

# Certificate of Attendance

2014 International Conference on Business and Social Sciences  
March 28-30, 2014, Tokyo , Japan

**Siti Sujatini**  
**University of Persada Indonesia YAI**

*has attended the conference and presented a paper entitled*

*"Sustainable Public Open Space Model in Jakarta (Study Cases:  
Paseban Kampung and Taman Fatahillah in Jakarta, Indonesia)"*

Chief Executive Committee



# Conference Program

# 東 Tokyo 東

**28-30 March 2014**

**ACEAIT**

Annual Conference on Engineering and Information Technology

**APTPC**

Asia- Pacific Teaching Professor Conference

**ICBASS**

International Conference on Business and Social Sciences

**ISEPST**

International Symposium on Education, Psychology, Society and Tourism

**ISFAS**

International Symposium on Fundamental and Applied Sciences

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Conference Proceedings

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Tokyo  
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**APTPC**

Asia- Pacific Teaching Professor Conference

**ICBASS**

International Conference on Business and Social Sciences

**ISEPST**

International Symposium on Education, Psychology, Society  
and Tourism

# Conference Proceeding

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## Content

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<b>CONFERENCE SCHEDULE</b> .....	12
<b>GENERAL INFORMATION FOR PARTICIPANTS</b> .....	15
<b>CONFERENCE ORGANIZATION</b> .....	17
<b>ICBASS INTERNATIONAL COMMITTEE BOARD</b> .....	17
<b>ISEPST INTERNATIONAL COMMITTEE BOARD</b> .....	18
<b>APTPC INTERNATIONAL COMMITTEE BOARD</b> .....	19
<b>KEYNOTE SPEECH</b> .....	20
<b>ORAL SESSIONS</b> .....	21
<b>BUSINESS &amp; ECONOMICS I</b> .....	21
<b>ICBASS-5204</b> .....	22
<b>ICBASS-5214</b> .....	45
<b>ICBASS-5264</b> .....	47
<b>ICBASS-5323</b> .....	48
<b>ICBASS-5314</b> .....	57
<b>ICBASS-5243</b> .....	72
<b>MARKETING &amp; MANAGEMENT I</b> .....	79
<b>ICBASS-5411</b> .....	80
<b>ICBASS-5503</b> .....	92
<b>ICBASS-5518</b> .....	93
<b>ICBASS-5313</b> .....	103
<b>ICBASS-5322</b> .....	113
<b>ICBASS-5390</b> .....	120
<b>EDUCATION &amp; CULTURE I</b> .....	129
<b>ICBASS-5280</b> .....	130
<b>ICBASS-5487</b> .....	141
<b>ICBASS-5488</b> .....	152
<b>ICBASS-5497</b> .....	160
<b>ICBASS-5498</b> .....	162
<b>ICBASS-5587</b> .....	164

*Conference Schedule*

<b>Friday, March 28, 2014</b>
<b>Pre-Registration (15:00-17:00)</b>
<b>Toshi Center Hotel (7F)</b>

<b>Saturday, March 29, 2014</b>	
Time	Information
<b>08:15-17:00</b>	<b>Registration</b>
	Oral Session 703, Business & Economics I
<b>08:45-10:15</b>	Oral Session 708, Marketing & Management I
	Oral Session 709, Education & Culture I
<b>10:15-10:30</b>	<b>Tea Break</b>
	Oral Session 703, Education I
<b>10:30-12:00</b>	Oral Session 708, Politics, Law & Communication, Society I
	Oral Session 709, Keynote Speech: Dr. Craig Mark
<b>12:00-13:00</b>	<b>Lunch Time</b>
	Oral Session 703, Business & Economics II
<b>13:00-14:30</b>	Oral Session 708, Banking & Finance I
	Oral Session 709, Education & Culture II
<b>14:30-14:45</b>	<b>Tea Break</b>
	Oral Session 703, Communication & Society II
<b>14:45-16:15</b>	Oral Session 708, Psychology I
	Oral Session 709, Tourism I
<b>16:15-16:30</b>	<b>Tea Break</b>
	Oral Session 703, Teaching
<b>16:30-18:00</b>	Oral Session 708, Marketing & Management II
	Oral Session 709, Education II

<b>Poster Session</b>	
Time	Information
<b>08:15-17:00</b>	<b>Registration</b>
<b>10:15-10:30</b>	<b>Tea Break</b>

<b>12:00-13:00</b>	<b>Lunch Time</b>
	Poster Session 707, Communication & Society
	Poster Session 707, Psychology
<b>13:30-14:30</b>	Poster Session 707, Marketing & Management
	Poster Session 707, Politics & Law
	Poster Session 707, Society/ Tourism/ Teaching
<b>14:30-14:45</b>	<b>Tea Break</b>



## Education & Culture I

709

08:45~10:15

Saturday, March 29

Session Chair: *Prof. Feili Tu-Keefner*

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ICBASS-5280

**Experiential Learning, Service Learning, and Web Technology-Enhanced Library and Information Science Education**

Feili Tu-Keefner *University of South Carolina*

ICBASS-5487

**A Study of DBA (Data Base Administrator) Job Awareness among Saudi Female IT Professionals**

Ahsan Abdullah *King Abdulaziz University*

Eman Alharbi *King Abdulaziz University*

Noha Alsulami *King Abdulaziz University*

ICBASS-5488

**Sustainable Public Open Space Model in Jakarta (Study Cases: Paseban Kampung And Taman Fatahillah In Jakarta, Indonesia)**

Siti-Sujatni *Universitas Persada Indonesia YAI*

Euis Puspita Dewi *Universitas Persada Indonesia YAI*

W. Harry Susilo *Universitas Persada Indonesia YAI*

ICBASS-5497

**Cervical Cell Segmentation Using a Dual-Mode Morphological Method**

Shao Kuo Tai *Chaoyang University*

Jun Hao Huang *Chaoyang University*

ICBASS-5498

**Image Fusion with Multiple Stages Approach**

Shao Kuo Tai *Chaoyang University*

Po Kai Tsao *Chaoyang University*

ICBASS-5587

**Effects of Using Mind Mapping in Learning English Grammar. And Attitudes towards learning English of Grade 5 Students with Different Levels of Language Ability**

Panupan Kachinphuak *Nakhon Si Thammarat Rajabhat University*

ICBASS-5488

**Sustainable Public Open Space Model in Jakarta (Study Cases: Paseban  
Kampung And Taman Fatahillah In Jakarta, Indonesia)**

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**Abstract**

Jakarta as the capital of Indonesia with a very high density causes the increasing complexity of the problems. The less availability and higher cost of the land in Jakarta cause a need for public open space is neglected. This research proposes to build public open space model and compare between Kampung Paseban as dense residential area representative and Taman Fatahillah at urban level. Data and information collected by primary data with direct field observations and focus group discussions (FGD) to identify the problem. The analytical method was used a Structural Equation Model/SEM. The sample used in testing the SEM range of 100-200 respondents, with the technique of simple random sampling. Descriptive and empirical study on contemporary phenomena are important methodological components of this research to compare these cases. The result shows that there are different variable influence significantly between two public open spaces. Time and human behavior variable affect the formation of temporary public open space in the Paseban Kampung. The limited space in their home will affect the behavior of occupants in creating temporary spaces both temporary non-public spaces and public. While in Taman Fatahillah, needs of the commercial and social activities as well as government support were variable that influenced each the quality and sustainability of public open space.

Keywords : public open space, model, kampung, urban.

## **1 Introduction**

City development and population growth that occurred in the city have consequences as an increasing number of space needs of urban public facilities and infrastructure be increased. Increased waking region implicated in reduced availability of open space . Public open space is based on the Regulation of the Minister of Public Works No.40/PRT/M/2007 is open space located on public land, either in the form of parks, sports fields, and other open spaces, the area can be accessed and used by the public without restrictions of space, time and cost. Kampung Paseban as dense residential area in Jakarta has very little availability of public open space. Finally, peoples use roads area as public activities, such as playing, parking, selling, sitting, etc. In the case of Taman Fatahillah, revitalization efforts that have been done have not been optimal and not touching yet aspects of sustainability. Sustainable public open space necessary for the public good on the scale of the city to the city environment, other than as a social activity may also contribute to environmental sustainability, improving the aesthetics of the area and increase the value to accommodate the social and economic activity. This study was conducted to produce a model in sustainable public open space utilization in the neighborhood scale is represented by Kampung Paseban and Taman Fatahillah as representatives of the historic open space with the scale of the city. Then, this research compare between both of them. This model is expected to provide input for the Jakarta Government and city planners in determining the development policy of public open space on the scale of the city so as to create the environment and people's life quality and sustainable Jakarta.

## **2. Public Open Space and Sustainability**

According to Garnham (1985), public open space is open space that can be accessed freely and spontaneously by the public both visually and physically. Then the Hakim (2002) states that public open space can be used by all the people and it contains elements of human activities, such as playing, walking, sports, etc. Carr (1992) gave several importances of public space, there are: 1. To give meaning or significance to the local people individually or in groups (meaningful) , 2. responsive to all the wishes of users and can accommodate existing activities in the public space (responsive), 3. to accept the presence of various walks of life freely without any discrimination (democratic) although these freedoms need to control the functions of space, traffic circulation and parking of motor vehicles, placement of street vendors, etc. Hierarchically, public open space available ranging from the scale of the neighborhood (RT/RW), Kelurahan, Kecamatan and Kota City (Regulation of the Minister of Public Works No.40/PRT/M/2007).

To retain existing resources, sustainable development must be achieved. For it performed in the construction approach that includes efforts to protect the environment (Environment

Protection), increase all potential elements of society in order to create a strong and independent society (Society Development) and harmonize well-being through increased income creating a strong and independent community (Economic Development). Brunckhorst et al. (2006) showed that the spatial framework that is used to represent the value of the social, economic and physical should include the views of stakeholders' to be able to find a solution (Brunckhorst et al. 2006). He also argues that 'the civic engagement' is an essence to a resolution of the issue of sustainability.



Figure 1. Sustainable Development Scheme

### 3. Method

Through the study of literature from a variety of sources, interviewing informants and focus group discussions (FGD) conducted by the relevant parties to find out the problems and variables related to public open space. In Kampung Paseban case, produced some of the variables that comprise the Human variables, Behavioral variables and Time, Temporary Space variables, and Community Empowerment variable. While in the case at Taman Fatahillah, there are variables associated with publik open space that is Quality of space variable, Community Participation, the influence of Socio-economic variable, and Government Support variable, as well as Sustainable Space variable made for a reference or model improvement and development. Quantitative methods are used to analyze the information that can be measured and tested. The preparation and establishment of the model using quantitative methods to study the trends and long-term trends, predict sustainable public open space and predict potential problems. The method of analysis used to test the level of significance is the effect of the study variables, either partially or siltutan. The analytical method was used a Structural Equation Model/SEM (Hari, S.W., 2007). The sample used in testing the SEM with 113 respondents at Kampung Paseban and 130 respondents at Taman Fatahillah, with the technique of simple random sampling.

Descriptive and empirical studies on contemporary phenomena are important methodological components of this research to compare these cases.

#### 4. Result and Discussion

##### 4.1. Kampung Paseban

Kampung Paseban has only one available open space in the form of badminton sports field, which is located in front of the kindergarten are used not only for exercise, but also other activities such as selling, social interaction and so on. So what happens is the expansion in the use of public open space on a temporary basis to a few areas: 1) the main road on the outskirts of the river, on the edge of the rail which is used as a play area, buying and selling and social interactions, car park, 2) roads or small alleys are used as a children's play area, area of sale, area socialization/interaction between neighbors, motorcycle parking, service area household activities, etc



Figure 2. Street space is used as parking area



Figure 3. Street space is used as street market



Figure 4. Street space is used as playing area



Figure 5. Street space is used as social interaction

Partially, produced findings that Human variables that include aspects of home status, income and education directly affect, positively and significantly to the formation of temporary public open space. Behavioral variables and Time variables simultaneously to effect a

temporary space with a R2 value of 0.68. While the Temporary Space variables and Community Empowerment simultaneously affect the ongoing space variables with R2 value of 0.94. Empowerment variables as moderator variables that can accelerate the realization of a sustainable public open space . In this case the participation of the community is expected to optimize the use of public open space in the village Paseban. Settings area of utilization needs to be done by the community to minimize conflict of interest.

#### **4.2. Taman Fatahillah Public Open Space**

This research resulted in finding a model study which states that partially, public open space quality is affected by the level of socio-economic and sustainable space is influenced through government support. This is inline with the Project for Public Space (2001) which explains that the success of public open space is determined by the aspect of comfort and image, access and linkage, as well as the dynamics of its function, which is social and economic. Socio-economic factors in Taman Fatahillah are the most affect of utilization. Physically, Taman Fatahillah has had a great potential and capital. Open space surrounded by historic buildings have become a high appeal for the public to use it. The presence of street markets and social activities into several indicators that determine the level of vitality on public open space (Montgomery, 1998).



Figure 6 . Buildings around open space



Figure 7 . Street markets in open space



Figure 8 . Religious art performed .



Figure 9 . Local food vendors

This study also generated that simultaneously, public open space quality and sustainability of space was influenced by community participation and economic-social and government support variable. The sustainable public open space was influenced significantly by public open space quality and those three variable. To support sustainable public open space, all the activities carried out must remain oriented towards the protection and maintenance of the environment, whether natural or artificial (Environment Protection), solidarity and self-oriented society, increasing the potential of all elements of society in order to create a strong community and independent and harmonizing the material well-being (Society Protection), and the efforts to increase the capacity of an increase in income by taking into account the impact of the physical and social environment (Economic Development) . Montgomery (1996) also added that the priority of economic and social activity ownership for local people, street markets and the regulation of social activity patterns needs to be done to make the public open space is becoming increasingly dynamic and owned by the community. Institutional aspects through coordination between government institutions, cooperation between community, private and Komunitas Kota Tua need to be prioritized in order to create sustainable public open space. Institutions that deal specifically with the Old Town area which has been around since February 2008, should be optimized to carry out their duties in managing, arranging, conservation, develop, monitor, control and coordination

between communities and institutions, and between institutions such as Non Governmental Organization (NGO), Old Town community, private investors, and government agencies.

#### Conclusion

1. In Kampong Paseban case, behaviour variable and the influential simultaneously against variable temporary open space. Variable space temporary and community empowerment of influential simultaneously against variable space sustainable. Variable community empowerment as a moderator who can hasten to the realization of sustainable public space.
2. In Taman Fatahillah case, partially, public open space quality is affected by the level of socio-economic and sustainable space is influenced through government support. Simultaneously the quality of an sustainable public open space affected by variable public participation and the level of social-economic and community support.
3. From the results of the two site, conclusions may be drawn that in embodying an public open space needed the establishment of a sustainable community empowerment, with the cooperation between the government private and public.

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