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## **Urban Space Paradigm: Behavioral Public Commercial Activities as Creating Commercial Open Space of Urban Area**

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### **Abstract:**

*Development activity is a basic human effort to improve the quality of life. Development activities may include the use of natural resources and the environment that their use must always take into account the carrying capacity of the environment in order to avoid loss of quality and environmental damage. Urban development frequently reflects the physical development of cities is determined more by the existing infrastructure. The symptoms of urban development in recent years have a tendency to minimize the open space of green spaces open, in particular, and also removes the face of nature. Growth and development of urban land converted into shops, residential, recreational, industry and others (Dahlan, 1992: 19). The pace of city life that goes faster as rapid urban growth and the increase in the population with all its activities, resulting in a greater need for the construction of a space open to the public as a place to release part of the burden of his hard life in the big city. Effective of public open space, according to Carr, et al (1992), which covers at least three things that is sensible, democratic and significant. Media response to the needs of the individual and democratic media space open to public and could provide protection to individual rights, as well as the important point is the open public space could provide an opportunity for individuals relate to their personal lives and the environment in general. This is what affects the habits of users of the open public space and the direction of the policy of urban development, especially its use in the informal sector. The direction of the policy requires a form of intervention in the informal sector development, directly or indirectly. If the Government wants to help the development of the informal sector, without direct intervention, then the only form of Government is the issuance of policies that are appropriate to try to create an environment (external) are conducive to the development of economic activities in the sector. Including the creation of a system of free competition, but healthy and eliminate all kinds of distortions and other barriers. It is the duty of the Government is only as a sponsor, Stimulator, facilitator and regulator, stabilizer. Arrangement of open space that has a commercial value in order to create open space for all urban commercial humanist, it can be done with a commercial approach to open space which can be studied from the perspective of strategic value aspects of the location of open space in urban areas. The establishment of commercial open space in urban areas has strongly influenced from the presence of open spaces in urban environments, which has also influenced by factors in the policy or regulatory policy on urban open space and urban habits of factors that give commercial value to the urban open space.*

**Keywords:** *Urban space paradigm, creating commercial open space in urban area*

## 1. Foreword

Development activities is essentially man's attempt to raise living standards. Development activities may include the use of natural resource use and the environment must always consider the environmental capacity in order to avoid degradation and environmental damage. Urban development more often mirrored by the physical development of the city that much more determined by the existing infrastructure. Symptoms of urban development in the past have a tendency to minimize the open space of green open space in particular and also removes the natural face. Growth and development to enable urban land converted to shops, housing, industry, recreation, etc. (Dahlan, 1992: 19).

The existence of the concentration of population in the downtown with the main activity is the industrial and commercial uses and transportation of solid urban heat pollution that contribute to the formation of air temperature around the downtown area becomes very high. This is a problem for people around the area. Things like this need a green open space to relieve pressure from the occurrence of thermal pollution. City residents who tend to perform all activities in the downtown (which in this commercial area) will require an interest in human aspects of environmental quality such as comfort / pleasure activities keberadaan area. This requirement is needed by residents of the town and the green open space is a space that can meet the needs of the environmental aspects of comfort in the center of activity.

Establishment of trading activity (commercial activity) in the downtown is part of the city community development activities, in which trading activity provides a major influence with the emergence of shopping buildings in downtown which in this case is the central area of Semarang. This activity is contrary to other activities of the use of space in downtown. The conflict is a conflict that is not broken chain stands for the problem. The conflicts include the use of existing elements of urban space for commercial activities of the community which, according to some groups of people considered to be detrimental to other activities in the town hall. This town hall is open space in the center of people's activities. This conflict is often motivated by the strength of the authority group that has more power than other groups.

The development of commercial activities in the Semarang downtown is happening has spread throughout the region and this activity also has been using open space as a space in the city doing activities. Commercial activities can be a negative influence on the aesthetics of the area which in this case can be obstacles in the activities of "*Semarang Pesona Asia*". Therefore, it is need to identify the factors that influence the formation of Open Space Commercial Downtown Semarang Area. Thus the development of commercial activities can be more controllable and do not interfere with other environmental elements such as to disturb the aesthetics of the city.

Conflicts between users of public space in the form of urban open space. Each of the activities and interests need to be developed to support each other, but in reality most of the public interest is less due to less tertatanya enclosed area of open space the city. In addition to the problems facing the open space in downtown Semarang, among others, include the loss of open space due to damage to the aesthetics of some vegetation and infrastructure to support that impression just does not blend as the flow velocity / round-about) and alter the function of open space turned into commercial space activities (dry and hot because of non-green environment can reduce the influence of heat and sun protection). Changes in the function of open space into commercial space can be one of the city space extreme problems involving multiple parties which cannot be solved by simply displacing the commercial activity that has been developed on the existing urban space (open space).

Problems arising in connection with the street vendors (as one of the urban informal sector) is also a lot due to lack of space to accommodate the activities of street vendors in urban areas. The concept planning of urban space that is not based on an understanding of urban informality as an integral part of urban systems will tend to ignore the demands of space for the informal sector (urban informal activities), including street vendors.

## 2. Establishment of the Economy (Commercial) in Urban Public Open Space

The policy direction of development of the informal sector requires immediate intervention atapun indirectly. If the government wants to help the development of the informal sector without direct intervention, then the only form of government is to issue policies that are appropriate for trying to create an environment (external) are conducive to the development of economic activities in the sector. Including creating a system of free competition, but healthy and eliminate all kinds of distortions and other barriers. It is the duty of government is only as a promoter, stimulator, facilitator, regulator, and stabilizers.

Arrangement of open spaces that have commercial value in order to create open spaces for all commercial humanist urban society, it can be done with the approach of commercial open spaces that can be studied from a strategic point of view of open space in urban areas.

The establishment of commercial open space in urban areas is strongly influenced from the presence of open spaces in urban environments, which are also influenced by factors in the policy or regulatory policy in urban open spaces and urban habits of factors that give commercial value to the urban open space. The diagram of the formation of commercial open space can be seen in the figure below:

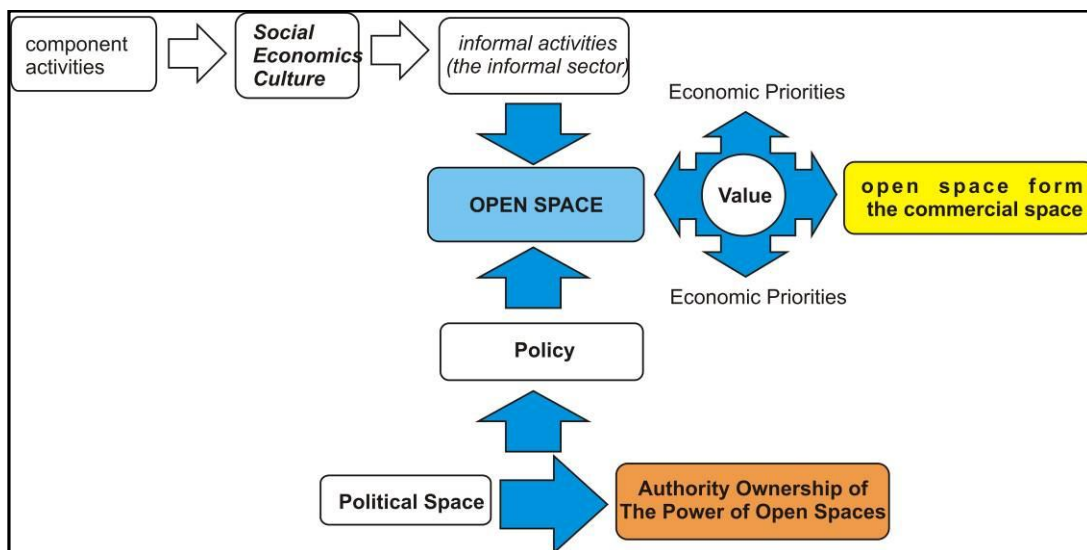


Figure 1: Diagram Formation Processes in the Urban Open Space Commercial  
Sumber: Aswad, 2011




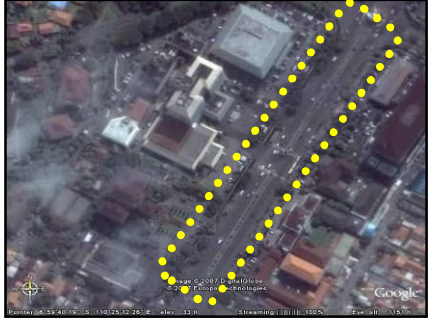
### 3. Paradigm of Public Open Space to Be Commercial Space (Case at Semarang City)

The process of urbanization in Indonesia as well as other developing countries that produce facial morphology is very diverse city. The diversity of forms from the various faces that are often said to be "dualistic": modern and traditional form, is urban and rural, planned and unplanned regularly irregular, high quality and shabby. The issue of dualism became famous in the cities in developing countries who sednag with the issue of the existence of formal and informal sectors. Economic activities that are in the official status of a rule and is often referred to could be categorized as a class representing the formal sector, while the outside of the rules is often called representing disadvantaged groups referred to as the informal sector. As a political justification for the informal sector. As a political justification for the informal sector represent identified the weak who must be defended, even though there are often dilpangan informal sector activities that have a larger income than formal employees.

The process of modernization has created a development that bergerak vertical so many groups of people who are still in a position to form a continuum transitional very diverse. Resulted in difficult circumstances clearly separated where the formal and which ones Informa, where the countryside, where the urban areas, where the modern, which is traditional. This will continue a process of change in non-agrarian society into an agrarian still ongoing. Finally, the definition that distinguishes between informal and formal sector are hard to come by, although the general symptoms of both aspects of the "dualistic" it still felt in the social justification. With the vertical peregrakan process is the concept of a "dualistic" formal and informal less solid and ever-changing or dynamic. In the structure formed memang those segments individually continued movement of vertical and thus in this segment continued turnover of individuals who move to evolve out of that segment. But on the other hand there are also horizontal artinya development process more informal segments or air-involasi namely the entry of migrants from the countryside and grow much faster when the economy slumped. Results of research in the eighties show about the informal sector in urban areas undergoing a process of involution with the influx of migrants from the village as informal workers, but also there is also a process of evolution of the vertical movement by the development of some informal sector workers into small independent entrepreneurs increase their income.

The process of economic development that is dominated by the informal sector economic activities have weak links with the town as a village existence of informal urban morphology. Face morphology of the city is increasingly creating a child's Chaos with diversity and inequality that continue to form. Recent developments in the era of the new order has been the city's rapid physical development such as the establishment of mass settlements, from small segments to form a large and comprehensive as new towns. The process of morphological development is a planned city that was increasingly creating kesenjangan urban space. This is because in addition to the rapid development of urban spaces planned development of urban spaces that are not planned are also growing more rapidly, these circumstances result in the process of socio-spatial segregation. Slum is not reduced even more, the informal sector increasingly rampant everywhere.

Semarang, the capital city and highway Central Java, has a long history. Originally from the plains of mud, and then developed rapidly into environmental progress and manifest themselves as an important city. As a major city, the city of Semarang absorb many immigrants who then make a living and settled in the city of Semarang to the end and then followed with the next generation from generation to generation. Public Open Space which experienced growth in the city of Semarang, empirically carried out at some point the location of the observation, where the location of the informal sector are taken on the basis of the nature of representative, popular place, and its presence in urban areas, especially in the central region of Semarang. More details can be seen in the following description.

<p><b>Location</b> <i>Simpanglima Area</i></p>		 <p>Form of public open space at this location or rectangular, with a kind of field or a square, where its use around the field and in the field.</p> <p>Character of the informal sector at this location is a complex character (variety) on a particular day (Saturday afternoon and Sunday morning) and on normal days is the character of the informal food sector (during the afternoon). There are street vendors Simpanglima community, where its presence is very helpful in the process of street vendors in this commercial area. The use of space is a pedestrian space. Apart from street vendors are also using a tent with wheels (cart). Conflicts are parking a vehicle that exceeds the limit parking causing congestion and chaos, then the aesthetic looks slum area because it is not well-organized "shanties" street vendors in the region. But this time the use of open space is changing due to the policy of the government to rehabilitate the urban Semarang Field Pancasila as the existence of an open space function of sport, and not allowed into people's back room of the market economy.</p>
<p><b>Location</b> <i>Pahlawan Street</i></p>		 <p>Character of the existing public ruangterbuka linearly-shaped corridor, with the type is pedestrian. This open space also become 'icons' of the city of Semarang as a culinary region.</p> <p>An informal sector of street vendors who sell food stall tents along the road corridor with operational time at night. This open space changes from the Culinary Economic Space Open Space Social (with economic space mobiler)</p>

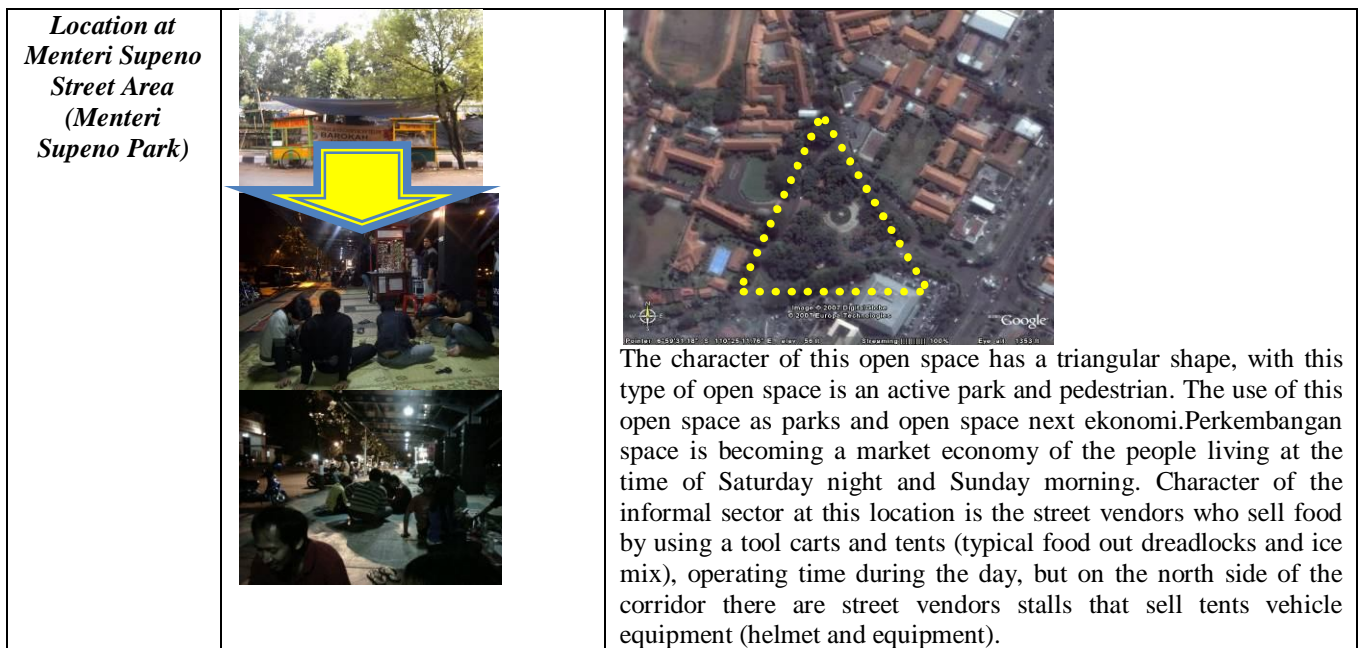


Figure 2  
Sources: Aswad, 2011

In the development (paradigm) of urban open space, the use of urban public open Ruan shift which can be seen in the following chart:

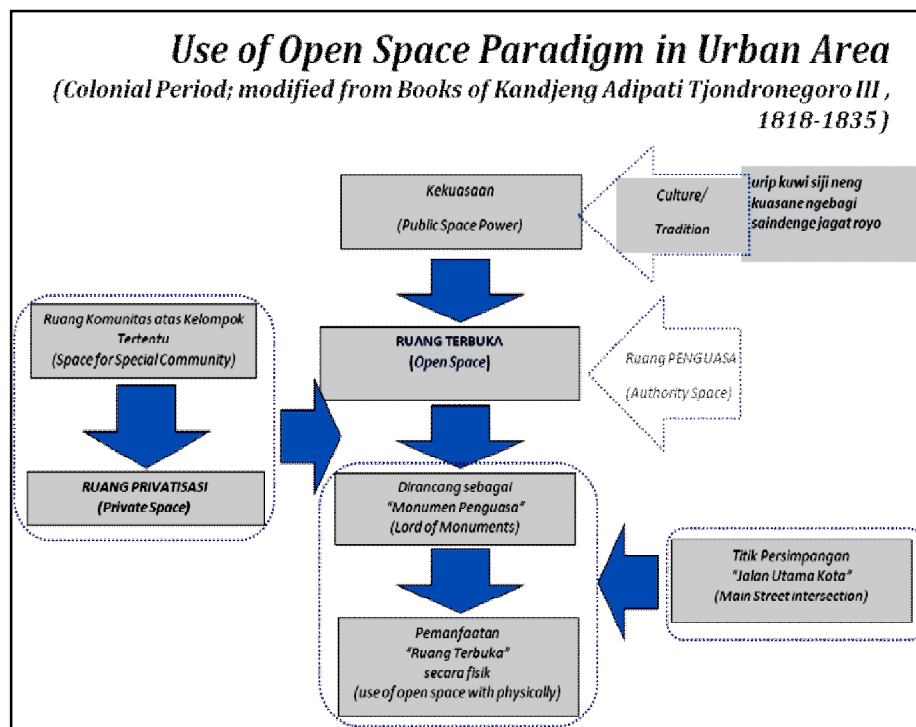


Figure 3

During this time the meaning of open space have a sense of space that is used to establish a liaison between the lines-settlements nearby settlements based on a social-religious relations. The meaning of which is formed based on the values of honor and position, justice and dignity, wisdom and prosperity, fused inside the sultan. Contemporaries of the figure of count in the system is a spatially, is at the core Center of sacred a (Government). Nevertheless social-religious space formed by the ruler so that this space be a separator or delimiter between each group of society, including the noble when only the mosque (religious symbol) which became the kingly for the existing community. This space became the privatization by the rulers to form a character study of region became the ruler of the monument indicates the ornamentation in the utilization of physical space is open as a space of time page.

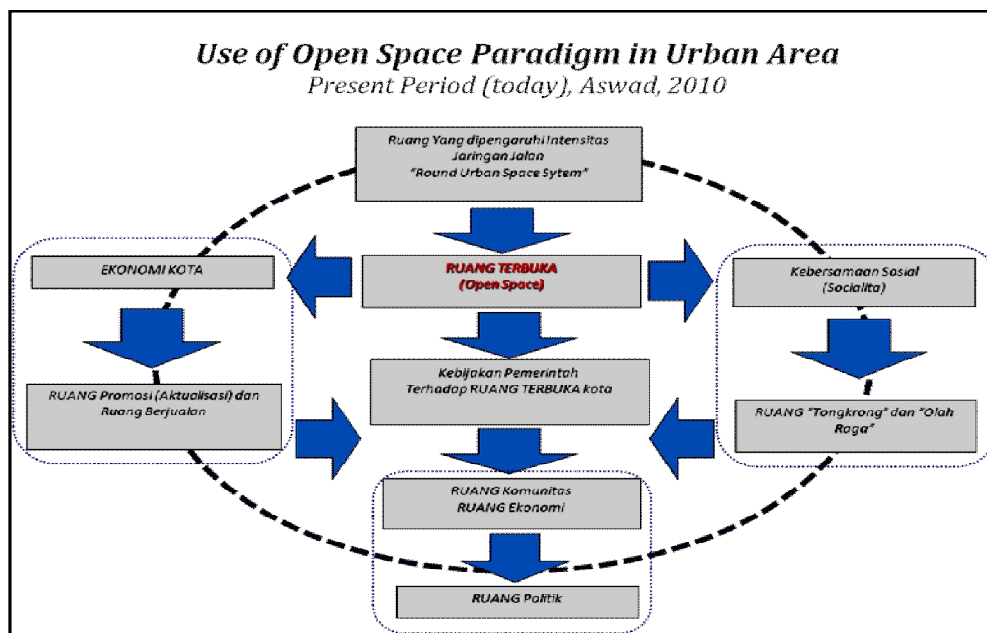


Figure 4

At this time the meaning of open space in urban areas have a socio-economic-political meaning. This can be seen from the change function spaces the surrounding region became the center of the city's economy, and at times of particular significance because of its political room functioned as a show of strength or power space politically (used showroom support political parties), in which the deployment of the mass by some of the political elite gathered in the area of open space areas in this study. While the social significance of changes of the activities the region viewed the study became tongkrong and sports area. This is because the study area is open space analogs and has a scale of the Holy City and its surrounding services, so that the meaning of the existing open spaces seen from the physical dimensions and its location is close to the urban economy.

While the factors forming the open space in the area of commercial urban Semarang City Centre can be described as follows:

### 3.1. Policy as Power of Formation Commercial Open Space

Urban Process and Power not only explains the process of creating the built environment, but also shows how they reflect social values and political and economic circumstances in which they are dominant in progress. Policy on the environment was built during the 'neoliberal' since the mid-1970s has increased inequality, wasted resources and often selfdefeating even in terms of value and strategy of neoliberalism itself. The author argues that this effect and that raises serious questions of accountability and taking place in the context of de-democratization of accelerating the process of urban development.

When compared with processes in other parts of Europe helped to confirm the view that deregulation strategy has recently been a lot of side effects and underscore the need to return to the land development procedures that show a better balance between private, public and volunteers and greater sensitivity to the user environment.

Power and inequality are the realities faced by the planners of all kinds in the world of urban planning practitioners. This power includes the policy on the handling of planning urban open spaces. It can be seen many open spaces that are created are often well aware or not aware of the commercial open space for users of existing urban space. Policy of the city government is one form factor of the existence of urban open spaces that often change function and become open space commercial peranannya. This is an open space commercial spaces that are created from the multiple activities of urban communities by emphasizing the economic value is the main purpose of the commercial open spaces in urban areas. Open spaces that result from the creation of the authority of the city government has established an unconscious open spaces of urban commercial.

### 3.2. Local Economic Community for Financial Rescue Agencies Urban Communities (Economic Community for Medium to bottom)

These local economic community in question is a group known as the "paguyuban" family informal sector activities (eg Circle of Friends PKL). This community is often a supporter of sustainable commercial activity in existing urban open spaces. This is because this community functioned as a "mediator" between the government and the urban informal activities which actors use of urban open spaces. This community is formed due to similarities in:

#### 3.2.1. The Impact of Termination of Employment

To meet the need, they are dismissed to choose the fastest path as an alternative that can be used to replace lost jobs and income, although not as much previous work. Sometimes they get both more feasible, with income above the street vendors, they may leave the street vendors.

### 3.2.2. Seek Fortune Koshier

Urban poor in the eyes of society, prestige does not seem too long ignored. Their eyes, the most important thing is to get money halal and can be used to support relatives. No matter he is a graduate from high school, college, or pass though, kosher luck is the desire of his life. They see the street vendors are much better than begging or robbing. Therefore, for those that PKL is not reprehensible.

### 3.2.3. Self Does Not Depend on Others

The background is very diverse world of street vendors to those who have some skills, create a seal for example, selecting vendors because they do not feel like working in a company or go with someone else. More vendors to choose their profession because of a strong entrepreneurial spirit. Independent work, more independent and not bound to be a strong incentive to choose a vendor. In addition to the profession as a street vendor gives a lot of time to get closer to children than to cover the family's daily needs. There are also street vendors who choose to be free is not bound by time, place does not have to buy or rent and do not require substantial capital.

Problems of Informal Activities in urban open space (PKL) require changes more profound and fundamental than the mere provision of cheap credit, skills training, and technical assistance to the informal sector enterprises specified. Changes in relation to the vertical is still minimal, such as local government regulations and institutional relationships that affect small companies. Each policy should pay attention the whole system, not just the low hierarchy.

### *3.3. Cultural Consumerism by the City as Consumer Citizens*

Based on the perspective of classical economics the object of all production is consumption by individuals who maximize their satisfaction through the purchase of various items whose scope is always more and more, from the perspective of neo-Marxist followers of the twentieth century this development is seen as generating greater opportunities for consumption controllable and can be manipulated. The expansion of capitalist production, especially after the encouragement of scientific management and 'Fordism' which occur within the turn of this century, it is necessary to build new markets and 'education' public order become consumers through advertising and other media (Ewen, 1976 ).

This approach, which can be traced back to Marx-Weber synthesis written by Lulacs (1971) with his theory of reification (reification), has developed very well in the writings of Marcuse (1964), Adorno (1972) and Lefebvre (1971) . Horkheimer and Adorno, for example, argues that the logic of the same commodities as well as the embodiment of instrumental rationality in the sphere of production evident in the sphere of consumption. Search time having fun, art and culture generally filtered through the culture industry; acceptance rate as directed by a higher purpose, and cultural values succumb to the logic of production processes and markets. Traditional forms of relationships in family life and personal, as well as promises of happiness and fulfillment, 'longing for something else entirely different' which is the best product sought by the high culture, is shown as a result of a mass which breaks up into groups termanipulasikan small groups and participating in cultural commodities produced pseudo massively targeted to obtain the lowest common denominator.

From this perspective, it can be affirmed that the accumulation of goods have been mngakibatkan victory exchange rate, that instrumental rational calculation of all aspects of life becomes possible in which all differences, cultural traditions and transformed into an essential quality in quantity (number). However, while the use of this capital can explain the logic of progressive kalkulabilitas and damage the remnants of traditional culture and high culture in the sense that the logic of capitalist modernization in such a way as to make 'everything solid into air' there is a problem with the culture.

### *3.4. Strategic location as a Popular Space of Social Interaction*

Location that has economic value to a popular place to be commercial space, although there is an open space instead of commercial space can be used with this. Due to the strategic location of existing public open space is often influenced by political authorities. For example, the policy emphasis in the open space to financial resources and public policy through the creation of useful open space policies affect citizens of levies and license activities of users of open space that has undergone changes in social function becomes a function of the economy.



Figure 5: Commercial Activities that make up the character of Open Space Commercial  
Sources: Aswad, 2010-2011



Figure 6: Specific Activity (Special Event at) at the Open Space  
Semarang city  
Sources: Aswad, 2010

#### 4. Conclusion

- Paradigm of open space function of municipalities is undergoing changes due to activity habits of users of existing urban open spaces into spaces of commercial activity that persisted in time and the habits of the use of open space (informal sector (street vendors in particular) as indicators in the formation of open space to be commercial or just a social space only.
- The political direction of the development of the informal sector requires direct intervention or indirectly. If the Government wants to help the development of the informal sector, without direct intervention, then the Government all you can do is to issue appropriate policies to create an environment (external) trying to encourage the development of economic activities in the sector. Including the creation of a system of free competition, but healthy and eliminate all kinds of distortions and other barriers. It is the duty of Government is only as a promoter, Stimulator, facilitator, regulatory, and stabilizers.
- Arrangement of open space that has commercial value in order to create open space for all commercial humanist urban communities, can be done with a commercial approach to open space that can be studied from the perspective strategies of open space in urban areas.



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