

Provision of Trade and Service Activities in the Low-Income Housing Flats area

Author : Rachmawati Novaria, Suko Istijanto

ABSTRACT: The large number of urban slums is encouraging the government to find solutions that match the level of problems in each region. The development of the city expect a healthy housing conditions, regular and clean. To achieve that result, the vertical housing development becomes one of the alternative solutions in handling slum settlements as well as supporting poverty alleviation program. The problem is the development of flats for low income people which is the embodiment of the fulfillment of the housing needs of the community for low income, not yet optimal management and regulation and not yet complete supporting and supporting facilities that are beneficial to the community around the area such as the availability of mini markets, restaurants, financial services and banking, Cafe, health services.

This research uses descriptive-qualitative method that aims to reveal the social phenomenon from qualitative side, namely facts and phenomena related to the management of trade and service activities in the area of flats for low-income communities in urban areas. The solution is the need for regulation and management of trade and service activities in the area of a good flat and regular, so that the residents and communities around the area get the benefits and growth of the existing business in the area of low-cost housing in urban areas, but it can also be useful for Local government if it is managed as a profitable trading and services activity in the high rise area for low income people.

Index Terms – flats for low-income people, regulation and management, trade and service activities.

1 INTRODUCTION

Urban growth also encourages migration, which indicate a difference or gap between spot opportunities. Business planning Low-Income Housing Flats region which was considered appropriate in supporting the growth of the city are flats. Management of urban flat development of effective and efficient, referring to the spatial planning of urban quality, including the administrative management of the family economy orderly and fair, and supported by (a) government institutions are ready to implement regional autonomy; (b) the consolidation of partnership with the local government and the business community in the implementation of urban development; (c) increasing public welfare shown by the increasing per capita income and quality of life of the population more evenly; (d) reduction in the number of poor people in urban areas; and (e) increasing the physical quality of the urban environment. Development of this policy should be directed to improve the quality of life of families and communities as well as create an atmosphere of family harmony and social kesetia-herd in shaping the environment and cultural values of the nation's nurseries and character coaching family members. Construction of flats intended to meet community needs for housing, both in quantity and quality in a healthy environment and the need for the atmosphere of life that give a sense of security, peace, peaceful, and prosperous. One of the problems in the development and business planning Low-Income Housing Flats for this region is the presence of injustice, conflict and marginalization felt by most societies are vulnerable and less empowered, which occurs as a result of discrimination (done intentionally or unintentionally) politics, business and spatial against groups of people who are less empowered by the hegemonic powers. Therefore, efforts should be made to overcome this problem is to empower these communities to

develop processes and mechanisms that are fair and equitable to get various opportunities and access in the area of business development Low-Income Housing Flats . Benefit; Improving the quality of settlement areas and reduce the proportion of slum and uninhabitable in Sidoarjo. For people living in Low-Income Housing Flats can further improve productivity at the same time welfare.

2. Research Objectives

This research uses descriptive-qualitative method that aims to reveal the social phenomenon from qualitative side, namely facts and phenomena related to the management of trade and service activities in the area of flats for low-income communities in urban areas. The methodology used in Business Development Zone Low-Income Housing Flats are included: Study of the scope of activities and event location. Study of scope of activities are: To identify local potential in accordance with the regional business rental flats in Sidoarjo through FGD (Focus Group Discussions). ; Doing business in accordance with the mapping of local potential rental flats area in Sidoarjo ; Doing business analysis that can be applied and useful in the area of rental flats in Sidoarjo. Event Location. Business Planning jobs located throughout the Region Low-Income Housing Flats. Low-Income Housing Flats Sidoarjo. Five regions in Sidoarjo who have built this Low-Income Housing Flats them in Rice Pond Village District of Waru, Sidoarjo Subdistrict Pucang Village, Village Bulusidokare subdistrict of Sidoarjo and the District Ngelom Village Park and Village Wonocolo Subdistrict Waru.

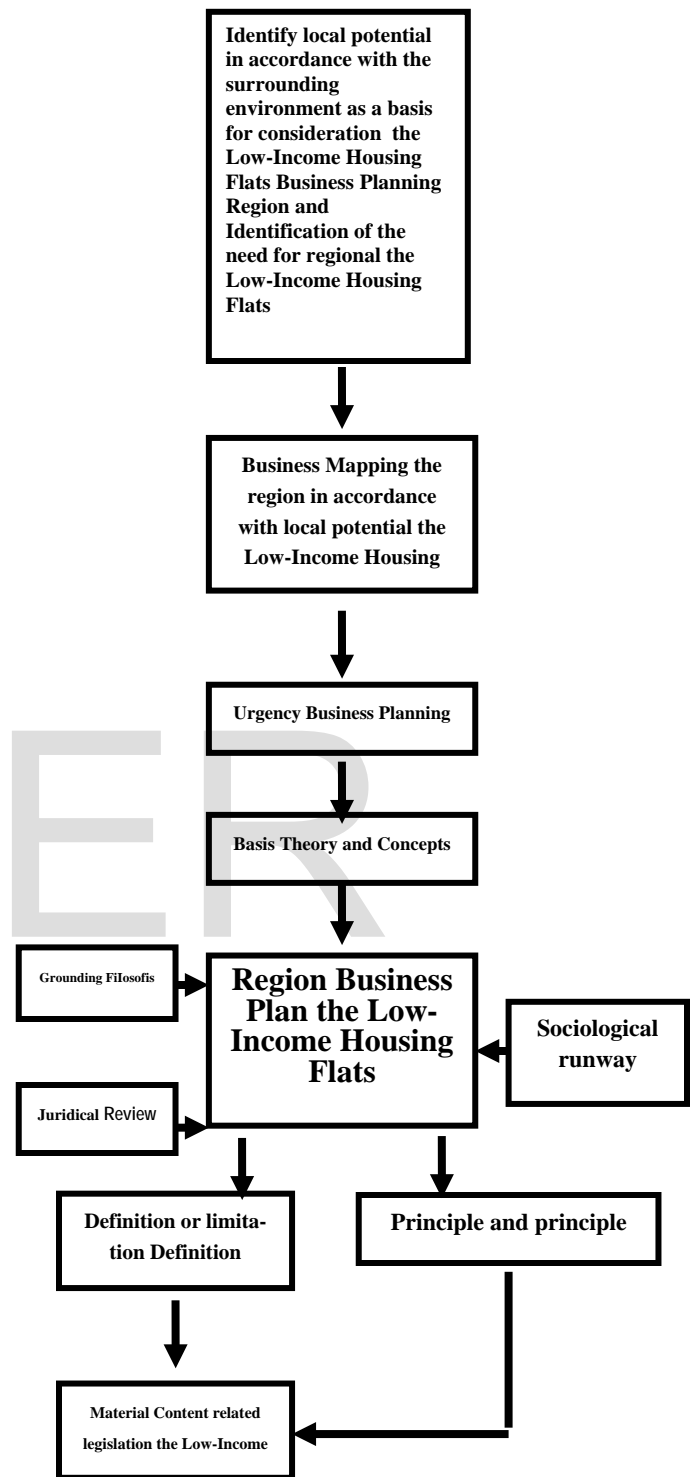
3. Significance of the Study

Towers development aims to meet the needs of adequate housing for the people, by increasing efficiency and land use in areas that are densely populated and only limited available land area. In a development considered include legal certainty in the control and security in the utilization, conservation of natural resources is concerned as

- Author Rachmawati Novaria, Lecturer of Faculty Social Science and Political Science, The University of 17 Agustus 1945 Surabaya, East Java, Indonesia, +62-81615442200. E-mail: rachmawatinovaria@gmail.com
- Co-Author: Suko Istijanto, Lecturer of Architecture Department, The University of 17 Agustus 1945 Surabaya, East Java, Indonesia, +62-81515263464, E-mail: istijantos@gmail.com

well as the creation of a comfortable residential neighborhood, complete, harmonious and balanced. Low-Income Housing Flats regional business planning policies since the reform undergone significant changes, which is associated with the grammatical system changes negaraan of Centralized be decentralization. Decentralized can dijadikan momentum to split the role of construction of flats to each Region. In PP 38 of 2007 on the Division of Government Affairs between the Government, Provincial Government and Regional Government of Regency / City area have the authority and obligation to provide public housing ranging from finance, formal and non-residential development, regional development, family economics, technology development, to development planning actors Low-Income Housing Flats business district. The problem that arises is the absence of a legal basis which strengthen the structure at the Center for policy intervention. So that the construction of housing and residential areas just submitted to the Region without any escort tersistem from the central government structure. Startejik environmental changes that occurred after the enactment of good laws and regulation of flats for housing and settlements include the social order, culture, business, politics makes demands of social, cultural and business communities and democratic life that much different. A paradigm shift in the regulation of the implementation of housing and flats is one form of legal reform. Through the renewal of this legislation, is expected to materialize an idea or order, which is able to answer the changing demands and dynamics of society which aims to provide security and legal certainty in the implementation of housing and flats. As these improvements in legal theory literature called tool of social engineering through the processes of legal reform legislation in the form of the reform in the system of law or legal material (substance). (Soetandyo Wignjosebroto, 2002). In UURS mentioned, that the Housing Development goals are: (a) to meet the needs of adequate housing for the people, especially the low-income bracket, which ensures legal certainty in their utilization; and (b) to increase the efficiency and effectiveness of land in urban areas to pay attention to the preservation of natural resources and create a complete living environment, harmonious and balanced. Legal instruments on UURS, has been effective for a period of 24 years from the promulgation date of December 21, 1985. Therefore, a paradigm shift from centralized to decentralized governance model fit the spirit of the Act No. 32 of 2004 on Regional Government and the globalization of free trade and foreign investment (WTO / AFTA / APEC), menuntuntut governance (good governance) and good corporate governance (GCG) as the demands of a global society that is happening today. According to Imam Kuswahyono, page 12, The system of ownership of a multistory building can be divided by 2 (two), namely: 1. Ownership single (single ownership); 2. Ownership joint (multi-ownership). Sole ownership of the land where the views of the ownership of the multi-storey building stand so that the certificate holder is also the owner of the building.

4. Conceptual Framework



5. Methodology

Collecting data and information about Business Planning Data collection, information is the part that made major contributions and largely determine the success in the implementation of Low-Income Housing Flats. Therefore these activities should receive serious attention from Team Expert Consultant / Service Provider particularly regarding collection methods, types and sources of data. Data collection, information is the part that gives a great contribution and determine the success of the implementation of the Business Planning Region Low-Income Housing Flats. Data collection methods in the execution of the work Low-Income Housing Flats Region Business Planning is done through literature studies and focus group discussions or Focus Group Discussion (FGD). The data needs to be collected include: Profile Low-Income Housing Flats, Local Potential Low-Income Housing Flats each region, Infrastructure and conditions sosekbud Low-Income Housing Flats region, facilities available and dependence with lingkungan citizens / communities around Low-Income Housing Flats, and materials or other references relevant to the substance of the study.

Data Source; 1. Secondary Data. Secondary data and information relating to business planning Low-Income Housing Flats region can be obtained at the District Government. 2. Primary Data. Primary data was explored Consultant with implementing Focus Group Discussion (FGD) were conducted with the involvement of various stakeholders activities as manager of business activities Low-Income Housing Flats region consisting of: Head of the village, prominent educators, religious leaders, traditional leaders, and even included a female character or community residents Low-Income Housing Flats about Low-Income Housing Flats, and at district level consisting of Head, And Ramil, the police chief, the District Government elements. Implementation of the Focus Group Discussion (FGD) as sampling planned / proposed to be implemented in Sidoarjo.

Broadly speaking, the stages and the methodology used to achieve the objectives of the activity are as follows. Identification of Problems and Needs-stage. In principle, at this stage of discussions with the relevant parties, especially the owners of activity, about the problems and specific needs with respect to the Business Plan Development Zone Low-Income Housing Flats. Stage Inventory of local potential with regard to business development Low-Income Housing Flats region. At this stage, an inventory of existing local potential, which is done by focus group to look at the business / enterprise related to the management of local resources and existing business area of rental flats Sidoarjo. Business Mapping and Analysis Phase. This mapping process is done after seeing and acquire data through FGD, theories, concepts, and other reference material. The series of phases is intended to facilitate mapping the business development plan in accordance with local potential Flats area. Through the course of this phase is expected to provide recommendations supporting the need for reinterpretation and reorientation understanding of business planning, to explore the potential of local business district flats in order to optimize the services provided by local governments to communities / agencies and local government asset utilization and to answer the problems that have been identified.

6. Conclusion/Implication

In achieving the goal of developing a business plan Low-Income Housing Flats region to resolve the problem of untidiness and meeting the needs of citizens and residents of public housing area surrounding housing, it is necessary to setup and management of professional business. Low-Income Housing Flats regional business

planning is not only to explore the potential of local, but need to be coupled with the notice provision needs and other facilities for the residents and the surrounding community. Besides business growth area in Sidoarjo rental flats into benefits for local governments and communities (district) as a whole if the business is managed as a potential area in Sidoarjo. Alternative Business Development. Stalls are not unused to the maximum, can be filled with a business or businesses that are more useful and necessary for public housing residents and surrounding communities such as post offices, clinics / polyclinics, banking services, other minimarket. Construction of flats, which utilizes the largest space of the urban area, an activity that is ongoing. Therefore, management of construction of flats always consider the carrying capacity availability as well as the impact on the environment. The awareness should start from the planning, design and implementation of development, up to the management and development phase, in order to stay in tune with the principles of sustainable development in business, social and environmental. Within the framework of the implementation of flats includes spatial, procurement of infrastructure and facilities, as well as public utilities to support the business community social activities. This is necessary in order to promote the establishment of balance urban and rural development, in order to grow in harmony and mutual support. With such a balance can be expected developments spaces that are responsive settlements helped control the occurrence of migration. Therefore, the development of regional business planning and settlement Low-Income Housing Flats contributive to the achievement of spatial arranged in a transparent and participatory and empowering the community as the main actor. Implementation of flats is a strategic issue, but has not received significant attention from various circles, so it is necessary to develop a system of incentives. It is intended to spur the pace of business planning and settlement Low-Income Housing Flats region, in the implementation developed a system of incentives, to be able to encourage a wide range of development actors, both formal institutions and informal institutions to be actively involved. Efforts were developed, among others, through a program of activities stimulants, pioneering, financial support, and technical assistance for development actors in the implementation of responsive housing and settlements, including assistance in the preparation activities and community empowerment. Low-Income Housing Flats region Tambaksawah; Given the amount of garbage waste in big cities is very remarkable, then the business of handicrafts from waste bins around Low-Income Housing Flats Pond This rice can not rule out the possibility of success and provide a great advantage for the offender even though only run his business with little capital or no capital at all. In addition, running a handicrafts business from the waste bin is not difficult. However, businesses often experience difficulties in marketing their crafts such products. Here are some marketing strategies that can be applied in business ini.(1). Create various handicraft products from the waste bin is unique and has a characteristic that is not easily imitated by other companies. (2). Make handicraft products to the relevant institutions so that your product will get a patent in which people can not easily do impersonation. (3). To carry promotional uses a variety of ways such as utilizing social media to attract consumers from all walks of life, create brochures, business cards or also by advertising in the mass media. Choose a name that is unique and memorable for your products so as to describe the business you run. (4). Participate in good handicraft exhibition organized by the Department of Commerce, Department of Tourism Region and other exhibitions that are frequently visited by consumers both from within and from abroad. (5). In addition to marketing strategy, creativity and innovation is also a very important point to win the market competition exists. Therefore, the need to

substantially increase the ability and creativity. Low-Income Housing Flats region Ngelom ; Local potential business Ngelom Low-Income Housing Flats region can be identified many workshops and service vehicles as well as a flea market into a place that has great potential because the surrounding area becomes crowded and a lot of popping the vendors that provide not only the needs of even the basic necessities of food and drink daily as well as clothing. Besides her area not far from the station so many train passengers who come and go each day to make the area crowded area as a place to do business. Low-Income Housing Flats region Pucang; The number of street vendor in the surrounding area of Low-Income Housing Flats but still looks less structured and still need better management. Low-Income Housing Flats Pucang very strategic place to manage business related to education such as the Institute Tutoring course or courses related to the field of education because they Pucang surrounding area there are several schools both his junior and senior high, potentially able to open up the network and new business. Other local potential is Low-Income Housing Flats region is an area of the existing industrial area in Sidoarjo, with the number of firms that exist and grow rapidly, supported by many employees or factory workers around the industrial area that would stay and settle in Low-Income Housing Flats Pucang, it is became one of the potential of the region Low-Income Housing Flats Pucang. Low-Income Housing Flats region Bulusidokare; Productive land is still very broad and potentially, to rusunaw Sidokare, the area around the business potential Low-Income Housing Flats plant traders, hawkers mainly to serve the customers or the public about Low-Income Housing Flats require spending activity in the form of markets and shops that can be developed and offered to enliven the existing shopping diarea Low-Income Housing Flats Bulusidokare. Low-Income Housing Flats region Wonocolo; Local potential Wonocolo Low-Income Housing Flats region, the number of entrepreneurs who opened a business service and repair air-conditioning, besides the leather craftsmen and calligraphy, and the region is still potentially Low-Income Housing Flats the food and beverage business or culinary, the number of street vendors and stalls around Low-Income Housing Flats Wonocolo, necessitating the morning market that can serve the citizens and the community around the area of public housing can even be made a place for food courts at the bottom of public housing land to be used as a place to hang out and chat at night.

Recommendation

By looking at the results of the inventory of productive land and local potentials that exist in each Low-Income Housing Flats , so we can deliver the following recommendation:

(a). Empowering Low-Income Housing Flats and surrounding communities conducted by relevant agencies. (b). Optimize existing regional business by developing specialty products and services around the neighborhood Low-Income Housing Flats . (c). Utilizing land or vacant space in public housing to meet the needs of public housing residents and the surrounding communities. (d). Review back Low-Income Housing Flats rates especially for business in Low-Income Housing Flats pengelolaan land, in order to become an attraction for business Low-Income Housing Flats region to attract traders selling there. (e). Create and improve regional park Low-Income Housing Flats as a place of entertainment or a family recreation and attract traders to join. (f). Low-Income Housing Flats make a safe and comfortable place to conduct business activities craft by seeing potential Low-Income Housing Flats area which is considered as a superior product. (g). Provide places selling food on the lower floors are still vacant in each area of public housing so that

people can easily get a place to find food and drink even a nongrong and chat with fellow colleagues. (h). Optimizing results garbage processing waste bank managed to improve the economic / family income. i. A profit of places and sports activities by providing and optimize it. (j). Sinergitas existence and good cooperation between the Department of the relevant government to develop the business units to be developed. h. Each Department of the relevant government could do socialization and training to residents of public housing and the surrounding communities to develop their resources so successful in improving the economy of their families. (k). Enhancing learning and education can be established early childhood and TPA / TPQ Low-Income Housing Flats region. (l). For the entertainment business and cinema can be held in the region Low-Income Housing Flats . m. Cooperation with other companies such as PT POS, Bank Mandiri, Bank Jatim (World Bank) and minimarket like Indomaret / alfamaret to attract residents and the surrounding community enjoys shopping activity and reduce the impression of the armature of Low-Income Housing Flats itself.

7. Reference :

- (1). Agoes Boedi Tjahjono, *Journal business planning area Low-Income Housing Flats* , Surabaya, September 2014
- (2). Chaerul Achmad, *legislation homes, Sumatra University on the forms and procedures for filling and separation deed registration flats*, Sumatra, 1989
- (3). Elmaliza, *Kepemilikan Bersama Terhadap Tanah Pertapakan Atas Bangunan Rumah Susun Yang Dikuasai Dengan Sistem Strata Title*, Tesis, Fakultas Hukum Universitas Sumatera Utara, Medan, 2010.
- (4). Imam Kuswahyono, *Hukum Rumah Susun*, Bayumedia Publishing, Malang, Jatim, Agustus 2004
- (5). McVeigh, M., *Journal Self-Citation in the Journal Citation Reports* – Science Edition, 2002.
- (6). Peraturan Pemerintah No.38 tahun 2007, *Low-Income Housing Flats* , 2007
- (7). Soetandyo Wignjosoebroto, 2012, *development and management of rental flats* , 2012
- (8). Supriadi, *Hukum Agraria*, Sinar Grafika, Jakarta, 2008