Livelihood Assets consist of natural capital, physical capital, human capital, financial capital, and social capital (Izzati et al., 2021). Understanding capital livelihood assets can help in designing effective and sustainable development program plans. To understand what

factors affect a person in meeting the needs of life and achieving a good quality of life, the Sustainable Livelihoods Framework (SLF) is used.

Figure: The Sustainable Livelihoods Framework

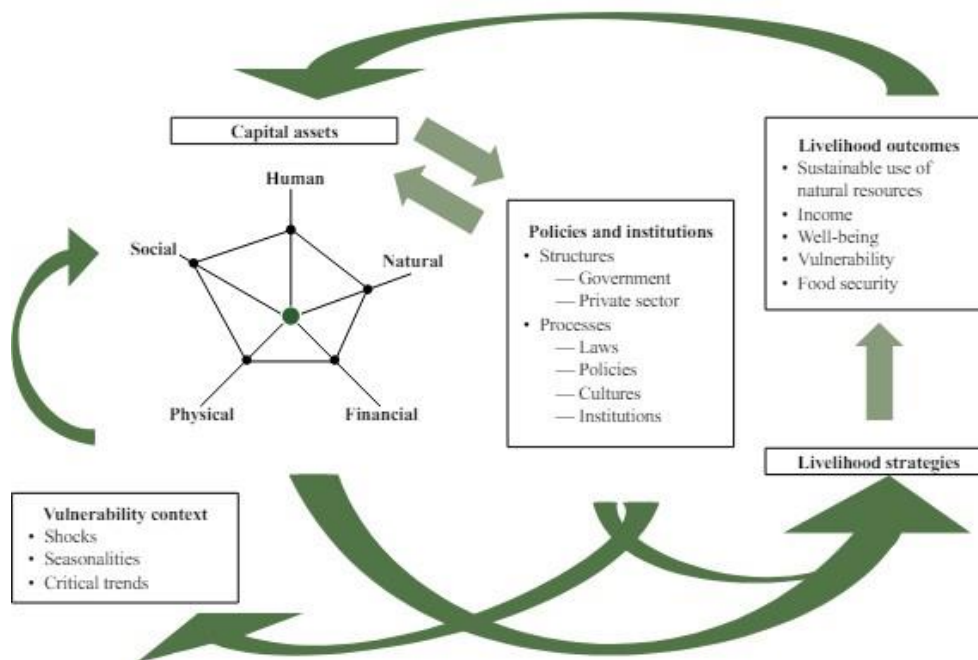


Figure 2. Sustainable Livelihoods Framework (SLF)

Source: Department for International Development of the United Kingdom

The education level of the people of Kampung Lawang Seketeng Surabaya is on average a Senior High School (SMA). A total of 4,987 residents of Peneleh District have a high school/equivalent education level (BPS, 2020). The majority of the people of Kampung Lawang Seketeng work as traders, private employees, businessmen, and others. The culinary center building in front of Langgar Dukur Kayu is a culinary business for the people of Kampung Lawang Seketeng. In addition, it is not uncommon for the people of Kampung Lawang Seketeng to open a business in their homes. This is done with the aim of increasing their income to meet their living needs.

Problem Tree Analysis

In the problem tree analysis, there are three stages in identifying a problem comprehensively. In the middle part, namely the trunk, is one of the main narratives that is the core of the problem. Then at the very bottom, there is a root area that contains what factors are the cause of the main problems that occur. Next is the leaf part, where it contains what impacts are caused by the main problems that have been described on the stem.

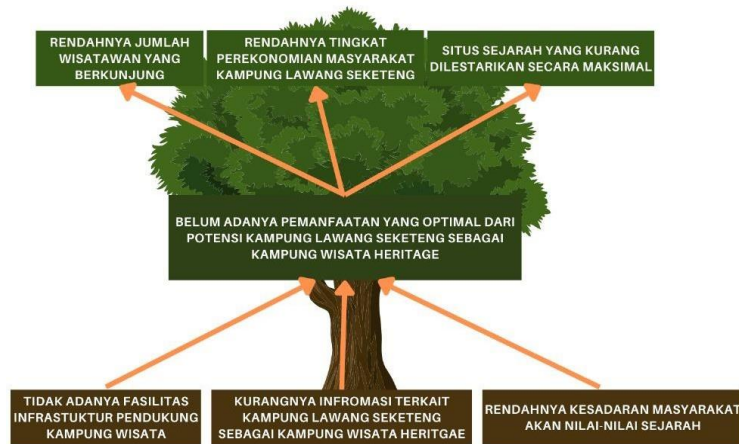


Figure 3. Problem Tree Kampung Lawang Seketeng Surabaya

Source: Author Team

In the case study of Kampung Lawang Seketeng, it can be found that the main problem that is the subject of discussion is the lack of optimal utilization actions in developing the potential in Kampung Lawang Seketeng as a historical tourism. This is due to three factors; (1) the absence of adequate infrastructure facilities in the tourism village standards. (2) lack of information related to the existence of Kampung Lawang Seketeng as a historical tourism village, (3) low public awareness about the importance of knowing historical values. Furthermore, it can be found in the leaves, namely what are the impacts resulting from the main problems in Kampung Lawang Seketeng; (1) the low number of tourists visiting, (2) the low economic level of the local community, (3) the lack of preservation of existing historical sites.

SWOT Analysis

SWOT analysis is a strategic planning tool used to identify the Strengths, Weaknesses, Opportunities, and Threats of an organization or project. In the case study of Kampung Lawang Seketeng, the author team tried to conduct a SWOT analysis on the condition of Kampung Lawang Seketeng with the aim of serving as the basis for the strategic action planning formulation process so that it can be realized optimally.



Figure 4. SWOT Analysis of Kampung Lawang Seketeng Surabaya

Source: Author Team

Business Model Canvas Analysis as Tourism Analysis

The Business Model Canvas (BMC) is a very useful tool for analyzing various industries including the tourism industry. The Business Model Canvas (BMC) helps in comprehensively summarizing the key elements that need to be considered in a business or tourism project. Through this analysis, it will help in determining various market segments that can be targeted in the tourism industry. The analysis we conducted is as follows:

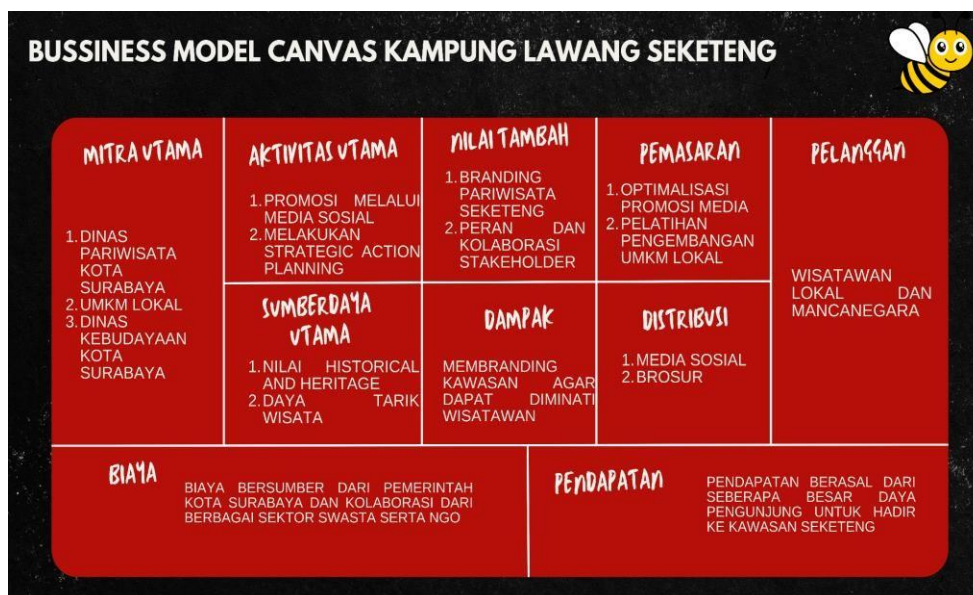


Figure 5. Business Model Canvas

Source: Author Team

Stakeholder Framework Analysis of Kampung Lawang Seketeng Surabaya

Stakeholder analysis in the tourism industry is very important because it involves various parties who have interests and influences on tourism destinations or businesses. The tourism industry involves various stakeholders such as local governments, local communities, tour operators, hotels, transportation, and others. Stakeholders can have a significant influence on tourism destination policies and development. Therefore, we conducted a stakeholder analysis of Kampung Lawang Seketeng Surabaya

The identification of stakeholders in the tourism industry has great urgency for several crucial reasons where relevant stakeholders need to be involved in the decision-making process related to the development and management of tourism destinations. This includes tourism business owners, local governments, local communities, environmental organizations, and indigenous peoples where applicable. Their involvement will help ensure that decisions are taken into account and economic, social, and culturally sustainable. For this reason, we have analyzed in the form of the following table:

Table 3. Stakeholder Identification Analysis Table

Stakeholder Identification	Stakeholder Primer	<ul style="list-style-type: none"> • Manager of Kampung Lawang Seketeng tourist village • Homestay and restaurant entrepreneurs • Souvenir and snack vendors • Tour guide • Local artisans • Visitors
	Stakeholder Seconds	<ul style="list-style-type: none"> • Local government • Tourism and Culture Office • Non-Governmental Organizations (NGOs) • Academy • Media • Community

Strategic Action Planning as Branding of Kampung Lawang Seketeng

In the implementation of strategic action planning, it has a vision, namely "Making Kampung Lawang Seketeng a sustainable leading tourist village and providing economic benefits for the local community". Where this has several missions such as increasing the income of local communities through the development of village tourism, creating new jobs through the development of micro, small, and medium enterprises (MSMEs), building adequate infrastructure and supporting facilities for village tourism, preserving local culture and traditions as tourist attractions, and improving the quality of human resources (HR) through training and education. Through this vision and mission, we also have several goals that will be achieved through the strategic action plan that we offer, such as increasing the number of visitors to the Kampung Lawang Seketeng tourist village by 20% within 2 years, increasing the income of local communities from the tourism sector by 15% within 2 years, and improving the knowledge and skills of human resources in the tourism sector within 1 year. In addition, we have also made a strategic action plan scheme that can be implemented in the near future using several indicators, among which are contained in the following table:

Tabel 4. Strategic Action Plan Kampung Lawang Seketeng

No.	Activities	Goal	Indicator	Answer:	Target Time
1	Conduct market research to find out the interests and needs of tourists	Get data on travellers' interests and needs	Availability of market research data	Tour manager	3 months
2	Developing new tourism products based on market research results	The availability of new attractive and quality tourism products	Availability of new tour packages	Tour manager	6 months
3	Creating a website and social media for tourism villages	The availability of informative and interesting tourism village websites and social media	Availability of tourism village websites and social media	Tour manager	2 months
4	Participating in tourist exhibitions and cultural festivals	Increasing brand awareness of tourist areas	Collaboration with travel agencies and influencers	Tour manager	1 year
5	Build accessible roads and bridges	Increasing accessibility of tourist areas	Adequate availability of roads and bridges	Municipal Government	1 year
6	Provide adequate clean water and sanitation	Improving the quality of tourist area services	Availability of clean water and adequate sanitation	Municipal Government	1 year
7	Forming a cooperative or group joint efforts (KUB) to manage tourist areas	Increasing the efficiency and effectiveness of the management of tourist areas	The formation of cooperatives or KUB	Tour manager	3 months
8	Providing training to homestay and restaurant managers	Improving the quality of homestay and restaurant services	Training for homestay and restaurant managers	Tour manager	6 months

Results should be clear and concise. Discussion should explore the significance of the results of the work. Avoid extensive citations and discussion of published literature, the Results section reports what was found in the study, and the Discussions section explains the meaning and significance of the results and provides suggestions for future directions of research. In this section, The results of the research and discussion contain tabulations research data carried out accordingly with the methods and variables used. Analysis and evaluation of the data according to the formula of the theoretical study results have been done. Discussion of analysis results and evaluation can apply the comparative method, use of equations, graphs, pictures, and table. Each table and graph must be numbered and names and placed as close together as possible with paragraphs where the tables and graphs are discussed. Interpretation of analysis results to obtain answers, added value, and

Conclusion

Kampung Lawang Seketeng is one of the valuable assets for the city of Surabaya. The wealth of existing historical values is a special attraction for the community. In addition, there are aspects in terms of social capital owned by the people of Kampung Lawang Seketeng which can also be a tool in breaking through tourist attractions. However, the existing potential must be touched by more

mature policies so that it can bear maximum fruit. One of the alternative solutions that can be used is to make a Strategic Action Planning formulation related to the development of tourism potential in Kampung Lawang Seketeng. Through the vision, namely "Making Kampung Lawang Seketeng a sustainable leading tourism village and providing economic benefits for the local community", several aspects that are important to be developed such as increasing the income of the local community through the development of village tourism, creating new jobs through the development of micro, small, and medium enterprises (MSMEs), building adequate infrastructure and supporting facilities for village tourism, preserving local culture and traditions as tourist attractions, as well as improving the quality of human resources (HR) through training and education. Of course, the formulation of the strategy to be implemented must involve all stakeholders involved so that the targets and objectives that have been formulated can be achieved. The role of the community is also important because community involvement in development is the key to the concept of sustainable development. The results of this study are an effort by the research team to find alternative solutions in answering the problems that exist in Kampung Lawang Seketeng related to the development of historical tourism. Of course, there are still many shortcomings that can be found in this study. Therefore, this research can also be an illustration for further research so that it is sustainable and has the latest information available. Then for suggestions to the Surabaya City Government as a stakeholder who has authority, to be able to see the potential that exists in an area that has historical values in Surabaya. Because the development of historical tourism can not only improve the community's economy, but also on the other hand can be a reminder of how the current society is formed through historical events.

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