

Role of Communitization Marketing 3.0 on Purchasing in Higher Education of Postgraduate Institutions in Jakarta

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Opportunity For New Entrepreneurial Ventures from Sustainable Public Open Space Adaptive Used Implementation (Case Study: Taman Fatahillah, Jakarta Old City)

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Abstract: Jakarta Old City has strong historical value as a genesis of the city today. One of the most important aspects that have major influence on the urban revitalization is a public open space. Taman Fatahillah is one of historical open spaces in Old City which important part of urban area that influence the urban vitality as the public activities are usually performed on those space. The Revitalization of Taman Fatahillah has been implemented, however, a specific guidance to create sustainable adaptive use public open space had not been described. The aims of this research were to study of new entrepreneurial ventures are recognized of economic development from the sustainable adaptive use implementation for Taman Fatahillah public open space with the multiple linear regression method. The variables of this research were economic-social, community participation, and government support, public open space quality, sustainable public open space. This research shows the finding of model study that partially, public open space quality was influenced by social-economic ($P_{value}=0.00$) and sustainable public open space was influenced by social-economic ($P_{value}=0.019$) and government support ($P_{value}=0.00$). Simultantly, quality and sustainability public open space were influenced by community participation, economic-social level and government support ($P_{value}=0.00$).

Introduction

The old town has many historic relics is high. One of the important elements and has historical value is public open space that should be protected as historic spaces as well as the economic impact of space and accommodate the life for the sake of the community. According to Kostof [1] the presence of public open space can become a witness of human needs change from time to time to rediscover physical facts in the city of its community. Public open space should be freely accessible and utilized by everyone and it contains elements of human activity, Carr [2]. New entrepreneurial ventures are recognized as key drivers of economic development for that area of public open space [3]. The physical condition of the open space and buildings of cultural heritage, environmental the Fatahillah still can be found as evidence of the development of the city's past. Evidence of the development of the city can be called a historical city blue-print of Jakarta, with its physical manifestation in the form of buildings, the river/canal and road network pattern, there are physical relics or high value buildings can be seen in Figure 1.



Figure 1, The situation of the Park area of Taman Fatahillah

Revitalitation and Adaptive Used

In the management for the preservation of historical area, there are technical form of action choices can be done. Some action that should be taken against historic landscape Harvey and Buggey [4] include: (1). Preservation, (2).Conservation, (3).Rehabilitation, (4). Restoration, (5). Reconstruction, (6). Put what is appropriate, in a period of scale, use. Furthermore, according to Fitch [5] adds some measures against interventions of historic buildings, namely: (1) replication, (2). Facadism. , (3). Conversions (adaptive reuse), (4). Underwater. The old town area development involves a lot of related parties (multi-stakeholder) both at the central level, provincial and municipalities. Based on the theory of a triangle of forces and influences, there were three parties that can be included in the management area, namely the area managers, representatives are chosen according to Arifin [7].

Public Participation

The recommendation and ideas from the community as stakeholders, need to be accepted and be heard. In general the function of public space must fulfill three things, pertain; responsive, democratic and responsive, meaningful Carr [2]. Responsive means public space should be used for a wide variety of activities and interests. While democratic means public spaces should be used by the general public from various social backgrounds, economic and cultural as well as of various human physical condition, and the meaningful which means public spaces must have a link between man and the world's vast spaces, as well as with the social context, Carr [2]. While the success of a public space for the community according to Carmona et al. [8], can be measured from multiple variables, included: 1). Convenience, 2). access and linkage, 3). Economical utilization, 4). social needs. Therefore to meet the need to dug the factors important in the utilization of public open space based on input from the community. The development of a region, in this case is the old town it is time to involve the Community (community based) that living and using the area, Budiharjo [6].

Economic Activity: Small Entrepreneur

Economic activities in the area of the Garden Fatahillah or along Pintu Besar Utara street, pertain the activities of trade of food, drinks, souvenirs and services, in Figure 2 and 3 below:



Figure 2, Venture activity in the area the outskirts of Fatahillah park



Figure 3, Small entrepreneurial ventures along Pintu Besar Utara street

Framework Model and Path Hypothesis

Strategic policy decisions made on the basis of several models that have been examined and developed and standardized. To be able to do the analysis, use explicit and quantitative models, Catanese and Snyder [9]. Based on the study of the phenomenon, the study of theory and scientific references on previous research, the theoretical framework and the path hypothesis can be seen in the scheme, figure 4 below:

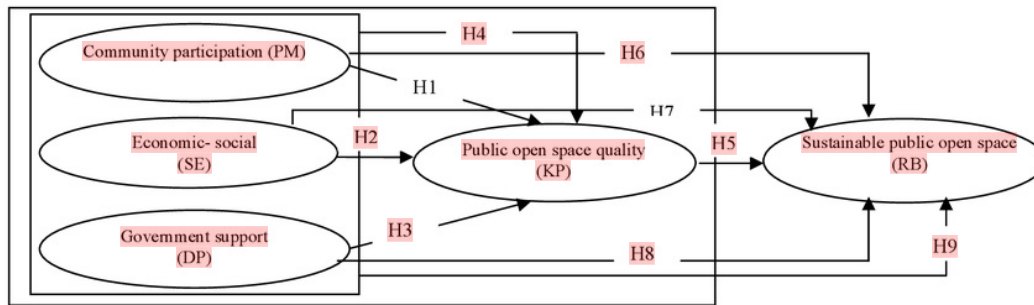


Figure 4. The framework of theoretical and research hypotheses

Results

Partial and simultaneous test results can be seen in the table 1 below:

Table 1. Results of the Partial and simultaneous examination

Research hypotheses	P Value	Statistical conclusions
H ₁ : There is the influence of the participation of the community on the quality of public open space	0,218	Positive and insignificant
H ₂ : There is the influence of social- economic on the quality of public open space	0,000	Significant
H ₃ : There is the influence of government support on the quality of public open space	0,094	Positive and insignificant
H ₄ : There is influence economic-social, community participation, and government support on the quality of public open space	0,000	Significant
H ₅ : There is the influence of public open space quality on the sustainable public open space	0,002	Positive dan significant
H ₆ : There is the influence of social- economic on the sustainable public open space	0,019	Positive dan significant
H ₇ : There is the influence of the participation of the community on the sustainable public open space	0,064	Positive and insignificant
H ₈ : There is the influence of government support on the sustainable public open space	0,000	Significant
H ₉ : There is influence economic-social, community participation, government support and the quality of public open space on sustainable public open space.	0,000	Significant

Discussions

The revitalization efforts have started implemented needs to be continued in order to preserve the relic-the existing by enabling activities that support. Preservation approach with adaptive used need to be done in Jakarta old city, particularly against the Grounds most high rated Fatahillah has value the integrity of public open space. Existing buildings around the Garden like Museum Fatahillah history, fine arts and ceramics Museum, Museum of the puppet Batavian and Cafe have made significant improvements. Physically, the effort has shown a better performance as well as being able to renew the building functions with office activities, restaurants and exhibitions, Suwanto [10]. Preservation approach with adaptive reuse should be done on a wider scope, not only involving one or more parties but must involve the various parties as a system of mutually supportive and complementary. This is supported by the general concept of revitalization in the development of the old quarter of Jakarta is divided into three, pertain: economic and social revitalization, revitalizing institutional, and physical revitalization. Economic revitalization is done by looking for an alternative activity, extracting the potential local economic region and reviewing in detail in order to attract investors to invest. The institutional revitalization is looking for an appropriate institutional forms, and last performed with the physical revitalization designation area development framework, Department of city planning [11]. Socio-economic level variable influent significant to quality public open space and sustainable public open space. The existence of public open space has a historic value the benefits economically and socially. Economic activity that built the area's potential to increase greatly the benefits for community, by venture as entrepreneurial with innovation and high creativity competence. Investors who come from surrounding

communities should be prioritized in order to maintain the quality of the public open space and sustain. In order that a city can be sustainable, active involvement is needed from all the inhabitants, which will give rise to a sense of belonging and pride, Budihardjo [6].

Findings

Based on studies performed produced findings are as follows: (1). First simultaneous effect that community participation, socio-economic and Government support greatly affect significantly to quality public open space. (2). Second simultaneous effect that public participation, socio-economic, Government support and quality of open space is very influenced by significantly to sustainable public open space. (3) Social economic Level become a variable that strongly supported the improved quality of public open space. Furthermore level of social- economic and Government support is very influential for the realization of a sustainable public open space.

Conclusion

This research resulted in the findings of the study suggested that model partially quality public open space is affected by the level of socio-economic and sustainable space through government support. Simultaneously the quality public open space and the sustainable space is affected by the variable public participation and the degree of economic-social and community support. Quality public open space along a third variable is also significantly affect sustainable open space. As for implementation, includes the physical aspect through the repair of the institutional aspect, through the coordination of government institutions, cooperation with partners from the public, the community of old city and private parties. On socio-economic aspects of the need to prioritize the economic factors, entrepreneurs and investors from the local community to develop its business and new ventures with a great innovation and creativity.

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