

Yuke ARDHIATI-THe Huge Captive Market-ibsm

by Yuke Ardhiati

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The Huge Captive Market in Low-Cost Housing Business

Yuke Ardhiati

*Faculty of Fine Art and Design, Trisakti University of Jakarta
E-mail : yuke_ardhiati@yahoo.com*

ABSTRACT

Refers to grounded theory, formulated a beautiful house 'Wong Cilik' is the low-income peoples is a part of the national problem in Indonesia. They are need more than billion houses. The finding is "the lower class" people to improve their dignity based on their activities by optimizing their own houses. the formulated of a beautiful house for 'Wong Cilik' among others: a) the minimal dimensions, b) the design innovations aimed at reducing costs, c) the efficiency of design, and d) enhance the facade as well as the art expression, and vertical garden. By cost reduction of the house designed by maximize the function.

The fact is the huge of captive market in low-cost income house business, so the architect and developer can explore the main issue through their design innovation. The social media is the right medium to socialize the design solution to express the architectural idea as the intellectual of property right.

Keywords

captive market in property business; design innovation ; low cost housing; 'wong cilik'

1. INTRODUCTION

The low-income peoples is a part of the national problem in Indonesia. They are need more than billion houses. The Ministry of Housing (Kemenpera) still studying the establishment of a guarantee institution for non-bankable or the low-income people like civil servants and laborers to gain access to cheap mortgages. (the Housing Minister, Djan Faridz, 2013). In other hand, the Minister is continuing the policy to create "1.000 towers to low-income people" (2008), also drive the developer to develop the land housing with the low price. In Malay the study about public low-cost housing in Malaysia with case studies on low-cost flats in Kuala Lumpur (Goh, Ai Tee and Ahmad, Yahaya, 2012) was found the scheme to improve by tackling on the Design Element (Architectural), whereby a revised typical unit layout plan and typical details. According this fact, the design and price is one of the concerns to preparing the low-income peoples residence.

Indonesia, have the unique term to name the low-income people. They say: "Wong Cilik" adopted from Javanese language.

In this paper, "Wong Cilik" is a concept used in my paper to discuss the need of lower class people for architectural design that meets their condition. 'Wong Cilik' is the low-income peoples is a part of the national problem in Indonesia. The low cost housing is the important discourse related to provide their settlement to the low-income people. Between in the 1970s and 1990s, noted the participation of the people in housing and

human settlement became the central issue by the government and the non-government organizations. They found the solution by develop of housing and human settlements from “top-down” to the “bottom-up” approach. The stake holders, among other: the universities, academia, the professional, and developer were involved to finding the various solution related to the preparing low-income urban housing and settlements.

Unfortunately, the low-cost house design majority preparing by not seriously as the housing developer because they only find the minimal margin versus to prepare the exclusive housing. The low-cost house always under grades of housing standard, always show the bad performance in all aspect. The visual ugly and the under grade material accelerate the nation generation degradation. The child is not has a challenge to learn the aesthetical aspect as the basic of all of the etic code. They ever seen the order of thing as the basic philosophy to preparing the order of the mentally of their mind set.

On the other hand, in the IAI – *Ikatan Arsitek Indonesia* chapter, the professional architect is also role their social responsibilities to find the national problems. Through social media, they can socialize their ideas to the lower class in suitable architectural design of their condition. Architects can socialize their ideas easily to find the partner to collaboration to provide the low-cost settlements. In the information era, especially the social media impacts, the media used to covering their ideas of low-cost housing design.

Housing needs in Indonesia is very high. Moreover, with a growing middle class, upper middle-house products more and more devotees. Then, what about the lower middle class? Trace more research Knight Frank Global Cities recently, Jakarta recorded outstanding performance in a luxurious house price growth, which is 38.1 percent. This figure is well above the world class cities of sorts Miami, Hong Kong, Singapore, London, Tokyo, and even New York. Of the 29 cities of the world in the Knight Frank Global Cities Index, the Jakarta luxury lead house price growth over the year (year on year) from 2012 to 2013. In fact, if the percentage calculation is done only in the first 3 months of this year also, Jakarta remains in the top five world ranking with Monaco, Dubai, and Los Angeles.

2. RESEARCH METHOD

2.1 Grounded Theory to Finding the Characteristic of ‘Wong Cilik’

The research study is a part of architecture investigation to express the low-cost house architectural design refers the Qualitative Research as a part of the seven ideas of Groat’s architecture research method (Groat, 2002: 173). The study in the qualitative refers to Grounded Theory Research to reveal the characterized of low-income people - ‘Wong Cilik’ activities. After data collected, the categories named in to the coding data analysis. And finally the research concluded into the memoing – to build a new theory (Glaser, 1967). To ensure the data accuracy of research base on phenomenological investigation at several *kampoeng* in Central Java. The one of is *Kampung Mlaten* in Semarang is the first *kampoeng* of rental housing in Indonesia during the Colonial. The *kampoeng* is still

exist until today . They divided into several types start from 15 m² of housing dimension (Ardhiati, 2013). Post investigation on the Thomas Karsten work in *Kampung Mlaten* in Semarang, inspired the basic design of criteria of housing dimension within open plan multiuse housing.

2.2 The Research Finding

The research objectives to find the housing design include to increase the 'Wong Cilik' dignity. The research finding the formulate of the concept house for "Wong Cilik" as "the lower class" people to improve their dignity based on their activities job. The philosophy of their house role is, the content to stay and activities job, so they need the optimizing their own houses.

The formulated of a beautiful house for "Wong Cilik" among others: a) the minimal dimensions, b) the design innovations aimed at reducing costs, c) the efficiency of design, and d) enhance the facade as well as the art expression, and vertical garden. The cost reduction changes to the original design of practical column rectangle into a triangle, and reduce the door frame element, and replace it with a swivel-pivot hinge. The 'open space' design with the service zone at the side of the house is the best solution to maximize the function.

A house like a poetic space refers to Bachelard, is also the dreams of the low-cost income people. By intensive research of the several low-cost settlements, found the criteria of the house contextual of their conditions by the innovation design in: a) the minimal dimension refers to Housing and Developers Association of Indonesia (APERSI) based on post the Constitutional Court determined the number 1 of the Law 2011 on Housing and Resettlement Zone. Yet, the minimal housing dimension in 36m² is contrary to the 1945 Constitution.

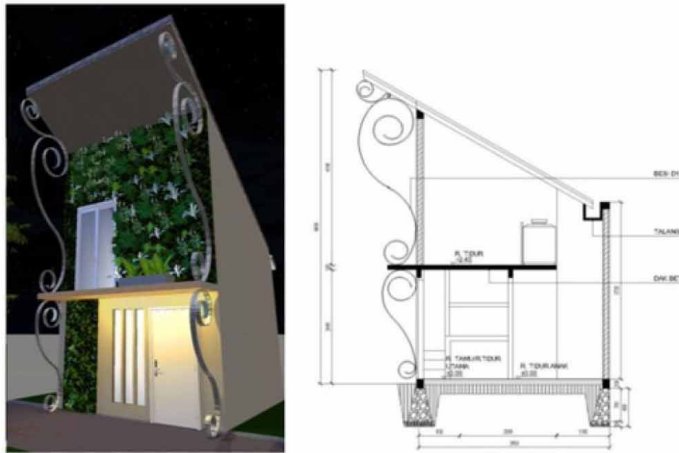
Post research investigation in several low-cost house settlements formulated their hidden need. They need to explore their dignity as human by own their house. The result investigation is reveal the main criteria of beautiful house for "Wong Cilik" among others: a) the minimal dimensions, b) the design innovations aimed at reducing costs, c) the efficiency of design, and d) enhance the facade as well as the art expression, and vertical garden. And, the best solution of 'Wong Cilik' dignity, create by the vertical of façade as the surface of the aesthetical work and vertical garden.

3. RESULT

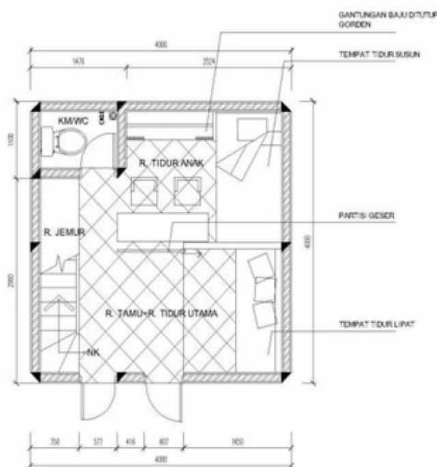
3.1 The 'Beautiful House' to 'Wong Cilik'

The low-cost house is shift the new paradigm. The house is not role as the residence only, but also to expression their dignity, because its content of their dreams, the preferences, responses, and perceptions towards their house and environment.

The design by research to low-cost income offer among other ; a) the minimal dimensions is around 22m², b) the design innovations aimed at reducing costs, with the reduction cost through change the practice column. Yet, the rectangular shape changes into the triadic. The usually need the door frame is reducing by used the pivot hinge. To efficiency of space is created the open plan concept without the wall partition especially the bath room. And, finally to express their dignity is enhance the facade vertically as well as the surface to art expression, and create the vertical garden.



1
Figure 1: Greening And Beautifying The Housing Façade



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SKALA 1:100

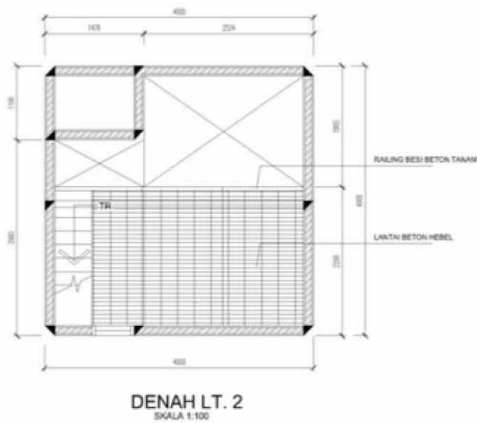


Figure 2: The Low-Cost House Plan

3.2 Triadic Column Practice to Reduce the Building Material

The housing cost reduction's conventionally by reduce architectural building structures. The normally form of the column as usually in square form change into the triadic form by reduce the amount of the building structure material.



Figure 3: The Triadic Colomn to Reduce the Building Structure Material

3.3 Pivot Hinge of Door to Reduce the Architectural's Element

The one of building house will low-cost by reduction cost for the structure material items. The expensive architectural part is the frame door and hinges. The reduction of hinge solution is reduce the frame's door and put the pivot hinges.





Figure 4: The Pivot Hinge to Reducing the Door Frame

4. DISCUSSION

4.1 The House as the Dignity Expression

The low-cost house is the way to express the people dignity. Its the challenge to vis a vis the low-cost house as usual. The facade vertically is of the best thing to increase the house performing. The vertically surface is have the opportunity of the house¹ to expressing their hidden need as well as to expresss the art and aesthetic sense. The normally low-cost building façade as horizontally change into the vertically façade to be a pride suggestion like the body upright and gallant. The vertically façade is approach by two stories design to get the visual effect of elegance of the design house. By design the facade vertically, we have the opportunit¹s to create the house greeny by vertical garden and the house beautifying the surface to create something creative like; greening by plants, decorated by mural, mosaic, painting by color, or filled the surface by natural or¹ mentation as the low-cost people doing their creative process in them life.

5. CONCLUSION

The architectural design of low-cost house with innovation design is need to share to 'Wong Cilik' to find the right developer in order to inspire them to provide the house settlements. The social media is the right medium to socialize the design solution. In other side of the architectural idea is include the intellectual of property right. The architect or researcher have obligation to improve the 'Wong Cilik' dignity by create the innovative design, and the government protect them by the intellectual of property right as PATEN or HKI. By using the social media, the architectural research finding will be published as the academia contribution.

The issue published of 'the Beautiful House' to 'Wong Cilik' is the first step to declare the architecture design finding, is a part of the engineering field protect by intellectual of property right of the Architect as Industry Intellectual Property Right – HKI and the

Innovative design as PATEN. The social media publication is the medium to declare the state of the art of the architect researcher.

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