

SOCIAL CREATIVITY LEADS TO ECONOMIC CREATIVITY CASE STUDY : KAMPONG BANJARSARI, KAMPONG RAWAJATI, AND KAMPONG BHINEKKA

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ABSTRACT

Sustainability is enable people to meet their own needs as well as allowing future generations to meet theirs. Nowadays many people start to discuss about sustainability and how to live with it, that in fact, quite hard to do. As we know, to create a sustainable community, active participation from the people is needed, which is also hard to do without having a good effort from themselves, and it has to be sustain, also known as social sustainability. Social sustainability as a basic thing to make a sustainable environment has been proved by some villages in Jakarta. These villages have different conditions and backgrounds. But they have something in common, creativity. They able to change the face of their environment become a nicer one by greening the village and turn garbage into things that has an economic value. By this study, the writer try to describe how these works can be done in these villages and can be adopted by others. So that, from a small community could give a lot of contribution to the city.

KEYWORDS : creative community, creative economy, social sustainability

1. INTRODUCTION

Creativity is the ability to generate something new, while an economy is conventionally defined as a system for the production, exchange and consumption of goods and services. Creativity is not necessarily an economic activity but may become so when it produced an idea with economic implications or a tradeable product, which result is a creative product. It is an economic good or service that results from creativity and has economic value¹. The city crowded and traffic do not even heard or even felt in Kampong Banjarsari – located only few metres away from the usually traffic-congested Fatmawati Road in South Jakarta. What we saw or felt was a very beautiful-green-neat village, the one which we usually see in a rural area. This village is growing as a sustainable village and a role model in community-based waste management (UNESCO, the green experience of Banjarsari). A person who had struggle for twelve years to make this village like it is now is a seventy-nine years old woman, named Harini Bambang Wahono. She has a my-garbage-is-my-problem spirit and started to apply applied 4R philosophy (reducing, reusing, recycling and replanting) in her daily life since 1986. It was not easy for her to encourage the inhabitants for doing the same thing like she did but she was succeeded and now she become an inspiration not only for all-ages Kampong Banjarsari's inhabitants, but also for other villages.

Kampong Rawajati – located near Indonesian Heroes Cemetery in Kalibata, South Jakarta – is one of the 'fans' of Kampong Banjarsari. This village was moved by a man who really inspired by Harini Bambang Wahono, named Pardi. He had the same struggle like her, but not the same length like she did – he struggled for 4 years. He started in 2000, and by 2004 his hard work started to gave a good result. Kampong Rawajati had been awarded as the cleanest and greenest area in Jakarta and in 2005 had been announced as an agro-tourism village, both by the government.

Kampong Bhinekka in Kedoya, West Jakarta – located in a crowded-slum neighborhood area, where always take a part in 5-years annual flood in Jakarta – was inspired by Kampong Rawajati and tried to make a good environment, wishfully the same with Kampong Rawajati. In 2004, the village's principle at that time, started to encourage the people in his village from all ages, which was not easy. And finally, the hard

¹ Howkins, John. *The Creative Economy : How People Make Money From Ideas*. 2007. Page ix.

work started to give a good result for the environment and the people. The people started to beautify their houses by their heart not because of the encouragement. By 2007, they won a third place in Jakarta Green and Clean Race. Since then, a lot of outsiders come to see this 'Kampong'.

The three kampong that have been described above are the case study that the writer tries to bring as examples of creative economy in a social community.

2. LITERATURE

2.1. Creativity

There are two kinds or stages of creativity : the first is a universal characteristic of humanity and is found in all societies and cultures. It is found in free societies, which encourage it, and in closed and totalitarian societies, which usually try to stifle it. The second kind, which leads to the making of creative products, is stronger in industrial, which put a higher value of novelty, on science and technological innovation, and on (intellectual) property rights. The first kind of creativity need not lead to the second, but the second requires the first².

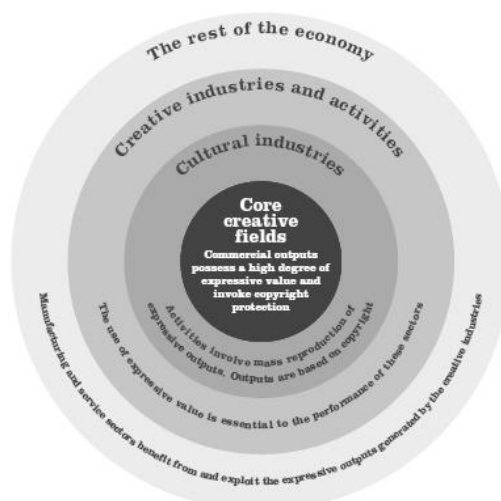


Figure 1. The Creative Industries – a stylised typology³

The important characteristics of a creative product are twofold : it result from a creative activity and has recognizable economic value. The output of creative products has tended to happen most publicly and obviously in the arts, which has caused the arts to be seen as the core creative activity and for creativity and the arts to be treated as synonyms⁴.

A creative milieu is a place – either a cluster of buildings, a part of a city, a city as a whole or a region – that contains the necessary preconditions in terms of 'hard' and 'soft' infrastructure to generate a flow of ideas and inventions⁵.

There are three classes of creative techniques. The first helps to increase the number of ideas; the second helps to create new ideas; and the third reframes how existing ideas are seen⁶. The challenge of creative empowerment is seen as moving up the scale from : co-option, cooperation, consultation, co-learning, collective action⁷.

The urban innovations matrix is a self-assessment tool and benchmarking device for sharpen thinking, aid judgment, and does not imply that a city has to be continuously innovative. There is thus an entire

² Howkins, John. *The Creative Economy : How People Make Money From Ideas*. 2007. Pg. 4.

³ The Work Foundation. *Staying Ahead: The Economic Performance Of The UK's Creative Industries*.

⁴ Howkins, John. *The Creative Economy : How People Make Money From Ideas*. 2007. Page x.

⁵ Landry, Charles. *The Creative City : A Toolkit for Urban Innovators*. 2000. page 133.

⁶ Landry, Charles. *The Creative City : A Toolkit for Urban Innovators*. 2000. page 179.

⁷ Landry, Charles. *The Creative City : A Toolkit for Urban Innovators*. 2000. Page 187.

spectrum or chain of innovative solutions; meta-paradigm shift, paradigm shift, basic innovation, best practice, good practice, bad practice, appalling practice⁸.

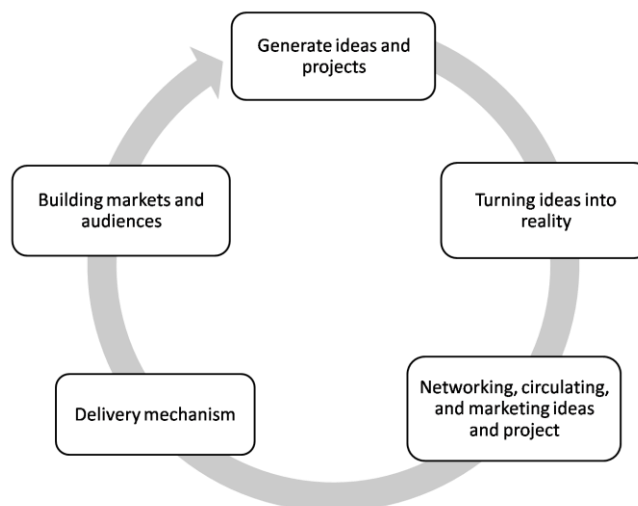


Figure 2. The Cycle of Creativity⁹

2.2. Creative Economy

The creative economy (CE) is equivalent to the value of creative products (CP) multiplied by the number of transaction (T); that is $CE = CP \times T$. The criterion of a creative product is a good or service that results from creativity and has economic value. The criterion of a transaction is that an exchange takes place with an economic value¹⁰.

Creative process is a five-fold mix of dreams and analysis, intuitive jumps and cold-blooded calculation spelled out in a list which called RIDER (Review, Incubation, Dreams, Excitement, Reality Checks)¹¹.

Creative person never moves in a straight line : 'I do believe that someone who is really creative is interested in everything that impacts on their life,' and deliberately searches out new experiences. But, having found what you want, 'You have to stick with it. You have to be absolutely determined, otherwise you might just as well write poetry.'¹²

3. CASE STUDY

The case studies are divided into three parts. Each part will describe behind the scenes for each kampong.

3.1. Kampong Banjarsari, South Jakarta

Kampong Banjarsari, a three hectares area, is located in a quite traffic location in South Jakarta. This kampong's inhabitants have a not quite good educational background – illiterate, have a very less greening and sanitation knowledge.

⁸ Landry, Charles. *The Creative City : A Toolkit for Urban Innovators*. 2000. Page 197-200.

⁹ Landry, Charles. *The Creative City : A Toolkit for Urban Innovators*. 2000. page 225.

¹⁰ Howkins, John. *The Creative Economy : How People Make Money From Ideas*. 2007. Page 85.

¹¹ Howkins, John. *The Creative Economy : How People Make Money From Ideas*. 2007. Page 16.

¹² Landry, Charles. *The Creative City : A Toolkit for Urban Innovators*. 2000. page 84.

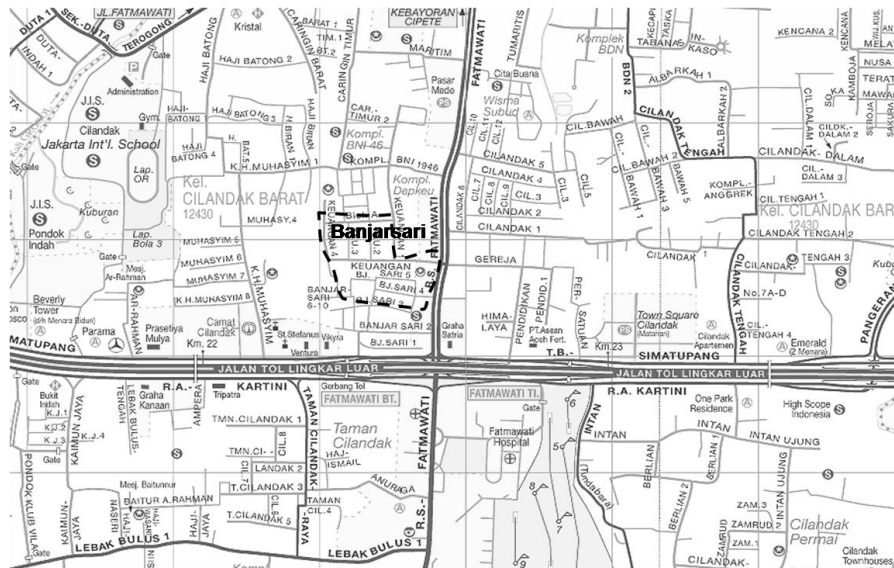


Figure 3. Kampong Banjarsari's Location

Harini Bambang Wahono, an elementary school retirement, had been through many obstacles in her life on the way to become a green revolutionary. At the beginning, in 1986, she only wanted to have a beautiful-healthy environment, that coming from her loveliness to tress. She already learned how to grooming, composting and recycling since she was a kid. And, at that time, she wanted to share her knowledge to the community. She had had objectionable in her community because of her dream, but then she, together with some neighbor who had the same vision, formed a traditional waste management group, by applying 4R (reduce, reuse, recycle, replant), named Banjarsari. This group, slowly but sure, had shown a good revolution to Kampong Banjarsari. This group, which never give up trying to encourage people in managed their waste, had attract UNESCO's attention so that UNESCO acclaimed Kampong Banjarsari as a community-based waste management pilot project in 1996. Since then, many NGO's and government helped the group's activities as a funding. The good results started to show their face. Community's waste problem, in fact, had been reducing up to 50%; around 60% of the inhabitants have changed their life-style into a health-better life; increased the people's income by selling recycled things, selling compost, or giving environment education; and has been visited by tourists from many villages and countries. Many advantages that the community can get to become a green-clean environment, which are : achieved Kalpataru Award (Award for people or group that have an effort in environment preservation, by Indonesia's government) in 2001; achieved Adipura Award (Award for village/town who succeed in applying cultivation and preservation in the environment, by Indonesia's government) in 2007; become a tourist destination village; etc.

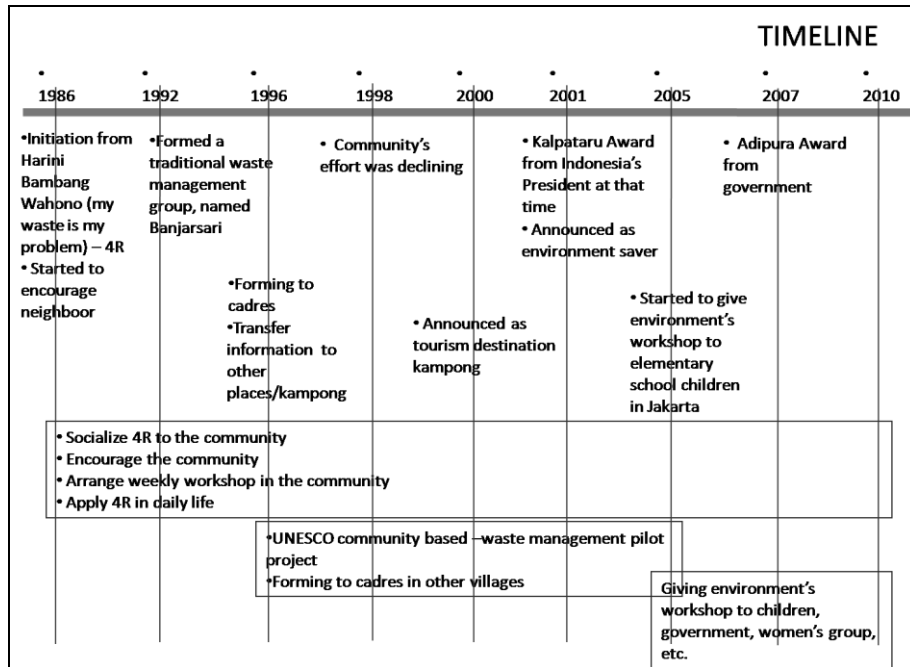


Figure 4. Kampong Banjarsari's Timeline



Figure 5. Creative Product in Kampong Banjarsari (left-recycled things, right-plant's seeds)

Nowadays, this village known as a community-based waste-management laboratory that gives a lot of workshops or environment-educational package for students, teachers, government's workers, women's groups, etc. From a seventy-nine years old woman a city can learn how to be more environment-educated; how to be more creative in facing problems. Thus, this practical can be applied in other villages in Jakarta or other.

3.2. Kampong Rawajati, South Jakarta

Kampong Rawajati, which is located in Rawajati, South Jakarta, is divided into two parts, the first is an ex-military complex (consists of 6 RT – the smallest part of community in Indonesia) and the second is a 'real kampong' (consists of 4 RT). Both have different characteristic, which we can see from the people's background, educational, economical, and social condition.

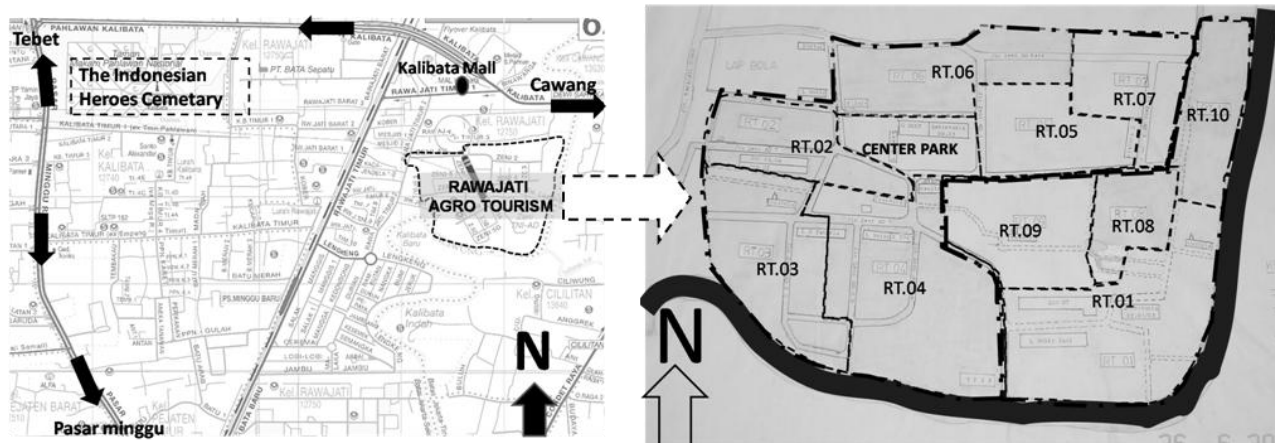


Figure 6. Kampong Rawajati's Location and Area

From the figure above we can see the position of Kampong Rawajati in South Jakarta, and from the left figure, we can see the kampong's detail. As the writer has been described above, there are two parts in Kampong Rawajati, which each has its educational, economical, and social background that different from the other, which background can be seen in figure below.

No.	Criteria	Community in ex-military complex (RT. 02, 03, 04, 05, 06, 07)	Community in Kampong area (RT. 01, 08, 09, 10)
1.	Educational background	<ul style="list-style-type: none"> • 10% of the community are elementary school graduate. • 10% of the community are the senior high school graduate. • 20% of the community are vocational practical graduate. • 60% of the community in RT 09 are undergraduate. 	<ul style="list-style-type: none"> • 10% of the community in RT 09 are elementary school graduate. • 60% of the community in RT 09 are the senior high school graduate. • 20% of the community in RT 09 are vocational practical graduate. • 10% of the community in RT 09 are undergraduate.
2.	Economical background	<ol style="list-style-type: none"> 1. Jobs: <ul style="list-style-type: none"> • 60% retirement from military • 30% housewives • 10% office staff 2. Property: <ul style="list-style-type: none"> • 90% their own house • 10% rent 	<ol style="list-style-type: none"> 1. Jobs: <ul style="list-style-type: none"> • 60% informal sectors (street vendors) • 5% teachers/ trainers • 20% labor • 15% office staff 2. Property: <ul style="list-style-type: none"> • 70% their own house • 30% rent
3.	Social background	<ol style="list-style-type: none"> 1. They are from Java, Sumatra, Borneo, etc 2. Monthly gathering (arisan) in each RT 3. Women group in each RT 	<ol style="list-style-type: none"> 1. Betawi society 2. They are from Java, Sumatra, Borneo, etc 3. Monthly gathering (arisan) in each RT 4. Women group in each RT

Figure 7. Community's Background in Kampong Rawajati

Pak Pardi, is a military retirement who lives in Kampong Rawajati. He was the trigger in Rawajati's greening program. He loves planting and after he retired, he focused to beautify his house and his kampong by planting some trees in every space that he could found. At that time, this kampong already had women groups (PKK) in each RT as a media for the women to socialize. And these women groups saw the benefit from what Pak Pardi had done, so that these women groups decided to cooperate with him. Together they generated a farming group (Benih Jati farming group) in their kampong and soon been very busy with the greening stuff. Besides that, they also tried to communicate with the community to join their program by doing 4R (reduce, reuse, recycle, replant) in their daily life. With the background's differentiation between the inhabitants in both areas, which are mostly uncommon in many backgrounds, it was difficult to unite them. There were so many problems that occur during the process. But the hard work and sacrificial from the groups gave a good result, not only for the groups, but also for all the community (from both areas). All the inhabitants now realize the importance and benefit that they can get from this new idea (4R program). The groups that had been developed before, now get stronger and stronger and have done so many things for their

environment (producing recycled things – bags, wallet, blanket; planting decorated and herbal plants (they are famous of their red ginger plants); cooking and selling traditional food; composting; educating the waste pickers; creating a Friday clean program; doing comparative study to develop and maintain their environment; etc.). By selling the recycled things, decorated plants and herbal plants, these groups – who majority are retirements and housewives – still can get money, that we called economy creative, plus award as agro tourism kampong, which make a lot of tourists (coming from national or international) come to see this kampong, which give pride for the inhabitants (from all ages). After all of the added value that they can get from these creative activities, they still have homework (1) maintain the inhabitants’ spirit – which has the same difficulties with establish it – because some already bored with the routine; (2) share the idea and information to other community/kampong.

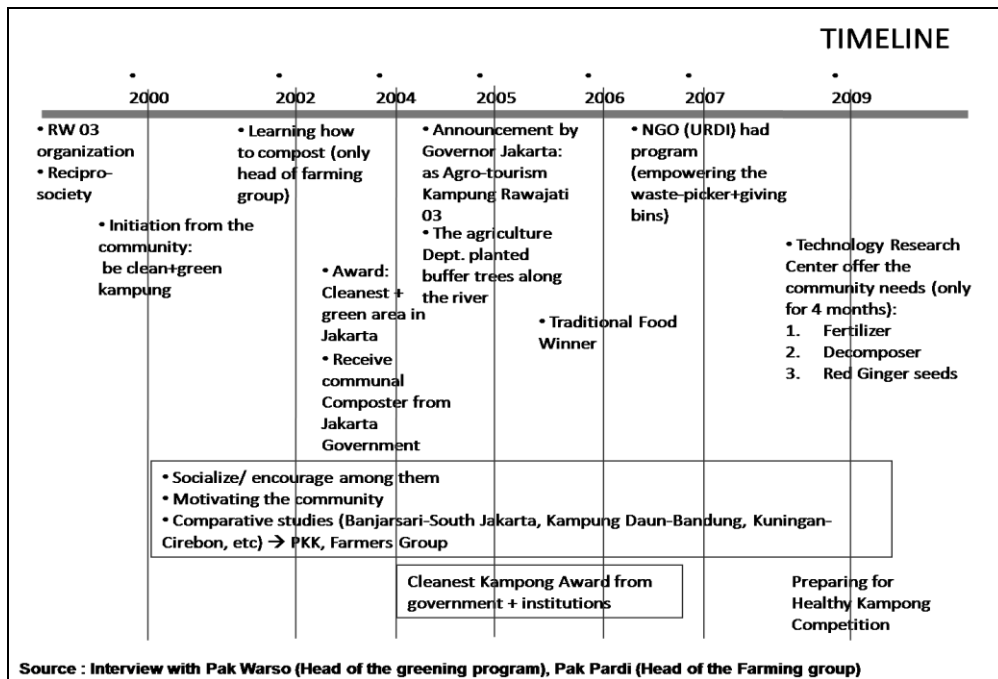


Figure 8. Kampong Rawajati’s Timeline



Figure 9. Creative Product in Kampong Rawajati (left-red ginger seed, right-blanket from reuse cloth)

3.3. Kampong Bhinekka, Kedoya, West Jakarta

Kampong Bhinekka, a two-meter wide road small-compact area, is located in a slum neighborhood area in Kedoya, West Jakarta, where always take a part in 5-years annual flood in Jakarta. Compare to the other case study, this kampong, is the youngest one in applying community-based waste management.

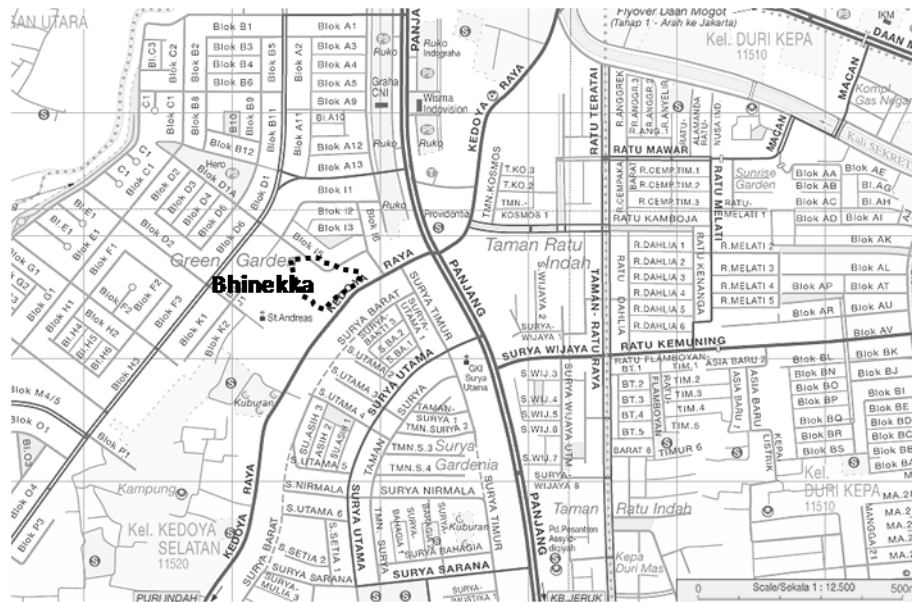


Figure 10. Kampong Bhinekka's Location

A bit different from the other two, this kampong's story is coming from a cadre – coming from Banjarsari's cadre program – who started to encourage people in this kampong to become a better environment and got help from one of company in Indonesia (Unilever company). Unilever company had a green and clean program, that consist of workshop and competition, and gave a lot of new experiences to the community in order to increase their ability in maintaining a living environment. Unilever trained the community to practicing 4R and biopori in their daily life, thus the community is generated vastly, besides local supports also been needed. The community should not forget or bored in order to encourage every one of the community to apply the 4R principal in their daily life. And after one year hard work – change their way of life and change their environment's face – this kampong won green and clean award (Unilever guided one RW in every district in Jakarta – Jakarta has 5 district, South Jakarta, West Jakarta, East Jakarta, North Jakarta, and Central Jakarta – and then organized competition between 5 RW that had been chosen before) by Unilever. Since then, Kampong Bhinekka started to be visited by many visitors and indirectly, this kampong had encouraged many villages nearby to apply the green and clean program in their neighborhood.

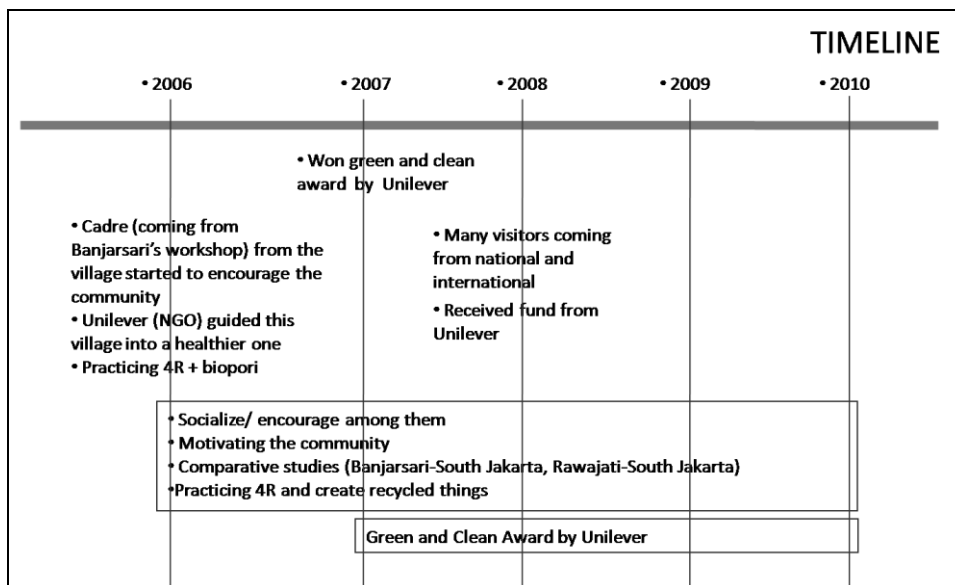


Figure 11. Kampong Bhinekka's Timeline



Figure 12. Creative Product in Kampong Bhinekka (left-herbal family plant, right-recycled thing)

4. CONCLUSION AND RECOMMENDATION

TIMELINE									
1986	1992	1996	2000	2001	2004	2005	2006	2007	2010
BANJARASRI'S JOURNEY									
• Initiation from Harini Bambang Wahono – 4R	• Formed a traditional waste management group, named Banjarsari	• UNESCO community based –waste management pilot project	• Announced as tourism destination kampong	• Kalpataru Award				• Adipura Award	
RAWAJATI'S JOURNEY									
			• Initiation from Pak Pardi (learning from Banjarsari)		• Award: Cleanest + green area in Jakarta	• Agro-tourism kampong	• Traditional food winner		
BHINEKKA'S JOURNEY									
								• Green and clean award	

Figure 13. Comparative Timeline

All three case studies above, each has different background but they have something in common, a vision to make their environment as a better place to live. It was started by Kampong Banjarsari at 1986, and it was needed 10 years to achieve something big for the environment. Had been learning from Kampong Banjarsari, Kampong Rawajati achieved an award after struggled for 4 years. And, the third case study, Kampong Bhinekka, only need a year to achieve an award (can be seen in figure above). This proves that dreams can be achieved by a great vision, cooperate with others, doing some consultation, co-learning, and do collective action. We can learn from best practices or else to be creative in our way or to create a new thing in our lives that direct or indirectly will impact our environment. By that, the first kampong in Jakarta who started this creativity-circle is Kampong Banjarsari and soon been adopted by other villages in Jakarta. Since then, there are already twenty five kampong in Jakarta which applied sustainable village.

Innovations do not progress in a linear way. Urban creativity often involves daring to take the risk to go back into history and even repeat or reuse something from the past. Thus innovation can frequently be cyclical¹³. Creative people working as individuals, in groups, teams or organizations. In project or

¹³ Landry, Charles. The Creative City : A Toolkit for Urban Innovators. 2000. page 202.

organizations I could see creative processes and structures that seemed to release skill and motivation, implying that everyone can be creative under certain conditions¹⁴.

Case Study	Types of creativity	Creative Product	Creative Economy
Kampung Banjarsari	Step 1	<ul style="list-style-type: none"> • Recycled things • Composting • Decorated plants • Knowledge / workshop 	v Not focused on generating creative economy
Kampung Rawajati	Step 1 – 2	<ul style="list-style-type: none"> • Recycled things • Red ginger seeds • Decorated plants • Jamu (Indonesia's traditional drink) • Composting • Educating the waste pickers 	v Focused on generating creative economy
Kampung Bhinekka	Step 1 – 2	<ul style="list-style-type: none"> • Recycled things (only from Unilever product) • Composting 	v Only some part of the community who focused in generating creative economy

Figure 14. Creative Product and Creative Economy

From figure above, we can see that money is not the main reason from these activities, but unconsciously, it creates creative economy as an added value that they gain from the creative product that they produced. It has been proven by increasing of their income and they still can produce money even after they've retired from their formal occupation. But still, if these communities want to go further, to creative industry, they have to collaborate with other company/organization/people that has wider information and experiences.

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¹⁴ Landry, Charles. The Creative City : A Toolkit for Urban Innovators. 2000. page 12.