

IMPROVE THE QUALITY OF LIFE THROUGH CREATIVE CONNECTIVITY

By Tuter Lusetyowati

IMPROVE THE QUALITY OF LIFE THROUGH CREATIVE CONNECTIVITY

Case Study : Traditional Handicraft Home Industry, Tuan Kentang, Palembang

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ABSTRACT

Kampung Tuan Kentang is located in Seberang Ulu I District of Palembang Municipality. This kampung has 11.095 populations with 3.083 households. One of the economic activity of local people is household industry that products 'Kain Jumputan' and 'Kain Tanjung'. These products are recognized in Palembang as a traditional handicraft. There are 10 units of 'Kain Tanjung' industry with 9-10 employers for each unit and 24 units of 'Kain Jumputan' industry with 1-4 employers for each unit.

According to the local people activities, the dwelling unit has two functions, as living place and as working-place. The problems of the settlement are decrease of the environment quality; the settlement tends to be slump area and poor of infrastructure. To improve the environment quality and the quality of life, it needs the specific program. The program must involve all stakeholders' participation; include local people, local government and private sector.

Currently the local people only as laborers although they have enough skill. They are not in direct contact with the marketing place. To increase their income, they should directly market their product. So, it needs a market place to connect directly to the buyers. The collaboration action is very important thing to implement in order to improve the product value (through collaboration in marketing) and to improve the environment quality.

Keywords : traditional handicraft, marketplace, environment quality

INTRODUCTION

Kampoong Tuan Kentang is located in Seberang Ulu I subdistrict, with total area of 5 Ha. Total number of residents are around 11.095 people with 3.083 poor household. Most of the resident earns their living as labour, employee and trader.

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Fig.1. Tuan Kentang traditional handicraft home industry

The settlement condition are 30 % non permanent building, 20 % half permanent building and 15 % permanent building. Most of the buildings are belong to the residents. Building's density, building's height and position/orientation are not in a good order, since urban pattern of this area were formed long time ago. The problem is getting worse by the newcomers who also stayed around this area. These newcomers built their houses not according to the government regulation. Most of the old buildings in this area were not well maintenance.

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implement in order to improve the product value (through collaboration in marketing) and to improve the environment quality.

MAKING CREATIVE CONNECTIVITY BETWEEN LOCAL PEOPLE AND MARKET PLACE

The key issue is there is no market place can be accessed by local people to sell their product. If they can in direct contact with the buyer, they can improve their income. As laborers they only get few money, and they spent all their full time to do the handicraft. Although they have skill, they get underpaid for it.

In order to make connectivity between the employer and the market place, they propose the showroom near their settlement. Beside, they get some funding to make micro scale bussiness as home industries. The local people can direct sell their product at the showroom, that managed by Community Organization, or we called Koperasi.

The funding also comes from ³ Public-private partnership (PPP). Public-private partnership (PPP) describes a government service or private business venture which is funded and operated through a partnership of government and one or more private sector companies.

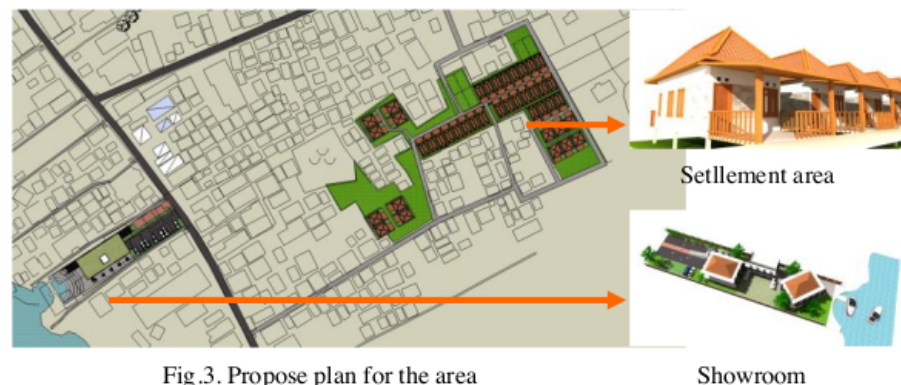


Fig.3. Propose plan for the area

Showroom

In the short term, people can improve their income from the added value for the product. In the medium term, this area can be created as the torism destination. And long term it can improve the quaility of their life. Because if they get more money, they can improve their houses and the neighborhood.

HOW TO IMPROVE QUALITY OF LIVE FOR LOCAL PEOPLE

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Not only Government, who responsible to improve the quality of life in Tuan Kentang for their communities but also intellectual and business society. This triple helix power the goal of the art is to create connectivity between local people and the buyers. It need collaborative action among the stakeholders. Collaborative action consists of the following activities:

1. Stakeholder analysis

It may not be possible for each and every member of the affected population to contribute to a program equally but attempts can be made to identify key groups and individuals that can be actively involved. A useful tool to assess whom the program will affect (positively or negatively) and therefore who should have a stake in the program is stakeholder analysis. This should be used to identify key stakeholders and their interests. Stakeholders may include different people from within the affected population, as well as local authorities and private sector.

2. Mapping

Stakeholder mapping is a useful tool for collecting information from the stakeholder concerning the location of activities. This may also help to explain how the affected stakeholder views their situation and where they see opportunities or constraints. This method is most effective when used by a small group, working to produce a large sketch map of the area.

3. Diagramming

Diagrams, charts and cards may be used to illustrate relationships concerning people, resources or time. Examples include calendars of activities, charts of resource use or traditional leadership trees. For longer-term settlements, charts may be very useful for recording seasonal trends relating to hygiene behavior and health; this may help in identifying and prioritizing needs and actions. Shading or pictures may be used to indicate relevant months.

4. Discussions

The most common participative activity is discussion; this may take place in focus groups (women, community leaders, burial committee, etc.) or in more general meetings. The job of the facilitator is to focus and steer these discussions.

5. Problem-tree analysis

During the later stages of an emergency, communities may be actively involved in problem-tree analysis. This is an interactive process whereby the community members identify existing problems, formulate objectives and select appropriate actions. This can be conducted in group meetings involving all the key stakeholders.

Before selecting specific actions, it is important that stakeholders identify and give their weighting to existing problems that need to be addressed, or potential problems that may affect the development of the program. This may be achieved

through a ranking exercise such as that described above. They can then develop these problems into objectives which can be used in action selection. There are many problems in Kampong Tuan Kentang, they are the settlement tend to be slump area because of poor infra structure, damage of fire and bad condition of housing. The local product can't market directly, and make the local people have low income.



6. Action selection

From the list of objectives key actions to satisfy these must be selected. The facilitator can help group participants by providing a range of options from which to choose and outlining the key advantages and constraints of each. Using the above example community members would decide what type of family latrine to construct, what materials should be used, how tools and materials will be managed, and who will be responsible for construction.

The action plan includes setting the plan (for the settlement as workplace and showroom as market place), time schedule for action plan and task force. To implement the action plan need creative collaboration among the stakeholder.

7. Finance

In most externally-assisted emergency relief program there is no element of community-managed finance, yet that is not to say that communities cannot participate in the generation and management of finances. It is interesting to note that most emergencies worldwide have no external assistance at all and are therefore completely locally funded and managed. Where program are externally assisted, generally the implementing agency takes responsibility for procuring and managing funds.

Community participation can also include finance generation activities and this may be a key starting point in giving communities greater responsibility, removing dependence on external support and promoting sustainability. In many emergency situations the affected community soon initiates some economic activity through

trade and service provision. This may include setting traditional handicraft markets, traditional handicraft home industry, and the activities are built on existing skills and needs within the community. By promoting such activity finance can be generated within the community which can lead to greater independence and allow people to contribute to program financially.

¹ In case the private as finance initiative, capital investment is made by the private sector on the strength of a contract with government to provide agreed services and the cost of providing the service is borne wholly or in part by the government. Government contributions to a PPP may also be in kind (notably the transfer of existing assets). In projects that are aimed at creating public goods like in the infrastructure sector, the government may provide a capital subsidy in the form of a one-time grant, so as to make it more attractive to the private investors.

In improve Kampong Tuan Kentang a private sector can involve in marketing the traditional handicraft collaboration with the community organization. A private sector consortium forms to build a showroom as a market place of the handicraft such as Kain Jumputan and Kain Tajung.

CONCLUSION

The key issue is there is no market place can be accessed by local people to sell their product. In order to make connectivity between the employer and the market place, they propose the showroom near their settlement. The local people can direct sell their product at the showroom. The results are in the short term, people can improve their income from the added value for the product. In the medium term, this area can be created as the torism destination. And long term it can improve the quaility of their life. Because if they get more money, they can improve their houses and the neighborhood.

To improve the quality of life in Tuan Kentang consists of upgrading shelter, improve the infrastructure and improve marketing of the local product. The programs had been carried out through creative connectivity among the stakeholder. Those Activities are carried out by involving community and public private partnership, started from proposal design stage until implementation stage.

In order to implement, not only this action plan but also the future urban project, it is very important for the local government and public establishments to start looking for ways to adjust and modify its organizational and structural framework. Beside the new approach can practice effectively and sufficiently also with the public and governmental sector. To achieve that, a lot of work and commitment

are needed. ² There are several indicators to detect the impact of improving to quality of life in Kampong Tuan Kentang:

- 1) Increase local people income.
- 2) Decrease the slump area.
- 3) Improve the infra structure services.
- 4) Improve the environment quality

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