

Strategic Thinking to Change Behavior and Improve Sanitation in Jodipan and Kesatrian, Malang, East Java, Indonesia

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Abstract : Greater access to sanitation in developing countries is urgent. However even though sanitation is crucial, overall budget for sanitation is limited. With this budget limitation, it is important to (1) allocate resources strategically to maximize impact and (2) take into account communal agency to potentially be a source for sanitation improvements. The Jodipan and Kesatrian Project in Malang, Indonesia is an interesting alternative for solving the sanitation problem in which resources were allocated strategically and communal agency was also observed. Although the projects initial goal was only to improve visually the situation in the slums, it became a new tourist destination, and the economic benefit that came with it had an effect also on the change of behavior of the residents and the government towards sanitation. It also grew from only including the Kesatrian Village to expanding to the Jodipan Village in the course of less than a year. To investigate the success of this project, in this paper a descriptive model will be used and data will be drawn from intensive interviews with the initiators of the project, residents affected by the project and government officials. In this research it is argued that three points mark the success of the project: (1) the strategic initial impact due to choice of location, (2) the influx of tourists that triggered behavioral change among residents and, (3) the direct economic impact which ensured its sustainability and growth by gaining government officials support and attention for more public spending in the area for slum development and sanitation improvement.

Keywords : behaviour change, sanitation, slum, strategic thinking

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