

The Role of the UMY Campus in Improving the Economic Welfare of Yogyakarta Suburban Residents

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ABSTRACT

This research aims to determine the role of the UMY campus in improving the welfare of residents around the campus. The method used was descriptive quantitative and uses a scoring analysis model. This research used several parameters collected through structured interviews and observations. These parameters were analyzed using a scoring/weighting method to determine the socio-economic conditions and level of welfare of residents around the UMY campus. The results show that 64% of the socio-economic conditions in Tamantirto Village are classified as moderate. Likewise, the welfare condition of the population is known to be 56%, including the middle class too. Based on the research results, it can be concluded that the UMY campus has a real role in improving the socio-economic welfare of the peripheral communities around the campus.

Keywords : Socio-economic conditions; population welfare; correlation test

INTRODUCTION

Population growth in the city of Yogyakarta is increasing every year. Based on migration statistics, it is known that from 2012 to 2022 there will be an increase. The high rate of population growth and in-migration has resulted in increasingly high population density in the city of Yogyakarta. An increase in population will have implications for the development of supporting facilities in line with population. Supporting facilities such as economic facilities, health facilities, and educational facilities. Higher education is often interpreted as an engine of economic development. Higher education is a profitable business for local governments. The existence of higher education areas in suburban areas is a form of city development, namely the distribution of urban facilities as a place for community activities. As suburban areas continue to develop for urban communities, these areas are becoming suburban areas due to the transition.

Kapanewon Kasihan is one of Kapanewon which administratively borders the city of Yogyakarta. Therefore, Kapanewon Kasihan has the highest population after Kapanewon Banguntapan, namely 116,079 people in 2021 (BPS, 2021). The increase in population has an impact on the increasing need for facilities and infrastructure, one of which is higher education. One of the universities located in Kapanewon Kasihan, Tamantirto Village to be precise, is the Yogyakarta Muhammadiyah University (UMY). UMY is a private campus that has a good and fairly stable ranking in Indonesia. The existence of causing positive changes in socio-economic conditions for

residents living in the surrounding areas. One thing that can be seen is the significant change in the condition of built-up land in the area around the UMY campus. These socio-economic conditions can reflect the level of welfare of a village. One of the factors driving the increase in population in the village is the existence of the UMY campus. According to [Valero & Reenen \(2019\)](#), one of the impacts of higher education is increasing GDP through human resources and innovation channels. Education is an important component of a country's human resources to increase efficiency and help the economy, especially in productivity growth. For example, The economic facilities in Tamantirto Village are dominated by the presence of food stalls and shops. This is because it is to meet the needs of students around the UMY campus. The role of a university has been proven in trans-economic activities, including social, political, and cultural missions ([Shahsavari, 2022](#)). In many countries, education has had a social and economic impact on higher education. Higher education has pushed universities closer to their communities regarding their usefulness, impact, relevance, and economic efficiency ([Smolentseva, 2023](#)). Colleges and universities contribute to society by providing jobs and services such as networking and training events, career counseling, arts and performing events, and community outreach programs such as public lectures and demonstrations.

The existence of universities has an influence, especially in areas that directly border them ([Tae, 2019](#)). One aspect that is felt is the aspect of improving socio-economic conditions due to the development that is taking place ([Dayanti, 2018](#)). Socioeconomic conditions are an important parameter in the welfare of a population. Improved socio-economic conditions will be able to have an impact on the welfare of the population. The welfare of the population can be known through the quality of the place where they live (shells) ([Syarifuddin & Susanti, 2011](#)). Housing quality shows the level of a person's ability in financial matters. This is different from the research conducted by [Tyas et al. \(2018\)](#) which showed that there is a strong relationship between socioeconomic conditions and settlement quality. One indicator to see the level of welfare is to look at the circumstances or conditions of residence. Therefore, a person's economic condition will be able to determine his level of welfare. The existence of socio-economic facilities such as campuses has an impact on the economic conditions of the surrounding community. People who live around campus will have the opportunity to open businesses to meet students' basic needs.

This research tries to find out socio-economic conditions and levels of welfare. Based on the literature review conducted, no analysis has been found regarding the role of the UMY campus on socio-economic conditions and levels of welfare in suburban areas. Research Therefore, the aim of this research is to determine the role of the UMY campus in improving the welfare of residents around the campus.

METHODS

This research was conducted using a quantitative approach. Quantitative methods are approaches where the emphasis of analysis is carried out using numerical data. This research focuses on analyzing the variables used, namely socio-economic conditions and level of welfare. The data collection method used was conducting structured interviews using questionnaires and field observations. Questionnaire interviews were conducted to determine socio-economic conditions while determining the welfare of the population was carried out using settlement quality parameters through interviews and observations. The indicators used in this research include physical aspects and residential environmental aspects. The physical aspects of the building are known from the condition of the walls, floors, windows, and permanent structure of the building. Environmental aspects are assessed from road conditions, the presence of trees, water channels, and sanitation. Socioeconomic indicators include education level and income.

The data processing technique used is a tabulation technique, namely by grouping each respondent's answers. The data processing process is carried out by assigning a weight or score to each indicator. The indicator scores are divided into 3 categories: high, medium, and low. The results of each indicator are then added up. Determining class classification is based on the

difference between the highest and lowest scores from all total scores which is then divided by the number of classes used. The classification results of each variable were then tested for correlation using the correlation test method. This analysis was carried out to determine the degree of relationship between socioeconomic condition variables and the level of community welfare as depicted in Figure 1.

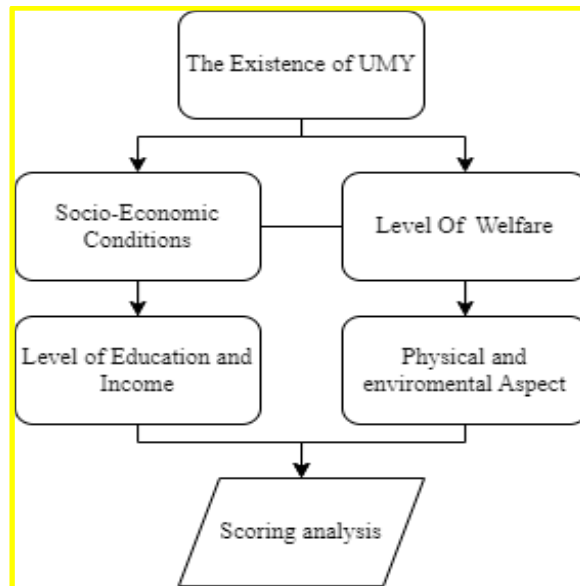


Figure 1. Research Framework

Data analysis in this research was carried out using quantitative descriptive methods, namely presentation in the form of graphs, tables, and diagrams. The sample used in this research was determined using probability sampling, namely random sampling. The research was conducted in the area around the campus, namely Tamantirto Village. The population used in this study included heads of families in the Tamantirto Village hamlet with the sample size determined using the simple random sampling method. The sample size taken was determined using the formula for the number of indicators multiplied by 5 so that it was known that the number of samples used was 50 respondents.



Figure 1. Study Area

RESULTS AND DISCUSSION

The results of research conducted around the Muhammadiyah University of Yogyakarta show that there is a relationship between socio-economic conditions and increasing the welfare of the surrounding community.

Socioeconomic Conditions

To determine the socio-economic conditions in the research area, this was done using parameters including education, employment, and income. Based on the results of interviews with respondents, it is known that the majority of the population has a senior high school (SMA) education which is included in the secondary education category so the educational conditions in the research area are included in the secondary education category. in the medium classification. Education in the hamlets around the campus is still moderate because many residents decide to work after graduating from high school. Higher education, namely diplomas and degrees, is still relatively small compared to high school graduates.

The level of community education that is classified as moderate is influenced by several factors, both external and internal. Based on research conducted by [Lestari et al. \(2020\)](#) it is known that these factors include lack of motivation, environment, and economic limitations. One of the factors causing the low level of education in this area is environmental factors. This causes many residents to only complete high school level education.

This economic group has an average income of IDR 2,000,000 – IDR 4,000,000. Observations show that 54% of respondents have a middle-income level. The majority of residents in the area work as private employees and entrepreneurs. The respondents' economic conditions are in line with educational conditions. This can be seen from the tendency for the level of education completed to be dominated by junior and senior high school levels. The existence of the campus has a positive impact on the surrounding community, especially in terms of the economy. Based on the results of the interview, it is known that there are respondents who are employees at UMY. This shows UMY's role in absorbing labor, especially for the surrounding community. Apart from that, the large number of students coming from outside the city has led to the emergence of various kinds of businesses to meet student needs. Many residents rely on business, namely in the form of boarding houses or rented houses. The emergence of shops and cafes in this case also provides opportunities for residents to work.

Based on the results of the analysis, socio-economic conditions in the research area are generally classified as moderate. The socio-economic conditions known from education, employment and income in the hamlets around UMY are also influenced by the existence of the campus. The existence of the UMY Campus opens up employment opportunities and encourages economic development for residents living in the surrounding areas. Aspects of education, income, and employment are related to each other. Higher education opens up more job opportunities. Most of the residents who have boarding/rental side businesses have additional income which has caused the economic conditions around UMY to improve compared to before UMY existed. This is one of the impacts of the campus which provides economic opportunities for its residents.

The impact of campus existence from an economic perspective is quite significant. The existence of various investors who are taking quite a lot of opportunities with this university, there is also a tendency for new faces to emerge, and increasing land use indicates that the existence of universities is very influential ([Luthfiatin & Ridho, 2020](#)). The economic situation in the research area is also influenced by educational aspects. The education of the population, most of whom are junior and senior high school graduates, causes a lack of access to better income. This is in accordance with research conducted by [Julianto & Utari \(2019\)](#) that the level of education has a significant effect on an individual's income level, where the higher the level of education, the level of income will increase.

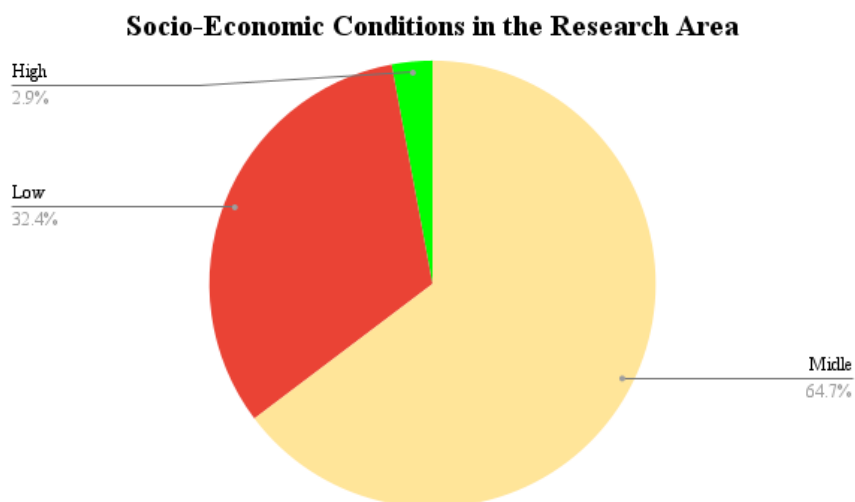


Figure 3. Socio-Economic Conditions in the Hamlets Around UMY

Population Well-Being Level

The level of welfare is greatly influenced by the socio-economic conditions of the population. The level of welfare of the population can be determined from the quality of the settlement. The parameters identified through interviews and observations are the physical aspects of the building and the environment. These parameters were analyzed using the scoring/weighting method to determine the classification of the quality level of settlements in the Tamantirto Village hamlet. The results of the analysis show that the condition of the quality level of settlements in Tamantirto Village is generally still quite good. Most of the area has medium-quality settlements with a percentage of 56% of the total. The physical aspects of buildings in the hamlets around the UMY campus tend to be good, where almost 80% of the existing houses are permanent buildings. In general, from the aspect of the residential environment, it is known that the environment around the UMY campus is quite good because of good accessibility. This good housing environment is supported by developments carried out by the campus. Educational conditions have been proven to play a role in reducing poverty rates which has an impact on increasing the level of community welfare (Siregar & Ritonga, 2018).

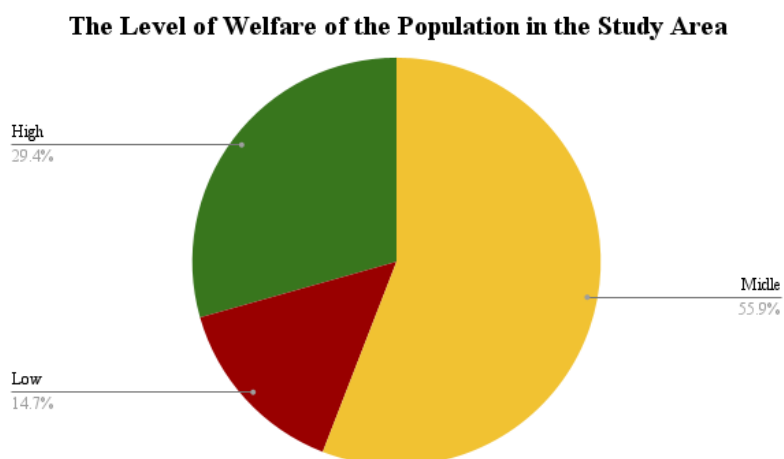


Figure 4. Welfare level of residents in hamlets around UMY

The Role of Campuses in Improving the Economic Welfare of Local Communities

To find out whether there is a relationship between the role of the campus shown in socio-economic conditions and the level of welfare, a correlation test was carried out using the Pearson correlation method. Based on tests carried out using calculations, it is known that the value of the degree of relationship is 0.637, where this value is included in the quite strong category. The relationship between socio-economic conditions and the level of welfare is presented in Table 2. Based on the results of the analysis, it is known that there is a significant relationship between socio-economic conditions and the level of welfare of the population in the area. This can be seen in Table 1 of the relationship between socio-economic conditions and the level of welfare. Low socio-economic conditions tend to have low-quality housing, and vice versa. One of the roles of universities is to contribute to local communities. Universities should engage in social contribution by returning knowledge gained through education and research activities to local communities through related activities such as joint research and technology transfer as part of industry-academic-government cooperation and improving the lives and welfare of local residents. , towards vitality and the formation of a prosperous society (Maeshima, 2022).

Table 1. Relationship between Socio-Economic Conditions and Level of Welfare

Socioeconomic Conditions	Prosperity level		
	Height	Middle	Low
Height	1.47%	1.47%	0%
Middle	26.47%	35.29%	2.94%
Low	1.47%	19.12%	11.76%

Based on the interview results, in general, it can be synthesized that the existence of the campus has an impact on education, the economy and the health of the surrounding population. From an economic perspective, the existence of campuses creates job opportunities according to the answers of respondents, 91% of whom agreed. Income has increased compared to before the campus existed. Likewise, education levels and income have increased thanks to the existence of campuses. The existence of campuses also encourages residents to send their children to high school. The impact of existence of the UMY campus has a positive impact on the concentration of activities so that better welfare can be achieved.

CONCLUSION

The socio-economic conditions of residents around the UMY campus are generally in the middle-class category. The education level of the population in around the UMY Campus is dominated by high school graduates, namely 54.1%. The types of work of residents around the UMY campus are private employees and entrepreneurs who open businesses around the campus. The average income of most residents is IDR. 2,000,000 - Rp. 4,000,000 so based on the income of residents around the UMY campus it is classified as middle/medium level. Based on the results of the analysis, the welfare conditions around the UMY campus are classified as moderate. As many as 56% of the population belongs to medium-quality settlements.

Based on the results of interviews, it is known that there are several impacts felt by residents with the existence of the UMY campus. The impact is felt in terms of economic, social,

health, and education. The most pronounced impact of the campus's existence is in terms of income due to the opening of business and employment opportunities. The research results show that socio-economic conditions and welfare levels are classified as moderate. It is considered that this can still be improved considering that there are still opportunities for this. Efforts to improve socio-economic conditions and the level of welfare of residents around the UMY campus need to be carried out by the community, private sector, and government. Apart from that, further study is needed regarding the role of campuses in community welfare.

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DECLARATIONS

Conflict of Interest

The authors declared that they had no known competing interests.

Ethical Approval

The research has been approved by the Research Committee of Gadjah Mada University. All research was carried out in accordance with Gadjah Mada University research ethics guidelines applicable when human participants are involved.

Informed Consent

Before conducting the study, we had obtained the consent of all the research subjects involved in the study. To maintain the confidentiality of the data, the research subjects were coded or anonymous.

DATA AVAILABILITY

Data used to support the findings of this study are available from the corresponding author upon request.

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