



Youth as the Wheels of Kinship Economy (A Case Study on Vivid Village, Jodipan, Malang)

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Abstract

Now, youth had a chance as agent of change, because Indonesia will face demographic dividend from 2020 to 2045. The dividend is directed to encourage the growth of economy in Indonesia. The young generation is hoped to be able to benefit and to spread the economic equality in Indonesia. This study focuses on the role of the youth in order to inspire the economic development in Jodipan Village, Malang. This village was well known as the slump area. This tendency leads the discourse of village condemnation. The news might give an inspiration to the group of young people from UMM. They changed the image of slump area to the attracting village, even Jodipan village became one of interesting destination in Malang. This study used descriptive-qualitative approach. Data were gained by interviewing the locals. Purposive sampling was useful to choose the interviewees which were opening the home enterprise after Jodipan became a tourism spot or colorful village. Their activities had been improving the prosperity of families. They were selling snacks or soft drinks for visitors. They had changed their works from labours in factories to “village keepers”. They joined to handle their village and to manage the tourism spot, by various ways, for example offering the parking service. Jodipan village as tourism destination opened opportunity of locals to increase their welfare. As tourism destination, locals had consciousness to more creative in managing their village.

Keywords: kinship economy, tourism, youth