

Management Strategy of Slum Area in Banjarmasin City

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Abstract

This research aims to: 1. Find Empirical and Academic Facts on Socio-Economic and crime management strategies for slum areas in the City of Banjarmasin. 2. To describe and analyze the implementation of the Regional Management Strategy in the City of Banjarmasin. 3. To describe and analyze the Slum Area Management Strategy Model in accordance with the Spatial Planning in Banjarmasin City. The research method used was a qualitative method with a descriptive of approach and verification. According to Strauss and Corbin (2007) reconstructive qualitative research is a research method based on post-positivism philosophy, used to examine the population and characted informants without estimating their representation on the attitudes and behavior of the population. Collecting data using by research instruments, data analysis is qualitative which helped by the numbers obtained to help explain the phenomena that occurred. The informants used were Key informants of the Head of the Banjarmasin City OUPR Service, the Main Informants were 20 people who worked as builders, traders, former thugs and cleaners in the Kelayan A, Kelayan B and Alalak areas. The results of the study include: 1. The sector of Policies of Socio-economic and Criminality of slum area management strategy policies are highly dependent on the Delegation and serious sensitivity, specifically dealing with socio-economic activities to criminal acts by slum dwellers. 2. Implementation of the Infrastructure strategy and less implementation on Human Resources. And the delegation of tasks in local assistance is not be perceived the sensitivity for the slum area community. 3. The Slum Area Management Strategy has a Delegation Sensitivity Strategy (Dese Strategies) policy pattern, named Monitoring. Socio-Economic and crime management strategies for slum areas so that sensitivity is more sensitive to human resources. In the sense that policy concern is not only in the form of policy materials, but also strengthens Human Resources, which on average work as carpenters, illegal traders, pedicab drivers and drivers so that they can empower themselves to improve their quality of life.

Keywords: Strategy, Slum Area Management

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I. Introduction

Developments that occur in urban areas are not only have a positive impact and moreover even provide problems for the city. The growth that occurs can cause symptoms of urbanization and make the city a new destination for residents outside the city.

As a result, according to data from the World Bank in 2019, 54% or around 141,480,000 of the total population in Indonesia, which is around 262,000,000 live in urban areas. This urbanization has implications for increasing the density of settlements and housing needs for urban households; increasing the need for basic housing services; and the increasing need for decent and affordable housing and rental housing. So that the city's unpreparedness to face urbanization has the potential to cause the rapid growth of urban slum settlements. Regional decline is often associated with social problems, such as crime, juvenile delinquency, and prostitution. This problem can be triggered by low service facilities, limited job opportunities, difficulty in developing the economy and low education because dropping out of school causes them to be unable to fill higher job opportunities. These factors influence the emergence of many problems, which start from the low knowledge, skills, capital and awareness they have.

Banjarmasin City as a management strategy by using the policy on the Banjarmasin City Housing and Settlement Area Development and Development Plan (RP3KP). Besides that, several slum areas in Banjarmasin City are located in Kelayan A and Kelayan B and Alalak areas. At first this area was a relentlessly criminal area. A gathering place for juvenile delinquents full of tattoos and frequent muggings and sexual harassment for young girls, slum houses can become a location and turn into prostituon place (jablai stalls) as the initial post-posts for criminal acts.

Based on the problems above, it can be formulated about the research carried out, there are :

1. What is the Socio-Economic and crime management strategies for slum areas in Banjarmasin City?
2. How is the Implementation of Slum Area Management Strategy in Banjarmasin City?
3. How is the Slum Area Management Strategy Model in accordance with the Spatial Planning in Banjarmasin City?

II. THEORETICAL STUDY

1. Strategy for slum area management.

The word strategy comes from the Greek "strategos", which means *a general set of maneuvers carried out to overcome an enemy during combat*. So, indeed the term strategy originally came from the military and is popularly often stated as "the tips used by generals to win a war". But nowadays the term strategy has been used by all types of organizations, and the main ideas contained in the original meaning are still maintained, only that their application is adapted to the type of organization that implements them. In general, strategy is defined as a method used by top managers or leaders to achieve organizational goals. Strategy is the initial basis for an organization and the elements in it to formulate steps or actions by considering internal and external factors in order to achieve predetermined goals. Strategic Management consists of three stages, namely: formulation strategy, implementation strategy, and evaluation strategy. Formulation Strategy consists of developing a business mission, identifying external factors (opportunities and threats), determining internal factors (strengths and weaknesses), setting long-term goals, generating alternative strategies, and choosing the right strategy to implement. In addition, from the understanding of the strategy, it can be concluded that some of its characteristics are as follows:

1. The form of strategic management is in the form of planning as outlined in strategic plans and operational plans and work programs.
2. Strategic plans are oriented towards the future (long term), operational plans are set for medium term plans and work programs for short term plans.
3. Vision, Mission, and Strategic Objectives of the organization are a reference for formulating strategic plans.
4. The strategic plan is translated into an operational plan that contains operational programs with short-term targets.
5. The establishment of strategic plans and operational plans must involve top management. The implementation of the strategy contained in the work program must be carried out through management functions that include organizing, actuating, budgeting, and controlling. Strategy is an overall approach related to the implementation of ideas, planning, and execution of an activity within a certain period of time.

In a good strategy, there is work team coordination, having a theme, identifying supporting factors that are in accordance with the principles of implementing ideas rationally, efficiency funding, and having strategy to achieve the goals effectively. Strategy can be defined as a program to determine and achieve organizational goals and implementation of its mission. This means that managers play an active, conscious and rational role in formulating organizational strategy. Meanwhile, based on the second perspective, strategy is defined as a response pattern or organizational response to its environment over time. In this definition, every organization must have a strategy, even though the strategy was never formulated explicitly. This view is applied to managers who are reactive, which only responds and adapts to the environment passively when needed.

2. Character of Slums Area.

The regional character of the region is divided as follows (Breen and Rigby, 2004 in Saptorini, 2004):

A. Culture, which carries out cultural, educational and scientific activities. Which can take advantage of the environment as a cultural character that creates a culture of daily behavior (habits).

B. Environmental, Development of the area that relies on efforts to improve the quality of those experiencing degradation, utilizing the potential for the authenticity of the environment that grows naturally. According to the World Health Organization WHO (in Setyaningsih, Setiyawan and Saelan, 2017) quality of life is a person's perception in the context of culture and norms according to where the person lives in terms of goals, expectations, standards and concerns during his life. Quality of life is an individual's perception of his abilities, limitations, symptoms and psychosocial characteristics of his life in the context of culture and value systems to carry out roles and functions (World Health Organization, Murphy and Zadeh in Nurchayati, 2016). Quality of life is the difference between what should be and what is in society, the difference between goals and assessment status (Schwab in Massam, 2012)

Based on the description above, it can be conclude that the quality of life is the perception or view of the individual's subjectivity to life in the context of the culture and values held by the individual in terms of personal goals, life expectancy, and attention that affect physical abilities, psychology, independence, social and environmental relations. Quality of life is a necessity that determines quality of life. According to Hunt and McKenna (in Juczynski, 2016.)

This study identifies 7 (seven) indicators of urban areas, namely:

- (1). Building Conditions (regularity, density and technical requirements of the building);
- (2). Environmental Road Conditions (coverage of services, quality of infrastructure);
- (3). Environmental Drainage Conditions (coverage of services, quality of infrastructure);
- (4). Conditions of Drinking Water Supply (coverage of services, quality of infrastructure);
- (5). Waste Management Conditions (coverage of services, quality of infrastructure);

- (6). Green Open Space Condition (coverage of services, quality of infrastructure);
 (7). Fire Safety Conditions (coverage of services, quality of infrastructure).

There is the dimensions of the area that are the focus of this research are:

As in table 3.1. regional dimensions and indicators

No	Dimensi	Indicator
01	Social	1. Timing stay 2. Distance to work 3. Origin Regional 4. Education 5. Culture/customs
02	Economic	1. Income 2. Family Dependents 3. Home Ownership 4. Work
03	Criminality	1. Fights 2. Theft 3. Robbery 4. Mugging 5. Persecution

III. RESEARCH METHODS

a. Research Approach

The research approach used in this research is:

Research methods that are relevant to the objectives to be achieved. Straus Corbin (2007:2) states that the research method is a scientific way to obtain data with certain goals and uses. This research uses a qualitative method with a descriptive approaching and verification. According to Strauss and Corbin (2007) reconstructive qualitative research is a research method based on post-positivism philosophy, used to examine certain populations and informants without considering their representation on the attitudes and behavior of the population. Data collection using research instruments, qualitative data analysis with the help by the numbers that can help explain the phenomena that occur. A descriptive approach according to Sanafiah Faizal (2004:35) is a descriptive research method that is carried out to determine the existence of independent dimensions, both only on one dimensions or more (build independent dimensions or independent dimensions) without making comparisons of its dimensions themselves and looking for relationships with other dimensions. This descriptive reconstructive method is a method that aims to find out the character and deeper relationship between the two dimensions by observing certain aspects more specifically to obtain data that is in accordance with the existing problem with the goal. In this study, the dimensions used are strategy, management dimensions and slum areas. While the specifics of the reconstruction of the findings examine the focus of social, economic and criminalization that occurred in the city of Banjarmasin.

b. Key Informants and Research Informants

Informants in research can be divided into several types. namely;

Key Informants, refers to the most important role in the process of data collection and verification of research data. There are :

1. Head of the Banjarmasin City PUPR Service
2. The Head of sub-district Banjarmasin City who is affected by the Slum area is 2.
3. The Head of sub-district Banjarmasin City, Kelayan A and Kelayan areas.
4. The Head of sub-district Banjarmasin City who oversees the Alalak Lelurahan area
5. The Head of Village
6. The Leader of Society
7. The Police Chief of North and South Banjarmasin.

Main Informant, always refers to a person's role in providing explanations related to research topics but they can not find data verification. The main informants in this study were: street vendors and food traders, which totaling 20 people who were identified as follows: 5 (five) mobile pentol traders who live in slum areas of North Banjarmasin and South Banjarmasin, 5 (five) Rujak traders who sell in the slum areas of North Banjarmasin and South Banjarmasin, 5 (five) scavengers, 5 (five) homeless people, who earn sustenance around slum areas.

C. Techniques for collecting data by observation, and interviews according to the focus of the discussion on 1. Empirical and Academic Facts of Socio-Economic and crime management strategies for slum areas in

Banjarmasin City. 2. Implementation of Slum Area Management Strategy in Banjarmasin City. 3. Slum Area Management Strategy Model in accordance with the Spatial Planning in Banjarmasin City

IV. RESEARCH RESULT

The research results found are:

1. Socio-Economic and crime management strategies for slum areas in the city of Banjarmasin are highly dependent on the Delegation and serious Sensitivity dealing socio-economic to criminal acts committed by slum dwellers.
2. Implementation of the Infrastructure strategy and less of implementation on Human Resources. And the delegation of tasks in local assistance so as not to raise policy sensitivity for the slum area community.
3. The Slum Area Management Strategy has a Delegation Sensitivity Strategy (Dese Strategies) policy pattern, namely Monitoring . Socio-Economic and crime management strategies for slum areas so that sensitivity is more sensitive to human resources. In the sense that policy awareness is not only in the form of policy materials, but also strengthens Human Resources, which on average work as carpenters, illegal traders, pedicab drivers and drivers so that they can empower themselves to improve their quality of life. Strategy Design is a finding obtained from the difference between the Conceptual model and the existing model. So the Strategic Design model is a reconstruction of the Slum Area Management Strategy theory which only focuses on infrastructure management.

V. CONCLUSIONS AND SUGGESTIONS

1. Conclusion

- a. The slum area management strategy policy has not met the implementation in accordance with the problems in the field, because there are often errors in the coordination of implementation so that it has not met the main target. Besides that, the dominant focus of management is on infrastructure management, thus forgetting that human resource management is no less important than infrastructure.
- b. The implementation of slum area management policies in the city of Banjarmasin has not been able to maximize the sensitivity of the policy to the needs of the community in full, so it tends to ignore the more basic needs in the quality of people's lives.
- c. The policy model found in this research is the Delegation of Sensitivity Strategy (Dese Strategies), Policy Strategy for the Management of Socio-Economic and crime management strategies for slum areas so that sensitivity is more sensitive to Human Resources.

2. Suggestions

- a. Findings about weak coordination between policy implementers and the community so that misunderstandings occur in the implementation of the slum area confectionery program, it can be suggested that:
 1. The Banjarmasin city government is more focused on implementing slum areas into attractive destinations so that they are able to make a positive contribution to human resources who have less of skills such as hawkers, food and beverage traders, car, tricycle and gojek drivers. With an attractive destination, they are able to participate and generate income so that by themselves they are able to empower themselves and improve their quality.
 2. Weak implementation of local policy strategies in the field or in slum areas causes frequent disputes between the community and policy implementers, it is necessary to have an organized delegation and have specific skills in handling slum areas that have a history of high crime plus sensitivity or sensitivity to the symptoms that can be detected. has a negative effect on the implementation of policies and their sustainability as a consequence of the responsibility of the city government for its people, in the sense that the policy of the Banjarmasin city government is to fulfill its political promises.

c. Research Recommendations

1. The weakness of this research is the selection of the diversity of informants because the population is very dense, so the results of the interviews can have an impact on a few people's ways of thinking, perspectives that tend to influence the opinion of the informants. Therefore, the willingness of time and accuracy in choosing the place of interview is very important to produce data purity.
2. Observation of the research area is very important if you want the research results to have prime data. Therefore, visiting the right target will add value to the meaning of the research. So it is recommended that research in slum areas requires very sharp accuracy in observing phenomena in the field.

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