

SWOT Result Analysis For The Sustainable Development Strategy Of Glintung Go Green Wonosari Village, Malang City

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Abstract

Environmental problems are still a special concern, especially environmental problems that occur in villages within the city, such as problems with garbage, drainage and the absence of green open spaces. Of the various problems faced by Glintung village, Go Green Wonosari can create solutions to overcome these environmental problems. The purpose of this research is to explore the strengths, weaknesses, threats and opportunities, as well as to propose sustainable development strategies in the Glintung Go Green village, Wonosari. This study uses a quantitative type of research with a SWOT analysis approach and the results are carried out. Based on the calculation of the SWOT matrix and the SPACE matrix, the village of Glintung Go Green Wonosari is at the coordinates point (0.78:0.9), this shows that Glintung Go Green is in quadrant one which means it is between strengths and opportunities, the strategy used is the strategy SO. The impact of developing Glintung Go Green Wonosari village through sustainable community empowerment has three aspects, namely, increasing environmental awareness, economic independence and increasing social relations

Keywords: Sustainable Development, Community Empowerment, And Serial Villages

INTRODUCTION

Sustainable development is a global action agreed by world leaders, including Indonesia, to end poverty, reduce inequality and protect the environment from various kinds of damage. Sustainable development is a multidimensional development paradigm that considers meeting the needs of the present without neglecting the interests of future generations. Sustainability development consists of three main pillars, namely economic, social and environmental aspects as outlined in the measures of justice, comfort and sustainability.

Commitment to realizing sustainable development goals is certainly not an easy thing, and is not only a challenge for the government but also all parties including the community, therefore it is important for the community to provide the best participation through community empowerment in supporting sustainable development. The purpose of community empowerment is to provide a wide enough space for the community to be involved in the planning, implementation, monitoring and evaluation process of the development itself. Environmental problems in Indonesia are still a special concern, especially the environmental problems found in urban villages, which in general, urban villages have an unorganized, disorganized appearance, low-income people and of course have various environmental problems such as the absence of landfills, poor drainage, clean water problems, and the absence of green open spaces. The birth of environmental problems in the villages in this city was triggered by the high level of population density, in 2017 with a population density of 7827.00, in 2018 with a population density of 7870.00, in 2019 with a population density of 79911.00, in 2020 with a population density 796.00 and in 2021 with a population density of 7,977.00. Therefore, Malang City is a city that can be said to be a densely populated city that continuously experiences development and growth.

In addition to population density, poverty is also a trigger for environmental problems, according to (Suryadi, 2020) basically Poverty and environmental damage are negatively correlated and affect each other . 2019, but in 2020 the poverty rate at the provincial and city levels again increased, namely in 2020 the provincial level reached 11.09% and the City level reached 4.44% and in 2021 the provincial level reached 11.4% and at the city level it reached 4.62%.

Awareness and willingness starts from the surrounding environment, where this is the easiest to do and as a form of efforts to restore the environmental order so that the impact of environmental problems can be overcome. One of the new inspirations as a solution to improve the environment was born from the Glintung *Go Green* Wonosari village, which is one of the villages located in Malang City, East Java. Glintung Village is an interesting location to study because of its large role in changing the order of villages and trying to reforest Malang City (Irianto, 2018). This is evidenced by the achievements that this 3G village had achieved in the Guangzhou Award for Urban Innovation event. As the Top 15 of 301 cities in the world (Public, 2017).

Development Sustainable

Development Sustainable is a translation of *sustainable development* popularized by the *World Commission on Environment and Development* (WCED) formed by the United Nations which is published through his book entitled *Our Common Future*. Holden, et al (2014) stated that WCED formulates sustainable development as development that aims to meet the needs of the community today, without neglecting the fulfillment of the needs of the community in the future.

Green Economy in sustainable development

Green economy is simply a concept that does not harm the environment. *Green economy* is one of the efforts to produce increased welfare and social welfare for humans, but not only that it can significantly reduce environmental

Damage

. And added the prefix "ber" which means having power. Power is the same as power/strength, so the meaning of the word empowered is to have power/strength. According to Max Weber, society is a structure or action that is basically determined by the expectations and values that are dominated by the original citizens.

So it can be concluded that community empowerment is a development process that makes people take the initiative to start the process of social activities in improving their own situation and condition. Community empowerment can only occur if the community itself participates. So it can be concluded that empowerment includes: the development process, the community takes the initiative, improving the situation of one's own condition.

In addition, Glintung *Go Green* Wonosari village has also succeeded in becoming an innovation for other villages that also have various environmental problems, so that other villages in Malang City have begun to innovate to deal with problems that are almost the same as Glintung *Go Green* Wonosari Village. This idea has also begun to be applied in big cities such as Tangerang, Banten, and Sumatra (Irianto, 2018). This change is one of the new solutions to create greenery in densely populated areas and limited land, Kampung Glintung *Go Green* Wonosari is able to create an innovation by utilizing walls or buildings as reforestation locations in densely populated areas.

Based on this background, researchers are interested in this phenomenon and examine the extent to which community empowerment can create a vibrant village in urban villages, so the researchers propose the research title "SWOT Result Analysis For The Sustainable Development Strategy Of Glintung Go Green Wonosari Village, Malang City"

RESEARCH METHODS

Research is basically a scientific way to obtain data with specific purposes and uses. This study uses a quantitative method that uses a SWOT analysis of the

Population and sample. The

Population in this study is the people who live in Glintung *Go Green* Wonosari taken from a total of 159 households. Meanwhile, the number of samples is calculated using the Slovin formula as follows:

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

Description:

n = size sample

N = population size

e^2 = precision used The

precision taken is about 5% to 10%. However, in this study, 10% sampling precision was taken, so that we obtained:

$$n = \frac{159}{1 + 159 (0.1)^2}$$

$$n = \frac{159}{1 + 159(0.01)}$$

$n = n = 61.3$ rounded up 62 Respondents

RESULTS AND DISCUSSION

SWOT analysis

(internal factor analysis summary)

No	Description	Weight	Rating	Total Score
A Strength				
1.	Thinking of National class village leaders who have received many achievements and awards	0.06	5	0.3
2.	Glintung Go Green Wonosaro's geographical position is easy accessed	0.06	4	0.24
3.	Has a radiant, beautiful and clean village appearance	0.06	4	0.24
4.	Society is open to change	0.05	4	0.2
5.	Has a culture of mutual cooperation	0.06	4	0.24
6.	Utilizing used goods, thereby reducing village development	0.06	4	0.24

costs					
No	Description	Weight	Rating	Total Score	
B. Weaknesses					
1.	Limited land	0.05	4	0.2	
2.	There are no written rules or regulations for people who violate the environment	0.06	4	0.24	
3.	The majority of resources are exploited by the elderly	0.05	4	0.2	
4.	Not yet have an official website	0.05	4	0.2	
5.	Management simple village	0.05	4	0.2	
6.	Lack of marketing strategy in the field of educational tourism	0.06	4	0.24	
Total		0.32	4	0.24	
Total Total		1.00		1.28	

Analysis of the internal factor matrix (IFAS) in the Glintung *Go Green* Wonosari village has been carried out by researchers, so that the *strengths* and *weaknesses* that exist in the Glintung *Go Green* Wonosari village. In the village of Glintung *Go Green*, Wonosari has strength in it in the form of a radiant, beautiful and clean village appearance and is supported by a geographical location that is easy to access, of course this strength is not possessed by villages in general, besides the beauty of the village there are various knowledges that we can learn in the village. This is because this village has a national class village coach who has received many achievements and awards. In addition, the people of Glintung *Go Green* very open to change, by instilling a culture of mutual cooperation and sensitivity to the surrounding environment, as well as having high innovations such as using used goods in building the village. Thus, the Glintung *Go Green* Wonosari village was realized and attracted visitors, researchers, and students to come to this Glintung *Go Green* Wonosari village.

As stated by (Lazuardi, 2018) that everyone who inhabits an environment will form an image in the physical relationship between one environment and another (Regional image is closely related to the identity of several elements that exist in an area and have special characteristics so that it can distinguish the area from other areas. With these characteristics, Glintung *Go Green* Wonosari village can be one of the educational tours in the city of Malang.

In addition to the radiant village display, Glintung *Go Green* Wonosari also has citizen attractions. A masterpiece music named Dewi Godong which adds to the attractiveness of the Glintung *Go Green* Wonosari village. Similar and Yoeti (1996) suggest that every region must have "something to see", which means that every place must have a tourist attraction and tourist attraction, which is not the same as what other places have. It be This means that the place must have a special attraction, besides that it must also have a tourist attraction that can be used as entertainment.

Another strength of Glintung *Go Green* Wonosari village is community empowerment. Community empowerment is essentially an approach that provides opportunities and greater authority for the community, especially local communities, to manage the development process. This authority covers the entire development process since identification of problems and needs, planning, implementation, evaluation and benefitting from development results. According to (Astuti, et al: 2006) empowerment is an effort to develop capabilities, explore local resources, and expand the role of the community to become the main actor in sustainable development. In Glintung *Go Green* Wonosari village, community empowerment in the field of MSMEs has provided handicrafts and culinary businesses for visitors to Glintung *Go Green* Wonosari village.

Of course, in addition to having the strengths of the Glintung *Go Green* Wonosari village, there are also weaknesses, such as limited garden land. Of course this is a weakness and there is a need for good management of narrow land so that the land can be used optimally.

In addition to the weakness regarding limited land, there are still weak environmental regulations in the Glintung *Go Green* Wonosari village, the article has no written rules regarding people who violate environmental sustainability in the Glintung *Go Green* Wonosari village.

Nuzaruddin (2017) argues that law plays an important role in a society, even having multiple functions for the good of society, in order to achieve justice, legal certainty, order, benefit, and other goals.

In addition to the weakness regarding limited land and the absence of written rules, but also the weakness of the people who are empowered in the Glintung *Go Green* Wonosari village is the majority of the people who are no longer young, so that the impact of village management is difficult to develop, especially the Glintung *Go Green* Wonosari village until Glintung *Go Green* effective and efficient

After an analysis using internal factors (IFAS), the results of the internal factor strength (*strength*) obtained results of 2.84, while the internal factor of weakness (*weakness*) is 1.28. it can be concluded that the village of Glintung *Go Green* Wonosari has greater strengths and exceeds existing weaknesses. So the village of Glintung *Go Green* must continue to develop to become a vibrant village and can become one of the educational tours in the city of Malang and can compete.

EFAS (external factor analysis summary)

No	Description	Weight	Rating	Total Score
A Opportunity				
1.	Have a radiant village appearance compared to other villages	0.08	4	0.32
2.	Potential to become an educational tourism center in Malang city	0.07	4	0.28
3.	Support government policies in solving environmental problems in urban village areas	0.08	4	0.32
4.	There has been implementation of village development programs that focus on sustainability principles	0.07	4	0.28
5.	Innovative community empowerment	0.08	4	0.32
6.	High potential in terms of research and education in the field of ecology	0.07	4	0.28
7.	Having partners from various well-known universities both in the city and outside the city	0.08	4	0.32
8.	Gets a lot of appreciation and donations from various officials	0.07	4	0.32
Total		0.6		2.4
No	Description	Weight	Rating	Total Score
B. Threats				
1.	Many diverse tourism options in the City Malang or around Malang City	0.08	4	0.32
2.	Status of garden land as borrowed land	0.08	4	0.32
3.	Plants have the potential to be damaged by pests	0.8	4	0.32
4.	Plants that only last a few months	0.8	4	0.32
5.	Modernization lifestyle of the younger generation who tends to ignore the environment	0.8	4	0.32
Total		0.4		1.6
Total Total		1.00		

After analyzing using external factors (EFAS) in the Glintung *Go Green* Wonosari village, it can be seen that the Glintung *Go Green* Wonosari village has several opportunities and threats that come from outside.

There is an opportunity that can be optimized, namely the potential to become an educational tourism center in the city of Malang, in which there have been several program

activities both for socialization and empowerment of the surrounding community regarding the development of the Glintung *Go Green* Wonosari village. So that the surrounding community continues to play an active role and participate in making Glintung *Go Green* village that is environmentally friendly and becomes one of the educational tours in Malang City.

In addition, the opportunity that can be taken is that the builder of the Glintung *Go Green* Wonosari village which carries the theme of sustainable development has supported the government's policy in solving environmental problems. This is in accordance with research conducted by Ervina (2018) the establishment of a green village (*Go Green*) is very efficient in overcoming current issues and in accordance with the 17 goals to be achieved in the 's *SDG*, because there are many benefits that can be obtained by citizens. around in implementing reforestation and water sanitation to realize the welfare of the environment.

Another opportunity is to have high potential in the field of research in the field of ecology, village planning and other fields, so that there are many researchers from various universities both inside and outside Malang City, so that partnerships are established between Glintung *Go Green* Wonosari village and various universities. This partnership is certainly a breakthrough program to expand the network in order to share benefits between the two parties.

Apart from opportunities, there are also threats (*threats*) for the sustainability of Glintung *Go Green* Wonosai village, the threat itself comes from outside. The most serious threat is the status of the land as a use right, in this case the land used by the Glintung *Go Green* Wonosari village to carry out garden activities and other activities is on land owned by a resident without any agreement under black and white, this of course raises concerns if when - When the land is used or sold by the owner, one of the village icons will disappear.

The next serious threat is the modernization lifestyle of the younger generation which tends to ignore the environment. With a lifestyle that tends to be indifferent to the environment, of course this can hinder the pace of development of the Glintung *Go Green* Wonosari village which is environmentally friendly in the long term, besides the mornization lifestyle triggers attitudes and consumerism, this will cause pressure on the environment in the form of exploitation of natural resources.

In his research Aris (2020) states that modernization is not only related to the availability of modern living facilities, but also an advanced mindset. An advanced mindset can lead to higher attenuation on the one hand, but on the other hand it will have a negative impact on the natural environment, including exploitation of natural resources to build modern living facilities.

After an analysis using the external factor matrix (EFAS) results from the external factor opportunity (*opportunity*), the result is 2.4, while the external threat factor is 1.6, it can be concluded that the village of Glintung *Go Green* Wonosari has a greater opportunity and outweighs the threat. So the village of Glintung *Go Green* Wonosari must optimize existing opportunities and overcome or minimize existing threats.

DiagramCartesian SWOT Analysis

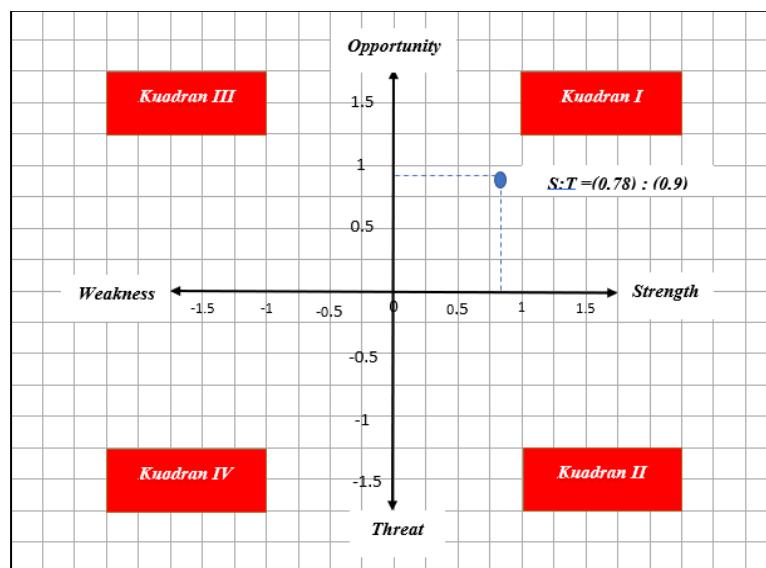
From the results of calculations on these factors, the total results of the calculation of the IFAS and EFAS matrix scores are as follows: Total score of strengths (*strengths*) = 2.84, total score of weaknesses (*weaknesses*) = 1.28, total score of opportunities (*opportunities*) = 2.4 and the total score of threats (*threats*) = 1.6.

Based on the above calculation, it can be seen that the Strengths value is higher than the Weaknesses value with a difference of (+) 1.56 and the Opportunity value above and the Threat has a difference of (+) 1.8. to find the coordinates, can be searched in the following way:

Total skor <i>strength</i> – Total skor <i>weakness</i>	2	Total skor <i>strength</i> – Total skor <i>weakness</i>	2
Total skor <i>opportunity</i> – Total skor <i>threat</i>	2	Total skor <i>opportunity</i> – Total skor <i>threat</i>	2
1.56	1.56	1.81	1.8
2	2	2	2

0.78 ; 0.9

So, the coordinates of the results of the identification of these factors are located at (0.78 ; 0.9), and the following SWOT diagram can be drawn:



Based on the results of the Cartesian diagram, the swot analysis can be X, Y (0.78), (0.9). in the figure shows the coordinates are in the position of quadrant 1. Quadrant 1 is a favorable situation where the Glintung Go Green Wonosari village has strengths and opportunities that can be utilized so that it is suitable to use the SO (*strength-Opportunity*) strategy to develop the Glintung Go Green Wonosari village. by an aggressive growth strategy or a *Growth oriented strategy*.

Strengths (S)	Weaknesses (W)
1. Having a National class village builder who has received many achievements and awards	1. Limited land
2. Geographical position of Glintung Go Green Wonosaro is easily accessible	2. There are no written rules regarding rules or violations for people who violates the environment

3.	Has a bright, beautiful and clean appearance of the village	3.	Resources are exploited by the majority of the elderly
4.	The community is open to change	4.	not have an official website
5.	Has a mutual cooperation culture	5.	village management
6	Utilizing secondhand goods, thereby reducing village development costs	6.	Lack of marketing strategies in the field of educational tourism
7.	There are many village products that can increase knowledge about ecology		
8.	Availability of supporting performances such as singing from the Dewi Godong group		
9.	Having a productive garden		
10.	There is community empowerment in the MSME sector that provides handicrafts or food for visitors		
11.	Have a Tour Guide facility that will guide the visitors' journey		
12	Have an achievement house which is also used as a training place		
Opportunity (O)	SO Strategy	WO Strategy	
1. Have a radiant village appearance compared to other villages	1. Continue to update the display the village so as not to cause saturation and make visitors interested in coming back	1. Cooperate with the government in improving the development of the village as an educational tour	
2. Potential to become an educational tourism center in the city of Malang	2. Maximize strategic locations and improve good services	2. Absorb the aspirations of the government and students in studying the development of the Glintung Go Green Wonosari	
3. Supporting government policies in solving	3. The strategic location should be utilized by the	3. Improve the quality of human resources in	

environmental problems in the inner city village area	Glintung <i>Go Green</i> to open house rental services such as <i>home stay</i>	improving professional village management
4. There has been implementation of village development programs that focus on the principle of sustainability	4. There is a need for cooperation between the government and the Glintung <i>Go Green</i> Wonowasi village community in developing the village	4. Forming an organization consisting of children -children such as Karangtaruna organizations
5. Innovative community empowerment	5. Encouraging local communities to develop culinary specialties of East Java, especially Malang	5. Increasing collaboration with universities in the field of research
6. High potential in terms of research and education in the field of ecology	6. Empowerment can be focused on making Glintung village an environmentally friendly village	6. Optimizing donations to develop Glintung <i>Go Green</i> Wonosari
7. Having partners from various well-known universities both in the city and outside the city	7. Conducting training in the field Ecologists	
8. Received a lot of appreciation and donations from various officials		
Threat	ST Strategy	WT Strategy
1. The number of diverse tourist options in Malang City or around Malang City	1. Improving the quality of service to guests or visitors	1. Focus on developing educational tourism villages
2. Status of garden land as borrowed land	2. Developing village products in the form of organic pesticides	2. Making written rules
3. Potentially damaged plants due to pests	3. Processing crops into products that can last a long time such as sweets, various chips	3. Focus on creating land ownership or legal agreements on land use
4. Plants that can only bear fruit in season	4. Collaborating with various existing MSMEs both inside and outside Glintung <i>Go Green</i> Wonosari village to increase economic	4. Use organic pesticides to be free from pests

empowerment		
5. The modernization lifestyle of the younger generation which tends to ignore the environment	5. Involve the younger generation to contribute to various activities in the <i>Glintung Go Green</i> Wonosari	5. Improve management, especially marketing management so that they can compete with tourism inside or outside Malang City
		6. Create an official website, or other social media such as TikTok that can support promotional activities
		7. Forming an organization consisting of young people and involving in every village development activity in order to increase awareness of the

CONCLUSION

The attractiveness of the *Glintung Go Green* Wonosari village has four elements, namely a radiant environment, culture, man-made works, and residents' attractions. The strategy for developing the *Glintung Go Green* Wonosari village after being analyzed using the IFAS matrix obtained a value of 0.78 and the EFAS matrix 0.9 Based on the SWOT and SPOT analyses that were conducted after it was discovered that the village of *Glintung Go Green* Wonosari was located at the coordinates (0.78:0.9), this information indicates that the village is situated at the kuadran satu, which means it is situated between the kekuatan and the ancaman, so the strategy that was employed was the SO strategy.

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