

Social Engineering Model Based On Cultural Tourism Towards The Sustainable Urban Areas (Case study: Community Development of Kandri Tourism Village as Implications of Jatibarang Dam Construction in Semarang, Indonesia)

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Abstract-The development process of huge infrastructure projects often lead to far-reaching impact on the environment, economic and social system. One of them is the construction of Jatibarang Dam Semarang, the flood mitigation project. This project consists the construction of reservoirs and the normalization Garang River to improved drainage system in Semarang City. The upstream dam construction activities have been completed in early 2014, which will certainly have an impact on social, cultural and economic changes in society. The purpose of this research is to develop a model of social engineering at Kandri tourism village where there are community groups under the influence of Jatibarang Dam construction, mainly related to the community development the tourism sector based on their local capabilities. The focus of the research that will be studied are: first, the cultural aspects of tourism development models as a basis, in an effort to improve the local economy. Second, build a model of the economic chain that can be achieved through the development of community social engineering is more adaptable to the existence Jatibarang Dam is now a new tourist destination. The results of field observations indicate that local community are still wait and see to develop their social and economic environment. Though there is a potential hereditary community-owned, such as art and dance kerawitan be the basis of cultural tourism is an integral part of the development of rural tourism of this region. The problem faced is that not all people are willing and able to confront the current cultural changes their environment into a tourist village that is expected to be a sustainable community..

Keywords- social engineering, tourism villages, local economic potential, a sustainable community

I. INTRODUCTION

To reduce the gap as a result of development in urban areas, are now starting to do a lot of cooperation between the government and the community through various community empowerment programs. However, cooperation that has been done has been less attention to aspects of economic potential or readiness of the infrastructure on a wider scale. As if a community was said to be independent when they have been able to live without the need for other communities. Whereas the development of a community for the better cannot be separated from the development potential of other communities outside of him (Suharto, 2006). The relationship between outsiders with

local communities in developing countries is often a sensitive development issues. Good for non-governmental organizations, non-governmental organizations (NGOs), as well as those conducted by private entities (Muthuri, 2012). Because these activities are often only for a moment, and forget about the potential of the local communities. Moreover, if a large-scale infrastructure development, local communities less attention. As in any new area development Semarang. Whereas to establish new patterns of social life is an issue that is also important, in addition to the physical development of a region.

Therefore, this research led to the issue of social engineering, which is about the empowerment of community-based tourism Kandri Village local resources. Social empowerment issues are offered in the form of creating a variety of creative industries by optimizing the potential of local resources. This is due to concerns about the management of the reservoir area Jatibarang only be controlled by the investor without involving the public. This social reality without action appropriate socioeconomic engineering and mature local community ultimately has only a low bargaining power, this is certainly not expected. So that people are not overshadowed by jealousy when the potential of the reservoir area is growing.

To explore the potential for collaboration with other parties, including investors not taboo, but the form of contributions and community involvement are preferred. Therefore, through the study is expected to be offered understanding characteristics (nature) of the creative industries are more empowered, productive, and sustainable or long-term impact. On the other side, the study also raised a study of the potential of an urban area (citywide development scale) that can be developed to help improve the quality of life or several neighborhoods (neighborhood development scale) which is in the area of development The city (slums Alleviation area based approach).

The existence of community involvement in the development Jatibarang Reservoir is not only used as a tourist attraction, but it will also explore the potential of local originating from the cultural, culinary, agricultural and plantation and crafts (Mahmudah, 2012). The readiness of the citizens in the form of rural tourism development Kandri realized in the form Pokdarwis (Travel Awareness Group). The preparation of this tourist village, not just from the people alone, but the government of Semarang through the Department of Culture and Tourism also have the concept of the development of this tourist village. According Nurjanah (2013), head Disbudpar, a tourist attraction

in the Village can accommodate division Kandri, considering each has a different potential. Furthermore, Nurjanah explained that RW 1 can be developed as an educational tour, RW 2 as an arena equipped plantation variety of fruits, RW 3 as a staging area for the culture of the arts such as shadow puppets, puppet suket, ketoprak, jathilan and kesenianlesung. The RW 4 can be used as tourist accommodation centers, which provide special food stalls Kandri include banana peels and rice chips apes. Tourism Village is planned to be developed as one of the attractions the national level. (Faisol, 2013).

Kandri Village developed as a tourist village is not matched with the knowledge and experience of community in managing tourism and the environment. Lack of such knowledge will be a problem when tourism was unveiled. The ability of people at the core of the management of environment and tourism management as developed tourist village in Sub Kandri more on natural tourism community-based management. Improving human resources, especially the introduction of eco-tourism, community-based tourism, the basics of management of tourism and the introduction of tourist management needs to be done and monitored continuously. Preparation of the community to deal with this program needs to be improved through the principles of empowerment and community development.

II. GOALS AND OBJECTIVES

The purpose of this research is to build a model of social engineering on the surrounding communities Jatibarang Reservoir, mainly related to the development of creative industries in the tourism sector based on local capabilities and potential. To achieve the desired goal, the goal that needs to be done is as follows:

- a. Mapping programs implemented in the Village Tourism Kandri Village as mainly related to empowerment and development environment.
- b. Identify the characteristics of tourism potential in the study area (Kandri Village) which will be developed into a tourist destination that excels in the framework of the reduction of poor communities in the study area.
- c. Identify the socioeconomic and physical characteristics of neighborhoods shelters in the study area that will be organized through the activity-based Environmental Restructuring Settlement Tourism Area Development.
- d. Analyze shape, motivation, opportunities, and challenges in the development of creative business cooperation model in the industry and community planning activities pro neighborhoods Tourism Village more integrated and sustainable manner.
- e. Analyzing the economic chain model through creative efforts so that the industry can be achieved through the development of community social engineering is more adaptable to the existence Jatibarang Reservoir.

III. THEORITICAL REVIEW

A. The idea of the development of Participatory Development

In terms of historical background, ideas of participatory development approaches such as community-based development,

community participation, empowerment strategies, and planning from below as a form of protest against the policy development focused on industry-led state. Development policy which is based on the theory of trickle-down effect has to be excellent in the 1960s, especially in developing countries. However, in 1970 this policy considered capable of effectively accelerate economic growth on the one hand, but can not be denied that there has been unequal distribution of the fruits of development in the community. Will their dreams of wealth trickle down are just a figment. Results of research conducted in Brazil show that policy development has accelerated economic growth in the data side, but at the same time also increasingly widening gap between the rich and the poor.

This development policy applies in all sectors of development, some of the criticism leveled by some experts and observers of the issue. These policies prioritize capital-intensive approach to development were more likely to use high technology and engine power of the human power. Whereas in fact, there are many people who still do not have jobs

A. Orientation Human Quality Development

Settlement environmental sustainability can be achieved if the internal and external factors are equally supportive of sustainability. Internal factors settlements are the physical environment of artificial settlement in the form of the physical environment and physical environment of nature, and of man as an actor that contributes to the environmental conditions. This factor is strongly influenced by human behavior that will affect the environment and quality of life. Good behavior is behavior that can manage and ensure environmental sustainability, while bad behavior is behavior that can not preserve and damage the environment. More profound that human behavior is strongly influenced by the outlook. Therefore, it is very important to understand the prevailing value system in society or, in other words, to determine the behavior of a society, the hidden meanings of the preferences (perspective) community regarding settlement environment should be revealed.

To identify the internal factors need to examine aspects related to environmental conditions and quality of life that consists of residential environmental quality and human quality. Identification of the quality of the housing, indicating the level of welfare and human health that inhabit it. The quality of residential environments will indicate the behavior of the community towards settlement environment. The conclusion of the identification quality home and environmental quality of human settlements and the satisfaction of the aspects of life will indicate the quality of life.

External factors are factors that indirectly affect environmental sustainability of settlements. These external factors such as government policies related to increased prosperity, environmental quality improvement, and policies that regulate social life. In principle, the sustainability of neighborhoods affected by four aspects, namely the social, economic, environmental and policy.

C. Local institutional and Collective Actions

According Uphoff (1986) to understand the local institutions need to be reviewed several things, first, to look back the rationale why it is necessary the development of local

institutions; The second, more specifically to understand what actually relevant tasks to be solved by the local agencies.

According Uphoff (1986), what is called the "local level" during this "more often" equated with "community level" is an entity that is geographically labeled with a Desa (village level) instead of the a level which is more effective in acts of collective effort. Labeling the community level as a village or village level, according Uphoff in practice is not necessarily always the most effective local unit or feasible to be used in the implementation of collective actions in the context of community development or construction. In fact, he mentioned that in the collective action is more effective when placed at a lower level than at the community level in terms of the village or the Village is a level called the group.

D. Alternative Channels of Local Institutional

In general, the institutions at the local level can be grouped into several categories as follows:

1. Local Administration (LA): Non administration at the local level, which is an arm or a central government department representatives at the local level. The administrative agency responsible to the bureaucracy thereon.
2. Local Government (LG): Institutions are selected and appointed (selected or appointed bodies) by the people and accountable to the people who chose them. Uphoff exemplifies this institution as village councils which have the authority to carry out development and create regulations that are responsible to the people or the locals (local resident).
3. Membership Organizations (MOs): Group (association) Governmental "local" (local self-help associations), whose members developed to accomplish various tasks with the following properties:
 - a. The tasks vary (multiple tasks) as an example of local development associations or the village development committee. Committee means the committee that is ad-hoc, established by an organization to accomplish specific tasks. When the task has been carried out, even this committee or the committee disbanded off duty. This can be either LOCAL COMMITTEE set up to carry out certain activities or development projects such as the construction of houses of worship like the mosque and so on.
 - b. Special Tasks (the specific tasks) as an example of water users' associations in managing irrigation or health committees monitoring the programs the village. This can be either the Society of Environmental Care or Home Improvement KSM is working to manage or supervise special programs (specific) or sectoral (Irrigation, Waste, RTH etc.). Here, in contrast to the more demanding one point of interest or concern that is more specific. Function more as a manager (managing) and supervisor (overseeing) village of the executing program.
 - c. The needs of members (needs of members): institutions that meet special needs such as: housewives are busy, study groups or religion etc. Here are more activities that

aim to meet the immediate needs of the individual community members.

- d. Cooperatives (Cooperatives), which is an effort to build cooperation through capital accumulation (economic resources) members to be able to increase the financial capacity of members and benefits for members of their own such as credit unions, consumer society, producer co-ops. The gathering was the forerunner of the existence of the cooperative. Unfortunately from experience that there is mostly cooperative performance is below the expected. And some even noted that the performance of the cooperative in helping the poverty sector are not so good (FalsBorda, 1976; Lele, 1981 in Uphoff, 1986).
- e. Service Organizations (SO): is a local service organization that embodies its citizens to help people outside the organization's members, although members can benefit directly from the activity. They raise funds through donations from donors who are private (Private Donations). For example RED CROSS SOCIETY, the Red Crescent, and Social Foundation Religious or getting donations from various donors.

Private Businesses (PBS) Various economic enterprises whose main purpose is to make a profit either owned by an individual or a business branch from elsewhere. Usually engaged in manufacturing, trading or services.

III. RESEARCH METHODS

To achieve the purpose of research, this study used a qualitative approach with the case study method. Appropriate case study method is used because in accordance with the purpose of this study is to explore in depth of a phenomenon that is contemporary with the object of research usually is a program, events, phenomena and so forth, which in this case is to build a model social engineering on surrounding communities Jatibarang Reservoir Kandri Village Semarang.

Therefore the research activities to be carried out in the Kandri Village, which currently has the potential to be applied Religious Tourism match because he is contemporary (limited in space and time). Besides, this case study is also used as an instrument or method to test a proposition or hypothesis and also as an object of research itself by uncovering existing events in the real world society in a comprehensive manner. Then, in accordance with the rules of a case study, the researcher will be open to all the data that can explain the case so that here the data will be combined triangulation.

As described above, the data collection techniques used in the process of this case study are the variety of approaches (multiple sources of evidence) either through in-depth interviews, direct observation or participant observation, and the collection of related documents. The sample sources (informants) to be interviewed determined purpose (purposive sampling). Sampling was carried out aiming to take people who are chosen according to specific properties owned by the sample.

Table 1. Continuum of Local Institutions by Sector

Public Sector:	Nonprofit Sector:	Private Sector:
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Has force of the law and resources of the state behind it;		Serves interests of members through collective action;		Produces benefits for persons outside the organizations;	
Local Administration (LA)	Local Government (LG)	Membership Organizations (MOs)	Cooperatives (Co-ops)	Service Organizations (SOs)	Private Businesses (PBs)
Bureaucratic Institutions	Political Institutions	Local Organizations (based on the principle of Membership direction and control; these can become institutions)			Profit-Oriented Institutions
Translation by INAM (2002) The Local Institute Analysis Uphoff from housing contexts activity					
Bureaucratic agencies	Elected or appointed bodies	Self-help associations for specific tasks	Organizations pooling members' economic resources	Formed to help persons other than members	Service, trade, and manufacture enterprises
Example: city housing departments	Example: city councils	Example: neighborhood associations	Example: housing cooperatives	Example: homeless shelters	Example: real estate development corporation

Source: Uphoff (1986, 4-7) and (Inam, 2002).

IV. CONDITIONS OF KANDRI VILLAGE

A. Social and Cultural Conditions

Most of the people who lived in the Kandri Village livelihood as farm workers and laborers industries. That condition illustrates that society in Sub Kandri still in powerlessness in all aspects as well as educational material. Social reality display, showing a picture of a relatively open society portraits and easily receive and respond to changes. Social conditions of society that is open and allows the existence of social interaction between the community and newcomers can be seen in the business community to build the Village travel. When viewed in terms of culture, society tries to introduce potential Sub Kandri their culture through tourist village attractions they have.

B. Potential and Problems Kandri village as tourism village

Kandri Village better known as a tourist village has the potential associated with local economic development undertaken by the local community. RW in Sub Kandri have the potential and characteristics of its own travel, such as:

a. RW I (Village of Kandri)

The potential that exists in the village of Kandri form of educational tours and will serve escaping Britain and educational nature. In addition to the potential, there are also some problems faced by Village of Kandri:

- 1) People are still unaware of the potential of their village.
- 2) There are still puddles due to the piles of garbage clogging drainage.
- 3) The health facilities that exist there is only one midwife and by the local community is less able to meet their needs for health services. If local people want to get more health services they need to the nearest health center in the districts next trash pile near the entrance to the RW 1 disturb the view.

b. RW II (Village of Siwarak)

Siwarak Village still has a plantation area that has the potential to be developed into the arena of natural attractions, such as outbound, camping, and roaming the village. While the problems faced by Village of Siwarak on limited funds, making it difficult mengembangkan SMEs

c. RW III (Village of Talun Kacang)

Village of Talun Kacang is directly affected village of development of Jatibarang Reservoir. This is because Village of Talun Kacang location closest to the reservoir. To

that end, Village of Talun Kacang started local economic development as a form of adaptation of communities affected by dam construction Jatibarang. Community work together in a community empowerment program in order to improve the local economy. Local economic development encountered in Village of Talun Kacang is the production of *tape*, *getuk gecok* and *dodol tape*, clean water eel and worms Vermi, bamboo crafts, the manufacture of bags and souvenirs, and the provision of home stay for tourists. In addition, the location and Goa Kreo, Jatibarang Reservoir, located in the Village of Talun Kacang made the two attractions are able to absorb tourists on a weekend and weekday. In the vicinity of the location Jatibarang Reservoir is also often used as a staging area of art that only held on certain days, such as shadow puppets, *suket* puppet, *ketoprak*, *jathilan*, and *lesung* art performance.

In addition to their potential in the village Talun Kacang, there are also problems related to local economic development undertaken by the local community. Those problems include:

- a. Quality and Quantity Production Industry and SMEs low
Such problems can be seen from the results of production is less innovative and attractive, difficulties in obtaining raw materials, and the aid is not well targeted production.
- b. Marketing Production Results are Not Effective and Efficient
In this case the problems faced by Village Talun Kacang include difficulty determining the location of marketing, less optimal help to market the production of SMEs, and SMEs is branding yield less than optimal.
- c. Management homestay in Village Talun Kacang were not optimal
Talun Nuts RW III contribute to the provision of homestay to support tourism activities in the Tourism Kandri Village. The Village Talun Kacang there are 25 units homestay. Homestay related to the provision, in the Village of Talun Kacang homestay which can be used optimally only three units while the other 22 units less than optimal in providing homestay for tourists Village Tourism Kandri. This homestay unit 22 does not meet the eligibility standards of adequate homestay for tourists, so 22 this homestay unit can not be used by tourists. Homestay owners were less ready is not the aspect of hygiene and comfort for travelers so many homestay which can not be used.

- d. RW IV is predominantly with food stalls which have potential as a culinary tourism, with a variety of eating are often sold include banana peels and rice chips apes.

C. Institutional Development Program Kandri Tourism Village

Institutional villagers also are important as a component in the development of the Tourism Kandri Village. In this case, the institution is defined as a local organization in charge of tourism in this tourist destination, the form or the Travel Awareness Group hereinafter referred to as Pokdarwis. Their Pokdarwis named PokdarwisPandanaran and PokdarwisSukomakmur shows community participation that occurs at the Tourism Kandri Village.

a. Pokdarwis Tourism Kandri Village

Pokdarwis are groups of people who set the course of tourism activities at tourist sites. There are two existing PokdarwisKandri Tourism Village, which PokdarwisPandanaran with PokdarwisSukomakmur which each have different areas. Pokdarwis is an organization that must be owned by a tourist village. Pokdarwis have a duty to oversee and foster the activities of tourism in this tourist location. In addition, Pokdarwis also establish cooperation with external parties in order to develop the Kandri Tourism Village. Has become a key issue for local organizations in the management of a tourist village that is important for professional support in order to strengthen the organization, encourages independent business, and create a fair partnership in tourism development. In the case of the Tourism Kandri Village, support and relationships that have been forged by the tourist village with external parties such as government, private, and educational institutions.

b. Tourism Village Cooperation with External Parties

Kandri tourist village was built premises, principles of public participation, but still need assistance through pengedaan cooperation with various parties, such as governments, swasta, and educational institutions. Semarang City Government has the authority to issue a formal legal pengangkatanKandri village as tourism village in accordance with the Letter No. 556/407 as a tourist village-based natural and cultural attractiveness.

The Tourism Kandri Village held many direct cooperation with the Department of Tourism and Culture of the city, such as in the case of Goa management Kreo located directly under the responsibility of the agency. Disbudpar regularly also hold a cultural performance at the Kandri Village, in addition to preserving the local culture as well as to increase the number of tourists in the Tourism Kandri Village Semarang city in particular and in general. The Pokdarwis Tourism Kandri Village also actively sends proposals on government assistance to meet the needs of the development of this tourist village. In 2013, the Tourism Kandri Village gets a grant of USD 75,000,000.00 from the Tourism PNPM is divided to 3 KSM, that are KSM Pandu Jaya Tourism, Culture Lasting Chess KSM and KSM GriyaAsri Jaya.

To support its development, the Tourism Kandri Village also entered into a collaboration with the Institute of Education. AIESEC is Undip, youth organization under the University of

Diponegoro as a tourism ambassador Tourism Kandri Village. As a tourism ambassador, AIESEC Undip often organize events and activities in this tourist location, which is done as well as promotion of Rural Tourism Kandri not only in scope locally, nationally, but also internationally. AIESEC Undip is among the first to follow the Homestay program at tourist sites in August 2013, through a live-in program. From this activity, then groups of other travelers who come from educational institutions began to follow this program.

D. Tourism Development Perpetrators of Kandri

a. Group of Governmental Tourism Kandri Village

Governmental or group that will be shortened to as KSM is a group that is made on the basis of the initiative and the willingness of citizens who have the potential or the same passion. The community group was formed in accordance with their respective fields. The Tourism Kandri Village these groups are under the existing Pokdarwis. Now there are several KSM developed, but not all went according to fungsinya respectively. The few existing KSM Tourism Kandri Village are as follows.

- 1) Grease Jaya KSM (KSM who takes care of the Homestay program at the Tourism Kandri Village)
- 2) KSM Travel Pandu Jaya (The group that takes care of a tour guide or guides as well as taking care of travel packages available at the Tourism Kandri Village)
- 3) KSM Chess Lasting Culture (Group, which takes care of art, such as art music and dance arts)
- 4) KSM Manunggal Jaya (The group that takes care of the culinary field in the form of traditional foods and fruits)
- 5) KSM Train DewiKandri (Group tourist train that takes care of procurement)
- 6) KSM Mekar Sari (The group that takes care of the provision of facilities for events and activities of tourist villages, such as tents and outlets)
- 7) Boat Group (a group that takes care of the procurement of the boat as the water attractions are offered at the Tourism Kandri Village).

Each SHG has a coordinator each of which is a person or a group of people with aspirations and initiatives to improve the economy of the village. KSM GriyaAsri Jaya has a coordinator who is not part of the homestay owner so as to be fair in arranging tourist division and distribution of relief is obtained.

Based on the analysis that has been done, the researchers classified the program of activities in the Tourism Kandri Village Wait and see participant. Tour players like this need to see in advance what the benefits of the program for him.

As a participant wait and see, people need to see it, first Kandri benefits gained from this program before deciding to take part in this program. The benefits that can be felt by the homestay owner and resident of the Kandri Village of this program can be seen through the environmental, economic, and social.

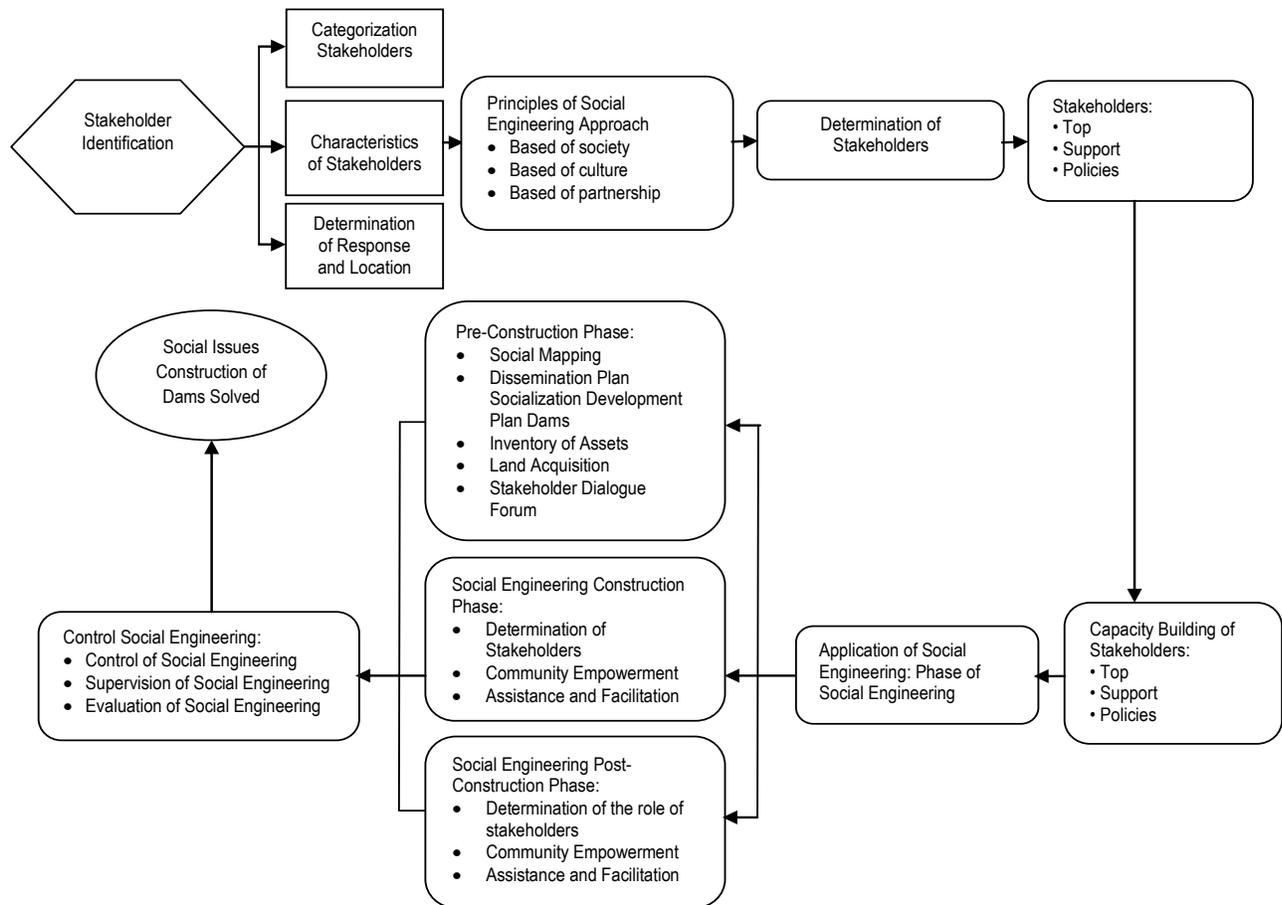


Figure 2. Chart Analysis Social Engineering Reservoir Development

Source: Analysis result of the authors

V. ANALYSIS

Social engineering communities living around the dam construction has been done in the pre-construction, construction and post-construction phase (PU, 2009). In the pre-construction phase of the most crucial issue is the loss of livelihoods that originally were farmers. However, public awareness and hope for a better life when their settlement area as a tourist village no significant social unrest. In this condition the public to rely on the sale of land, and still farming dilahan already owned by the government.

Social engineering framework at this stage, in fact, serve to generate specific behavioral expectations on the people affected. More tangible results from this intervention, the government expects a shift in the behavior of the land owners became not the owner.

A. The concept of Social Engineering

The social engineering concept can be explained as follows:

a. Tourism sustainability of economic, social, and environmental

Tourism developed at the Kandri Tourism Village is built on the principle of sustainable viewed from the three aspects of economic, social, and environmental. This means that the effort to provide sustainable economic alternatives for the

community seen from the efforts in the field in tourism industry can be developed, to share the benefits of development efforts and the efforts undertaken, as well as contribute to the efforts to protect the environment that have previously been exposed to the development of the land conservation dampakJatibarang reservoir.

b. Institutional development of local communities and partnerships

The Kandri Tourism Village has had a local organization active in moving tourism activities, namely PokdarwisPandanaran and Sukomakmur. However, these local organizations need support to strengthen the professional existence, through the provision of a partnership or cooperation with certain parties.

c. Community-based economy

The Kandri Tourism Village development can be done on the basis of the participation of local communities, including economic activities. Tourism Kandri Village prohibits the entry of products from outside the Kandri Village to be marketed at this location. So that all the products offered purely derived from the local community. For accommodation, homestay is the type of accommodation that is most appropriate to run at the Tourism Kandri Village, because not only does it require high capital, but also people can feel the direct benefits from tourist visits.

d. Education principle

The existence of a tourist village into an opportunity to introduce and teach travelers appreciate the importance of preserving nature and local culture, according to the Tourism Kandri Village basis. Information center becomes important and could also be the center of activity that serves to improve the experience of tourists in order to obtain complete information about the location or region in terms of culture, history, nature, and others.

VI. CONCLUSIONS

In general, the community is a group of people living together in the same location, so they have developed into a group of life

bound by a common interest (Syahyuti, 2005). In sociology, literally meaning the community is a "local community". Communities can be distinguished on various pillars, on the ground level (local, national, international), real or not real, cooperative, or competitive. For the unity of life which is in one specific area as a "community of places", while relationships are tied because of common interests, but do not live in a particular geographic area (borderless) called the "community of interest".

In geographical proximity to Jatibarang Reservoir, the village Talun Kacang are people who have the most social and economic change through empowerment of the most intensive. Community-based development can be explained by the following chart:

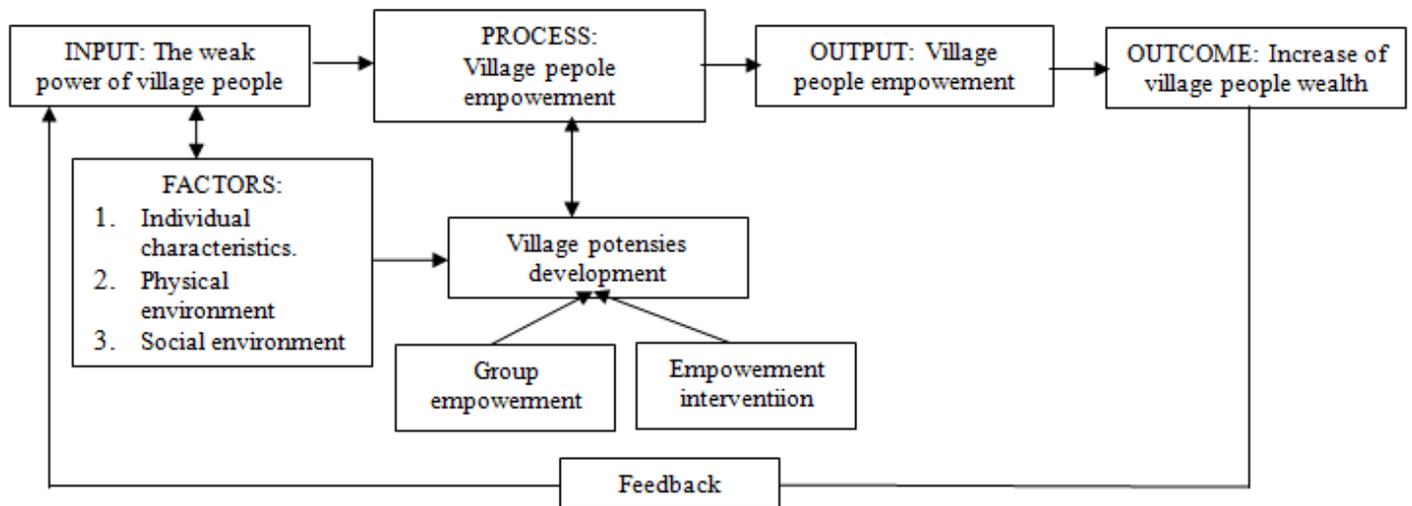


Figure 3. Flow chart of development based community

Source: Adopted from Sjafari (2011)

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