

TYOLOGY OF CREATIVE ECONOMY SPACE IN SETU BABAKAN BETAWI VILLAGE, SRENGSENG SAWAH - JAKARTA

Nina Nurdiani¹, Yosica Mariana², Welly Wangidjaja³

¹Lecturer, Architecture Department, Bina Nusantara University, INDONESIA, nnurdiani@binus.edu

²Lecturer, Architecture Department, Bina Nusantara University, INDONESIA, ymariana@binus.edu

³Lecturer, Architecture Department, Bina Nusantara University, INDONESIA, wellyw@binus.ac.id

ABSTRACT

The efforts to preserve local wisdom and creative economic development are being actively implemented. Setu Babakan Betawi Cultural Village located in Jagakarsa is one of the preservation and development locations focusing on the arts and culture of Betawi in Jakarta. The efforts to preserve Betawi cultural heritage need to be supported by the provision of good quality space for creative economic activities. People, who live in Setu Babakan Betawi Cultural Village, also need the model development of creative economic space that can support the improvement of the welfare of the local community. This study aims to identify and to determine the shape and layout of the creative economic space which is available in Setu Babakan Betawi Cultural Village, and to identify the perceptions of local people and tourists who come to visit the site. This study also aims to recognize the quality of the physical and non-physical spaces which equipped with available creative economic space. The study was descriptive in nature with long term goal to support efforts to preserve Betawi cultural heritage through the provision of good quality space for daily activities and creative economic activities of Betawinese people.

Keywords: creative economy space, Setu Babakan Betawi Village, preservation of cultural tourism.

ABSTRAK

Upaya-upaya untuk melestarikan kearifan lokal dan pengembangan ekonomi kreatif sedang giat dilaksanakan. Kampung Betawi Setu Babakan yang berlokasi di Srengseng Sawah adalah salah satu dari beberapa lokasi pelestarian dan pengembangan seni dan budaya Betawi di Jakarta. Upaya-upaya untuk melestarikan warisan Budaya Betawi perlu didukung dengan penyediaan ruang yang berkualitas baik untuk kegiatan kreatif ekonomi. Studi ini bertujuan untuk mengidentifikasi dan menentukan bentuk dan tata ruang ekonomi kreatif yang tersedia di Kampung Betawi Setu Babakan, dan untuk mengetahui persepsi pengunjung yang datang terhadap kualitas fisik dan non-fisik dari ruang tersebut. Studi dilakukan dengan metode deskriptif. Tujuan jangka panjang dari penelitian ini adalah untuk mendukung upaya-upaya pelestarian warisan Budaya Betawi melalui penyediaan ruang yang berkualitas baik untuk kegiatan harian dan kegiatan ekonomi kreatif masyarakat Betawi.

Kata Kunci: ruang ekonomi kreatif, Kampung Betawi Setu Babakan, pelestarian wisata budaya.

1. INTRODUCTION

Current efforts to preserve local wisdom and creative economic development are being actively implemented. This effort to increase the public appreciation of cultural values of local weakening and fading line with the times and technology, also developed alternative ways to improve the welfare of the community through increased economic activity creative.

The development of technology and science, as well as increased economic growth is part of the modernization process. Modernization should not abort the traditional values that had long formed the culture intact. In the cultural area where old customs and beliefs remain living in the community of supporters, it is certain that local knowledge will not become extinct (Soeroto, 2003).

The development of technology and science, as well as increased economic growth is part of the process of modernization progress, and should not eliminate valuable local knowledge. As pursued by the Government of DKI Jakarta to Kampung Setu Babakan. The village is located in Srengseng Sawah, Jagakarsa sub-district, South Jakarta, which serves as the center of Betawi Cultural Village, to keep the Betawi cultural heritage. In the vicinity of the settlements, there is Setu Babakan which is an artificial lake with an area of 32 hectares where the water comes from Ciliwung River (Paludi, 2014).

The cultural heritage of Indonesia is very diverse forms. Kampung Setu Babakan is one of the potential locations and complete preservation of the architecture and art of Betawi culture, as well as the development of creative economy Betawi people. This is evident through the local tourist visit to Kampung Setu Babakan who wants to feel the atmosphere of the village and the house Betawi, Betawi culinary tasting, and appreciating the art of Betawi culture. The success of efforts to preserve Betawi cultural heritage need to be supported by the provision of a good quality space, especially for creative economic activities of Betawi people who live in Kampung Setu Babakan to support the improvement of the welfare of the local community. Based on the above background it is necessary to do research on the Typology of Creative Economy Space in Kampung Setu Babakan, Srengseng Sawah - South Jakarta. This study was to determine how the shape and layout of the creative economy space in Kampung Setu Babakan this time, and how the public perception of the quality of the physical and non-physical that space.

According to Gunawan Tjahjono (2003) it is important to consider that Kampung Setu Babakan will still be able to follow the development of a sustainable global change if it has a future development strategy Betawi culture through the legacy of the past to strengthen the community.

Creative economy is a strategic sector in national development in the future, because the creative economy contributes significantly to the national economy, namely: accounting for 7% of the national GDP, absorbing 11.8 million workers, or by 10.72% of the total national workforce, creating 5.4 million enterprises, or about 9.68% of the total number of national business, as well as contributing to the country's foreign exchange amounted to 119 trillion, or only 5.72% of the total national exports. In 2013 the growth of the creative economy reached 5.76%, higher than the national economic growth of 5.74% (Kuswara, 2014).

Creative economy can create added value to the knowledge base, including cultural heritage. The existing technologies of creative ideas and innovation through creative ideas materialize into creative works that can be used and have a market. In addition, Indonesia's creative work can lift the nation Indonesia outside and build a sense of pride in. Creativity and innovation are also creating a conducive business climate. To accelerate the development of the creative economy in the next five years (2015-2019), it is necessary synergy and coordination with all stakeholders of the creative economy (actor / practitioners, academics, community and government agencies). From 15 kinds of subsector creative economic activity, subsector creative economy can be developed in Kampung Setu Babakan include: 1) Architecture; 2) Culinary; 3) Crafts; 4) Music; 5) Interactive Games; 6) Performing Arts;

Research related typology of creative economic space in Kampung Setu Babakan Jakarta has not been done, particularly on the shape and layout of the creative economy space, as well as the perceptions of visitors to the creative economy of space. To support the success of conservation efforts as a Betawi cultural tourism village and creative economic development of local communities in Kampung Setu Babakan, it is necessary to do research on the Typology of Creative Economy Space in Kampung Setu Babakan, Srengseng Sawah - South Jakarta.

2. METHODOLOGY

Research on the Typology of Creative Economy Space in Kampung Setu Babakan includes descriptive research that aims to identify the shape and layout of the creative economy space in Kampung Setu Babakan. Field data collection is done by observation (observation), questionnaires and interviews. Data was analyzed using descriptive analysis. Setting the research conducted at the Kampung Setu Babakan which has the characteristics and potential of creative economic activity for the local community.

To obtain the expected results of the study, the research is conducted in several stages, namely the preparatory stage to the field, the stage of data collection, data analysis stage, the stage interpretation of research results.

3. DISCUSSION

3.1. Kampung Setu Babakan as Betawi Cultural Village

Determination of Setu Babakan as a reserve area of Betawi culture has actually been planned since 1996. Through the Governor's Decree No. 9 in 2000 the Setu Babakan village was chosen as a reserve area of Betawi culture. The Government and people start trying to pioneer and develop the village as a worthy cultural heritage area visited by tourists. In 2004, Setu Babakan inaugurated by Jakarta Governor, Sutiyoso, as the Betawi Cultural Reserve area.

Kampung Setu Babakan is a rural area with a natural environment that is cool and quiet, and has the Betawi culture that they are properly maintained. Visitors can see the houses Betawi architecture that still retained its authenticity. In this village there are many stalls selling typical foods of Betawi. Tourists visiting the Kampung Setu Babakan can also see Betawi cultural arts performances.

As a cultural heritage area, Kampung Setu Babakan not only presents performance art and culture, but also offers the kind of nature, ie lake tourism utilized by tourists for fishing or just frolic and enjoy the cool atmosphere by the lake. In addition, tourists can also hire boats through and around the lake.

3.2. The Shape and Creative Economy Space in Kampung Setu Babakan

The Shape and Creative Economy Spaces in the Setu Babakan tourist village are the form of open spaces and buildings of permanent works to develop cultural arts activities, such as Betawi traditional architecture area, the plaza and stage for cultural activities and Betawi arts. It include dance Cokek, dance Topeng (masks), Qasidah, Marawis, Lenong, Tanjidor, Gambang Kromong and Ondel-ondel. Betawi arts are often staged every Saturday and Sunday. Besides art show, visitors can also see processions Betawi culture, such as wedding ceremonies, Khitanan, Khatam Al-Quran, and Nujuh Bulan, or also just to see the youth and children's dance practice and Silat Betawi, Bekasi. Batik home built to introduce the culture of Betawi batik and batik art. More facilities in the form of children's toys and water recreation, as well as a Betawi culinary sold on a permanent stall in front of each house (figure 1 and figure 2).

Various types of Betawi food and beverages sold using carts in open space temporarily. Culinary sold ranging from Nasi Uduk, Soto Betawi, Soto Mie, Kupat Tahu, Ketoprak, Ketupat Sayur, Bakso, Laksa, Kerak Telor, Asinan Betawi, Tahu Gejrot, Toge Goreng, Bir Peletok, Es Kelapa Muda, Es Selendang Mayang, Arum Manis, Roti Buaya (Crocodile Bread), and Kue Apem (figure 2).

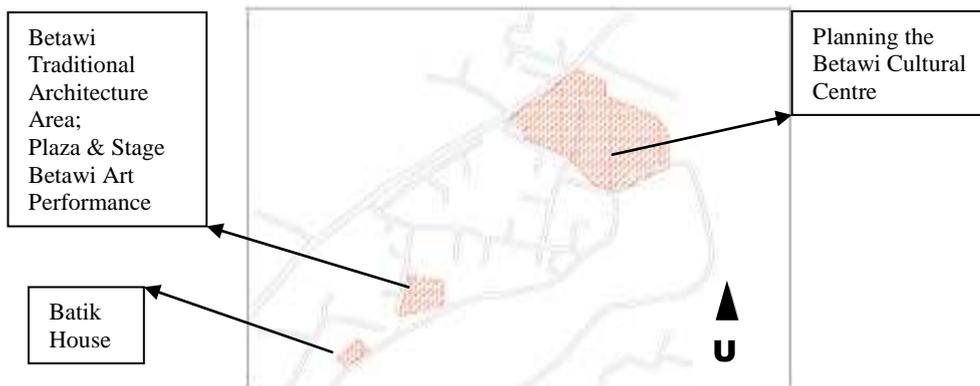


Figure 1. Zoning layout of creative economy space in Setu Babakan Village as Betawi Culture Tourism Village.
Source: Result of observation, 2016



Figure 2. Creative economy spaces and activities in Setu Babakan Village.
Source: Nurdiani's documentation, 2016

3.3. Visitor Perception to the Creative Economy Space

Result of analysis to the visitors in Kampung Setu Babakan showed that more visitors are women than men. Number of visitors is about 71% female and 29% male.

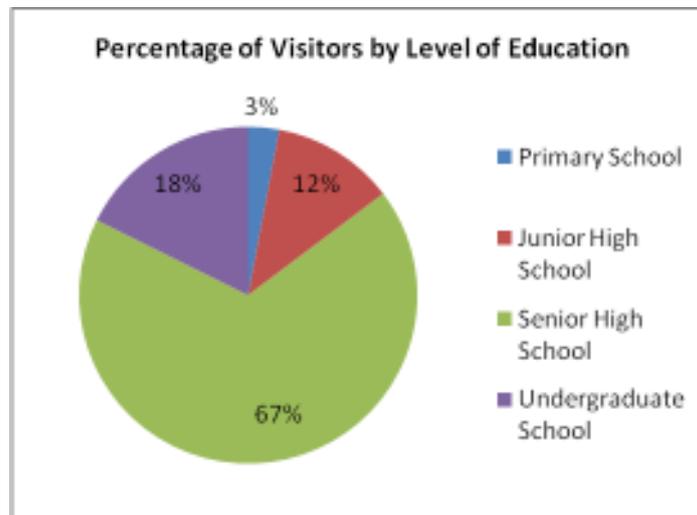


Figure 3. Percentage of Visitors by Level of Education in Setu Babakan Village.
Source: Result of Analysis, 2016

Based on the level of education (figure 3), generally the visitors with education level senior high school are many visiting to Kampung Setu Babakan. The survey shows the level of visitor education as follows: primary school [SD] of approximately 3%; Junior High School (SMP) of about 12%; Senior High School (SMA)/(SMK)/Aliyah approximately 67%; D3 and Bachelor (S1) of approximately 18%.

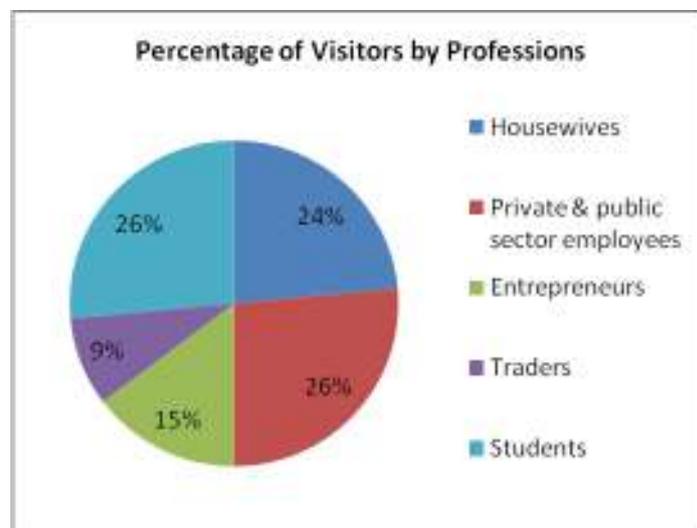


Figure 4. Percentage of Visitors by Professions in Setu Babakan Village.
Source: Result of Analysis, 2016

Based on the professional work, the most visitors are students (27%), private and public sector employees (26%), housewives (23%), entrepreneurs (15%), and the merchant (9%).

Based on the residence of origin of visitors, many of those who visited Kampung Setu Babakan generally live in the city of Jakarta about 53%; live in Kampung Setu Babakan approximately 21%; and live outside Jakarta about 26%.

The survey shows that most visitors come with their families (59%) and friends (31%). Some people came with a girlfriend, a boyfriend, or individuals (10%). The data shows that Kampung Setu Babakan becomes a

tourist spot for a family or a gathering place for teenagers with their friends. This is certainly a consideration for the development of facilities in Kampung Setu Babakan according to the needs of visitors.

The results of visitor's perception Kampung Setu Babakan to the creative economy space can be seen from their assessment of the quality of creative economy spaces in Setu Babakan. The survey results also showed that about 88% of the visitors who had come to Kampung Setu Babakan willing to recommend Kampung Setu Babakan as a Betawi culture tourism area to the public. That is a good place for a visit.

The results of visitor's satisfaction survey with Likert scale on the provision of creative economic space, provision of facilities, as well as the management of the Cultural Tourism Kampung Setu Babakan showed that in terms of provision of creative economic space and tourist facilities already meet expectations. However, in terms of the quality of the physical and non-physical space, as well as the management of cleanliness and maintenance of the areas still does not meet the satisfaction of visitors (see Table 1 and Table 2).

Table 1. Visitor's Satisfaction to the Provision of Creative Economy Space and Tourism Facilities in Kampung Setu Babakan

No.	Availability of Space and Facility	Level of Satisfaction (mean = 50%)	Result
1.	Creative Space and Cultural Space	82,4%	Satisfied
2.	Betawi Culinary Space	79,4%	Satisfied
3.	Recreation Facilities	79,4%	Satisfied
4.	Sitting room (free)	64,7%	Satisfied
5.	Playground (free)	11,8%	Very Less Satisfied
6.	Parks and Greenery	76,5%	Satisfied
7.	Public Toilet Facilities	79,4%	Satisfied
8.	Worship Facilities (mosque)	76,5%	Satisfied

Source: Result of analysis, 2016

Table 2. Visitor's satisfaction to the Management, the Physical and Non-Physical Quality of Creative Economy space in Kampung Setu Babakan

No.	Aspects	Level of Satisfaction (mean = 50%)	Result
1.	Management of Cultural Tourism Area	44,1%	Less Satisfied
2.	Secure and Safety	52,9%	Satisfied
3.	Cleanliness	35,3%	Less Satisfied
4.	Beauty and Aesthetics	50,0%	Satisfied
5.	Hearing Convenience (Audio)	61,8%	Satisfied
6.	Temperature Comfort (Thermal)	52,9%	Satisfied
7.	Environmental Tourism	70,6%	Satisfied
8.	Overall as Cultural Tourism Sites	67,6%	Satisfied

Source: Result of analysis, 2016

3. CONCLUSION AND RECOMMENDATION

Kampung Setu Babakan is a potential area became the center of preservation and development of Betawi cultural tourism. This village became a place of entertainment for local people and for the people of Jakarta which affordable (cheap), festive, healthy and have many information about Betawi culture.

The form of creative economy space in Kampung Setu Babakan are (1) open spaces and buildings that are permanent and serve to develop cultural arts activities, such as traditional house with architecture Betawi style, plaza and stage for cultural activities and Betawi art; Batik House to introduce culture Betawi batik and batik art. Other facilities such as children's toys facilities and water recreation pay, as well as a permanent stall in front of homes that sold Betawi culinary; (2) open spaces that are temporary, used for street vendors selling various Betawi culinary and handicraft accessories.

Characteristics of visitors who've come to the area of cultural tourism are generally families and students. The visitors who've come to Kampung Setu Babakan are willing to recommend the village as a tourist area, and have a good culture to the wider community.

Perception and satisfaction of visitors to the provision of creative economy space, provision of facilities, as well as the management of the Cultural Tourism Kampung Setu Babakan showed already meet the expectations of visitors, only the physical quality of the space and the management of cleanliness and maintenance of areas that are still lacking meet visitor satisfaction.

Recommendation to increase the number of visitors is to improve the quality of the physical environment and the tourist area to expand its facilities in accordance with the needs of visitors Kampung Setu Babakan Cultural Tourism.

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