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## Rebranding effort for public and private territories in the riverbank settlement of Kampung Tridi Malang

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# Rebranding effort for public and private territories in the riverbank settlement of Kampung Tridi Malang

A Subaqin<sup>1,\*</sup>, T Kusumadewi<sup>1</sup>, M I Faqihuddin<sup>1</sup>, A Z Husna<sup>1</sup>, A Sedayu<sup>1</sup> and M A Hariyadi<sup>2</sup>

<sup>1</sup>Architecture Department, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Jalan Gajayana 50 Malang, Indonesia

<sup>2</sup>Informatic Technology Department, Universitas Islam Negeri Maulana Malik Ibrahim Malang, Jalan Gajayana 50 Malang, Indonesia

\*E-mail: [agussubaqin@arch.uin-malang.ac.id](mailto:agussubaqin@arch.uin-malang.ac.id)

**Abstract.** The Kampung Tridi of Malang, located in East Java Indonesia, is one of the residential areas located on the banks of Brantas river. This area used to be a slum settlement with a compact living community that received less maintenance and facilities from the local authority. This paper discusses the results of the rebranding effort of Kampung Tridi as the riverbank residential area as an essential tourist attraction in Malang. Territories are an important part of survival, not only in terms of physical characteristics but also social comfort that can be achieved through house setting, space organization, and wholistic spatial planning. This study uses the content analysis method based on literature studying space territory in residential areas with variables, the stipulation of organization and spatial planning, identity, and agreement in the community or community. The results of this study indicate that the territories of public and private spaces in the Tridi village area after rebranding have changed the boundaries and characteristics of space territory caused by changes in the function of the area as a tourist village. This study informs on the importance of rebranding the slump settlement into a productive and active local tourism product.

## 1. Introduction

Most of the big cities in Indonesia contain riverbank slum residential areas, such as in Ciliwung river Jakarta, Cisadane river Bandung, Kali code Yogyakarta, Kanal Timur river Semarang, Sungai Brantas Kota Malang and so on [1-3]. People who live at the riverbank is a community with low income. They lived at the riverbank for illegal status. But this condition increase every year. The studies show 21 spots in 1963 and increased become 42 spots in 2002 at Banjir Kanal Timur Semarang. But nowadays, the Indonesian government through the Ministry of PUPR made a program to decrease slum areas with KOTAKU (city without slum).

Malang is known as a creative city. It is proven by the creativity of Kampung's planning and development. Kampung development as the creative space, the center of activities, and the creative economy can be the solution of the slum Kampung. The existence of Kampung is the foundation in Malang's structural development and has a significant impact on the city's economy [4]. To realize a city without slum, the government of Malang launch 100-0-100 program, it means 100% accessible drinking water, 0% slum residential area, and 100% proper sanitation system. There are many thematic Kampung as the solution of slum residential area; they are Kampung Warna Jodipan (KWJ), Kampung



Tridi Kesatriyan, and Kampung Putih in Klojen district. Now, they can be said as the role model of Malang City development. The government of Semarang City has finished 133 thematic Kampung development in 16 districts. They not only succeed in changing the slum residential area more beautiful and cleaner but also increasing the social values and economical rate in these Kampung [5]. Semarang City only has 4.85% of the poverty rate.

In 2016, a group of students wanted to change the slum environment in Jodipan and Kesatriyan kampung. The idea was making them colorful. A local paint company has supported them (Figure 1 and 2). It was unexpected that these two kampung become the most famous tourism kampung in Malang. The changes in social, cultural, and economic conditions make the people living spaces territorial change too. Territorial is a concept to fulfill the human physical, emotional, and cultural needs in their environment. By the functional changes in Tridi Kampung, the private space changes into the public [6].

### 1.1. Literature review

*1.1.1. Slum residential at a riverbank.* Slum residential is an area with an unstructured settlement form and doesn't have any pattern, such as the house position, and its street is irregular, there are no public facilities, no clean water system, and sanitation. The physical condition is not feasible; each year get a flood. The problems of slum residential are so complicated, they are the negligence of marginal city spaces, the weakness of city management, there is no participatory in housing need assessment and housing stock evaluation holistically, and there is no sound housing delivery system. Based on UU No.1 2011 about Residential and Settlement Area, the definition of slum residential is an uninhabitable settlement because of the irregularity of the buildings, high-density building rate, the quality of the infrastructure does not meet the minimum standard. While slum residential is still approved legally as a settlement area [7-10].

*1.1.2. Territorial in residential space.* The territory is an important part of life to give physical and social comfort that can be reached by determining and organizing a space [11]. A boundary is a geographically limited space that is claimed by a person, a group of people, or specific institutions. The primary characteristics of territory are ownership rights of space, tagging of an area, the rights to defend against interference, accommodating either basic physiologic needs or aesthetic and cognitive need satisfaction. There are five characteristics of the territory, they are (a) having shape/form, (b) controlling the function of a place/object, (c) identity, (d) owned and managed, (e) needs satisfaction. Besides, The characteristic of territory can be seen from fix and semi fix components as an activity totalisator and created by the people agreement [12]. The territory is classified in three, primary, secondary, and public area is divided the territory into four types, (a) attached territory personal space (b) central territory high personalized, (c) supporting territory, (d) peripheral region (a space that is used by a person or a group but it is not theirs). Controlling territorial scope is related to how the person or group of people defend their space to keep it exclusive. Managing territorial space is showing the space boundary and controlling the space configuration continuously to claim the territory. So the research variables, including; interaction, identity, and space boundaries [13-14].



**Figure 1.** Kampung Tridi, before rebranding.



**Figure 2.** Kampung Tridi, after rebranding.

## **2. Methods**

### *2.1. Research methodology*

Descriptive qualitative by observing a group of people status and specific objects that are explained descriptively, compile it systematically, factual, and accurate about the facts and phenomena [15].

### *2.2. Research sites*

Kampung Tridi Malang, as one of the slum kampungs that has been rebranded becomes a succeed tourism kampung in Malang.

### *2.3. Data collecting technique*

Direct observation and random sampling interview.

### *2.4. Analysis technique*

The analysis techniques are data reduction, data display and conclusion drawing.

## **3. Results and discussion**

### *3.1. The Changes of public and private space territory*

Rebranding the Kampung Warna made consequences for community livelihood. Most of their private space had been changed to become public space. These figures below show the changes in private become public space.

Rebranding Kampung Warna has many consequences for social life. Most of their private spaces are changed into public spaces. It is the result of the functional transformation of the kampung which originally as a residential area transforms into the tourism area. As a tourism area, it needs many supporting facilities, such as entrance gate, ticket box, office, public toilets, photo spots, stalls, and parking area. The picture below shows the layout of the facilities in Tridi Kampung after rebranding as a tourism area.



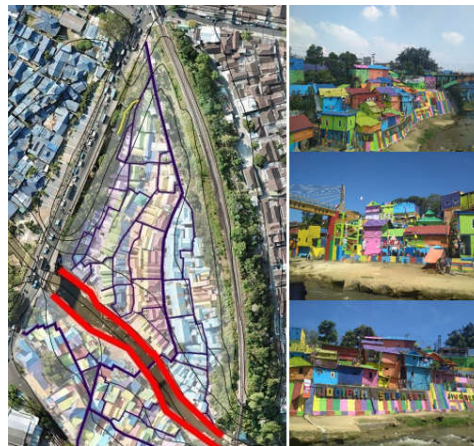
**Figure 3.** The layout of Kampung Tridi after rebranding.

Public and private space territory is changing after rebranding (Figure 3). It is because of functional adaptation and space needs, background, and existence. Private and public space territory is changed after rebranding because of functional adaptation, space requirement, background, and existence. The most visible transformation in this kampung is the local economic activity that occurs by using the front space of the houses (terrace and living room) as a space to sell foods and drinks (Figure 4). This phenomenon spreads in several spots in this kampung.



**Figure 4.** Terrace and living room change into a commercial function.

Tridi Kampung is a residential area located on the river bank, so this area is prone by flood in the rainy season. After rebranding as a tourism area, there is no effort to avoid flood risk. The red line is a prone flood zone. In the rainy season, the river is overflowed up to 3 meters high. It shows this area containing hazards during raining season (Figure 5).



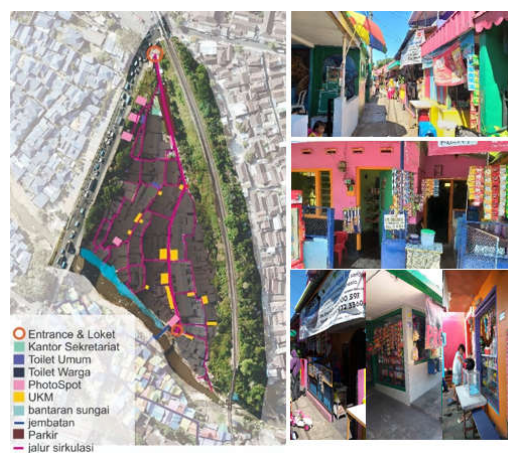
**Figure 5.** The red line is a prone flood zone.

The result shows some territorial pattern in Tridi Kampung after rebranding, they are:

- a) The territory has a different identity/characteristic based on the function and the signage. This area has a different character based on the function and board name. The existence of board name and open public space strengthens the characteristic of Tridi Kampung as a tourism area that is very interesting to the visitors.
- b) The corridor is a public and semi-public area that is used most. The passages are public and semi-public spaces that most used by both the people and the visitors. Most of the visitors are concentrated in the corridors, and they enjoy the environment there (Figure 6).
- c) In several spots, the living space territory changes into public space with economic function, such as stalls, mini stores, cafes, etc (Figure 7).



**Figure 6.** The corridor in Kampung Tridi After Rebranding.



**Figure 7.** Terrace and living room change into a commercial function.

The figure above shows some territorial patterns; they are terrace and living room change into a business function, such as stalls, small stores, cafes, etc.

#### 4. Conclusion

The conclusion from the research above, we conclude that there are three main conclusions:

- a) The public and semi-public spaces are changing, either in the houses or the surrounding environment. It is caused by the increasing of houses with economic function and the supporting facilities to support tourism activity in this kampung.
- b) The change of territorial space is because of functional adaptation and space needs, the occupants' background, and existence. It is the response from the people to capture the economic opportunity after rebranding.
- c) The usage of public and semi-public space is not a problem for most people; they can understand and accept the condition. It can increase their income, and the surrounding environment is more beautiful and arranged well.

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