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Area Development Strategy to Overcome the Slumps in RW 3 and RW 5, Polehan Village, Blimbing, Malang, Using IFAS and EFAS Matrix Analysis

Leonardus Fasiusta Dhari
Brawijaya University
MT. Haryono Street No.167, Malang 65145, Indonesia
Correspondence Email: Leodhari7@gmail.com

ABSTRACT

The purpose of this study is determining significant factors to overcome slum areas using IFAS and EFAS matrix. IFAS (Internal Factor Analysis Summary) matrix was used to analyze internal factors, including strengths and weaknesses, and EFAS (External Factor Analysis Summary) matrix was used to analyze external factors in the research area. The methodological approach in this study was qualitative which is descriptive redundant. The research was conducted at slum area of RW III and RW V, Polehan Village, Blimbing District, Malang City. The data were collected by field observations, in-depth interviews, documentation and data triangulation. The results of the analysis showed that there was a reduction in the strength and weakness values which are -1.883 (negative) and the opportunity and threat values are 0.333 (positive). These values are in quadrant II of room D in the form of selective maintenance strategy. The formulated strategy is to improve the quality of human resources (HR) in handcrafting sector by increasing the intensity of training and adding home industries, joint fund management, savings and loans as capital for households to develop Small and Medium Enterprises and increase community participation in supporting planning activities as well as institutional activities.

Keywords: EFAS (External Factor Analysis Summary), Grungy, IFAS (Internal Factor Analysis Summary), Social

INTRODUCTION

The rapid population growth in urban areas creates an increase in the need for space in cities to accommodate all population activities. Inadequate environmental capacity leads to the growth of urban slum centers (Istikasari, 2014). Studies on the slums generally cover three aspects, including physical condition, socio-economic and cultural conditions of the communities, and the impact of these two conditions (Santosa, 2007).

The root of slum issues is more complex due to the negligence in the development of urban marginal spaces, weak city management, the absence of a comprehensive and participatory housing need assessment and housing stock evaluation, and no housing delivery system development (Wijaya, 2016). Hence, to reduce the slums of urban areas, community involvement is needed. It is a form of community empowerment (social empowerment) in the context of utilizing and managing resources in their environment, including the inputs, processes, and outputs (Adisasmita, 2006).

Participation will influence in deciding policies, as well as create social control system concerning people's lives. Thus, development should be more directed according to the community need, to sort out the priorities. The community better know the existing problems and their needs (Cornwall, 2001).

Focus Group Discussion (FGD) can be simply defined as a discussion systematically carried out and directed on a particular issue or problem (Prastowo, 2008). It is a form of qualitative research in which a group of people is asked for their opinion on a product, concept, service, idea, advertisement, packaging/situation with certain conditions.

SWOT analysis is a form of analysis to systematically identify various factors for strategic formulation. It is based on the relationship or interaction between internal elements (strengths and weaknesses) against external elements (opportunities and threats). By recognizing these conditions and characteristics, groups, or individuals in the implementation of activities can compete to achieve effective and efficient goals (Rangkuti, 2005). In the management of social activities, SWOT analysis can be applied by looking at social potentials and problems from four different sides (Efelina, et al., 2015). It seeks to determine methods to make the most of all existing strengths and opportunities while minimizing all weaknesses and threats.

IFAS and EFAS are derived from SWOT analysis theory, which is used to determine various internal and external factors in a business or organization. Business orientation of a group or organization needs to pay attention to internal strength and weakness factors and see opportunities for threats to survive and realize the vision, advantages, and competition in actualizing the business or business (Rangkuti, 2008). An appropriate methodological approach, one of which is to use a SWOT analysis by looking at the strengths, weaknesses called IFAS, and analyzing opportunities and threats called EFAS.

RESEARCH METHOD

This research used a qualitative method with observations and interviews. This qualitative observation revealed the characteristics of the research location by looking at the social, economic, and environmental conditions (Rahmat, 2009) in RW III and RW V, Polehan Village, Blimbing District, Malang City.

RESULTS AND DISCUSSION

Potential and Problems

The community have several potentials for their good. There are home industries scattered in RW 03 and RW 05, such as leather handicrafts, furniture, family welfare movement-based bag crafts, birdcage crafts, sewing, plastic factories, meatball businesses, chips, fried briny, tempeh and other culinary delights. There is vacant land located in RW 3 and RW 5, which can be developed into RTH (water absorption), playgrounds, and facilities for community activities.

Addedly, there is greening on the walls of houses and neighborhood roadsides. The community highly participates in several activities. There are community association groups such as the canary breeder's group, "nakula2" youth group in RT 2 / RW 5. There are joint fund management and savings and loans at RW 3 and RW 5.

However, the community have numerous obstacles. The roads are damaged and are not yet equipped with complimentary facilities such as street signage and lighting. There is still an inadequate capacity of the drainage channel. The channel in the alley is not equipped with covers, and some of the channels have no inlets and some have no drains. There are several residents who do not have trash cans, only plastic bags. There is no waste separation. There are still many residents who throw away and pile up rubbish in empty land around the environment, riverbanks, and river flows. The vehicles are parked on the roads and above the drainage interfering the vehicle circulation.

There are still many residents' land documents labeled D so they do not have land documents. There are still buildings that are not suitable for habitation. The high level of settlement density and the distance between most houses is only 0-1 meters, which encourages the emergence of slum settlements. Sports and health facilities for residents are inadequate.

There is still a lack of greening in the alleys. There are still houses without a septic tank at RT 14 RW 3. There is polluted well water because the distance between wells and septic tanks is too close, such as in RT 5 RW 3. PDAM water distribution in the morning and evening is not smooth. There was a small landslide at the back of the residents' houses which coincided with the riverbanks at RT 4,5, 7 RW 5. The road to Polehan cemetery at RT 6 RW 5 is unpaved.

Opportunities and Threats

The local government issued Mayor's Decree of Malang City designating the study area in the delineation of slum areas and supports the slum settlement structuring program. In addition to the garbage bank of the city, villages conduct skills trainings for the people.

However, there are numerous threats to reduce. There is a large discharge of liquid waste from higher areas creating severe flooding when it rains. The increase in the number of clean water’s needs, the increase in the unit price of PDAM water, and the sluggish debit of the PDAM supply, thus encouraging PDAM users to switch to using well water or groundwater. lastly, there is increasing number of vehicles traveling on environmental roads which can damage roads and drainage covers.

EFAS-IFAS Results

IFAS-EFAS analysis is a development of SWOT matrix analysis. Each SWOT aspect is assessed by giving a weight of 0.00 to 1.00. All the weights for each factor are added up to produce the total weight. After weighting, a rating value is given to show the level of importance of each aspect, according to predetermined criteria. The rating value in IFAS-EFAS calculation for the priority area strategy determination is as follows. Criterion 1 has a rating of 1; criterion 2 has a rating of 2; criterion 3 has a rating of 3. Table 1 and Table 2 present the analysis summary.

Table 1. IFAS Analysis of Priority Area Strategy Determination

Internal Strategy Factors	Value	Rate	Value x Rate
Strength			
- There are home industries scattered in RW 03 and RW 05, namely leather handicrafts,	0,016	2	0,032

Internal Strategy Factors	Value	Rate	Value x Rate
furniture, PKK-based bag crafts, birdcage crafts, sewing, plastic factories, meatball businesses, chips, fried briny, tempeh chips, and other culinary delights.			
- There is empty land located in RW 3 and RW 5, which can be developed into RTH (water absorption), playgrounds, and facilities for community activities.	0,005	2	0,01
- There is greening on the walls of houses and roadsides on a neighborhood scale.	0,003	2	0,006
- High level of community participation in supporting area planning activities of RW 03 and RW 5.	0,01	3	0,03
- There are community association groups such as the canary breeder group, the "nakula2" youth group at RT 2 / RW 5.	0,008	2	0,016
- There are joint fund management and savings and loans at RW 3 and RW 5.	0,013	2	0,026
TOTAL			**0,12**
Weakness			
- The roads are damaged and are not yet equipped with complementary facilities, such as street signage and street lighting.	0,111	2	0,222
- There is still an inadequate capacity of the drainage channel, the channel in the alley is not equipped with covers, some of the channels in the alley have no inlets and some have no channels.	0,104	2	0,208
- There are still many residents who do not have trash bins, only plastic bags.	0,097	2	0,194
- There is no waste separation.	0,035	3	0,105
- There are still many residents who throw away and pile up rubbish in empty land around the environment, riverbanks and river flow.	0,042	1	0,042
- The vehicles are parked on the roads and above the drainage interfering the vehicle circulation.	0,028	3	0,084
- There are still many residents' land documents labeled D so they do not have land documents.	0,056	3	0,168
- There are still buildings unsuitable for habitation	0,063	1	0,063
- The high level of settlement density and the distance between houses, which are mostly only 0-1 meters, have encouraged the emergence of slum settlements.	0,007	3	0,021
- Lack of available sports and health facilities for residents	0,083	2	0,166

Internal Strategy Factors	Value	Rate	Value x Rate
- There is still a lack of greening in the alleys	0,021	2	0,042
- There are still houses that do not have a septic tank at RT 14 RW 3.	0,07	2	0,14
- There is polluted well water because the distance between wells and septic tanks is too close, such as in RT 5 RW 3.	0,049	2	0,098
- PDAM water distribution in the morning and evening is not smooth.	0,014	2	0,028
- There was a small landslide at the back of the residents' houses which coincided with the riverbanks in RT 4,5, 7 RW 5.	0,09	3	0,27
- The road to Polehan cemetery at RT 6 RW 5 is unpaved.	0,076	2	0,152
TOTAL			**2,003**

Table 2. EFAS Analysis of Priority Area Strategy Determination

External Factors	Value	Rate	Value x Rate
Opportunity			
- Government policy, Mayor's Decree of Malang City designates the study area in the delineation of slum areas and supports the slum settlement structuring program.	0,083	2	0,166
- There is a local government program for waste management in the form of a garbage bank.	0,166	3	0,498
- There are skills training at the village level.	0,250	3	0,750
TOTAL			**1,414**
Threat			
- There is a large discharge of wastewater from higher areas so that when it rains, it has the potential for flooding.	0,083	3	0,249
- The increase in the number of clean water needs, the increase in the unit price of PDAM water, and the sluggish debit of PDAM supply have prompted PDAM users to switch to well water or groundwater.	0,250	2	0,500
- The increasing number of vehicles passing through environmental roads can damage roads and drainage covers.	0,166	2	0,332
TOTAL			**1,081**

Source: Analysis Result, 2017

X = Strength – Problem
= 0,12– 2,003
= **-1,883**

Y = Opportunity– Threat
= 1,414 – 1,081
= **0**,**333**

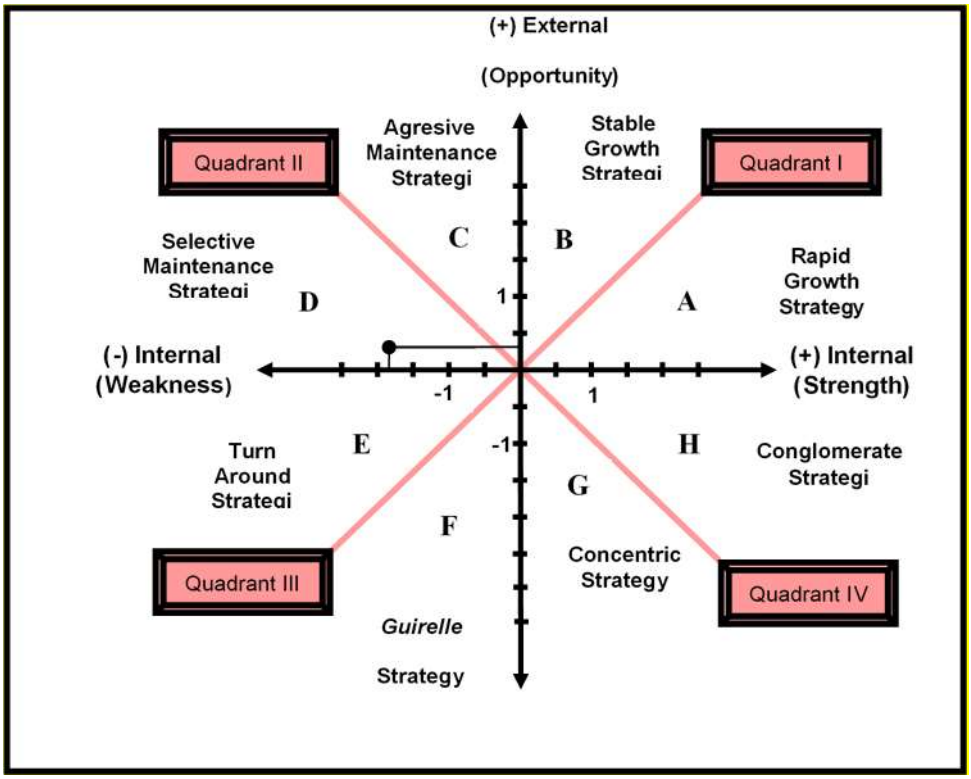

Figure 1. IFAS-EFAS Priority Areas Matrix

Figure 1 shows the matrix of IFAS-EFAS priority area. It indicates that the priority area strategy is to use the selective maintenance strategy by selecting factors considered important, due to the meeting of two points is in quadrant II room D. The first strategy is improving the quality of human resources in various handicraft fields by increasing the intensity of training not only at the village scale but also at a wider scale. Besides, it can be supported by making craft innovations which can be marketed outside the priority areas, as well as marketing in the home sector industries located in priority areas.

Secondly, management of joint funds and savings and loans can be used as capital for households which have the potential for SMEs with limited funds in their development. Lastly, increasing community participation in supporting regional planning activities should be encouraged by adding additional institutional activities.

CONCLUSIONS

The results of the analysis show that there is a reduction in the strengths and weaknesses by -1.883 (negative) and the opportunity and threat values are 0.333 (positive). This implies that these values are in quadrant II of room D in the form of selective maintenance strategy. The formulated strategy is to improve the quality of human resources (HR) in handcrafting sector by increasing the intensity of training and adding home industries, joint fund management, and savings and loans which can be used as capital for households to establish small and medium enterprises and increase community participation in supporting planning activities as well as institutional activities.

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