

Thematic *Kampung* in Semarang: Between Hope and Struggle to Maintain It

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Abstract. This article is the result of research on the process of forming and developing Thematic *Kampungs* in Semarang. To overcome urban problems related to community poverty and slum settlements in *kampungs*, the City Government launched the Thematic *Kampung* Program. This program not only makes improvements, but also carries out several innovations that make the *kampungs* clean, beautiful, organized and attractive. Since the Thematic *Kampungs* Program was formed in 2016 to 2020, there have been many *kampungs* that have succeeded in realizing the city government's program objectives, namely making Thematic *Kampungs* into clean, beautiful and prosperous *kampungs* for their people. In addition to the Thematic *Kampungs* that were successful, there were also Thematic *Kampungs* that failed to become ideal *kampung*. The method used in this study is a qualitative method with a historical and sociological approach. Data collection was carried out by field observations and in-depth interviews. The results of the study show that since 2020 the condition of most of the Thematic *Kampungs* has decreased, because in addition to limited management, it is also due to the Covid-19 pandemic that has hit Indonesia. The community tries to improve the conditions of the Thematic *Kampung* into an ideal *kampung*.

1 Introduction

The city is inseparable from the *kampung* (part of the village) because, in the city, various *kampungs* have unique dynamics. *Kampung* is a distinctive residential culture in Indonesia that grows and develops together with the city's existence. Within the *kampung*, various community characters are created by social, economic, and cultural conditions (1). The existence of *kampung* as settlements built independently by their residents can maintain human values in modern urban dynamics (2).

Semarang and big cities in third world countries, which have experienced rapid population growth since the 20th century, also experience urban problems, such as unemployment, poverty, slums, and so on. These urban problems are borne by the city government, which must immediately find solutions (3).

One of the most pressing urban problems to find a solution is slum settlement caused by the high population density and the high demand for housing. These problems can cause, among others, poverty, sanitation, and environmental problems (4). Limited residential land in urban areas causes the poor to use the land around riverbanks, railways, and other places prohibited from building houses.

Since the city's beginning in Indonesia, urban residents have lived in *kampung*s with their characteristics. Semarang has been one of the big cities in Indonesia since its inception; there have been *kampung*s with very diverse origins of inhabitants, diverse livelihoods, and diverse ethnicities. At the beginning of the formation of the city of Semarang, there were traditional *kampung*s which are still sustainable (5).

Before the arrival of the Europeans, apart from being inhabited by the Javanese, Semarang was also inhabited by people from various ethnicities, both from the archipelago and from outside the archipelago, such as Chinese, Arab, Indian, Malay, Koja, and so on (6). From the beginning, the ancient *kampung*s in Semarang contained thematic elements because the naming of the *kampung*s contained elements of ethnicity, the work carried out by the people of *kampung*s, and unique geographical conditions. Kampung Melayu, Kauman, Pecinan, Pekojan are very popular *kampung*s in Semarang. In addition, some *kampung*s names indicate the profession (occupation) of *kampung* residents, such as Kampung Batik (settlement for batik makers), Kampung Sayangan (settlement for copper tool makers), Kampung Kulitan (settlement for leather craftsmen), Kampung Jagalan (a place for slaughtering animals), Kampung Gendingan (settlements for gamelan makers), Kampung Gandekan (settlements for gold craftsmen), Kampung Pederesan (settlements for rubber or sap tappers), Kampung Petudungan (settlements for "tudung" or head cover makers), and so on (7).

The thematic elements in the ancient *kampung*s in Semarang are different from the thematic *kampung*s that are formed today. Some of the differences are that the ancient *kampung*s grew organically, independently without planning. At the same time, the Thematic *Kampung* Programmed by the Semarang City Government, tended to follow what had been planned and implemented by the City Government, so it often did not pay attention to the potential internal *kampung*s, both natural resources and human resources. This difference causes what has been programmed by the Semarang City Government from 2016 to 2021; the results have not been encouraging. Many things need to be studied in-depth related to the formation of Thematic *Kampung* so that the program planned by the Semarang City Government with funds of this site is successful.

This study took a sample of six successful Thematic *Kampung*s and five less successful Thematic *Kampung*s. Thematic *Kampung*s that were successful were Kampung Jamu, Kampung Pelangi (Rainbow), Kampung Batik, Kampung Alam Malon, Kampung Nasi Ayam (Chicken Rice), Kampung Photography. Thematic *Kampung*s that were less successful were Kampung Jahe (Ginger), Kampung Keripik Sukun (Breadfruit Chips), Kampung Hydroponic, Kampung Perajin Tempe (Tempe Craftsmen), Kampung Sapi Perah (Dairy Cow Milk).

2 Study Area

The geographic location and environment of the Semarang Thematic *Kampung*s under study were the Thematic *Kampung*s which were successful, and the Thematic *Kampung*s, which were less successful. Thematic *Kampung*s that were successful were Kampung Jamu (Herbal) in Wonolopo Village, Mijen District, Kampung Pelangi (Raibow) in Randusari Village, South Semarang District, Kampung Batik in Rejomulyo Village, East Semarang District, Kampung Alam Malon in Gunung Pati Village, Gunung Pati District, Kampung Nasi Ayam (Chicken Rice) in Panggung Kidul Village, District North Semarang.

The less successful Thematic *Kampung*s were Kampung Jahe (Ginger) in Pleburan Village, South Semarang Sub-district, Kampung Keripik Sukun (Breadfruit Chips) in

Peterongan Village, South Semarang sub- District, Kampung Hydroponic of Tanjung Mas Village, North Semarang District, Kampung Perajin Tempe (Tempe Craftsmen) in Padangsari Village, Banyumanik District, Kampung Susu Sapi Perah (Dairy Cows Milk) in the Gedawang village , Banyumanik District.

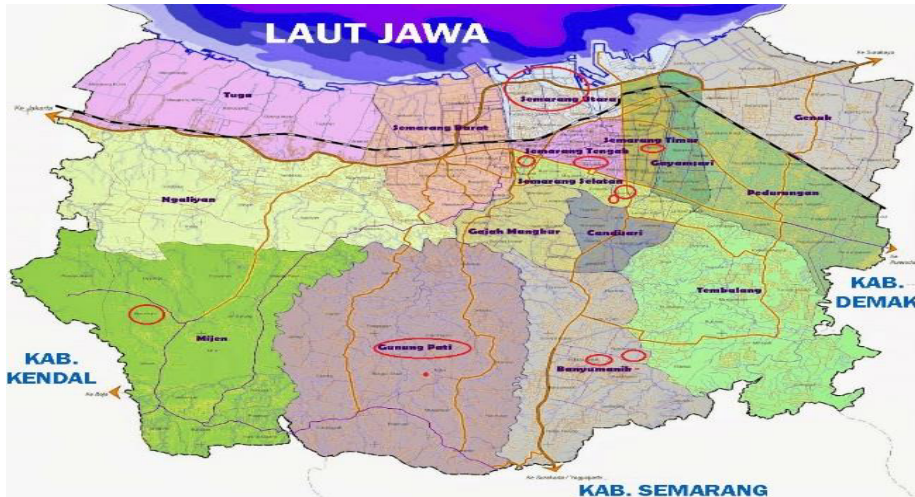


Fig.1. Location map Thematic *Kampung* Information:

 Location Thematic *Kampung*s

3 Methodology

The method used in this research is the descriptive qualitative method. The qualitative method is a research method that aims to understand the phenomena experienced by research subjects such as behavior, perception, motivation, and action as a whole. Qualitative methods are used because this study seeks to reveal social problems written in detail (8).

The descriptive method is used to describe facts, characteristics, and relationships of elements in the phenomenon being researched systematically and objectively (9). The descriptive method is used to help the writer to describe factually the relationship between the instruments studied. The analysis results are described in a detailed arrangement of words and language based on scientific principles or by utilizing various scientific methods (10).

In line with the problems and objectives to achieve this research, descriptive qualitative research methods can be carried out through historical and sociological approaches (11). The research approach used is a historical approach to explain research designs that have been formulated from various sources and literature related to the application of the concept and assess what factors influence the development of Thematic *Kampung*s. The historical approach is used to collect, select, and critically analyze historical sources, to produce historical facts. Historical facts are then analyzed in a systematic description through a cultural approach. The sociological approach is used to understand the factors related to social conditions in implementing the

Thematic *Kampung* Program, community participation, hopes, and efforts to maintain the Thematic *Kampungs*.

Sources of data in this study were obtained from books, articles, and the results of research conducted using historical, descriptive analysis, namely an attempt to describe the process of formation, development, and problems in defense of the Thematic *Kampungs* in Semarang. In addition, data were obtained through interviews, field notes, photos, personal documents (12). Data collection was carried out by observation in the field and in-depth interviews. Determination of informants is done randomly for homogeneous and purposive samples to find informants who are by the research topic and snowball sampling to find informants who know the research problem based on recommendations from other parties.

After the data sources have been collected, source criticism is carried out through external and internal criticism to gain credibility and authenticity. The historical facts obtained are interpreted according to a cultural approach. The last stage is historiography, which is writing the research results in the form of articles.

4 Background of The Emergence of Thematic *Kampungs* And Their Current Conditions

In 2016, the mayor of Semarang Hendrar Prihadi made a breakthrough in the arrangement of the *kampungs* of Semarang, namely the Thematic *Kampung* Program. The Semarang City Government launched this Thematic *Kampung* Program to reduce poverty and unemployment, improve the quality of the residential environment, raise local wisdom in managing potential and solving environmental problems, and add tourist destinations (13). The purpose of making Thematic *Kampungs* is to move the economy to the lower layers that can stimulate economic growth and alleviate poverty in Semarang.

The Thematic *Kampung* Program was implemented in 32 villages out of 177 urban villages in Semarang at the beginning of its implementation. Since the Thematic *Kampung* Program was implemented in 2016 to 2019, of the 209 Thematic *Kampungs* that were formed, only 28 Thematic *Kampungs* were in the sound and developing rankings, 131 Thematic *Kampungs* were in the middle of ordinary rankings, and 50 Thematic *Kampungs* were in the underdeveloped rank (14).

Several Thematic *Kampungs* that fall into the unsuccessful category are Kampung Jahe (Ginger) in Pleburan Village, Kampung Keripik Sukun (Breadfruit Chips) in Peterongan Village, Kampung Hydroponic in Tanjung Mas Village, Kampung Perajin Tempe (Tempe Craftsmen) in Padangsari Village, Kampung Susu Perah (Dairy Cows Milk) in Gedawang Village. The conditions of some of the Thematic *Kampungs* that are less successful or those in mediocre conditions:

- The formation of Kampung Jahe (Ginger) in Kelurahan Pleburan did not raise the theme of a *kampung* by the original potential of the area. The theme of ginger was raised because of the desire of one of the parties who own a ginger garden, which will be developed as an economic commodity in the pond. The adoption of the ginger theme was not socialized and communicated with other *kampung* communities.
- Because there is no communication and socialization about Thematic Kampung Jahe (Ginger), there is no welcome and participation from the community. In the planning process, there is no match between residents and *kampung* officials in determining the theme of Thematic *Kampungs*. The theme raised was not by the potential of the Pleburan area. As a result, the implementation of the Thematic *Kampung* Program in

- Kampung Jahe (Ginger) is no more extended running, and the kampung community is no longer enthusiastic about running the Thematic Kampung Program.
- Kampung Keripik Sukun (Breadfruit Chips) has almost the same fate as Kampung Jahe (Ginger). This kampung was appointed as Kampung Keripik Sukun (Breadfruit Chips) because, in that kampung, there are residents who have six breadfruit trees. Residents and village officials hope that the breadfruit can be processed and improve the community's welfare. The results of this breadfruit cannot be expected because the number is limited, and the kampung community does not try to innovate to bring breadfruit from other areas.
 - The Kampung Hydroponic, which was formed in 2016, is currently not running due to several obstacles, such as inconsistencies starting from the planning process to implementation, kampung themes that are not on target, the benefits generated do not meet community expectations, and community support is still low. This was the cause of the failure of the Thematic Kampung Program. This failure becomes a lesson in poverty reduction efforts and improving the quality of the residential environment in Semarang.
 - Kampung Perajin Tempe (Tempe Craftsmen) in Padangsari Village was formed in 2017. This Thematic Kampung was formed because there are several residents there who are tempe craftsmen. The progress achieved by this Thematic Kampung is not very significant. Some of the obstacles faced in developing this kampung are minimal capital. In addition, residents lack the innovation to develop tempe businesses, and there is no regeneration. The development of the Kampung Perajin Tempe (Tempe Craftsmen) is currently not optimal because the planning system is not integrated with program implementation and lacks support from resources.
 - Kampung Susu Perah (Dairy Cows Milk) in Gedawang Village was appointed as a Thematic Kampung because several dairy farmers were there. The condition of the Gedawang village after it was developed into a Thematic Kampung for Dairy Cows, namely the improvement of kampung roads, ditches, public spaces, and the creation of information boards/gates kampung identities. In addition, there is assistance from the City Government for adding variations in plants & grass and making compost. Kampung Susu Sapi Perah (Dairy Cows Milk) socialization widely to various circles of society. The slum area in the Gedawang district has decreased from 5.1 hectares to 1.8 hectares. The condition of the kampung is currently running stagnant, although it still holds the status of the Thematic Kampung. The obstacle faced for kampung development is environmental conditions that are not clean, making it challenging to develop it for tourist destinations. Apart from no regeneration, that can be expected to continue the dairy business. The concept of planning and implementing Thematic Kampung did not go as expected, so the condition of this kampung was not much different from before it was designated as a thematic kampung.

Seeing the conditions of the Thematic *Kampung*s that are not or less developed as mentioned above, then as a comparison we will see the efforts of Thematic *Kampung*s that have succeeded in developing their *kampung*s :

- Kampung Jamu (Herbal) in Wonolopo village, Mijen district, was appointed as a Thematic Kampung because most of the people of Wonolopo village made their living as jamu artisans starting in 1985. Initially, a migrant from Solo was selling jamu in the Wonolopo village area (formerly Mijen village). These newcomers had a significant influence on the people of Wonolopo village because, later, many people were interested in making herbal medicine. The skill of making herbal medicine is then passed down from generation to generation. Initially, this herbal

medicine business was still producing herbal medicine in traditional ways. Since its establishment as Kampung Jamu, Wonolopo village has received much assistance from government agencies such as the Health Office, which provides training and assistance to herbal medicine artisans in Wonolopo village. This training and mentoring provide skills by the potential of the community, namely training in hygienic herbal processing techniques, counseling on the dangers of using drugs in food, skills in making instant herbal medicine, introduction to herbal pounding tools, and the use of mechanical devices to make jamu flour and extension of financial management. And marketing. Other potentials also support the progress of Kampung Jamu. Namely, several tourist attractions such as Griya Pawoning Jati, Durian Agrotourism, Fishing, Salak Park, Swimming Pool, and Lodging.

- Kampung Pelangi (Rainbow) was designated as a Thematic Kampung due to the Kalisari Flower Market renovation project in 2016. After completing the Kalisari Flower Market renovation, the beauty of this Flower Market was not supported by the village behind it, which is a slum. To support the beauty of the Kalisari Flower Market, the community then had an idea to organize settlements in the Kalisari Flower Market area. Kampung Pelangi (Rainbow) does not have the local potential to be developed, making its beautiful and attractive photo spot. The funding for Kampung Pelangi (Rainbow) comes from the City Government, community donations, and company CSR funds. After arranging and painting the walls and roofs of the houses, Kampung Pelangi became clean and beautiful with house colors like a rainbow. After The community widely knew kampung Pelangi (Rainbow), Kelurahan officials and subordinates (RW and RT and residents) determined that visitors who came to Kampung Pelangi were charged Rp. 3,000 (three thousand rupiahs). In addition, there is a motorcycle parking fee of Rp. 2,000 (two thousand rupiahs) and a car parking fee of Rp. 5,000 (five thousand rupiahs). More and more visitors, providing opportunities for people to open grocery store businesses, food stalls, etc. Thus the community gets additional income.
- Kampung Batik, which is located in Rejomulyo village, East Semarang district, is an ancient kampung that was founded almost simultaneously with the city of Semarang. Throughout its history, Kampung Batik has experienced ups and downs. Before 2011, Kampung Batik was a slum and unsafe village because it was a den of criminals. After Kampung Batik was designated as a cultural heritage based on Regional Regulation (Perda) No. 14 of 2011 by the Local Government (Pemerintah Daerah), Kampung in a not too long time, Kampung Batik has experienced rapid progress. Kampung Batik started to clean up and organize itself. The condition of the Kampung Batik was getting better when in 2016, the Kampung Batik was designated as a Thematic Kampung Batik. Kampung Batik has turned into a clean, safe, and orderly kampung. In line with Semarang batik production, which began to increase, the people's economy of Kampung Batik began to increase. The development of Kampung Batik then impacted the community who took the initiative to organize the kampung into Kampung Djadoel.

The community's creativity in improving their kampung is by making beautiful murals about Semarang's history on the walls of residents' houses and preserving Semarang's culture. Management in improving the Kampung Batik can be called community management because most residents take the initiative and are creative for kampung development. In line with the increasing liveliness of Kampung Batik and Kampung Djadoel, people from various cities and abroad are interested in visiting there. Citizens' creativity to attract tourists raises the creative economy aspect

of the residents, namely by holding several attractions that are displayed at certain times, in the form of art, culinary, batik courses, and selling batik made by community members. Currently, Kampung Batik and Kampung Djadoel have become one tourist destinations in the city of Semarang.

Kampung Alam Malon is located in Gunungpati Village, Gunung Pati District Semarang. Kampung Alam Malon was designated as a Thematic Kampung on May 12, 2017. The designation as a Thematic Kampung is based on the potential of this kampung in the form of plantation products such as kelengkeng and durian, the potential for the arts and Batik Semarang industry. The batik, which was developed in the kampung of Alam Malon, is unique because it uses natural dyes made from leaves, plant roots, and bark. The use of natural colors aims to protect and preserve the natural environment. To provide these natural dyes, the residents of Kampung Alam Malon are involved in cultivating batik dye plants such as indigo. Through the Thematic Kampung Program launched by the Semarang City Government in 2016, Kampung Alam Malon was used to pilot the natural dye Kampung Batik.

The community members have a high commitment to developing Kampung Batik with these natural dyes. Currently, natural color batik from Kampung Alam Malon has penetrated the international market. Kampung Alam Malon has now become one of the domestic and foreign tourist destinations, especially educational tourism. In line with tourist visits, there are also developed culinary and arts typical of Kampung Alam Malon. The impact of tourism activities has lifted the economy of the community. Another potential of Kampung Alam Malon is the existence of Padepokan Ilir-Ilir where residents learn and develop local arts and culture such as Jegog Lesung art. This tradition was later developed as a local tradition which is now one of the attractions to entertain visitors to Kampung Alam Malon. The progress of Kampung Alam Malon shows that four factors become development priorities: economy, education, ecosystems, and ethos in Kampung Alam Malon.

Kampung Nasi Ayam (Chicken Rice) is located in Panggung Kidul Village, North Semarang District. This kampung was originally known as Kampung Brotojoyo Barat. Kampung Nasi Ayam (Chicken Rice) is a densely populated kampung but has economic potential. Namely, 22 residents make a living as chicken rice traders. Therefore, the sub-district proposed the name of this kampung as Thematic Kampung Nasi Ayam (Chicken Rice Thematic). The chicken rice traders in this kampung sell their wares by selling at home, selling around the kampung, selling installs outside the kampung and several areas in the city of Semarang.

After being designated as Kampung Nasi Ayam, there were changes in the physical and social life of the community. Environmental improvements and arrangements are carried out by painting and making murals on the walls of the fences and houses of residents. The social life of the community has increased with the recognition of this Kampung Nasi Ayam. Like the problems of kampungs in Indonesia in general, Kampung Nasi Ayam, before being appointed as a Thematic Kampung, also experienced poverty problems, problems with limited facilities and infrastructure for the public, environmental health problems that had not been addressed, inadequate spatial planning, community participation that had not yet been developed.

This problem has been gradually resolved through programs compiled by the Semarang City government and sub-district officials and their staff, RW and RT, and PKK. The stimulant funds disbursed by the Semarang City Government are used to improve the village environment, such as making gates, repairing culverts and

waterways, etc. The socialization process carried out by the City Government and kampung officials did not experience any problems because the community was very enthusiastic about the Kampung Nasi Ayam (Chicken Rice) program, which changed the image of the slum into a healthy and orderly village.

The changes experienced by Kampung Nasi Ayam (Chicken Rice) are apparent. The kampung is clean, and the environment is neatly arranged. Assistance and training carried out by various parties such as the Semarang City Government, the Semarang City Health Office, and various CSRs have positively impacted the community. They better understand health factors and hygienic food production, and sound and attractive food packaging. The provision of management and product knowledge has also increased people's knowledge to improve the quality of their production. With good production, the turnover and culinary orders for chicken rice will increase. This rapidly increasing sales also had an impact on improving the economy of the community.

5 Expectations and Efforts to Maintain Thematic *Kampung* in Semarang

The Thematic *Kampung* Programs in Semarang that have been running are the kampung community's needs and conditions. The needs of the *kampung*s community are formulated in the form of the Thematic *Kampung*.

Program design resulting from the coordination of RT, RW, and Kelurahan. Subsequently, Kelurahan submits the design of the Kampung program to the District. After the program design is coordinated with various parties and stakeholders, it is then submitted to Bappeda to the City Government.

The Thematic *Kampung* Program created by the community and stakeholders in the Kelurahan is expected to realize the *kampung* development needed by the community. The City Government's policies relating to the formation of these Thematic *Kampung*s are bottom-up, not top-down. The bottom-up approach provides more space for the community and other stakeholders to be involved in development programs, although government involvement is still possible but only as a facilitator. The involvement of these stakeholders is not only at the implementation stage but also from planning to evaluation. The weakness of this approach is that it takes a long time and process to organize all stakeholders to be willing to be involved, so this approach is not suitable when changes are needed quickly. The top-down approach gives a substantial portion of the government control over the implementation of development so that the community only acts as an object of development (15).

The different approach between top-down and bottom-up in the implementation of Thematic *Kampung*s is one of the causes of the failure of Thematic *Kampung* in Semarang. For *kampung*s, where the population is very heterogeneous in the economy, education, and culture, getting community participation is difficult and takes a long time. On the other hand, if the *kampung*s are very homogeneous, it is easy to encourage community participation.

There are many reasons why the number of successful Thematic *Kampung* is very minimal, only around 13.40%. Some of the obstacles in realizing a successful Thematic *Kampung* include:

- There are still regional stakeholders who do not understand the spirit of the Thematic *Kampung* whose main objective is to fix the slum *kampung*s, while at the same time utilizing the local potential of the *kampung*s.

- Many *kampung*s have forced themselves to take part in the Thematic *Kampung* Program. The community determines a theme for their *kampung*s, but it is not based on cultural studies, village history, community potential and *kampung*s potential.

- Community empowerment is not optimal. To advance the *kampung*s, it is hoped that the community can play an active role. To mobilize community participation, a figure / party is needed who can encourage that participation.

- Socialization about the Thematic *Kampung* Program that is less focused and unsustainable

- Unclear and inconsistent direction from stakeholders.

- The mismatch between environmental potential and the Thematic *Kampung* Program that will be developed

The success of the Thematic *Kampung*s are supported by factors :

- Communication, is one of the important factors that determine the success of a program. Through good communication, it is hoped that errors and irregularities will not occur in the implementation of the program. Bappeda as program coordinator must understand deeply about the aims and objectives of the Thematic *Kampung* Program and its implementation instructions. Semarang Bappeda as the coordinator of the Thematic *Kampung* Program is obliged to provide outreach to urban *kampung* and the community to introduce and provide an understanding of the aims and objectives of the Thematic *Kampung* Program.

Intensive communication between *kampung* officials and the community will provide an understanding that this Thematic *Kampung* Program is a program that must involve the community proactively.

- The community must understand the benefits that will be generated by the existence of the Thematic *Kampung* program, so that community participation is easy to implement.

- The expected change is an increase in community welfare, namely the ability of the community to meet their daily needs, starting from income, education, health and housing

- The synergy between various resources will affect the success of the program. In the Thematic *Kampung* Program in Semarang City, Human Resources (HR) who play a role include Semarang City Development Planning Agency, Central Java IAI (Indonesian Architects Association), OPD (Regional Apparatus Organization), Corporate Social Responsibility (CSR) and *kampung* residents. The financial resources of the Thematic *Kampung* Program come from the Semarang City Regional Revenue and Expenditure Budget of 200 million for each Thematic *Kampung*.

- Compliance and responsiveness to regulations that serve as guidelines in implementing Thematic *Kampung* Programs, namely Semarang Mayor Regulation Number 22 of 2018 concerning Guidelines for Thematic *Kampung*s Implementation. This mayoral regulation should be followed by the technical implementation of all program implementers.

Early in 2020 the world was excited because of a new disease caused by the Covid-19 virus (Corona virus disease). This vicious virus has an impact on weakening activity in various sectors. One of the worst impacts is on the economic sector, namely the tourism sector. The tourism sector that has recently been developed by the Mayor of Semarang is the formation of Thematic *Kampung*s. Thematic *Kampung*s are being intensively developed for the tourism sector. After the Covid-19 pandemic changed drastically. The condition of the Thematic *Kampung*s which at the beginning of its formation became a

new tourist destination which was expected to be visited by many people, turned into a lonely one because people did not dare to do activities outside the home. Since the outbreak of the Covid-19 pandemic in Semarang City, the number of community visits to Thematic *Kampung*s has been very low. This of course has an impact on decreasing people's income.

It has been a long time since the government has handled the spread of Covid-19 which has claimed many victims. Starting from February 2020, the Semarang City Government has carried out the response to Covid-19, such as, among others:

- To coordinate, socialize and educate on prevention and control efforts to elements of society and business actors
- Providing body temperature detection devices and hand sanitizers and masks for those who are sick to support prevention and control efforts and ensure public places are clean and hygienic.
- Postponing and limiting activities that can present large crowds to public places (weddings, car free days, seminars and so on)
- Establish an integrated information post in each agency.
- Mass spraying of disinfectants in main streets and villages.
- Enforcement of social distancing in public places and public service.

Even though the Covid-19 outbreak is not yet known when it will end, optimism for Thematic *Kampung*s must be grown to maintain the existence of these Thematic *Kampung*s. For that, we need strengthening and efforts to foster a spirit of innovation in society. We can see some of the community's innovations in the efforts of the people of Kampung Pelangi to provide courses on planting and caring for flowers online, selling flowers online, and so on. Likewise with the people of Kampung Jamu (Herbal), Kampung Alam Malon, Kampung Nasi Ayam (Chicken Rice), Kampung Batik and other *kampung*s, they market their *kampung*s products online. In addition, there are also many activities for residents to provide courses on how to make their *kampung*'s products through YouTube.

On the one hand, the Covid 19 pandemic is a national disaster. However, on the other hand, it provides options for the community to survive by finding innovations and solutions that have not previously been developed. The public realizes that current technological advances are needed as a solution to revive the economy and people's welfare.

6 Conclusions

The development of Thematic *Kampung*s in Semarang still requires strong efforts from the Semarang City Government, stakeholders, and the community. Seeing the development of Thematic *Kampung*s that the Semarang City Government has proclaimed since 2016, the results achieved have not met expectations, because, in 2019, it was recorded that out of 209 Thematic *Kampung*s formed, only 13.40% were included in the good category, medium or ordinary category 62.68% and categories do not develop or fail 23.93%.

The failure of Thematic *Kampung*s to achieve the goals programmed by the City Government is caused by several factors that have not been implemented optimally, such as communication, socialization, community participation, financial support, and fostering of City Government officials and other stakeholders. On the other hand, the success of Thematic *Kampung*s is supported by several factors, including communication

and program dissemination that is detailed and understood by all policymakers and the community.

What is very important is the community's social capital, namely participation, solidarity, and intensive cooperation. This community's social capital can encourage the community to solve problems that hinder the progress of Thematic *Kampung*s.

The Covid-19 pandemic that has hit the world since the end of 2019 has become a stimulant to foster creativity and innovation in rural communities for solutions in advancing Thematic *Kampung*s again.

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