Urban Renewal Settlement in Kampong Bandeng Tambakrejo Semarang Based on Preference of Business Community

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Abstract. The results of the study prove that there are physical identifications in the form of buildings, environmental roads, drainage, clean water, wastewater, solid waste, and fire safety as well as non-physical aspects in Kampong Bandeng, namely production activities, trade services and social activities that support Kampong activities analyzed in the form of urban renewal zones based on the preferences of community business groups. The direction of the renewal of the Kampong Bandeng can be an approach to the community and the government in the form of renewal from the community of the Kampong Bandeng Tambakrejo to refer to the government. The zoning forms are 5 zones that will be renewed, namely there are settlement zones that accommodate the people affected by regional renewal, trade zones, and services found on secondary arterial roads, production and education zones in accordance with people's preferences located on the Tanggungrejo Raya road, and the open space zone public in order to increase social development in increasing community social activities.

Keywords: urban renewal, preference of business community, Kampong Bandeng Tambakrejo

1. Introduction
Semarang City has a different topography which consists of hilly areas, lowlands, and coastal areas. The difference in topography makes Semarang City often referred to as upper and lower Semarang. Where in the upper areas development tends to settlements while in the lower areas to coastal developments tend to settlements and industries. Semarang City can be said as a waterfront city because it is located in one of the main points of the North Coast (Pantura) of Java Island, around 1.8 million human populations live in coastal areas [1]. Its location in the economic traffic lane makes the city develop as a potential area for industrial activities, trade and services, and settlements. The northern part of Semarang City has experienced a lot of land subsidence due to the growth of many irregular settlements and industries that are less sustainable, so that the higher sea level caused by subsidence, seawater enters the river into the settlement drainage channel called tidal flood [2]. The settlements included in the subsidence and tidal flood will raise the house every way has been elevated, there will be overlap between the road and the house, this has caused restlessness to the residents and the abandonment of the area, in the future the environment will become a city neighborhood which belongs to the slum category [3].

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Kampong Bandeng Tambakrejo area, which is one of the residential and slum areas in the northern part of Semarang City [2], is a priority location for handling slum areas in Semarang, with the aim of increasing sustainable educational tourist attraction in the form of typical food of Semarang which are processed products from milkfish. However, so far the management of the Kampung Bandeng area Tambakrejo is only limited to the Tambakrejo IV alley located at UD. Mina Makmur who has received assistance at the ministry level. This can be seen with other aisles, even though all areas in the Kampong Tambakrejo that are in residential and slum areas should have been done at a minimum renewal of the area in accordance with the standards — looking from the history of UD. Mina Makmur in the name of a group of milkfish processing businesses that are now only owned by one individual, judging from its development, there is now business competition individually to individuals in one Kampong with permanent customers from each, has not made a business group that can be developed through empowerment of community groups, as a form of sustainability effort in Kampong Bandeng, the preference of community business groups is considered important to find a need for the business group as outlined in the direction of renewal of the milkfish Kampong itself.

Urban renewal is a planned development activity to change or renew an area built in a city [4] that has degenerated its function so that the area has a function to increase again in accordance with the direction of city development based on the Mayor's Decree of Semarang Number 050/801/2014 regarding slums in the city of Semarang. Semarang city government has an effort to create sustainable population welfare and can have implications for other regions, namely by making thematic Kampongs. Kampong Bandeng is one of the slums due to floods and tidal floods in the neighborhood [5]. The majority of the milkfish and shrimp processing industry communities work as industrialists and fishers of fish and shrimp ponds. The renewal of the Kampong Bandeng Tambakrejo area based on the preferences of the community business groups is carried out to determine the most important needs of the community in terms of production, distribution, marketing, and additional physical building facilities [6].

Characteristics of slum settlements, which having degradation in the quality of settlements and nonstandard housing, are said to be non-standard because the condition of buildings has high density, irregular, does not meet the requirements [7] the conditions referred to are conditions of housing facilities and infrastructure that do not meet the criteria of environmental roads, environmental drainage the provision of clean water or drinking water, waste management, wastewater management, and fire protection are very minimal even almost none. Referring to the Mayor's Decree of Semarang number 050/801/2014 regarding the location of Semarang residential and slum settlements with the area of Semarang city slum 415.83 hectares spread over 62 Kampongs. The renewal of the Kampong Bandeng Tambakrejo area based on people's preferences here refers to people who have an in-depth business processing industry in bandeng community groups. The form of the sustainability effort of Kampong Bandeng Tambakrejo has a potential that can be developed, namely a community business group that has the ability and willingness in the effort to continue the Kampong of Bandeng which has been pioneered as outlined in regional renewal directions based on community business groups.

2. Research Method
In this research method using a qualitative descriptive analysis technique that serves to see the preferences of community business groups in the management of milkfish Kamponds that occur in the field by looking at existing theories. The qualitative descriptive analysis technique is an analysis technique used through interviews, direct observation, documentation, and document review [8]. Then the data is processed and analyzed into information that is easier to understand. So the results of this analysis are a description and description of whether Kampong Bandeng Tambakrejo can continue as a milkfish processing industry kampong based on urban renewal and preferences of the community business groups. Interviews conducted in this study were conducted in a face-to-face manner to the related resource persons in the study in order to obtain detailed data or information. The speakers to be interviewed were the chairman of the Bandeng Tambakrejo Business Group, Milkfish Business Actors, Shrimp Business Actors, Kampong Tambakrejo Government Agencies.
The analysis used in this study included an analysis of case study predictions. This is because in the study we will see whether the renewal of Kampong Bandeng Tambakrejo area based on the preferences of the community business group can manage and support the sustainability of the Kampong Bandeng Tambakrejo to keep the kampong in the form of renewal. Urban renewal was carried out in the tribune, namely community, social and business development in the business group of the Kampong Bandeng Tambakrejo community [9]. The four targets will be analyzed by conducting a system of reduction, presentation and verification of data obtained from interviews to determine the preferences of community business groups in the process of renewal the Kampong Bandeng Tambakrejo[8]. The interview covered several questions that were asked based on themes and sub-themes that had been coded in accordance with the format of the interview determined by the researcher.

The format for coding the results of interviews is formed aimed at determining writing and make it easier for researchers to mark interview results for analysis or discussion in research [10]. So the results of interviews can be interpreted and used data more easily in the analysis. After the format of coding writing results from interviews, researchers also determine the coding for each variable and theme that is raised to facilitate interviews and see the results of interviews of each variable/theme and sub-theme that has been determined. The following is a form of categories of variables/themes and sub-themes that have been made by researchers.

3. Result and Discussion

3.1. Community Preferences in Kampong Sustainability Implementation

The renewal of Kampong Bandeng Tambakrejo area based on community preference is more directed towards the sustainability of business actors. In this research interview, the resource person who was a business actor gave an explanation of the physical needs and facilities that the community needed regarding the sustainability of its business. Speakers were also asked about physical conditions such as buildings, environmental roads, drainage, clean water, wastewater, solid waste, and fire protection. In addition to determining the physical needs and facilities that the community needs in regional renewal so that it can be used as input for the Semarang city government in providing good facilities for slums in the future. Perception is an assessment of something while preference is hope in the future. Social ability in empowerment is to strengthen capacity especially for weak groups who have powerlessness, both due to internal conditions, and external conditions [11]. Conceptually, community empowerment is an effort to increase the dignity of the people who are not able to escape from the trap of poverty and underdevelopment. In other words, empowering is enabling and empowering the community. Community Social Affairs in Kampong Tambakrejo which is in the Business Group are mostly in RW 1, 3 and 4.

Community preferences will be seen through the demand for needs in the milkfish business group. The demand will be illustrated by the amount demanded by the community's needs and expectations for the business group. In accordance with the theory of demand, there are many factors that influence demand [12]. Community preferences here will be categorized into two perspectives to support the strength of the milkfish business group and stripping shrimp, namely community needs and community expectations, along with an explanation:

1) Community Needs

| Table 1. Community needs |
|-------------------------|
| **a. Physically**       |
| Buildings such as pump houses get help from the Public Works Agency, but the community still cannot feel the change, due to subsidence or flooding, rob which still often hit the Tambakrejo area |
| **b. Production**       |
| • Milkfish processing |
| • Processing of Tofu Meatballs |
| • Processing of Stripping Shrimp Processing of Fish Chips |
c. Production Waste Liquid and Solid Waste Processing

d. Distribution Center Pool parking for the production of products to be exported to other regions and abroad

e. Consumption Center Marketing Centers for sales to consumers as interested in the Milkfish industry close to the production site

f. Education Center "Processing, Quality Control, Waste, all transparently open to the public, as a means of education for the public to know how to process steamed milkfish, pepes, presto, stripping shrimp, making fish chips and shrimp crackers."

(KU / 10/66)

2) Community Hope

a. The government must carry out a continuous innovation so that no project is considered to be only a physical form, but sustainability and maintenance after it is built must be developed.

b. "For the sustainability of the Kampong facing problems of floods, robots, business profits, houses experiencing land subsidence, houses on stilts, sustainable industrial centers, mutual benefits, industry players processing milkfish, shrimp and tofu meatballs are processed in one place, opening new jobs and increasing human resources." (KU / 08.23 / 53)

c. "The needs of the Joint Business Group are to develop processing that is communal such as presto, stripping shrimp, stripping milk scales, boiling tofu, making meatballs, dumping solid waste, making communal liquid waste processed into finished goods or reusable materials. Collection of milkfish and shrimp shells. " (KU / 10/66)

Based on the analysis of community preferences for business sustainability, there were found a number of wishes and expectations of the community in carrying out their business sustainability efforts and sustainability for the benefit of community groups in the Kampong Bandeng Tambakrejo environment. From the results of observations and interviews, the conclusion of the interview requires a physical identification to support the completeness of the data carried out during the interview. The identification will be continued on an analysis of the renewal criteria of the Kampong Bandeng Tambakrejo to find out what criteria are needed and then an analysis of the renewal of the Kampong Bandeng Tambakrejo area is to answer the problems that exist in the neighborhood.

Figure 1. Synthesis of community preference analysis and Minister of Public Works regulation

3.2. Community Physical and Non-Physical Analysis of Kampung Bandeng Tambakrejo

Analysis of urban renewal criteria was carried out for the rearrangement of built-up areas in the environment that were degraded by environmental quality, degradation of functions and adjustment of parts of urban areas to planned neighborhood development. In this study, the meaning of urban renewal by the community of the Kampong Tambakrejo in Semarang, the meaning of the urban renewal is
divided into three aspects, which are the social aspects, environmental aspects, aspects of the business group. From these three aspects, a new idea will emerge which will be described and proposed the plan of the building to be built and its laying.

1) Physical

- Environmental facilities are an important aspect of supporting a Kampong's activities. In this discussion, the feasibility of Kampung Bandeng will be analyzed as an urban renewal area based on the availability of facilities. The facilities to be renewed include waste treatment, public open space, trade, and services, marketing, worship, health and transportation (Ministerial Regulation No. 2 PRT / M / 2016 and Resource Persons) [13].

- Environmental infrastructure is an important aspect for the renewal of Kampung Bandeng Tambakrejo area in supporting the social activities of the fish processing industry as a center for the home industry for milkfish processing and shrimp stripping. In this discussion will be analyzed the feasibility of Kampong Bandeng Tambakrejo based on the availability of infrastructure in the form of road networks, clean water networks, electricity networks.

- The utility of Kampung Bandeng is part of the equipment used to support existing activities. The equipment used is good enough to cover the fishy smell of fish. However, the equipment is still in a messy and disorganized state, in its placement or in its use it is still in a simple category. In fact, the Kampung Bandeng utility as a processing industry is still inadequate, with an area of only 10 square meters and ownership owned by individuals who have rights in the business which makes the place a communal place, but one Kampong for milkfish processing, shrimp, know meatballs that still survive in the Kampong. So from that Kampong utilities should be added to meet the business needs of one Kampong Bandeng by adding facilities and utilities that support the process of processing production activities.

2) Non-Physical

- *Kampung Bandeng Attractions*. Attractions are the main purpose of the part of branding for customers visiting, usually can be in the form of natural beauty, local culture of the local community, as well as the form of buildings in tourist locations [14]. Based on the results of identification in the field and the results of the renewal criteria analysis, there is potential that can be developed as a customer attraction in order to support the renewal of the Kampong Bandeng area with community preferences. The customer attractions consist of the milkfish processing center, milkfish center, souvenir center which is quite interesting for most people if they want cheap Semarang souvenirs directly from the producers, yes, here is the place.

- *Marketing*. Urban renewal efforts based on community preferences here are an effort that unites the mind of society objectively to support efforts in regional renewal [15]. These efforts were carried out in the form of social activities which were part of the benefits of product marketing to build the Kampong Bandeng Tambakrejo. Kampung Bandeng as an area that was developed into an industrial area of processed milkfish with an effort to have a product marketing that is both physical and in terms of human resources in the social community that was built in the area of Kampong Bandeng. Marketing locations that still do not have attractive to customers and are not yet in line with their placement, the community strives to adapt to the needs and placement of marketing center locations more visible and becomes the starting gate towards educational facilities for processing industry centers. When linked by the *Tribina* community the analysis is included in the community development program, which makes changes to the environment of Kampong Bandeng as a form of improvement at figure 2.
Figure 2. The community development program, which makes changes to the environment of Kampong

3.3. Forms of urban renewal analysis through zoning analysis

Based on the zonation map of urban renewal at figure 3, it can be seen that there are five zones that exist in the renewal of Kampong Bandeng Tambakrejo, which are settlement zones, trade zones and services, processing zones, education zones and green open space zones. The use of space is based on interests and needs based on people's preferences in accordance with the provisions of the national zoning system regulations. Furthermore, in each of these zones will be carried out efforts to renew the area, especially for settlement zones that use sustainable settlements, but by strengthening other supporting zones is an effort for a sustainable kampong by having a strong community group in the processing industry previously based on households, then continued based on Kampongs, trade and services to conduct an attractive marketing with the support of education zones or education for Semarang souvenirs customers, milkfish processed products and natural sustainability by trying to regulate green open zones that can be used as recreation.

Figure 3. Zonation map of urban renewal

Starting from the preference analysis of community business groups added by the Regulation of the Minister of Public Works for Housing there are several conclusions before entering into the analysis of
zoning on the siteplan which will be explained next. The community tends to carry out business development first to renew the environment and social, because of their need to be looked at in the interest of developing additional business facilities for the sustainability of the Tambakrejo milkfish business at figure 4.

**Figure 4.** Business development for sustainability of Tambakrejo milkfish business

Based on the analysis that has been carried out starting from the analysis of community preferences, physical and non-physical analysis, zoning analysis obased on community preferences, the results obtained in the form of direction for the development of Kampung Bandeng Tambakrejo. In order to sustain the Kampong Bandeng Tambakrejo, the direction of renewal of the Kampong Bandeng was carried out to answer the problem of the dissolution of business groups, so that the direction of renewal made the community rebuild the sustainability of the kampong's interests.

Beginning with the description of the renewal of the Kampong Bandeng area based on the preferences of the community business groups that have a detailed description of what is needed and it is hoped that the community in owning the Kampong with this description in a landscape has structured and proper spatial planning. The description of the renewal of the region has a meaning of implementing community needs in regional renewal efforts. A description of the image is done to explain the details of the image you want to be developed by the Tambakrejo community for the sustainability of the Kampong Bandeng Tambakrejo. The following is the synthesis of the results from the description of the form of regional renewal carried out in Kampong Bandeng Tambakrejo at figure 5. Starting from the existing form in Kampong Bandeng area, then the renewal that has been done by the government to build a Kampong icon that has a Kampong Bandeng, renewal carried out by the government in 2017 is still not enough to make the community continue the business group sustainability as a Kampong Bandeng. Community preference for urban renewal for the sustainability of the Kampong Bandeng Tambakrejo is needed to continue a regional renewal direction that can be carried out in the area because the area is their populated area so that that community preferences will be very influential in the area's renewal. Based on the *Tribina* pattern, community development is carried out in several stages of development, which are the forms of road widening and redevelopment of Kampong Bandeng, business development and social development in the way of community preferences for the addition of existing facilities for the benefit of the kampong.
4. Conclusion

Kampong Bandeng Tambakrejo is one of the slum areas in the city of Semarang. Kampong Bandeng Tambakrejo has the potential in the form of similarities in the sale of processed milkfish products and processed shrimp. The direction of urban renewal based on the joint business group of milkfish has made this business group in the Kampong Bandeng Tambakrejo already have the provision to make it as a sustainable kampong based community business group in the Kampong Tambakrejo. Based on this, several conclusions were found, as follows:

Community preferences here are community needs in terms of urban renewal needed to be carried out by a renewal process that is in accordance with community preferences. The community needs a number of facilities and infrastructure that at least need for business continuity that has been initiated, which are milkfish processing and shrimp stripping. The facilities and infrastructure needed are communal production and processing sites, product marketing, open space which is more prioritized, for infrastructure, roads, drainage, and processing of liquid and solid waste that are capable of processing into finished goods in the Kampong Bandeng Tambakrejo.

Third, the guidelines for the renewal of Kampong Bandeng Tambakrejo area based on community preferences. From several aspects analyzed then it was found that the zonation analysis of Kampong Bandeng Tambakrejo based on community preferences gave rise to 5 zonings, as follows:

- Housing zoning consists of 3 residential zones which are the result of regional arrangement which includes all Kampong Bandeng Tambakrejo areas where the function is purely for high density housing with a type of stage house for regional sustainability to minimize house elevation due to land subsidence
- The trade and service zoning has two zoning distributions which are strategic locations of the Kampong Bandeng Tambakrejo area, which on the outskirts of the Kaligawe highway with a high concentration of vehicle traffic and around the Kampong Bandeng center which is attractive for the kampong as well as for promotion and education.
- Processing zones are needed for the processing of processed milkfish and shrimp products in these locations as well as processing solid and liquid waste, the rest of the processed products can be used for finished goods such as the make-up of shrimp skin itself and ornaments from fish scales that will there is a separate section for waste treatment products
- Educational zoning is part of the education of the process of milkfish and shrimp processing products until the processing of the waste which is an added value from the Kampong Bandeng environment
Zoning of green open space at the location is needed because the environment of Kampong Bandeng Tambakrejo lacks green open space which functions as a recreation facility for Kampong Bandeng area with the reason to beautify the area, the zoning is located along the east flood canal riverbank and railroad track border double.

The renewal aspect of Kampong Bandeng Tambakrejo based on community preference is using the Tribina pattern which is processed from the slum guidebook of the Directorate General of Cipta Karya of Ministry of Public Works and Housing, which are 3 aspects that underlie this research namely community development, social development and business development or in this research group joint efforts of processed milkfish and shrimp have a tendency towards business development that exists in the business group as a basis for regional renewal, then from the business development community development can be carried out for changes to the renewal of the area for the next stage accompanied by fostering better social welfare due to the development of business and changes in the improvement of environmental quality in the Kampong Bandeng Tambakrejo. From all analyzes, there will be found important aspects of regional renewal with a proposed regional renewal that illustrates the conditions based on the preferences of the people of Kampong Bandeng Tambakrejo from zoning analysis issued to a site description of buildings according to the zoning analysis that has been analyzed. Redevelopment of Kampong Bandeng to maximize the evacuation and widening lane of 4 meters wide, then the construction of facilities based on the needs of business groups in Kampong Bandeng Tambakrejo was carried out.

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