

Improvement Value of Urban Kampong Based on Community Potential in an Architectural Perspective Study

A F Prajawisastra*, D Hamid Z and L Yosita

Universitas Pendidikan Indonesia, Bandung, Indonesia

*alfansyahprajawisastra@gmail.com

Abstract. Urban kampong in Indonesia is identically regard as a part of the city which are very dense habitation. On the other side, it also became the location of the slums of a city, yet another case with Kampong Wisata Sablon is one potential, there are Urban Kampong where has many residents who have the talent and potential in terms of screen printing industrial centres as well as a dress shirt in Bandung. This research (in 2017), aims to discuss how a kampong can enhance it is value with potential talent based community in the architecture perspective, all the data from the observation of the field and from the literature that supports, as well as interviews with a range of stakeholders in location. It is conclusion based on the data in the field, that product has the consumer industry to overseas, Bandung is also be the direction fashion products, Bandung creative city network is categorized as according to UNESCO, then needed an ordered tourist kampong sablon architecturally, which became the Association for Community Empowerment, to the improvement of environmental quality and stretching the area economy, based on the RTRW that kampong wisata sablon zoning include to SWK Cibeunying which has the concept of travelapolis where the development of tourist areas, so if the Kampong well-appointed architecturally, of course being the location of new tours to the city of Bandung to strengthen the concept of travel polis.

1. Introduction

The region of RT 07 RW 05 Muararajeun Lama is a Kampong Kota in Bandung, it is evidenced by the density of the region, based on the data in the field of a total of 25 homes filled by 47 KK (head of household), meaning that each one average home can accommodate a maximum of 2 KK. But there are interesting things behind the density, that is, the characteristics of the people who have the competence of screen printing t-shirts, of the competencies that matter can generate power and increase the value of the basic steps in a Kampong Kota, The formation of a “Sentra Kaos Sablon” is a follow-up of PIPPK (the program funding Programs for innovation development and Empowerment, and village) when it’s was initiated by Mayor of Bandung in April 2015, after which the citizens of the muararajeun initiated a new thought about the establishment of a Kampong Wisata Sablon community.

Bandung lot dominated by dense, or settlements, known as the Kampong Kota, unfortunately the image of a Kampong Kota always considered bad, Bandung is currently starting to exhibit the typical symptoms of kampong kota, which is related to the density of the buildings, low economic level, public facilities that are less good. The Kampong is the area of the slums with the availability of public facilities is bad or nothing at all, this area is often called slums or squatter [1].

According to Ibrahim Subagio in my interview, the point of its inception industry of Kampong Wisata Sablon around the year 1990. When it's in the Muararajeun, there are only 4 craftsmen clothes



printing, around the year 2000 started creative clothing industry moldy distros in Bandung, which became the forerunner of the presence of craftsmen t-shirts. Getting here, getting a lot of requests of production, it would affect citizens who switched professions to become craftsmen of the making process of cutting, setting the clothes design, screen printing, sewing, steam & packing which is part in the process of the production of t-shirts. In the interview Ibrahim tells the people's complaints against the condition of tourist kampung sablon, he said that although the Government already supports, but by design, this kampung has not felt as a tourist kampung, whereas if it wants to attract many tourists to attend then the kampung must have design as a tourist kampung, in the process of execution of citizens could have been involved, but still in need of basic design or master plan a tourist kampung sablon as a reference design development Kampung ahead.

Currently, the City Government has a Detailed Spatial Plans (RDTR), based on the plan pattern of space on the RDTR, explained that the Muararajeun included in the SWK Cibeunying Zone trade and services with The theme, then planning Surapati is the development of trade and services of the creative industry-based, it is actually the architecture has a strategic position in the planning process, try to resolve problems by applying design as a solution the architectural design is required to organize the kampung with the aim of raising the value of Kampung Kota

This article examines how the role of the community in increasing the value to the maximum through kampung competence as well as the spirit of belonging to a society implied in planning a kampung based on the perspective of the architecture. With the advent of Kampung Wisata Sablon, expected to be the starter early in the process of planning and designing a Kampung Kota in the region of the Muararajeun.

2. Methods

We used a qualitative approach in researching the Kampung Wisata Sablon. Data of The Kampung Wisata Sablon was collected using field observation of the Kampung and do the interview with Citizens Association of Kampung Wisata Sablon Bandung

3. Results and discussion

3.1. Description

Kampung wisata sablon is located in the old Muararajeun Bandung, West Java. Its location is in the North of Bandung and the Immigration Office just south of SDN Cihaurgeulis 2. This Kampung is now a center of economic activities of populist-based small and medium enterprises where more than 70 distribution outlets and clothing both inside and outside the country in production in this kampung.



Figure 1. The location of Kampung Wisata Sablon, Bandung.

Source: Google Maps

If seen from the definition, the city is a form of settlements in urban areas that are typical of Indonesia with among others: population still bring the nature and behavior of rural life are entwined in a close familial bond, the physical condition of the building and the environment less pleasant and

irregular, the density of buildings and high population means less versatile, basic services such as clean water, waste water and rain water, garbage disposal and other [2].

From the explanation above, the architecture can appear as a solution, the problem can be solved together with the city of Kampong – either along the citizens in participatory by presenting architecture as objects are discussed in it, citizens are invited to the same – same importance of conscious life, ideally in terms of thermal comfort, health or visually exist in the theory of architecture, when citizens realized it would be the creation of a good environment and arranged overall, ultimately will contribute to urban design.



Figure 2. Condition of Alley, Parking, and walking
Source: Personal Documentation

However, the density of the emerging form of economic empowerment of community-based, where the young generation from the older generation to participate in the production of these shirts, even according to Ibrahim, each month there is always visits from schools, universities, communities, service related to the Ministerial party tried to convene a workshop-based printing training and learning community of small medium enterprises. Kampong Wisata Sablon currently can produce up to six thousand t-shirts every month, no matter its production to overseas such as Malaysia, Singapore and Australia.

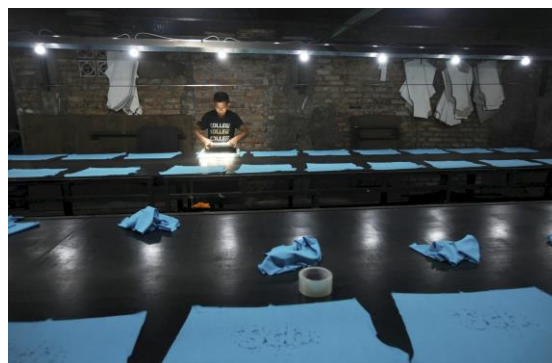


Figure 3. Sablon Activity at Kampong Wisata Sablon
Source: Kompas Muda

Despite that, based on interviews with the public, they complained against has not yet published its tourist kampong sablon well, though there have been many print and electronic media covering this kampong, still have not been able to bring in tourists to the maximum, because of this, kampong typology is still like a conventional kampong in General, has not seen a situation or condition that describes the Kampong Wisata Sablon which is supposed to be able to have a value as well as the typical element of screen printing in General.

3.2. *Community potential in an architecture perfective study*

Kampong paradigm is basically the city as slum can turn into a dense area that is well good, as well as the role of the community in taking care of the environment is very vital role, according to the theory, when the occupant controlled the process of retrieval and the decision to have the discretion to provide input in the design, development and management, then process as well as the resulting environment will improve the welfare of the individual or other community [3].

This Government program is going to run harmony and hand in hand if the local community is involved, join the development because of their own later who will enjoy and maintain facilities that have been provided by the Government, especially will have more sense of belonging towards the construction of a facility, the spirit of community in the initiation territory as a tourist kampong sablon is one of good stock, coupled with domination of the citizens who have expertise in the field of screen printing can actually make the character a tourist kampong sablon became distinctive characteristic that has the kampong screen printing production, even though it's been wandering abroad, but nonetheless this kampong media publications are lacking, so the less attract the attention of tourists, the architecture in this case can be a medium for increasing the value of a tourist kampong sablon became increasingly well, maintaining the character of a typical kampong with its density but give new nuance to its spatial experience.

The role of the Government here has become an important presence of Government of Bandung, by the year 2015 is already initiation to help tourism program Kampung Wisata Sablon with PIPPK (the program funding Programs for innovation development and Empowerment, and village). PIPPK is the concept of decentralization where development power is distributed evenly to all areas and civic organizations. The aim is to speed up the industry to change [4].

Basically, to be able to develop tourism there is one theory of triple helix in popular by Etzkowitz and Leydersdorff as a method of the construction of innovation-based policy [5].

If society as host, implementer as well as being the subject in development, along with the Government as the facilitator and the private sector as the implementer or development or as an investor then it will produce a good cycle, especially in a variety of programs initiated in Kampung Wisata Sablon.

The presence of the City Government should be a stimulus for the community the kampong to raise the potential of tourism in the area, according to Ridwan Kamil when his visit to the kampong says that must be packed in kampong fascinating, because if not packaged interesting then just going into an economic hub, will not come to the stage of attractions.



Figure 4. Mayor of Bandung in visit to a Kampong Wisata Sablon
Source: Regional Kompas

3.3 Improvement value of urban kampong base on community in an architecture perspective study

In increasing the value of the image of a Kampong, it takes the swot analysis to look at the issue in detail and provide the best solutions to solve these problems, the following is a table of swot analysis of Kampong Wisata Sablon

| Table 1. SWOT Analysis | | |
|------------------------|---|--|
| SWOT | OPPORTUNITY | THREAT |
| STRENGTH | <p>Kampong Wisata Sablon is a part of the Bandung City, that in fact the community embraced the system kampong, where the spirit of community with solidarity is still awake</p> <p>Have local expertise, namely expertise printing t-shirt along with the process of making t-shirts</p> <p>It has a population of which many, out of a total of 25 homes there are 47 heads of families (KK)</p> <p>Solution:</p> <p>Making Tourism Sablon, where every alley had the special screen printing and design created architecturally</p> <p>Make the shirt industry as an economic developer of the area, became the main work for local people</p> | <p>Kampong tours to gain screen printing can be defeated and thus increasingly faint sounds, if there was no innovation of society and Government to organize the kampong with the theme of typical tourist kampong sablon</p> <p>Solution:</p> <p>Academic role with the Government should educate and involve the community in the process of structuring the kampong in accordance with the theme of kampong wisata sablon, in this case the architect can be a facilitator of citizens in terms of improvements to the kampong, participatory methods, making the citizens as subject, implement a system of bottom up</p> |
| WEAKNESS | <p>The lack of public facilities as a supporter of community activities, in particular in the activities of the industry</p> <p>There is no special transportation which directs travellers towards Kampongs tour sablon</p> <p>Publications that have not been fullest because tourist kampong impression yet feels with a maximum</p> <p>Solution: include public facilities development plan in order to setup planning kampong, so when kampong laid out, all can be run well and ready</p> | <p>Market Cihaurgeulis if it will be a revitalized market thematic t-shirt, gain a tourist kampong sablon can losing competitiveness if not immediately laid out and published with huge quantities</p> <p>Solution:</p> <p>Kampong wisata sablon as soon as possible be organized and publicized to the maximum by the Government, as well as by the community itself</p> |



Figure 5. Tourism schemes in kampong wisata sablon

Muararajeun Lama society is basically very supportive towards Kampung Wisata Sablon program, they need is the creation of atmosphere and providing tourism facilities that can support the program, then in this case the author tried to give initiation design of Kampung

In developing the tourist kampung-based local community participation, a planned program is required when the system that has been running tours, as for the program offered by the citizens when tourists come is with the introduction of the process, where tourists are invited to get to know in advance what is a kampung wisata sablon, then there is a process of learning and practice in which tourists are invited to be able to understand the process of the shirts, types of screen printing t-shirts for the type and then can make a shirt by self of course, it becomes a very interesting experience for tourists, as well as the necessary specialized tour guide for travelers with system groups of numbers a lot.

To enliven and facilitates the needs of travelers in addition to the printing experience the culinary experience, the typical Bandung, and if possible, a special residence provided for travellers who want to stay, and provides open space specifically for organizing entertainment for the local community.



Figure 6. Main Gate Design Proposal of Kampung Wisata Sablon

Tourism gate position which is at other t-shirt screen printing strips, making the gate is often invisible and missed, then it takes the gate design eye-catching as well as having a strong theme for tourism screen printing, large fonts into a marker that there is tourism sablon there, taking this customized font with a character naming somewhere in Bandung.

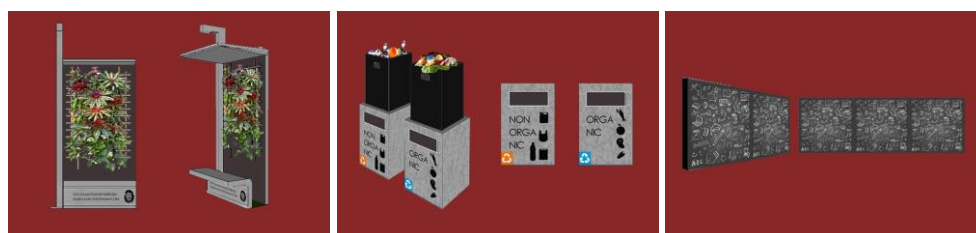


Figure 7. Design Proposal of Kampung Wisata Sablon

A special designing the good news, the alley would later be used as tourist trails for tourists visiting the tourism sablon, in principle the path pedestrian should be equipped by the Chair for the pedestrian to rest when tired. Equipped with plants that support the image of the region around the muararajeun area, adjacent to the region of sukaluyu, which has many types of plants, garbage is also needed, because although however garbage is something quite important to keep the environment clean, the separation of different types of garbage between organic and inorganic matter is applied with the goal to educate all parties in familiarizing dump based on the type, will get used to dump based on the type, especially if observed directly by community, all parties will feel shy and quite watching in maintaining hygiene, in addition also required wall expressions, however evil vandalism often shows up when an area many people incur, thus given expression as the container wall to tourists and residents to write down something about tourism sablon.

4. Conclusion

The paradigm of Kampung ultimately did not always have a bad image, the advantages of the community kampung is still instilled the principle of mutual life in running, coupled with the expertise of the community in the process of printing the clothes add value is positive from a Kampung Kota, the community needs to make his community into a tourist Kampong sablon is a good thing, the condition is currently the maximum can be so because of the scheme as well as the tourism system in the sablon tourism has not been fullest in the end, the architecture is capable of being spirit and image boosters of a kampung sablon, become a new attraction for tourists in the select options travelling to Bandung Tourism Sablon Kaos Bandung, sacred, when the spirit of community in the collaboration with the Government programs that are supported by private parties as well as academics will certainly strengthen the tour concept, which we call the triple helix concept.

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