

Government Policy in Utilizing Public Space through Park Revitalization in Malang City

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ABSTRACT

In East Java Province, precisely in a city known as the city of flowers in East Java, is Malang City which has a percentage figure of public RTH (Hujau Open Space) that has not met the nominal proportion of at least 20% of the public RTH itself. One of the reasons is because Malang City Government has limited budget in APBD funds in terms of developing public RTH (Green Open Space) in Malang City, because of this, it has resulted in collaboration with a number of parties from the private sector through a program that can be called Corporate Social Responsibility (CSR). In order for the CSR program from the private sector to match what the government needs, it is necessary to have a research which is intended to determine the results of the Malang City Government's preference for public green open space development through this program.

In the green open space program it is determined using content analysis techniques, this technique is carried out by relying on a code contained in the text to record data during interviews with research respondents, then the result of this study is the government's preference for spatial development. public green open (RTH) in Malang City itself which is divided into 3 aspects, namely environmental aspects, economic aspects, and social aspects. From several environmental aspects such as types of urban forests, city parks, and green lines that can be developed in locations that have good potential on the outskirts of Malang City, they pay attention to a development that includes several functions, namely thematic, ecological functions, socio-cultural functions, functions. education and aesthetic function. as well as in accordance with the applicable spatial planning provisions.

From an economic aspect, the form of assistance needed is in the form of physical development (Green Open Space) of public green open space through a CSR implementation program mechanism which will be implemented by companies that have a special vision and mission in a field related to the environment. From the social aspect, in formulating a CSR program, there is a need for an active community role such as local community leaders, academics, and communities and CSR programs that need to be published as a form of socialization or branding and stimulation of the city of Malang.

Keywords : Policy, RTH, Malang City

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1. INTRODUCTION

RTH (Green Open Space) as one of the public spaces in urban areas must have an ideal area of at least 30% of the total area of a city which consists of 20% public RTH and 10% private RTH, (1) In the provision and use of open space green, the role of private parties is needed, such as collaborating with the government and the community in participating in supporting the development and maintenance of green open spaces and seeking in the form of financial assistance for the community in realizing involvement in its use, as well as maintaining green open spaces, (2) In Role as well as the private sector's efforts to provide through CSR programs.

Where in the policy that regulates CSR has been regulated in Law Number 40 of 2007 concerning Limited Liability Companies, which is written the company that carries out its business activities in the field and / or related to natural resources is obliged to carry out Social and Environmental

Responsibility (3) In 2016, the total area of green open space (green open space) in Malang City was still 1,362.32 ha or equivalent to 12.38% of the total area of Malang, namely 11,006 ha, which should have reserved 2,201.2 ha for 20% public green open space (4). Based on the results of data from the Head of the Malang City DPKP Gardening Section in February 2017, the Malang City Government experienced an obstacle in the limited APBD funds in the RTH (public green open space) development sector, so that the Malang City Government collaborated with a number of parties. companies through the Corporate Social Responsibility (CSR) program itself.

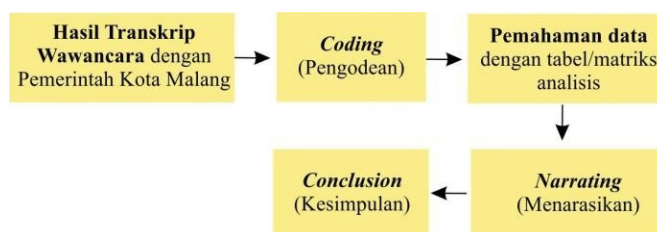
2. METHODS

A. Data Collection Method

By using data collection methods used in this research are primary and secondary survey techniques where the majority of data needed in this study are primary data obtained from direct observation (field observation) and interviews using in-depth interviews with selected respondents from government stakeholders. Determination of interview respondents was carried out by stakeholder analysis by mapping the interests and influences of related stakeholders, in order to obtain 2 agencies that were interview respondents, namely Malang City Housing and Settlement Service and Malang City Planning, Research and Development Agency (Barenlitbang). Meanwhile, secondary data is used as a complement to the primary data that has been obtained. Secondary data collection methods in this study are literature studies and agency surveys to obtain an overview of the area, local regulations related to the development of public green open spaces, basic theories and concepts and best-based implementation. practice) where public green open development. space through the CSR program.

B. Method of Analysis

To determine the need for a public RTH (green open space) development through the CSR program, it uses content analysis techniques. Which is where the content analysis technique is an analysis that relies on codes found in the text that records the data during interviews with research respondents. Content analysis is carried out with the aim of exploring the need for the development of public green open spaces in Malang City through the CSR program. The analysis technique carried out refers to the research variables resulting from the synthesis of literature consisting of the location variables of public green open space consisting of, types of public green open space, functions of public green open space, thematic development of public green open space, forms of CSR assistance in public green open space, maintenance period of green open space the public, the mechanism for implementing the CSR program, the government approach, the compatibility of the CSR program with the company, the form of cooperation incentives and the impact of the CSR program on the company, the availability of corporate promotional media in public green open spaces, community involvement in CSR programs, and the availability of media for the publication of CSR programs as branding or outreach.



Gambar 1. Ilustrasi Alur Proses *Content Analysis*. Sumber : Bungin (2010) diolah.

3. RESULTS AND DISCUSSION

In order to determine the preferences of the Malang City Government towards the development of public green open space through CSR programs based on the preferences of the Malang City Government, in-depth interviews were conducted.



Gambar 2. Bagan Alur Penelitian. Sumber : Penulis, 2017.

Based on the chart in Figure 2 above, it can be seen that in determining the factors for the development of public green open space, it is carried out:

1. In-Depth Interview with Research Respondents

This interview was conducted using the In-depth interview technique and was conducted on 2 respondents from the government group (governance) which includes the Department of Housing and Settlement of Malang City and the Planning, Research and Development Agency of Malang City. The list of questions asked in this interview refers to the research variables obtained from the literature synthesis.

2. Analysis with Content Analysis Method

From the results of interviews with research respondents, an interview transcript was written as material for analysis using content analysis techniques. Next, a code was determined on the transcript of the interview based on each research variable.

Tabel 1. List of Research Variable Codes

Number	Variabel Penelitian (Kode : C)
1	Public green open space locations
2	Type of public green open space
3	Public RTH function
4	Thematic development of public green open space
5	Public green open space maintenance period
6	Forms of CSR Assistance
7	CSR program implementation mechanism
8	Form a government approach
9	The compatibility of the CSR program with the company
10	Form of cooperation incentives
11	The impact of the CSR program on the company
12.	Availability of corporate promotional media in
13.	Public RTH
14.	Community involvement

Sumber : Penulis, 2017

After coding, an understanding of the data was carried out using an analysis table / matrix containing the conclusions of the preferences of each respondent on a research variable equipped with a respondent's transcript explaining a variable.

Variabel	Stakeholder	Pemahaman Data Transkrip			Analisis
		Transkrip	Kode	Hasil	
Lokasi RTH publik	G1	“Kalo misalnya dalam rangka CSR ya, itu relevan. Pasti dia mencari yang intensitas pengunjung yang menikmatinya tinggi.”	C1.1	Memurut preferensi Bidang Pertamanan DPKP Kota Malang, dalam menentukan lokasi RTH publik melalui program CSR.	Didasarkan pada kombinasi hasil kedua responden, dapat disimpulkan bahwa variabel lokasi RTH publik merupakan variabel yang berpengaruh dalam pengembangan.

Gambar 3. Kutipan Pemahaman Data pada Variabel Lokasi RTH Publik. Sumber : Hasil Analisis, 2017.

From the transcript description in the data understanding table, it is found that the Malang City Government's preference for the development of public green open space through the CSR program includes:

1. Locations of public green open space
It is necessary to equalize the location of public green open space on potential land on the outskirts of Malang City such as Sukun, Blimbing, and Kedung Kandang Districts by taking into account the intensity of the people who are around the location or who cross the location.
2. Types of public green open space
Types of public green open space that need to be developed through the CSR program can be the development of city parks, city forests, green lines or pedestrians in accordance with the authority of the Gardening Sector of the Housing and Settlement Areas of Malang City
3. Public RTH function
In the form of main functions, namely ecological functions and supporting functions which include socio-cultural functions, educational functions, and aesthetic functions.
4. Thematic development of public green open space
Thematic is needed in the development of public green open space in order to increase the visual appeal of green open space and as the identity of the public green open space and influence the provision of facilities in public green open space This is manifested by the presence of landmarks on the green open space, signage, decorative elements with attractive designs to strengthen the thematic raised in the development of the green open space.
5. Forms of CSR assistance in public RTH
The Malang City Government needs a form of CSR assistance in the form of a green open space development scheme, including the physical development of city parks, city forests, green lane arrangement or pedestrians.
6. Maintenance period
Malang City Government obliges private parties who have built public RTH for melakukan pemeliharaan yaitu selama 6 bulan setelah peresmian RTH publik dilakukan.
7. Mechanism for implementing CSR programs
In developing a CSR program in the form of green open space, one thing that needs to be considered is the ease of the cooperation mechanism because the private sector is not interested if the implementation mechanism is complicated. The government will also prepare a new system in making program proposals.
8. Form a government approach
The form of the government approach determines the number of private companies that are willing to be involved in cooperation through CSR programs, such as the Mayor of Malang who has many relationships with several entrepreneurs so that several companies are willing to be involved in cooperation.
9. The compatibility of the CSR program with the company
In choosing private parties, Malang City Government must consider the suitability of government programs with the objectives, vision and mission as well as the CSR program areas of the company. Companies that have environmental CSR or nature conservation can provide assistance in the form of developing public green open space.
10. Forms of Cooperation Incentives
This form of cooperation incentives needs to be given to private parties who have provided CSR assistance, because this is a form of appreciation from the Malang City Government to the

private sector. Other forms of cooperation incentives besides placards depend on the cooperation agreement between the two parties.

11. Impact of the CSR Program on the Company

By implementing CSR programs in the form of public green open space development and the presence of a company name in public green open space, it will have an impact on increasing the company's reputation or image in the eyes of the community and can also have an impact on the company's business.

12. Community involvement in CSR programs

The Malang City Government further optimizes the implementation of FGD with the community, namely by inviting community leaders, surrounding communities who are the targets of green open space visitors, NGOs, and academics to minimize conflicts and realize the development of green open spaces according to community needs.

13. Availability of CSR program publication media

It is necessary to optimize the publication media for the CSR program, because it functions to capture the aspirations of the community, in a way that if there is a new project the government can upload its concepts and designs, so that the public can provide input.

Apart from the research variables, there are additional needs from the preferences of the Malang City Government in developing public green open space through the CSR program, including:

1. Compliance with the layout

Malang City Government requires the development of public green open space through CSR programs that must be carried out in accordance with applicable spatial planning regulations.

2. Procurement of new land

Malang City Government must map potential lands to be developed into public green open space, especially in suburban areas such as Sukun, Blimbing, and Kedung Kandang Districts.

4. CONCLUSION

Based on the results of the analysis and discussion that has been carried out in the research, it can be concluded that the factors needed to develop public green open space through CSR programs based on the preferences of the Malang City Government include:

1. Equitable distribution of public green open space locations, especially in the outskirts of Malang City.
2. The types of public green open space that are being developed are urban forest, city park and green lane
3. Development must pay attention to ecological and socio-cultural functions.
4. Thematic development is a mandatory requirement in developing public green open spaces.
5. the private sector is required to maintain public green open spaces for 6 months after the inauguration
6. The form of CSR assistance needed is in the form of physical construction of public green open space
7. There needs to be a simplification of the CSR program implementation mechanism.
8. It takes a city government approach to the private sector so that more private parties are involved
9. Development of public green open spaces through CSR programs can be carried out by companies that have a vision and mission or CSR in the field of nature conservation
10. The government needs to provide cooperation incentives as a form of appreciation to the private sector.
11. The construction of public green open spaces will have an impact on the company's reputation in the eyes of the community.
12. It needs an active role in the community, such as community leaders, academics and the community
13. It is necessary to have a CSR program publication media as a form of Malang City branding and stimulation to other private parties to be involved in cooperation
14. Development of public green open space must be in accordance with applicable spatial planning provisions.

The suggestion from this research is that the results of this government preference need to be juxtaposed with the preferences of the private sector so that the CSR program is carried out effectively according to the needs of the two stakeholders.

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