Stimulation Strategy of Public Participation in Real-Estate Settlement Toward Sustainable Green City Development
Case Study : Middle-upper Settlement Region in Surabaya

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Abstract

The middle-upper economic class community growing so rapidly in Indonesia raises new real estate area that has great potential to cause environmental problems. This high society can be given an important role in managing the settlement environment for the better.

This study aims to find the ideal stimulation strategies to build middle-upper community participation at major cities on Indonesia in order to take an active part in the scope of their settlement. The method used in this research is a linear-analytical case study in upper-middle real-estate settlements in Surabaya.

The results of this study concluded that the method of communication between citizens of the real-estate settlement by utilizing the latest information technology can be an easy and effective strategies implemented to raise public participation in major cities such as Surabaya. Individuals or groups who are able to communicate well with the latest information technology can be optimally mobilize community participation.

Keywords: community participation, middle-upper economic class society, real-estate, settlement, green sustainable city

INTRODUCTION

Surabaya is growing so rapidly as the second largest economic city's in Indonesia, also resulted in the rapid growth of middle-upper economic class society. The presence of urbanization is also another phenomenon faced Surabaya and in all the major cities in Indonesia, which also produces a lot of upper-middle economic class society. The regions and settlements developers had been anticipating quickly and compete to develop new residential areas for middle-upper economic classes scattered at strategic areas in the entire city. This is a potential thing when grown but not managed it will damage the environment of the city. Need the synergistic effort from below, in this community area residents to become actively thinking about the future and sustainability for the city.

Surabaya on the road to becoming an ecological city has a challenge for innovation and creation of environmental management, sustainability and community participation and collaboration of all stakeholders (Silas, 2014). Peoples from all stratum of social and economic need to play an active role to realize the city of Surabaya as a green sustainable city.

THEORY AND RESEARCH METHODS

The main focus of this research study is not on the physical infrastructure urban settlements, but in humans inhabitants of the settlements as a important and potential actors of development processes towards a sustainable green city.

In community development, community members have a major role in the development process and as active agents. Participation is a process whereby it is possible to be an active person and really involved in defining the issues of concern to them, in making decisions about the factors that affect their lives, in formulating and implementing policies, planning, development and providing services and in taking action to achieve change (Breuer, 1999).

A. Public Participation

Community members are encouraged to participate in the development process. Participation occurs by society organizes itself and is responsible for managing the problem. Making responsibilities include identifying problems, developing action, putting them in place (Cheetham, 2002). Community development itself can not be achieved without participation. Participation is a good thing and important and has many benefits for the individual and the community (Zadeh and Ahmad, 2009). Participation not only for increased confidence and self-esteem, the opportunity also to gain the new skills, but also leads to greater satisfaction and improved quality of life (Moriarty et al., 2006).

According to Silas in Ewing (2014), the principles of participation are:
- The initial plan for public participation - the resources needed to support the process, and identify financial limitations.
- Identify stakeholders and legitimacy and / or their representation.
- Clarity how much influence on society
- Identify the proper technique to be used for each stage of the process
- Provide information in a form that can be understood receiver
- Holding the event at a time and place to suit all participants.
- Provide sufficient time to assimilate and respond to information.
- Ensure that the input of stakeholders that are integrated into every decision made and feedback on all of the issues raised.

Selection tools to mobilize community participation through four levels ; Level 1: education and information provision, Level 2: information feedback, Level 3: Involvement and Consultation and Level 4: Advanced Engagement (Ewing, 2014).

The steps in getting full public participation in the development (Riyadi and Bratakusumah, 2003) is: Formulate and accommodate the desires of the community, may be assisted by a companion or a resource or community advocacy organizations; Designing the meeting, Choosing leaders or community representatives, development program planning process and financing for development and implementation plan take place several times and involving all stakeholders, Getting a number of agreed proposals for development programs and implement development programs, along with monitoring and supervision of the construction work. Involving the public in decision-making will result in better decisions are made, which is more precise and more sustainable because they owned their own (Breuer, 1999). Construction would take place more efficiently and effectively, resulting in improved quality and utilization or maintenance of infrastructure in a more optimal environment. Participation can reduce the risk of project failure and the cost of the project.

While to realize sustainable communities, apart from the participation of the community itself needs to be supported by eight factors: government goes well, well connected transportation, excellent public service, the environment-friendly, equality and justice for every individual, economic growth, settlements are planned and constructed, an active, open and secure social life (Fig. 1 and Table 1).
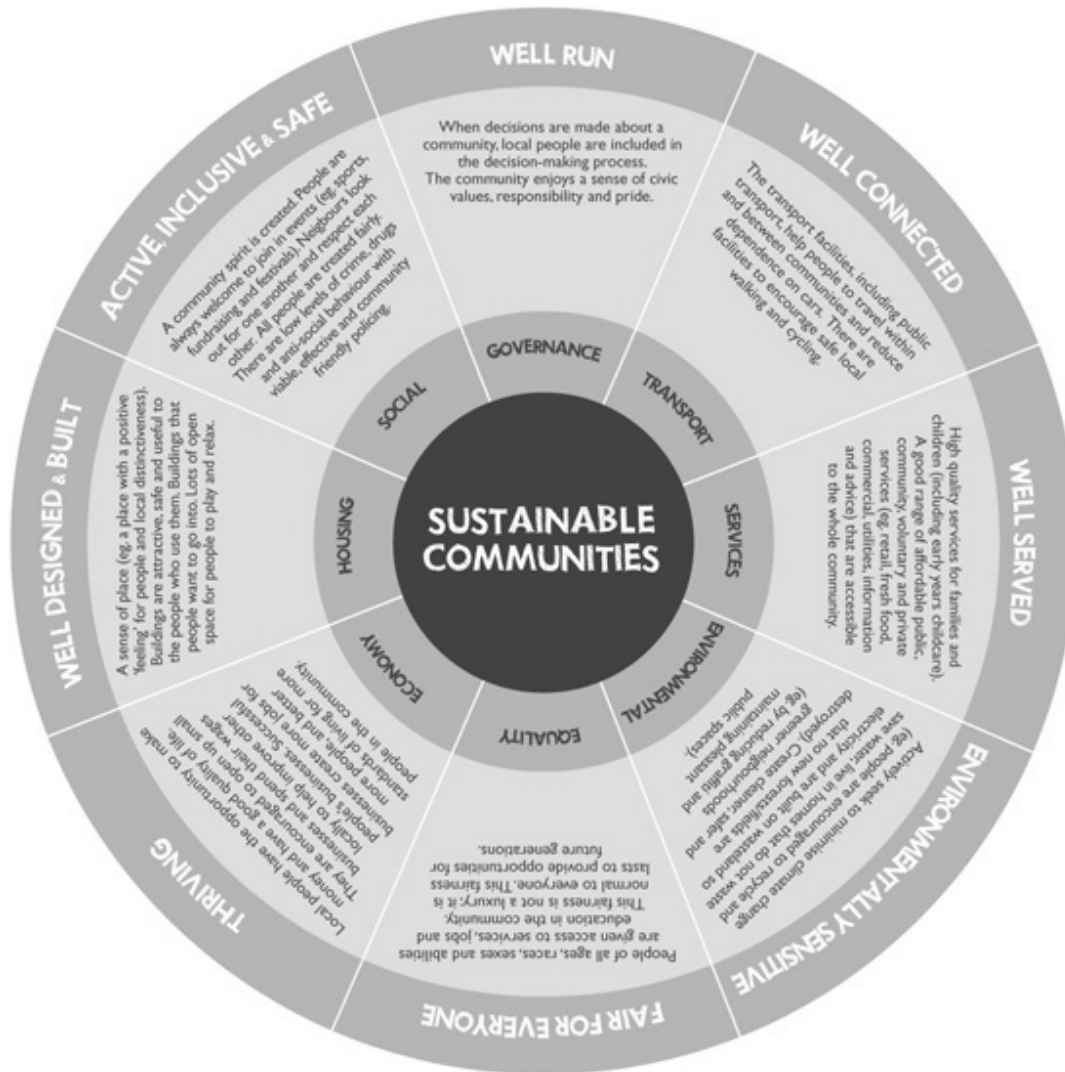
Fig.1. Sustainable Communities Holistic Model
Source: http://brainz.org/7-unique-sustainable-communities-north-america/

Real Estate Community

Social interaction characteristics of real-estate settlements community is relatively less (Kwanda, 2001). Life tends toward individualistic and high society will increasingly towards a culture of consumerism that there will be no end, that is the suggestion that the meaning of life is found in what is consumed, not what is produced (Storey, 2010). While the factors that affect the people choosing a home is the location and legality, support facilities, physical appearance, value, and environmental factors is the ultimate consideration (Siswanta et al, 2014).From Fig. 1 above, regarding the Sustainable Communities model which shows that eight factors holistic, can further refer to the indiciions as shown by Table 1 below.

Surabaya Towards Green Sustainable City

Green city development program according to the Ministry of Public Works (2011) need the full support of the Central Government, Society and Business and City Government (Fig. 2). While the steps to realize the Surabaya city be green by Silas (2014) there are eight factors that must be achieved: (1) Green planning and design, (2) Green open space, (3) Green building, (4) Green transportation, (5) Green community, (6) Disposal of green waste, (7) Green water, (8) Renewable energy (Fig. 3 and Table 2).

Research using the linear-analytical case study method (Groat and Wang, 2002), by exploring theories of community participation, public real-estate, and Surabaya towards a green sustainable city. Theories are reviewed on a single case study, the real-estate settlements upper-middle class in Surabaya. Object case study is considered to represent a model residential area and public real-estate public in Surabaya.

Table 1. Sustainable Community Indicator

No.	ASPECT	INDICATOR	OVERVIEW
1.	GOVERNANCE	When Decision are made about a community, local people are included in the decision-making process. The Community enjoys a sense of civic values, responsibility, and pride	WELL RUN
2.	TRANSPORT	The transport facilities, including public transport, help people to transport, help people to travel within and between commmunities and reduce dependence on cars. There are facilities to encourage safe local walking and cycling.	WELL CONDUCTED
3.	SERVICES	High quality services for families and children (including early years childcare). A good range of affordable public, commmunity, voluntary, and private services (eg. retail, fresh food, commercials, utilities, information, and advice) that are accessible to the whole community.	WELL SERVED
4.	ENVIRONMENTAL	Actively seek to minimize climate change (eg. People are encourage to recycle and save water, live in homes that do not waste electricity, and are built wasteland so that no new forest/fields are destroyed). Create cleaner, safer, and greener neighbourhoods (eg. by reduciing graffity and maintaining pleasant public space).	ENVIRONMENTALLY SENSITIVE
5.	EQUALITY	People of all ages, races, sexes, abilities are given access to services, jobs, and education in the community. This fairness is not luxury, it is normal to everyone. This fairness lasts to provide opportunities for future generations.	FAIR FOR EVERYONE
6.	ECONOMY	Local people have the opportunity to make money and have a good quality of life. They are encourage to open up small bussiness and spend their wages locally to help improve other people's bussiness. Successful more people, and better standards of living for more people in the community.	THRIVING

| 7. | HOUSING | A sense of place (eg. a place with a possitive 'feeling' for people and local distinctiveness). Buildings are attractive, safe, and useful to the people who use them. Buildings that people want to go into. Lost of open space for people to play and relax. | WELL DESIGNED & BUILT |
| 8. | SOCIAL | A community spirit is created. People are always welcome to join in events (eg. sports, fundraising, and festivals). Neighbours look out for one another and respect esach other. All people are treated fairly. There are low levels of crime, drugs, and anti-social behaviour with viable, effective, and community friendly policing. | ACTIVE, INCLUSIVE, & SAFE |

Source: http://brainz.org/7-unique-sustainable-communities-north-america/

Fig.2. Embodiment Green City Scheme.
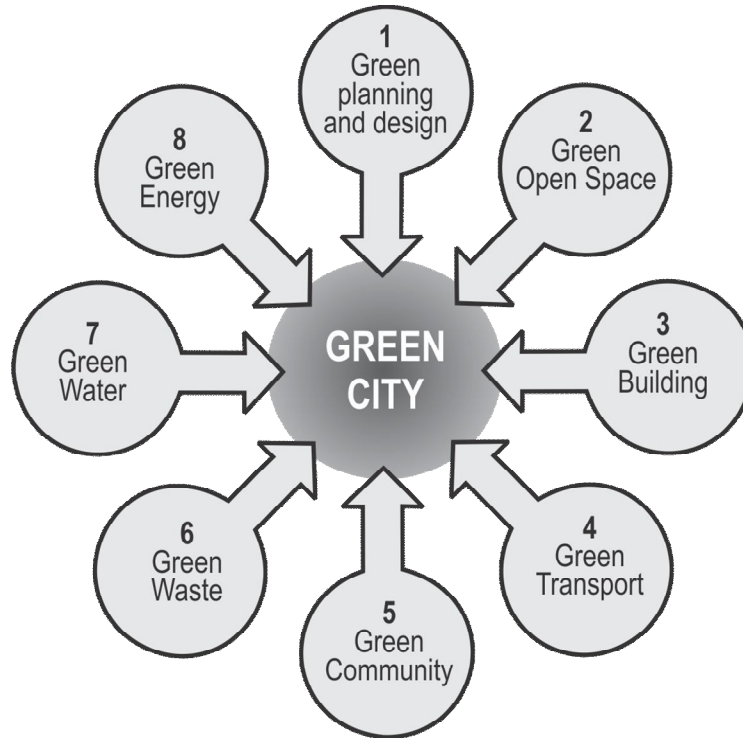Source : Kemen PU (2011)

Fig.3. Surabaya Towards a Green City Scheme.
Source : Silas (2014)

Table 2. Eight Factors Towards Surabaya as Green City

Masterplan of Surabaya Green City as a Livable and Sustainable Cities		
1.	Green planning and design	Spatial Plan which retains 30% of green open space area of the total area of Surabaya
2.	Green open space	Expansion and Optimization of Green Open Space
3.	Green building	Establishment of policies and infrastructure development of green buildings, Enforcement Green Building Award
4.	Green transport	Mass Rapid Transportation Planning Application form and Tram Monorail, provision of non-motorized transport network
5.	Green community	The development of a cadre and facilitators of the environment, run the program Freedom From Trash - Free from Waste and the 'surabaya green and clean' evets
6.	Green waste	The development of recycling and composting centers, development Benowo Disposal Area using the technology "waste to energy"
7.	Green water	Development of clean water network, wastewater and domestic sewage network management of urban
8.	Green energy	Development of energy alternative such as solar cells on public infrastructure, the development of cogeneration power source in the industry

Source : Silas (2014)

RESULT AND DISSCUSION

Characteristics of the real estate residential community can be viewed as a community of citizens who tend to be more individualistic, less social interaction and high consumerism. But public housing real estate also has potential as a community with a relatively high level of education and economic, a modern society that is responsive to science and technology, and able to reach mastery of the latest technology products.

Communication as a Key Strategy

Ease of communication as a keyword strategy that can be developed community participation in community settlement middle and upper economic class in Surabaya. This statement supports Marschall (2006) that in addition to representation, the successful implementation of community participation depend on the effectiveness of communication, the role of facilitator to the project's compliance with the needs of society. Tahoba (2011) stated that the development of communication strategies in community development programs can be done by designing the communication message. This communication message in this study was developed on the latest information and communication technologies in order to further facilitate the people in the upper-middle economic class in Surabaya to absorb, analyze and respond to messages environmental development. When a group of the upper-middle class society is easily and quickly be able to receive information through a variety of technology products that they control, and have the means and space to respond, then the sooner will analyze and make suggestions or advice. Information technology can be utilized as an effective means to foster public participation in the real-estate settlements.

Education and Provision of Information

The media as a method of strategic communication between local authorities, stakeholders including regional developers and the community, as a strategy for improving the environmental quality of the region towards green sustainable cities. The spread of information and communication can be through: printed material (advertising, press releases, newspaper insertion, newspapers, leaflets), Outdoor media (billboards and banners), Digital Information Center (SMS gateway, website, blog, social media, video, PDF).

Feedback Information

Among stakeholders, developers, communities and local governments can utilize the information obtained through the feedback of information previously released. Feedback information can be criticism, suggestions, problems to be faced, feedback, support and even rejection. Feedback information can be obtained by: general meeting, public hearing, the internet (mailgroup, social media group), toll-free phone, interviews, surveys, response sheets, post / phone / web random survey, polling, teleconferencing, presentation to society, the panel discussion, field offices or small group informal meeting.

Involvement and Consultation

From the steps in the Level 1 and Level 2 will get a lot of information and problems that must be solved jointly between stakeholders, developers, citizen public and local government. Problem solving through direct discussions that the decision-making process can be run properly. The method can be developed: workshops, Focus Group Discussion (FGD), open house, and others.

Continued Involvement

Citizens continue to be involved at the stage of implementation of activities until the evaluation activities. Communities can be placed on the role: jury, advisory group, task force, planners, a vision community and integrated supervision.

CONCLUSION

Communication which established between the government, both central and local levels, stakeholders including housing developers and society were keywords into community empowerment in different strata of

society and economy to participate in development of Surabaya towards a green sustainable city. Synergy between all parties is the main capital of success.

Real estate residential community with all the characteristics and potentials can take an active role in the development of the city's participation.

The middle-upper real-estate community in Surabaya can be driven actively in the development of the city with its potential participation through the ease of communication through the latest information and communication technologies. So that in principle, wherever and whenever they can get involved without disturbing their activity and high privacy. So for this real-estate society character's require individuals or groups motivator and driving participation, and assisted by the hardware and software that allows real estate settlement citizens can communicate and share information with the neighborhood. It is intended to be a stimulant for this group community, actually involved directly in the field and actively interact with its environment, to be able to play an active role to realize Surabaya as a green sustainable city.

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