

From Abandoned Land to Economic Hub: Assessing the Revitalization of Beran Field, Bangunsari Village, Indonesia

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The revitalization of the Beran Field in Bangunsari Village, Dolopo District, and Madiun Regency has transformed an abandoned area into a vibrant public space and tourist destination, significantly impacting the welfare and economy of the local community. This study analyzes the strategies implemented by the local government, the forms of revitalization undertaken, and the resulting effects on the community. The two-stage revitalization process involved physical interventions such as the construction of a jogging track, playground, and improved facilities. The establishment of the "Guyub Rukun Sejahtera" traders' association played a crucial role in enhancing the economic well-being of local residents, many of whom relied on trade in the field for their livelihood. The revitalization has not only stimulated economic growth but has also fostered greater social interaction, making Beran Field a hub for community activities. The study employed a descriptive-analytic approach, utilizing qualitative methods, such as in-depth interviews, observations, and surveys, to gather data from traders, local officials, and residents. The findings suggest that revitalization has had a notable positive impact on the community's standard of living with increased income levels and improved social dynamics. This study serves as a valuable reference for policymakers and researchers interested in community-based public space development strategies to spur socioeconomic progress.

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Public Interest Statement

The revitalization of the Beran Field in Bangunsari Village, Dolopo, Madiun has transformed abandoned land into productive public spaces and tourist destinations. This article highlights the efforts of local governments and communities to build infrastructure, manage vendors, and promote local economic growth. Through a variety of sports facilities, play areas, and income support for micro-entrepreneurs, this revitalization has contributed to improving residents' welfare. This study is relevant for policymakers and researchers interested in community-based public space development strategies to spur socioeconomic progress.



Introduction

Bangunsari Village, located in Dolopo District, Madiun Regency, is one of the areas with growing economic and social potential. With the majority of the population working as farmers and traders, the local government has been making various efforts to improve the welfare of its residents. One of these efforts is the revitalization of public spaces aimed at enhancing their functionality for social and economic activities. One of the most strategic public facilities in Bangunsari Village is Lapangan Beran (Beran Field), which has undergone significant transformation in recent years (Ali Sufyan, n.d.).

Initially, Lapangan Beran was neglected as a public space with limited functionality. It is primarily used for sports, such as soccer and volleyball, but also serves as a grazing area for livestock. Over time, owing to poor maintenance and lack of proper management, the field has become overgrown with weeds, and its uneven and dry soil makes it unappealing and impractical for recreational and economic purposes (Guna Juliarta & Darsana, 2015). Consequently,

it failed to serve as an optimal community space for local residents. Recognizing its potential, in 2016, the Bangunsari Village government initiated a revitalization program for Lapangan Beran with the goal of transforming it into a more functional and productive public space. The first phase of revitalization involved land leveling and soil compaction to improve the physical conditions of the area. In 2017, the second phase began, which included the construction of a jogging track, children's playground, and designated spaces for street vendors. These improvements have significantly enhanced the usability of the field and attracted more visitors from within and outside the village (Aris, n.d.).

Following revitalization, Lapangan Beran experienced major transformation. It evolved into not just a recreational and sports facility, but also an economic and social hub for the community. The increase in the number of visitors created new economic opportunities, particularly for small businesses and informal traders. To ensure proper management, the local government facilitated the establishment of "Paguyuban Pedagang Guyub Rukun Sejahtera," a merchant association that helps organize and regulate trading activities in the area. From a social perspective, Beran's revitalization provides a dynamic space for community interactions. Various social and sports communities have emerged, including taekwondo, jujitsu, Pencak Silat (martial arts), trader associations, and parking management groups. These groups play a vital role in strengthening social cohesion as the revitalized field has become a meeting place where people engage in recreational, economic, and cultural activities. Improved infrastructure and an increased sense of security encouraged greater community participation in maintaining and preserving public spaces.

From an economic standpoint, the revitalization of Lapangan Beran has significantly contributed to improving household incomes in Bangunsari. The increased number of visitors, particularly on weekends and holidays, has led to an increase in local business activities including food stalls, children's ride rentals, and parking services. Many traders who had previously struggled to attract customers reported higher sales and profits. Economic growth has also contributed to better living standards for local residents by creating new job opportunities and stimulating consumer spending.

However, despite its many positive impacts, the revitalization of Lapangan Beran has also posed challenges and had negative consequences. One of the key issues is business competition among vendors, which occasionally leads to conflicts of interest. Additionally, the increase in human activity in the area has resulted in waste management and sanitation problems, which require better oversight and community involvement to maintain cleanliness.

Given the significant social and economic impact of Lapangan Beran's revitalization, this study aimed to analyze the strategies implemented by the local government, the types of revitalization efforts undertaken, and their resulting effects on the community. By examining these aspects, this research aspires to serve as a valuable reference for other regions seeking to optimize their public spaces to enhance community welfare and economic growth.

Literature Review

The study of the impact of Beran Field revitalization in Bangunsari Village is a new topic. Previous research by Eli Kurniawan (2017) on the revitalization of the Tumenggungan Market in Kebumen highlights that the process involves planning and implementation phases. The planning was comprehensive and included physical improvements, trade management, and active participation from traders. However, implementation faced challenges as the process was top-down, limiting traders' involvement in decision-making. This led to low participation, and traders' organizations were ineffective. Revitalization affects traders' incomes, especially those on the upper floors, and increases competition and individualism among traders, while the traders' association remains passive (Eli Kurniawan, 2017).

Another study, conducted by Fenti Pangestika in 2018, analyzed the impact of revitalization on traders' income levels in the Gentan Market in Sleman, Yogyakarta. The results show a difference in traders' welfare based on their daily income before and after revitalization. Overall, traders' average income decreased after revitalization. However, for specific types of goods, there was an increase in income for traders selling fish, chicken, fresh food, vegetables, and fruit. However, traders selling dry food, groceries, and clothing experience a decline in income after revitalization. The study concluded that revitalization had a negative impact on the income of traders at the Gentan Market (Fenti Pangestika, 2018).

Another related study by Rijal al-Hakim, titled "*Analysis of the Impact of Revitalization on the Welfare Levels of Traders at Traditional Markets (Case Study of Bantul Market, Bantul Yogyakarta, 2018)*," concluded that there were differences in the welfare levels of Bantul Market traders based on income, household expenditures, and social conditions before and after revitalization. Overall, the results show that traders' incomes declined after revitalization, although kiosk/shophouse traders saw an increase in income. In contrast, traders in open-air stalls and other areas experienced a decrease. Household expenditure also decreased after revitalization. However, social conditions improved, with a

better business environment, community relations, security, access to healthcare, and transportation for traders after revitalization (Hakim, 2018).

Materials and Methods

According to the Ministry of Public Works Regulation no. 18 of 2010 concerning Guidelines for Regional Revitalization, Revitalization is an effort to increase the value of land and areas through redevelopment in an area that can improve the function of the previous area (Article 1, paragraph 1). Areas have the main function of protection or cultivation (Articles 1 and 4). Revitalization is an effort to revitalize an area or part of a city that was once vital/lively but then experienced decline/degradation. The scale of revitalization is at the macro- and micro-levels. The process of revitalizing an area includes improving physical aspects, economic aspects and social aspects (Dan Danisworo, 2002)

Revitalization itself is not something that is only oriented towards completing physical beauty but must also be complemented by improving the community's economy and introducing existing culture. Community involvement is required to carry out revitalization. The involvement in question is not just participating in supporting the formal aspects that require participation. The goal of revitalization is this area. The goal of area revitalization is to increase the vitality of built areas through urban interventions that are capable of creating local economic growth and stability, integrated with the city system, and are livable, socially just, culturally, and environmentally insightful.

In the big management dictionary, income is money received by individuals from companies and other organizations in the form of salaries, rent, interest, commissions, costs, and profits. 22 Income is the amount of income a person receives (Marbun, 2003). These sources of income, as stated by Suyanto (2000), include: (a) renting out assets such as houses or land, (b) earning wages or salaries from working for others or as civil servants, (c) investing in banks or buying shares, and (d) proceeds from independent businesses, such as trading livestock, working in companies, or farming.

In essence, the income received by a person or business entity is influenced by many factors such as a person's level of education and experience. The higher a person's level of education and experience, the higher the level of income, then the level of income is also greatly influenced by working capital, working hours, access to credit, number of workers, family responsibilities, type of merchandise (product) and other factors (Umar, 2010).

The term welfare comes from the word prosperous, which means safe, secure, and prosperous, and can mean regardless of disturbance, while welfare is defined as a state of well-being, security, safety, and tranquility. A prosperous family is a family that is formed based on a valid marriage, is able to fulfill the spiritual and material needs of a decent life, is harmonious, balanced between members, and is devoted to God Almighty. Welfare is a condition in which a person can fulfill basic needs, be it the need for food, clothing, shelter, clean drinking water, and the opportunity to continue education and have adequate work that can support the quality of his life so that his life is free from poverty, ignorance, fear, or worry so that his life is safe, peaceful, both physically and mentally (Adi Fahrudin, 2018).

The Welfare Indicators can be measured from several aspects of life: By looking at the quality of life in terms of materials, such as the quality of the house, pagan materials and so on; By looking at the quality of life from a physical perspective, such as physical health, the natural environment, and so on; By looking at the quality of life from a mental perspective, such as educational facilities, cultural environment, and so on; By looking at the quality of life from a spiritual perspective, such as morals, ethics, harmony of adjustment, and so on. The welfare indicators above explain that welfare is measured in terms of material, physical, mental, and spiritual aspects (Statistik, 2022).

Social impact is a form of consequence or influence that occurs because of something else. The influence in question is the effect that occurs in society, either because an event affects society or other things in society (Andi Fardani, 2015). Social changes that occur in society also have economic impacts. The economic impact described by Stynes is grouped into three indicators: direct effects, including sales, employment opportunities, tax revenues, and income levels; indirect effects, including changes in price levels; changes in the quality and quantity of goods and services; changes in the supply of property and tax variations; and social and environmental changes; and induced effects, namely household spending and increased income (Dinas Pariwisata dan Kebudayaan, 2013).

In the social sciences, research requires an interdisciplinary approach because of the absence of objective truths and value-free perspectives. This study used a descriptive-analytic approach to understand the theory of community welfare. It is a case study using a qualitative descriptive method that aims to provide a detailed description of social realities. The study was conducted in the form of field research and employed a naturalistic phenomenological approach to understand the subjective aspects of the community and informants' behaviors (Ikbar, 2012). This

research was conducted in Duwet Village, Bangunsari, Dolopo Subdistrict, and Madiun Regency, focusing on the Beran Field, which underwent revitalization to enhance the local economy and serve as a tourist destination.

The data collection for this study involved several techniques. First, in-depth interviews (Dedy Mulyana, 2006) were conducted with traders and local officials to gather qualitative insights into the impact of revitalization on community welfare. Additionally, unstructured observations have been utilized to study the effects of revitalization on the community, capturing behaviors, and interactions in a natural setting (Sugiyono, 2013). Secondary data, including records, statistics, and images, were also collected to support the study and to provide context. Furthermore, surveys in the form of questionnaires are distributed to 30 respondents within the traders' association, allowing for the collection of specific data on various variables related to the revitalization (Ikbar, 2012).

This study uses both primary and secondary data sources. Primary data were collected through interviews and observations with informants such as traders and local officials, while secondary data came from documents and relevant materials (Metodelogi Penelitian Kualitatif, 2010). Data analysis followed an inductive approach, starting with specific data and drawing general conclusions. This includes data reduction, data display (using matrices, diagrams, or graphs), and drawing conclusions to identify patterns and themes. The researcher acted as an instrument, data collector, observer, and interviewer, interacting directly with the subjects. To ensure data validity, triangulation was used to compare the interview and observational data. This methodology integrates qualitative techniques to comprehensively understand the impact of revitalization on the community.

Results

Beran Field Before and After Revitalization

Before revitalization, the Beran field was barren and lifeless, with only grass, bushes, and trees. Physically, the boundaries of the field to the north, east, west, and south are marked by a regular irrigation channel. The only vegetation present was grass and shrubs, and the field was used daily by shepherds to graze goats and cattle. On weekends, the field is occasionally used for soccer games or kite-flying during the appropriate season. There was nothing remarkable about the field, as it was like any other ordinary field. According to Mr. Hasyim, the former Kamituo of Juwet: "Before, the Beran field was nothing like it was now.

It was only grass for people to feed livestock. There were wild bushes growing everywhere, and they were left unattended. The ground was cracked. This condition led to the idea, initiated by council member Mr. Joko Setiyono, to rebuild the field so it would appear more organized and serve as a place for sports, with the added benefit of forming a traders' association." From the interviews above, it can be concluded that local officials and staff closely attended the management of Bangunsari Village. From council members to village employees and youth, there was a strong desire for positive change and improvement in Bangunsari Village. This section can be divided into subsections. It should provide a concise and precise description of the experimental results, their interpretation, and the experimental conclusions that can be drawn.

In 2016, the first phase of revitalization began with filling and leveling of the field using a grader. This was followed by the second phase of revitalization in 2017, which involved the installation of paving for the jogging track, construction of a play area, and planting of plants in the garden. According to Mr. Mujiono, a local figure in the history of Beran Field: "So, the revitalization of the field happened in two stages. In 2016, in phase I, the field was filled and leveled to smooth out the land's contours, and in 2017, phase II revitalization took place, which included building the jogging area and all its facilities, including the garden, the playground, and the vendor area."

From the data presented, it is clear that the Beran Field underwent a two-stage revitalization process. Currently, the conditions of the Beran Field are significantly better. Supported by staff from the Environmental Service Department, who are involved in maintaining the garden and ensuring the cleanliness of the field daily, Beran Field now looks more organized and is a suitable place for tourism. The layout included a grassy field surrounded by a jogging track. To the south, there is a playground and play area for children. A designated area for the traders' association was provided on the eastern side of the playground. A temporary public toilet (MCK) built by the Environmental Service Department.

In 2019, the eastern part of the field was refilled to create a parking area. The next phase of revitalization, scheduled for 2020, will include the construction of a permanent MCK on the southern side of the field, which will further enhance visitors' experience with better facilities. Beran Field, which is always crowded with visitors, gives the impression that it is ready to become a tourist destination. The planned concept for the future includes creating a circular road on the western side of the field for parking vehicles. In front of the field, a multifunctional building will also be constructed, which will become the center for community activities in Bangunsari Village.

Revitalization of Beran Field and its impacts

Physical intervention initiates physical revitalization activities and is carried out in stages, including improvements in the quality and physical condition of the building, green layout, connecting systems, sign/advertisement systems, and area open spaces. In this process, physical intervention improvements were carried out in two stages. Revitalization, which begins with a rejuvenation process, must support the rehabilitation of economic activities. The Beran Field is expected to contribute to the economic rejuvenation of the Bangunsari Village community by increasing community income, and the revitalization of an area will be measurable if it is able to create an attractive environment. These activities must have a positive impact and improve the dynamics and social life of the community.

Beran Field can be used as a tourist icon for Dolopo sub-district. This is proven by the large number of visitors who are interested in a beautiful setting and a fun place with many traders. Photo-spots and playgrounds for children are special attractions for visitors.

The forms of revitalization carried out by the management and village government include Making a Jogging Track; Planting ornamental plants, and trees with two shifts. The first is garden maintenance through the creation of a playground. Providing playground facilities to establish MCK facilities, adequate parking facilities, and trading facilities.

Economic Conditions of the Community in Bangunsari Village, Dolopo District, Madiun Regency

The community of Bangunsari Village in Dolopo Subdistrict is predominantly composed of people whose livelihoods are based on farming. This can be clearly seen in the following data on the occupation of village residents. A significant number of residents (1, 780 people) work as farmers, 507 are agricultural laborers, and the remaining population is engaged in various other occupations.

According to the 2018 village development status report, data on the welfare level of households in Bangunsari Village are as follows:

- 188 households are classified as underprivileged
- 452 households are classified as moderately well-off
- 411 households are classified as well-off
- 347 households are classified as more prosperous
- 282 households are classified as affluent

From these data, it is evident that the majority of the population in Bangunsari is in the underprivileged and moderately well-off categories, indicating that their welfare needs more attention. In terms of other economic assets, 179 households in the village engaged in livestock farming.

Since the revitalization of the Beran Field, which became operational in 2020, the economic condition of the community has improved compared to previous years. The revitalization of the field has allowed the community to participate in economic development, contributing to improved livelihoods.

One of the strategies employed by the Bangunsari Village government to develop Beran Field was the establishment of a traders' association named "Paguyuban Guyub Rukun Sejahtera." This association was created as a platform to bring together traders in the Beran Field and to facilitate communication, ensuring that the association operates according to the planned objectives. Established in 2017, the association initially had approximately 50 members, all of whom were traders residing in Bangunsari Village.

Discussion

Bangunsari Sub-district Government Strategy in Developing Beran Field

Establishing the "Paguyuban Guyub Rukun Sejahtera"

Traders Association One of the strategies implemented by the Bangunsari Village government to develop Beran Field is the establishment of a special association for the traders, called "Paguyuban Guyub Rukun Sejahtera." This association has several key functions, including

- Routine community service (Kerja Bhakti) held every Monday
- Monthly social gatherings (Arisan)
- Monthly meetings for socialization and financial report presentations

- Savings and loan services for association members; Additionally, for development purposes, the association collects regular contributions from its members, amounting to IDR 5,000 per week, which is used as the association's fund. However, since 2020, the contribution system has changed. It became a daily contribution of IDR 3,000 per member/trader, and funds are now allocated for the development of the selling area and for business capital development through a savings and loan system.

Establishing a Dedicated Management for Beran Field

Beran Field is well-known for its beautifully arranged and neat location, a result of the diligent management by the village government. The development of the Beran Field was carried out through the community's self-help efforts rather than using Regional Budget (APBD) funds. The positive aspect of this self-help initiative is that the village government has been able to maximize the development of various facilities. The village government has formed a special management team to handle everything related to the progress of the Beran Field as a tourist destination.

Forms of Revitalization Carried Out by the Bangunsari Village Government as an Effort to Develop a Beran Field.

Physical Intervention Revitalization efforts begin with physical interventions carried out in stages, including the improvement and enhancement of the physical condition of buildings, green spaces, connecting systems, signage, and open spaces in the area (urban realm). At the Beran Field, the physical interventions implemented by the village government and field management included the following:

- Jogging Track: This area was created to provide facilities for sports enthusiasts, with many pedestrians and joggers using the area daily.
- Planting Ornamental Plants and Trees: This done by management to maintain the field's greenery and create a cooler atmosphere. Maintenance is conducted in two shifts: morning care by the Environmental Department and evening care by the management team.
- Playground: A playground was built to provide a comfortable environment for visitors, especially for families with children. It was established through community self-help and field management efforts to create a pleasant atmosphere for visitors while enjoying the snacks purchased from vendors in the area.
- Play Equipment Facilities: These physical interventions were introduced to offer space for children and toddlers, ensuring that the Beran Field can function optimally. With playground equipment, children and toddlers are likely to stay longer, which attracts more visitors and increases revenue.
- Sanitary Facilities (MCK): This facility was built in response to concerns of visitors who needed restroom facilities. Due to the field's location in the middle of the rice fields, it was difficult to reach residential areas. Consequently, the management decided to establish an emergency MCK, allowing visitors to make voluntary donations for its maintenance.
- Worship Facilities: A worship facility was added to meet the needs of visitors who wish to perform religious activities while visiting the site.
- Adequate Parking Facilities: The Field management improved parking conditions by leveling the rice field in front of the field, providing organized parking, and reducing congestion in the surrounding area.
- Vendors' Trading Spaces: Physical intervention also provided dedicated spaces for vendors located to the south of the field. These areas are spacious, well-organized, and built in a similar manner to the parking lot, with vendor spaces carefully leveled and arranged next to the playground.
- Voluntary Parking Contributions: The management also introduced a voluntary parking contribution system, allowing visitors to contribute at their discretion, ensuring the security of their vehicles without imposing fees.

Economic Rehabilitation

In the context of revitalization, it is essential to develop mixed functions that encourage economic and social activities (new vitality). Beran Field plays a special role in providing economic rehabilitation for the people of Bangunsari Village. This is evident from the programs initiated by field management, such as the establishment of the "Paguyuban Dagang Guyub Rukun Sejahtera" (Traders' Association).

The association was formed as a platform to provide opportunities for local residents to improve their livelihood. With the revitalization of the Beran Field, small businesses (UMKM) have flourished, and the community's economy has become more organized. The programs implemented by the Traders' Association aim to improve the economic status of the community.

Social/Institutional Revitalization

The success of a revitalization can be measured by its ability to create an attractive environment. This should have a positive impact on and improve the social dynamics of the community (public realms). This is evident in the various activities held at the Beran Field, such as

- Weekly morning exercise
- Wednesday afternoon jujitsu classes
- Daily social interactions between traders and visitors
- Local dangdut concerts on Saturday nights
- Community pencak silat training on certain days

Impact of Beran Field Revitalization

The indicator of economic income improvement is assessed when an individual's salary or wages increase compared with their previous earnings. This has a direct effect on community welfare. As income increases, the standard of living improves.

The revitalization of the Beran Field has had a significant impact on the community's economic well-being. This is evident from the interview results, where the majority of traders in the "Guyub Rukun Sejahtera" association are residents of Bangunsari Village. Their income is primarily supported by trading in the Beran Field.

Conclusion

The revitalization of the Beran Field has had a notable positive impact on the local community's welfare and economy. Physical improvements such as the establishment of jogging tracks, playgrounds, and better facilities have enhanced the area's appeal and functionality, making it a more attractive place for visitors. This, in turn, has created economic opportunities, particularly for the residents of Bangunsari Village, many of whom rely on trade in the field for their livelihood. The formation of the "Guyub Rukun Sejahtera" trading association also played a crucial role in improving the income levels of local traders, contributing to an overall increase in the community's standard of living. Revitalization has not only stimulated economic growth but has also fostered greater social interaction, making Beran Field a hub for community activities.

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