



# Kampung Inhabitant Economic and Social Life Improvement as a Result of Inserting Creativity

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## Abstract

This paper study about thematic kampung in Semarang that is a government project to overcome poverty, social, and economic problem in the city that majority was caused by middle class housing. This research was analyzed using some method, such as literature study, site visit to Kampung Batik, Kampung Pelangi, and Kampung Jawi in Semarang that has different location, contour, and culture, interview with kampung inhabitants, documentation, and architectural sketch. Data collection was based on literature study that studying about kampung as a part of the city, site morphology, kampung typology, inhabitant relation with their dwelling place, and creativity in kampung that affect the inhabitant social and economic life. This study finds that creativity changes in kampung affect inhabitant happiness caused by their kampung transformation that becoming more beautiful and comfortable. Tourists that come into inhabitant kampung make them more aware about their kampung. They keep kampung cleanliness and continue to make improvement of their kampung. Kampung creativity also can raise inhabitant economic value by bringing tourist into the kampung. Based on this study, this paper suggests that inhabitant kampung needs to keep their kampung cleanliness and creativity as time changes. Government also needs to help the kampung inhabitant by making kampung improvement project and giving donation and support based on inhabitant needs.

**Keywords:** creative kampung, thematic kampung, social interaction, economic value

## 1. Introduction

The government in Semarang tried to overcome poverty and housing problem by made kampung in Semarang become creative kampung or thematic kampung. Thematic kampung according to (Development Planning Agency at Sub National Level in Semarang, 2007) is government program that improving environment quality, improving settlement infrastructure, and raising local economy that based on environment potential. Human ability to survive and environmental improvement needed for sustainability in kampung. This is main factor whether kampung can develop or not. Sustainable kampung can be seen in KIP (Kampung Improvement Program), Jakarta governor program, Ali Sadikin (1966-1977) that makes kampung inhabitant independent by established social community and by provided three layer of infrastructure. The infrastructure are paved road (bridge and pedestrian), water networking (sanitation and drainage system), and public facilities (school and health facilities) (Sihombing, 2010 : 62).

## 2. Literature Review

### 2.1. Kampung as a Part of City

(Ford, 1993) divided kampung in Indonesia into four types. There are kampung in the middle of city, middle class kampung, kampung in rural area, and kampung in marjinal area. Different type of kampung has different characteristic.

Table 2.1: Type of Kampung and Its Characteristic

Type of Kampung	Location	Kampung Characteristic
Kampung in the middle of city	Located between colonial relics and between city development.	The density was high about 100.000 people/km <sup>2</sup> It happen because kampung located near the workplace. But because the density was high kampung has some environmental problem
Kampung in the middle of city	Close to middle class residential neighborhood	The density was about 20.000-40.000people/km <sup>2</sup> Kampung has medium density so the environment condition is quite good, treated well, and has advantage from government facilities.
Kampung in rural area	In rural area, under the authority of city	Because kampung is located in rural area, it has agriculture sector, low density, almost unreachable from government service and infrastructure, and it has temporary population.
Kampung in Marjinal Area	-Scatter in marjinal area in city	Kampung was formed organically, so inhabitant has no ownership rights



	-Has no facilities -Located in marginal area like area close to river	legally. Its environment has a problem with cleanliness.
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Source : Ford, L. (1993) A Model of The Indonesian City Structure. *Geographical Review*, 83, 374-96. in Devisari Tunas (2008). The Spatial Economy in The Urban Informal Settlement

Tunas (2008 : 4) differentiated kampung relation and position with city by dividing into three aspect, that is political aspect, physical aspect, and social economy aspect. Political aspect is determined whether kampung and inhabitant has officially become a part of city formally and legally registered. Physical aspect includes infrastructure network, like water, electricity, waste management, communication network, and public facilities. Social economy aspect includes inhabitant access to market to do economic transaction and to have access to work.

## 2.2. Sense of Place

Sense of place before and after adding creativity in kampung was different. Sense of place could feel through human sense to experience the environment. Human sense that used for experienced environment are the sense of sight, the sense of hearing, the sense of smell, and the sense of touch. The sense of sight was used to see environment physically. The thing that can be seen through sight is environment theme, shape, place characteristic, different object texture separating different spaces that have different function and uses, and the distance between each part that have different size and resulting in human activity (Carmona, et al., 2003). Meanwhile. the sense of hearing and the sense of smell didn't experiencing the place physically, but rather experiencing through sound or smell that felt emotionally and doesn't have boundaries that can be measure ((Porteous, 1996, p. 33) on Carmona, et al., 2003)). The sense of touch was functioning when touching or stepping on rough, hard, or soft surface. The sense determine whether it make us feel comfortable or not.

## 2.3. Creative Industry Competitiveness

Indonesia is a developing country. Creative economy is suitable to be applied in developing country because lower middle class society in city doesn't have much access to work in formal work sector. So, inhabitant creativity needs in informal work sector.

(Anas, et al., 2014) stated that there are seven creative industry competitiveness that can be applied to create creative kampung. First, creative resources are needed to create a kampung that have creative elements. Creative resources could change a kampung that didn't have meaning for its inhabitant, become a kampung that has a deep meaning for its inhabitant. Second, different kampung has different location. So, every kampung has different nature resource and culture. Different nature resource and culture can be made as kampung identity that can produce economic benefits. Third, in kampung usually there are some micro business that inhabitant use to keep their economic life stable. This business can grow after making kampung become creative by inserting decoration and painting that can open economic opportunity by making tourist come and by fixing kampung physically. Fourth, fixing a kampung require some funds. That fund can come from government, a company, or monthly donation by inhabitants. Fifth, to be economically successful, kampung needs to know by people outside kampung or also tourist that come from another region or from overseas. In order to make kampung known by people, needs a good marketing. Sixth, to make visitor feel comfortable, infrastructure improvement needed to increase kampung value. Lastly, technology needed for developing micro business and marketing a kampung.

## 2.4. Human Relation with Place

Human relations with space according to Cross (2001) divided into six relations, there are biographical relationship, spiritual relationship, ideological relationship, narrative relationship, commodified relationship, and dependent relationship. The biographical relationship is human relation with place associated to their historical or familial experience. The spiritual relation was rather emotional and intangible that make people feel a sense of belonging. The ideological relationship was moral and ethics which exist in place and obeyed by people. The narrative relationship was a story about a place which recounted from generation to generation. The commodified relationship was people preference to choose a place based on their level of satisfaction and their comparison between one place to another. The dependent relationship occurs because people limitation to a choice and dependency with another person (Cross, 2001).

## 3. Methodology




The method that used in this research is study in some literature, article, and scientific journal, analyze case study based on theory from literature study by doing site visit, interview with kampung inhabitant, documentation, and architectural sketch. Literature study was used for searching a theory about kampung as a part of the city, kampung spatial quality, kampung physical aspect, and creative industry competitiveness which appeared in kampung. This theory was used to identifying whether kampung is sustainable or not. Then, some of the analysis based on theory about thematic kampung in Semarang can be used for another kampung that want to make their kampung into creative kampung as a reference.

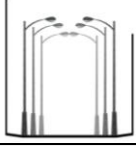








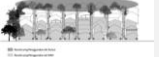

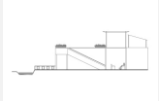

## 4. Results




### 4.1. Kampung as a Part of City

Table 4 1: Kampung in The City

Kampung as A Part of City	Kampoeng Djadhoel	Kampung Pelangi	Kampung Jawi
Type of	Middle Class	Kampung in The	Kampung in

Kampung	Kampung Have a good environment but have some problem. Homes and roads are not well maintained before restoration.	City High density Have environmental problems	Rural Area There are lots of trees, the river was clean. Low density.
Political Aspects			
	Medium Density	High Density	Low Density

Kampung as A Part of City	Kampoeng Djadhoel	Kampung Pelangi	Kampung Jawi
Physical Aspects			
	Street lamps addition along the residential street	Foundation installation along , dredging river, pathway for pedestrian, tree plantation	Bamboo installation addition in empty field for gathering and cultural performance
	 	 	 
	House and alley painting with batik pattern, bamboo and lampion decoration, photo spot in unused house	Flower market revitalization. Bridges, houses, and streets are decorated. Houses and roads are painted	Houses, wall of houses, mosque, and roads are painted
			
	The water are from Local water Supply Waste management – taken by garbage car	Houses in the top of kampung – well water Houses in the bottom of kampung – water from Local Water Supply Waste management – taken by garbage car	Well water Waste management – taken by garbage car
Social Economy Aspects			
	Communal space (gazebo )	Kasmaran Garden	Jaten Market where there is an

			
	Areas accessible to tourist Location of batik shop	Areas accessible and not accessible to tourist	Areas accessible to tourist Location of Jatèn Market

**Kampung Batik Tengah (Kampoeng Djadhoel)**

Tunas (2008) stated that kampung position as a part of city was differentiated by three aspect, there are political aspect, physical aspect, and social economy aspect. Kampung Batik Tengah was legally registered so kampung inhabitants have the right as citizen. This kampung has medium density and inhabitant condition was quite good. Government in Semarang not giving full funds to Kampung Batik because the funds were used for kampung that has more environmental problem. Physical aspect like water, electricity, communication network, and waste management get good access because kampung is located in the middle of city. Kampung that have good access and infrastructure is reachable and comfortable for tourist.

Kampung Batik Tengah (Kampoeng Djadhoel) before restoration has some problem. There was no street lamp, so at night and noon, the neighborhood was dark. It causes some criminality case. After restoration, inhabitant installing street lamp along the neighborhood. There is an empty space that is formed from three alleys in Kampung Batik Tengah. That space become live after one of the alleys was painted by wayang beber paintings that tells about how Kampung Batik was formed. The empty space also decorated with some plant, a seat from a tree trunk, and a gazebo for rest and discuss. After this action, kampung atmosphere become lively and inhabitant social life grow better.

**-Kampung Brintik (Kampung Pelangi)**

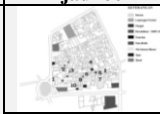





Kampung Brintik has another name for a stage name. The name is Kampung Pelangi. This kampung got a fully funded support from government. Although not all the house in Kampung Pelangi was legally registered, government in Semarang make Kampung Pelangi become a face of Semarang by improving and making Kampung Pelangi beautiful. Kampung physical aspect improvement in Kampung Pelangi start from Kalisari Flower Market. This flower market was located in front of Kampung Pelangi and was totally fixed entirely with bright color and design. There is also a river that separated flower market and Kampung Pelangi. That river before restoration was dirty and filled with garbage. Then, area around the river was repaired by dredging the river and making pedestrian path to make tourist and inhabitant can access kampung in its neighborhood easily. The bridge that connecting flower market and kampung was decorated with colorful flags and plastic decoration. The inhabitant house and the road also painted with colorful paints and given with ornamental plants and colorful decoration and painting. Government also build Kasmaran Garden in front of Kampung Pelangi for inhabitant to do communal activity. Kasmaran Garden at first floor was used for culinary and at the second floor was used for enjoying the view or doing some event. This new condition which facilitate inhabitant to do social activity make inhabitant relation become closer. It also made tourist coming to Kampung Pelangi that has become beautiful and clean. Tourist that come to kampung make economic opportunities come to inhabitant.

**Kampung Kalialang (Kampung Jawi)**

Kampung Kalialang or better known as Kampung Jawi located in Gunungpati that is in rural area and have lower density than Kampung Batik Tengah and Kampung Brintik. Although Kampung Jawi was in rural area, it was under the authority of Semarang City. Kampung Jawi is inaugurated as Thematic Kampung in 2016 (Siswanto, 2018). At first, cultural events, physical improvement, Jatèn Market, and painting batik murals in the inhabitants house wall was using inhabitant monthly fee but after government in Semarang heard about cultural events in Kampung Jawi, the government start to help this kampung. Jatèn Market was one of inhabitant idea to improve their economic life. In Jatèn Market, the inhabitant sells food, drink, batik, and craft to increase their economic income.

**4.2. Kampung Morphology**


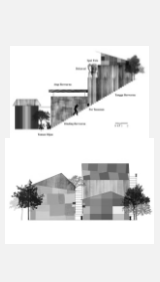


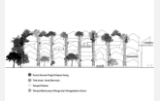

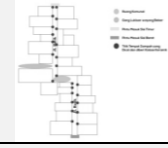
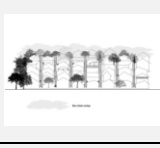


**Table 4. 2: Kampung Morphology**

Morphology	Kampoeng Djadhoel	Kampung Pelangi	Kampung Jawi
Building Linkage	 In this neighborhood, there were mosque, sports field, school, and store	 Flower market was located in front of kampung, in the north part of kampung there are a church and a highschool. There also a hospital across the flower market	 There also some house, field, and some store
Pattern / Direction	 Following street direction	 Vertical – going upstairs with	 From Kalialang Street there are a

		stairs Horizontal – passing through inhabitant house	way lean to inhabitant house. When there is a cultural events, there are a way lead to a fields that located below the main road
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4.3. Sense of Place

Table 4. 3: Sense of Place











Sense of Place	Kampoeng Djadhoel	Kampung Pelangi	Kampung Jawi
The Sense of Sight			
	Color, theme, shape, decoration with batik theme, folklore, lantern, and bamboo installation.	House, street, bridge was paint colourful. Bridge was decorated with flags and colourful plastic decoration. Along the road there were ornamental plant	Grass field was used for cultural events and traditional game like reog, jathilan, kethoprak, rebana, karawitan, congklak, and archery.
The Sense of Hearing			
	The sound of Javanese traditional music	The sound of child playing, morning exercise music in front of the gang. The sound from Kasmaran Garden when there is an event	The sound of Javanese traditional music, gamelan
The Sense of Smell			
	There were trash bin in every house, so neighborhood was maintain well and odorless	The top part of kampung was not threaten well, has many environmental problem. Some spot smells bad	Neighborhood was well maintained and doesn't smell bad River and trees are still natural
The Sense of Touch	-		-
	-	Steep contours, need railing for visitor that didn't used to steep condition	-

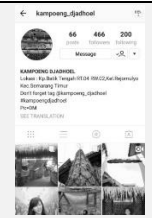


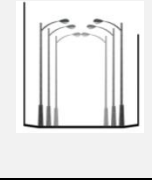
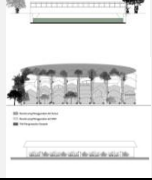




Sense of place felt by humans through the human sense. Kampung physical condition that felt by someone can affects people interest to come or stay in a place (Carmona, et al., 2003). The sense of sight played a role when someone come to kampung and seen attractive and

beautiful environment. In Kampung Batik, physical change that seen was house and road that painted by wayang and folklore pattern and there are lampion, bamboo and thatch installation in some spot. In Kampung Pelangi, physical improvement seen from colorful decoration. In Kampung Jawi, house and road was painted in color but the physical change is not as big as Kampung Batik and Kampung Pelangi. Physical change in Kampung Jawi that was interesting for tourist located in the field. This field was used for doing cultural events. There are some bamboo installation in the field that used for taking pictures, seeing the scenery, and seeing cultural events in the field. The sense of hearing was functioned when visitor or inhabitant hearing Javanese music that heard from Kampung Batik, Kampung Pelangi, and Kampung Jawi. It makes kampung visitor feeling kampung culture emotionally. The sense of touch was functioned in Kampung Pelangi because it has slopy countour that needs railing for people that aren't used to it. If there are railing, it makes people easier to exploring Kampung Pelangi from the bottom to the top of kampung. So, not only the bottom part of the kampung get recognize and could produce economic income, but also the top of the kampung. Human relations with space was different before and after kampung physical change. The difference was perceived through human senses that later stored in human memory. This happy memory can make someone feel comfortable and want to stay or visit again or tell their experience to someone else about a fun place that they already visited.

4.4. Creative Industry Competitiveness

Table 4. 4: Creative Industry

Creative Industry	Kampoeng Djadhoel	Kampung Pelangi	Kampung Jawi
Creative Resources			
	-Neighborhood Leader : Mr. Dwi -Secretary and Conceptor : Mr. Luwi -Treasurer : Mr. Heru -Paguyuban Caretaker : Mr. Doel	-Early conceptor : Slamet Widodo (School Head) -Major of Semarang : Hendrar Prihadi -Every neighborhood has a leader as kampung conceptor	-Commune Leader : Mr. Siswanto -Secretary : Mr. Eko
Supporting Resources			
	The identity of kampung came from wayang, batik, and bamboo installation	The countour. Kampung facing the river	Located in rural area. Surrounded by natural resources, like trees and river.
Creative Industry			
	Training painting batik, micro business, and selling batik at home.	Water recreation, culinary center, photography spot, flower market, flying fox planned to be made	Javanese culture (reog, jathilan, kethoprak, rebana, karawitan, keroncong, traditional game) Jaten Market
Fund from Money Regulatory Authority			
	Kampoeng Djadhoel Community, inhabitant monthly fund	Government, company funds, personal fund	Inhabitant monthly fund, personal fund

<p>Kampung Marketing</p>	 <p>instagram : @kampong_djadhoe</p>	 <p>instagram : @kampungpelangiwonosaricity</p>	 <p>instagram : @kampungjawi</p>
<p>Infrastructure</p>	 <p>Street lamps installation along the neighborhood</p>	 <p>-River dredging, pedestrian road along the river -Water from river is used to watering the flowers. So, flower market located near the river</p>	 <p>-The river is still natural (not a man made river) -Got access for communication network, waste management, and transportation eventhough not located in the middle of the city</p>
<p>Technology</p>	 <p>-Batik making training with traditional equipment (canting, frying pan, anglo, taplak) -Bamboo installation making and painting kampung with traditional way and worked together (<i>gotong royong</i>) -Kampung marketing using modern way (social media)</p>	 <p>-Making flower bouquet and decorating kampung with traditional way, not using any modern equipment -Kampung marketing using modern way (social media)</p>	 <p>-Making traditional food and clothes (batik, presto milkfish, chips, medicine herbs packaging) -Bamboo installation used for taking photos and seeing the scenery made with traditional way and worked together (<i>gotong royong</i>) -Javanese music and dance using traditional equipment and clothes -Kampung marketing using modern way (social media)</p>

### 5. Conclusion

Based on study case and literature theory analysis about kampung physical change as a result of inserting creativity, I learn that social and economic improvement is a result of physical change that also can affect inhabitant welfare. Good physical changes can reduce poverty problems in the city. Informal work sector can be created from kampung improvement that attract tourist to come. Kampung that success to show their identity can become a face of the city that known by people from other regions or countries.

The sense of place was associated with the human sense relation with kampung physical condition. This concept show environment physical condition and its change that affect inhabitant social activity with its neighbor or tourist. The inhabitant become more friendly, open, and care about their environment condition and cleanliness. Human relation with place show that people senses of belonging, satisfaction, and happiness was different before and after kampung was repaired physically.

The inhabitant whose kampung have changed physically looks happier and proud about their place when I make a visit. The inhabitant felt happy to be visited by people from other regions or countries. This case was different when I visited kampung that only insert creativity

element into their kampung but didn't experienced significant physical changes. Tourist didn't come into their place. The main thing that attract tourist to come is physical condition because that is the first thing to be seen.

Comparison analysis of the three kampung show that Kampung Pelangi is the most visited kampung by tourist. This happened because it has the most physical changes and its scope is wider than the other kampung. The second is Kampung Batik because its physical changes is quite large even though its scope is not as wide as Kampung Pelangi. Meanwhile, Kampung Jawi is not located in the middle of the city. Then it caused Kampung Jawi didn't visited by tourist as much as Kampung Batik and Kampung Pelangi. Kampung that improved physically, affecting its environment cleanliness, access, infrastructure, afforestation, and communal space which at previous time was unused become used by its inhabitant. Tourist also will come to a place that was easily accessed.

## 6. Suggestion

After kampung physical improvement, the inhabitant needs to continue maintaining their kampung clean and fine. Some of the colourful painting in Kampung Pelangi houses already fading away. Kampung decoration needs to change periodically because it is not durable. High quality paint selection as used in Kampoeng Djadhoeel needs so kampung doesn't return dull. Kampung maintenance need inhabitant and government role because it cost some money. Kampung Jawi that not located in the middle of city doesn't get donation from government as much as kampung that located in the middle of city. The location that are far from the city make tourist didn't come often and there are no income. This caused there isn't much money to doing cultural performance and doing physical improvement or even opening micro business. If kampung can't survive and develop, then it is not sustainable.

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