



COUNSELING OF REVITALIZATION PLAN FOR SUPPORTING FACILITIES AND INFRASTRUCTURE WITH USER-FRIENDLY CONCEPT AT THE AREA OF RW 07 KEBON KACANG, TANAH ABANG, JAKARTA

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Abstract

This article describes community service activities by a team of lecturers and students from the Department of Urban Planning and the Department of Architecture, Universitas Trisakti. The activity started with a site planning study project in the odd semester of the 2021-2022 academic year, with the topic of site planning in one of the Rukun Warga (RW) areas which has an area of +/- 2 HA, with a user-friendly site planning concept. At the beginning of the study, students conducted a physical survey and a cognitive survey of residents regarding the mapping of the RW 07 area, Kelurahan Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta. In this way, residents are trained to express themselves through simple sketches about the physical boundaries, site characteristics, and the treasures of facilities and infrastructure that exist in the RW 07 area. The results of this first work are used as a conceptual basis for user-friendly site planning. The next study work was to design a site plan in RW 07, which was prepared according to user-friendly theory in site planning, the site plan standard, and directions of the Spatial Plan for Trade and Services Zones according to Presidential Decree No. 60/2020. The results of the analysis, synthesis, planning and designing of the RW 07 area was compiled as an academic manuscript to be donated to the RW 07 Planning Forum, Kelurahan Kebon Kacang through this activity. The team succeeded in counseling substances of the design of the RW 07 area, according to the needs of citizens. In addition, the team was successfully measuring the level of empowerment of residents were participating in the community service activity which was held on March 14, 2022 on the neighborhood road in front of the RW 07 Secretariat.

Keywords: Counseling, Revitalization, User-friendly

INTRODUCTION

This Introduction section contains four important things, namely 1) Background, which becomes the urgency of the problem so that it is necessary to carry out community service activities, 2) Situation analysis, which expresses the problems faced by partners in community service activities, 3) The purpose of community service activities the community, and 4) the novelty or uniqueness of the approach taken, and the findings of the community's creative ideas, or practical knowledge that can be developed for the next *Tridharma* activities.

In order to complete the site planning course in the odd semester of the 2021-2022 academic year, students majoring in Planology at Universitas Trisakti were given the task of exploring several RW areas in Jakarta covering per area around 2 hectares. One of the RW areas will be appointed as the subject of a site planning study with a user-friendly planning concept. At the beginning of learning, which was still in this pandemic period, students apply for survey permits, physical surveys, and cognitive surveys to the RW administrators who were the study target locations. From the three alternative RWs that were explored, this groups of students chose the location of their group's case study, namely the RW 07 area in the Kelurahan

Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta. After submitting a proposal and receiving an answer from the head of the RW, the students and the RW management walked together to understand the physical condition of the area and the living situation in the RW 07. At the same time, the residents were trained by the students in order to express their understanding of the environment in the RW 07 area through simple hand sketches, describing the physical boundaries, site characteristics, and providing codes/symbols where social facilities and public infrastructure were located in the RW 07 area. The results of the sketches were used as basis information for measuring the extent to which residents understand the characteristics of the existing site plan in the RW 07, and measuring the extent to which the user friendly concept has been applied at this time.

1) Analysis of situation

The next study work was to analyze the existing site in the RW 07, both in relation to the fulfillment of public facilities and the infrastructure in accordance with site planning theory and the effectiveness of the user friendly concept. In addition, it was also seen how the standard site planning provisions, and the directions in the Trade and Services Spatial Plan of Presidential Regulation No. 60 year 2020 successfully implemented. The results of analysis [and synthesis] planning process on the RW 07 in the current conditions, including the development budget plans year 2021-2022 were that the people actually knew little bit about the urban planning of their area. However, they may not see yet how they could take apart in the site planning and the infrastructure development. The students worked in the case of RW 07 in term of urban planning guided by lecturers. They prepared an academic manuscript for user friendly site planning of the RW 07, to be donated to the RW 07 Planning Forum of Kelurahan Kebon Kacang through this community service activity. In this counseling activity, the team succeeded in explaining what substances have been designed in the RW 07 area according to the needs of citizens. In addition, they were successfully measuring the level of empowerment of the residents participating in community service activities which were carried out on March 14, 2022 on the neighborhood road in front of the Secretariat of RW 07.

2) The purpose

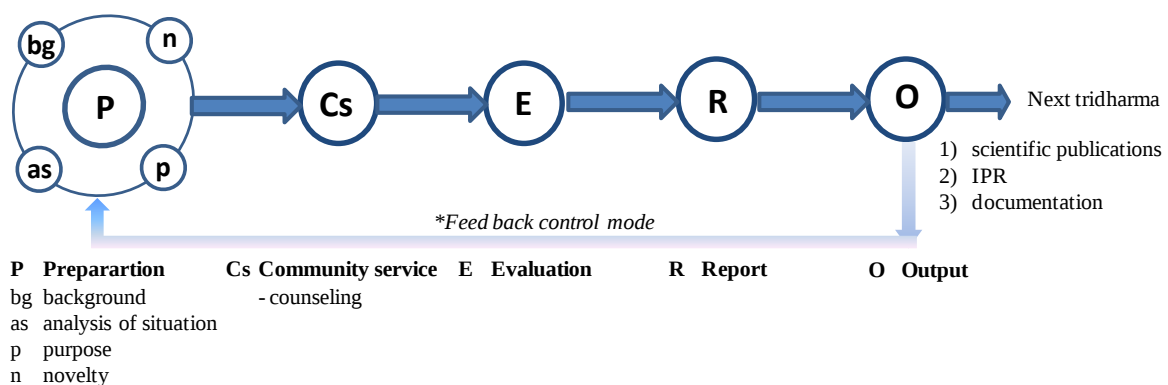
The purpose of this community service activity was to educate residents of the RT 07 to understand the area where they live, real problems in their environment, existing development plans, or/and together with students made a user-friendly RW 07 site arrangement plan, so that residents and the private sector can be invited to contribute to solve it.

3) The novelty

This community service activity was novel in terms of outward appearance and uniqueness in its approach method. The novelty was counseling activity of academic manuscript on site planning - a revitalization plan for the provision of user-friendly supporting infrastructure in the RW 07 area, Kelurahan Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta. While the peculiarity of the approach method was the linear method, which was preceded by very important preparatory activities to jointly formulate RW 07 site problems guided by Universitas Trisakti students and lecturers in the form of partnerships for community service activities.

METHOD AND PROCEDURES

In fact, this community service was a follow-up activity from the educational and teaching activities, namely the assignment of a site planning course for seventh semester students majoring in Planology. Therefore, the approach method for community service activities has been started since the assessment of choosing a location, a cognitive survey with sketches of user friendly knowledge recognized by residents, to in-depth interviews with residents confirming the situation analysis of RW 07, the purpose of counseling activities resulting from RW 07 site planning, and technical procedures that were unique to residents in this area and must be observed by participants in community service activities. The Linear Method was as described in Figure 1 below.



Source: Susetyarto, April 2022

Figure 1 The Linear Method

In the linear method, this community service activity was carried out in five important stages in line the procedures namely:

- (P) **Preparation** consisted of making a Community Service Proposal, referred to the background of specific problems of RW 07 residents, the Kelurahan Kebon Kacang, Kecamatan Tanah Abang, especially problems related to site planning, facilities and infrastructure design, cognitive surveys of residents regarding user friendly in planning, surveys physical location of site planning, including situation analysis of the RW 07 area and the habits of the residents that must be appreciated so that community service activities can be accepted and bring benefits to the people. The proposal also stated the objectives of community service activities, namely providing counseling activities of academic manuscripts on site planning; and mentioned the novelty that was unique, namely the linear approach in community service which was actually a follow-up activity from the education and teaching activities of lecturers and students majoring in Planology.
- (Cs) The **Community service** activity did in the form of counseling activities for residents of the RW 07 about the academic manuscript on site planning - a revitalization plan for the provision of user-friendly supporting infrastructure in the RW 07 area, Kelurahan Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta. The counseling material was an academic manuscript on site planning in RW 07, which was the course work of Planology students guided by lecturers in the previous semester. Thus, on this occasion residents can provide feedback, to verify and confirm data, to ask questions, or even to provide suggestions and criticisms about the content of the material that has been planned.
- (E) **Evaluation**, which included evaluation of the implementation, both internally by the FALTL – FTSP Universitas Trisakti community service team and externally with the partner as well as evaluating the achievements of qualitative empowerment activities by the activity implementers, and the quantitative achievements of community empowerment after this activity. The results of the two evaluations were used to compile reports on activities and outputs;
- (R) **Reports**, which included reports on the implementation of community service, since preparation, implementation of counseling as well as donating the academic text to the partners, conducting evaluations, compiling reports, to publishing activities as outputs;
- (O) **Outcomes**, there were three planned outcomes in proposal, namely: Output I, scientific publications in the Journal of Community Service, Output II, Copyrights for products of counseling presentation materials, poster design of the presentation event, and of the

academic manuscripts. Output III was additional output in the form of implementation documentation uploaded on social media/Youtube.

The stages of linear method and procedure were carried out in this activity done by the committee and participants of community service, i.e. some residents of the RW 07 area, which have understanding the area and social problems in this area. Therefore, the committee proposes this face-to-face activity in community service by means to increase the knowledge of the residents in site planning which was user-friendly in the pandemic. As for before this activity was carried out, the committee had conducted interviews and approaches through the chairman of RW 07, Kelurahan Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta.

Further, the details of the information of this Community service activity was as follows:

- | | |
|-------------------------|---|
| Day and Implementation | : Monday, 14 March 2022 |
| Implementation Time | : 11:00 - 12:00 wib. |
| Place of Implementation | : Secretariat hall of the RW 07, Kelurahan Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta. |
| Program | : a) Opening speech by the Vice Dean IV of the Faculty of Landscape Architecture and Environmental Technology (FALTL), Universitas Trisakti.
b) Replying speech by Deputy Secretary of the RW 07.
c) Presentation of the Academic Manuscript of the Site Plan which was user-friendly for the RW 07 area, Kebon Kacang Village, Tanah Abang District, Central Jakarta.
d) Question and answer about the site planning with user-friendly concepts, and occasion to verify and ensure planning data of the RW 07.
e) Closing: handing over of a souvenir and the Academic Manuscript book about the Site planning with user-friendly concepts of RW 07, Kelurahan Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta.
f) Gathering moment and having lunch together |

RESULTS

In this community service, the focus of the activity was counseling the Revitalization Plan for the Provision of Supporting Infrastructure and Facilities for the RW 07, Kelurahan Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta. The counseling material was taken from academic manuscript books which were carried out by a group of planology students with

the guidance of lecturers in the Site Planning course in the previous semester. The site arrangement was conceptualized in a user friendly manner, accepted input from residents of RW 07, taught residents to understand and be friendly to the results of site planning, or other development plans, and of course it was prepared according to the direction of the Trade and Services Spatial Planning, Presidential Regulation no. 60 of 2020. For that reason, an intense approach has actually been taken by students to the chairman/vice chairman of RW 07 until this activity was held.



Source: Roy & team, 2022

Figure 2 Students and Vice Chairman of RW 07

Theoretically, Planning was the act of selecting and relating existing facts, as well as making assumptions related to the future by describing and formulating certain activities, or stages to achieve a goal and the best planning results (Taufiqurokhman, 2008). Site planning was a part of planning an area in processing site conditions to meet the social and economic needs of residents living in the area, while taking into account the sustainability of their environment. The site planning showed the planning process which contains principles, methods and a series of planning stages that must be carried out as mentioned by Russ (2009).



Source: Roy & team, 2020

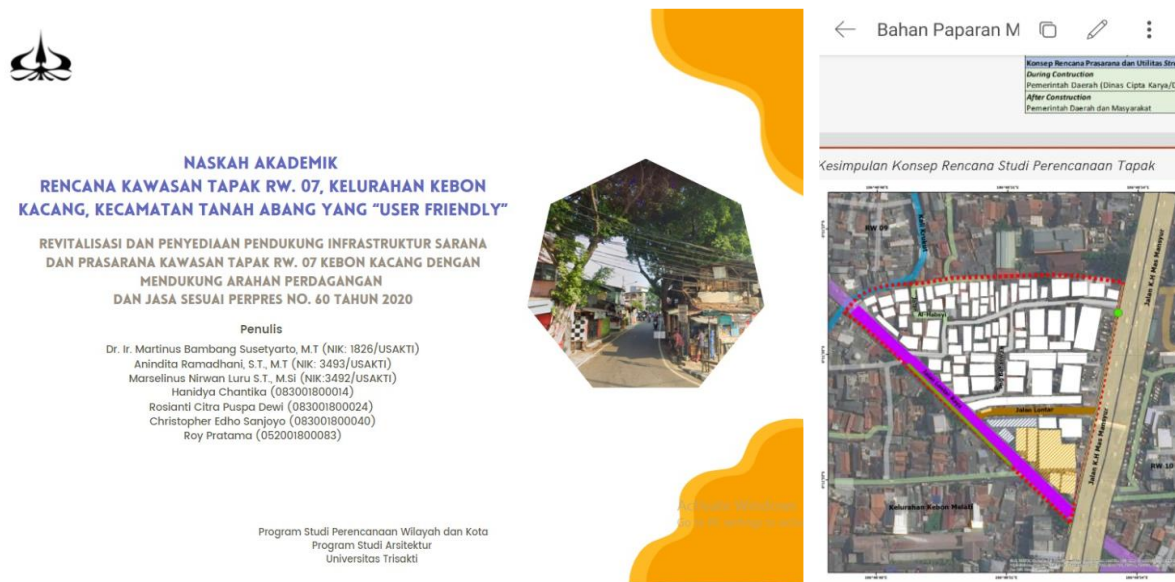
Figure 3 Opening speech by the Vice Dean IV FALTL, Universitas Trisakti

In the opening speech, the Vice Dean said that the indicators of the success of a site planning was that the ease of reading and understanding the plan itself by its users, who came

from various social and economic layers. For this reason, the concept of "user friendly" was needed in a site area planning. The user friendly concept requires the planner to make a plan from two perspectives, i.e. one point of view was the regional planner and/or architect as experts, and another view of the community members as users. The merging of these two points of view was expected to produce a site plan that provides a good understanding for its users, which in this case were interested parties. So that users can contribute and participate actively and use the results of planning with awareness and take part in its sustainable management. Site planning was the physical processing of the site to put all the design requirements in the site by taking into account the site conditions and the possible impacts arising from physical changes in the site area. Site planning was a bridge between the interests of land owners and the wider public interest. In fact, in site planning there was an effort to optimally handle the site through an integrated process of analyzing a site and the needs of the site use program.

The site planning study area selected by the community service team was located on Jl. Lontar Raya - Jl. Lontar, RW. 07, Kelurahan Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta. The selection of this location was based on observations of the team, which had various specific problems, including the unorganized physical and environment, the lack of availability of infrastructure and environmental utilities, and so on. Therefore, they needed a plan that can solve these problems by providing a user friendly site planning concept for the community in the study area. The objectives of the site planning in the study area was located on Jl. Lontar Raya – Jl. Lontar, RW 07, Kelurahan Kebon Kacang, Kecamatan Tanah Abang, Central Jakarta was to plan a site in a residential area that was user friendly for the local community, by analyzing spatial and non-spatial aspects which then produces alternative site designs that can solve existing problems. The targets needed to achieve these aims and objectives were as follows:

1. Identified the potential and problems of the site aspect of the area from the planner and user side.
2. Formulation of a user-friendly site development strategy.
3. Planned user friendly site area.



Source: Team of Site Planning Study, 2020

Figure 4 Material of counseling presentation of the site plan of the RW07

According to Borgman (1986), the word of “user-friendly” actually came from definition of "user" which was defined as "a person who uses", while "friendly" was defined as "of, relating to, or appropriate /suitable." Therefore, the word "user friendly" indicated an entity that was friendly and comfortable using a product. The user friendly concept in the site planning class, Susetyarto formulated to have 6 characters, which were as follows:

- 1) Clear Navigation. There were clear instructions on how to interact or understand a plan that was made, both in the form of a planning system and the planning product itself.
- 2) Be consistent. Planning products need to be made with consistency in the presentation of images, tables, charts, language texts, terms, coding and other technical matters.
- 3) Reliable. In a user friendly planning system or planning product, there should not be frequent system errors, disturbances, or crashes that will disrupt the user experience. In addition, reliability was concerned with minimizing the user from making various technical errors, and if the error occurs it was easy to trace back (by undo system), or the user was easy to fix it (by helper system).
- 4) The Right Combination of Visual and Design. The planning system or planning product must be equipped with a combination of visual and written elements that can enrich the user experience, and can provide clear explanations. If you used only one of them, it had multiple interpretations.

- 5) Prioritizing Aesthetics and User Experience, Not Only One of Them. Give more attention to the art of beauty, usability and convenience for its users, as well as in terms of using a planning system or planning product.
- 6) Use of Proper Animation or Micro Interaction. Use animations or micro interactions that can enrich the interaction experience between users and a planning system or planning product, which was made by a planning programmer (planner/urban architects) in a comfortable manner for users.

All matters regarding site planning in RW 07 and the application of user friendly concepts were thoroughly discussed when the team presented in the corridor in front of the RW07 secretariat (see Figure 5), including questions and answers, data clarification, analysis and in-depth discussion of the academic manuscript (see Figure 6).



Source: Roy & team, 2022

Figure 5 Street presentation of the academic manuscript

During the discussion process, the team evaluated how much there was an increase in the empowerment of community knowledge about the site planning in RW 07 which was user friendly. Of the 12 participants who attended, almost 75% actively asked about the contents of the academic manuscript. Five people gave clarifications about the current data in RW 07. Meanwhile, the chairman of RW 07 and two members of the RW07 forum discussed the continuation of cooperation in the coming semester regarding the construction of the RW07 hall facility which is planned to be expanded, above the road corridor currently used for community service counseling activities.



Source: Roy & team, 2022

Figure 6 Q&A session: presenters - participants

At the end of the event, we handed over one academic manuscript book, including one CDRW, which contained the academic manuscript and counseling materials that we carried out, as well as the handover report and souvenirs from the Community Service Team – Universitas Trisakti as shown in Figure 7 below.



Source: Roy & team, 2022

Figure 7 Handing over the Academic Manuscript book and a Souvenir

After the official event was closed together by the head of the Community Service Team and the head of RW 07, a group photo and friendly event was held with a light lunch, tea/coffee, with the special meatball food, which in this case was provided by the host, as shown in Figure 8. These Community Service Activities are documented and published virtually via a Youtube link. Meanwhile, poster designs, presentation materials, and academic manuscripts are registered in intellectual property rights, and are written as scientific publications in academic journal.



Source: Roy et all, 2022

<https://youtu.be/MLxz34JR5sc>

Figure 8 Documentation of togetherness and publication via youtube

CONCLUSION

The counseling of site plan which used a user-friendly concepts was a good idea to start early in the preparation of site planning in the targeted area, by early understanding the level of community empowerment in reading the intent and purpose of planning, the user-friendly concepts in planning drawings, beside to give open opportunities for residents to contribute on the development area. This community service activity succeeded to measure the extent to which awareness of site planning understanding was increased in the RW 07 Kelurahan Kebon Kacang, through the sketches method for understanding the problems, and making use a little space for the new development in the future, especially in term of providing infrastructure of the area of RW 07, healthy spaces, safe and comfortable conditions for everyone.

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