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Strategi Peningkatan Kapabilitas Perumahan Desa Klangonan untuk Memperbaiki Kualitas Hidup, melalui Pemanfaatan Potensi *Home Based Enterprises*

Housing Capabilities Improvement Strategies in Klangonan Village to Improve Quality of Life, Through Home Based Enterprises Utilization Potential

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Abstract

Housing Capabilities and Home-Based Enterprises (HBE) were concept, that support the success of sustainable housing development. This research aims to improve the quality of life of the Klangonan Village inhabitant, through the existence of HBE potential. The research methods used were mixed methods, combining qualitative data and quantitative data. This study used qualitative SWOT analysis techniques, which begin by determining internal factors and external factors. The results of this study showed that HBE development was very necessary, by doing the construction of housing and residential infrastructure. In addition, the relationship of the kinship system between citizens could also be used to develop business cooperation activities.

Keywords: *Housing Capabilities; Home Based Enterprises; Klangonan Village; Quality of Life*

1. INTRODUCTION

Houses are used as shelter, from the interference of nature and wild animals. The house is al-so a place to start the development of life, a family place with a healthy, safe, harmonious and regular environmental quality. Meanwhile, housing plays a role in organizing community activities in a limited environment. The provision of facilities and infrastructure becomes an important factor, to make the safe, healthy, harmonious and organized environment (Sari et al., 2020).

Housing Capabilities are an assessment of housing competence based on user thinking standards for housing needs, which aims to improve the quality of life. Housing capability is one of the factors that affect sustainable housing development. This development aims to realize environmental integration, socio-cultural interests and maximize local economic benefits. Definitely, Home Based Enterprises (HBE) concept also support the improvement of economic aspects in sustainable development. HBE have important benefits in increasing people's income. People can have easier work

access, which can be done at their housing (Tyas, 2009).

Klangonan Village is one of the villages, that support the tourist activities of Sunan Giri Tomb Site. It has a variety of HBE engaged in small industries/household crafts. The existence of HBE has the potential, to develop economic development focused on creating new jobs and to improve the quality of life (Atika et al., 2019). Therefore, this study aims to determine strategies in improving housing capabilities through the potential of HBE in Klangonan Village. The study began by looking for theories about Housing Capabilities and HBE. That theories support the concept of sustainable development, that can improve the quality of life.

2. MATERIAL AND METHODS

Housing Capabilities

Housing Capabilities become one of decisives the important of housing, to improving prosperity and quality of life. This approach emphasizes the functions performed and the abilities, that can be achieved by the user for prosperity goals. Survival becomes the main function of occupancy as a shelter. The capability of a dwelling will depend on the people thinking about housing satisfaction standard. In determining housing satisfaction, there are several criteria that can be seen in Table 1 (Coates et al., n.d., 2015).

Table 1. Criteria for Determining Housing Satisfaction

Criteria	Explanation
Occupancy Characteristics	Related to the condition of environmental facilities and the condition of residential space, which leads to the development.
Legality of Ownership	The status of residential ownership affects the welfare of residents. The status can be government-owned housing, rental housing, or private housing. The tenants usually have lack a sense of belonging in repairing the house, because it is not private property.
Financial Status	Households, which belong to low-income communities, will tend to occupy low-quality house or housing.
Environmental Quality and	Eligibility to live in an environment related to social

Criteria	Explanation
Indicators of Social Interaction	interaction, security, and norm.
Local Activities and Social Engagement	Social engagement is carried out by the community in local activities, such as socializing, volunteering, etc.

Source: Coates et al., n.d., 2015

From the above explanation, housing capabilities are determined from community satisfaction in the previously mentioned criteria. This assessment is commonly used to answer questions about housing issues. This theory will provide useful insights to determine strategies in overcoming quality of life problems in a housing.

Home Based Enterprises (HBE)

HBE is a home, whose part of the room used for production activities of economic value. It also has relation consequences between aspects of production and home maintenance. There are flexibility and dynamism, where work can be accommodated in home (Kridarso, 2018). HBE create home with economic activities or businesses, that managed by households. In general, HBE is a household flexible business activity that managed by family. The activities are not bounded by applicable rules, including self-regulated working hours (Arifin et al., 2012).

HBE becomes a place, that used for economic activities. HBE is managed by the family system, where the family members become the worker and administrator of the business. Finally, the function of the house adjusts to business activities. HBE types are divided into three categories, which are mixed, balanced and separate type (Larasati & Rahmawati, 2017). The mixed type of HBE have business functions that blend with household areas. This type usually has a flexible and dynamic space nature, but the household function dominating. While, the balanced type of HBE separate clearly the dwelling area with the business area. The access to business area is more strengthened, due to business activities hiring outsiders. Unlike the separate type, it has a dominating business function, compared to the household function (Ernawati, 2020).

HBE condition in Indonesia is not much different with HBE in developing countries. It

has unclear partition, between household activity and economic activity. For that reason, HBE should get extra attention in the components of the dwellings, components of sanitation facilities, and components of occupant behavior. Through the concept of HBE, upgrading the quality of settlements can be solved (Arisngatiasih & Muktiali, 2015). Therefore, this study discusses a lot about the presence of HBE at the study site, which assumed to improve the inhabitant quality of life.

Research Methods

This research used mixed methods, that combining two forms research, Qualitative data and quantitative data were equally dominant. Qualitative analysis methods were used to identify and analyze in-depth results. The position of the quantitative data was used to support qualitative analysis methods, so that the results obtained are more valid. Data collection techniques are carried out by observing and interviewing. To determine strategies in improving housing capabilities through the potential of HBE in Klangonan Village, qualitative SWOT analysis techniques was used. Before making an analysis, internal and external factors needed to be identified first as a reference to create strategy.



Figure 1. Research Location in Klangonan Village
Source: *Googlemaps*, 2021

3. RESULTS AND DISCUSSION

Housing Capabilities in HBE's Klangonan Village

Housing Characteristics in Klangonan Village have the potential of HBE, which can be developed. Indirectly, home owners must accommodate residential activities and business activities. 80% Klangonan inhabitant work, by

opening a HBE. The dominating business in Klangonan Village was the market snack production, with a percentage of 27.5%.

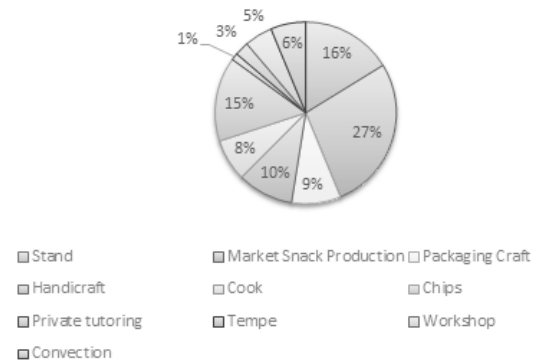


Figure 2. Percentage HBE in Klangonan Village



Figure 3. The HBE's Products in Klangonan Village

Based on the survey results, 78% of the proportion of HBE in Klangonan Village was mixed type. HBE with balanced type obtained a percentage of 16%. The majority of HBE in Klangonan Village were mixed type.

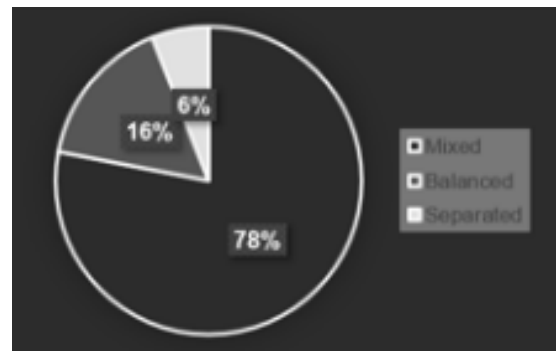


Figure 4. HBE Proportion in Klangonan Village

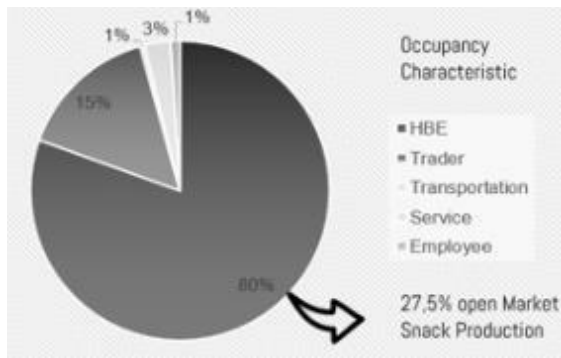


Figure 5. Percentage Resident's Job in Klangonan Village

HBE condition had problems related to the circulation of residents in the house. The user circulation inside house was mixed with dwelling activities, such as the function of the business kitchen. It also as a household kitchen. This causes problematic air circulation, because the dwelling was not designed for business activities. Some of the HBE had bathroom and kitchen which directly adjacent, with using semi-permanent materials half partition. This causes unpleasant smell from the bathroom, so that the business kitchen becomes unhygienic.



Figure 6. Problematic Air Circulation Condition

According to the Building and Environment Plan Regulation of Sunan Giri Area, Klangonan Village became one of the villages that supporting religious tourism. The existence of HBE also had the potential, to support government planning programs. The housing in Klangonan Village were not squatter settlement. Residential ownerships were legal status, as evidenced by the Property Rights Certificate.



Figure 7. The type of business in HBE

Klangonan village had the potential of a house with unique architecture. It had a typical architectural style, that not owned elsewhere. In addition, the location of a typical house clustered and scattered, precisely on the south side of the Sunan Giri Tomb Area. This can be another tourist attraction to develop tourism concept in Klangonan Village. However, the existence of typical Giri houses were getting disappear. It due to the inhabitant desire, who wanted to add business space or renovate total occupancy to be more modern. 11% of inhabitant be anxious to change the function of space as a business space. They wanted a functionality change on house yard as business activities.



Figure 8. The Unique Architecture House

Klangonan Village inhabitant worked by opening a household business. Those business were managed individually by housewives. They usually hired families, neighbors, and people outside the village. HBE indirectly gave household some income. Many homeowners wanted to improve his dwelling, to develop their business. The housing condition had sufficient physical building quality.



Figure 9. The Typical Architectural Style

The majority of building materials were already using permanent materials. However, some of kitchens still used non-permanent materials. 33.8% dwellers wanted their homes get-ting maintenance. The most maintenance dwellers choice was adding level or building a new house for business activity only. This showed that homeowners started to pay attention about dwelling convenience, which business function and residential functions did not mix each other.



Figure 10. The Bathroom Condition

Klangonan Village was already good enough in providing infrastructure for its inhabitant. However, the infrastructure facilities of HBE were still deficient. The facilities such as workshops and showrooms still did not exist. It caused by the inhabitant still not interest developing the business for tourism goals. In addition, Gresik religious tourism has not been able to accommodate the needs of islamic hostelry for tourists. The existing lodging couldn't accommodate large number of tourists. This could be an opportunity to develop guest houses concept in Klangonan Village, by utilizing the potential geographical location of Sunan Giri Tomb. Therefore, guest house would give Gresik view from the top of the Klangonan Village hill.



Figure 11. The Process Chips Production

Klangonan village become one of the alternative accesses leading to the Sunan Giri Tomb whose, that can be taken by taxibike. It made houses in Klangonan Village be passed, through taxibike route. It was very potential to become a commercial area, that support religious tour-ism. The existence of Sunan Giri Tomb tourism is one of the reasons tourists visit Klangonan Village. Based on field observations, Klangonan Village was targeted by private developers. They wanted to develop a new housing business. It would impact a significant physical difference, between existing housing and new housing.



Figure 12. The Taxibike Supporting Tourist



Figure 13. Transportation for Tourist in Sunan Giri Tomb Area

The conditions of social interaction between neighbors were very close, still have kinship and family relationships. Although some family decided not to live in Klangonan Village anymore, they maintained contact with their families. This is an opportunity that inhabitant used to promote business products. The inhabitant, who conduct production activities, mostly get orders from buyer outside Klangonan Village.



Figure 14. View From Above Klangonan Village



Figure 15. Neighborhood Road Condition

The results of field studies show that the business ownership of the residents of Klangonan Village is dominated by individuals,

with a percentage of 81%. Meanwhile, 19% of respondents stated that business ownership is jointly carried out, whether in collaboration with extended family, neighbors, or other business partners



Figure 16. Peddler Ready to Sell Product

Community solidarity in Klangonan Village was quite high, only when socio-cultural activities held. However, economic activities and environmental maintenance was very rare to do. Based on the results of the survey, environmental protection activities were only be run once a year during the Haul Sunan Prapen event. In economic activity, many inhabitants still did business by themself. It because they were worried about unfair competition and a unclear profit sharing. Indirectly, that will cause gap solidarity between inhabitant.



Figure 17. Production Kitchen in HBE

Based on the survey results, it was found that the Giri people are known to have a high interest in trading. However, this interest is not supported by a high work ethic. The results of the interview show that business actors have a principle, if their needs are fulfilled then they do not look for more. However, not all residents of Klangonan Village think so, some residents start to think openly as their business develops so that it affects the level of income they get. Indirectly this will cause social inequality between residents in terms of income earned.

From the results of the field survey, the population living in Klangonan Village is dominated by the lower middle class. As many as 61% of residents earn below the minimum wage standard. Meanwhile, 39% of residents earn more than 2.5 million rupiah.



Figure 18. Cracker Drying Place

The problems that exist within the residents of Klangonan Village are related to the intensity of meetings in protecting the environment which is still lacking and the work on economic activities that are carried out individually. This can be solved by taking advantage of the community's familial conditions by promoting the intensity of regular meetings held by residents in order to create a better environment through a culture of *gotong royong*. This effort is carried out to protect the environment, as well as carry out business development with joint business solutions through a kinship and family system. Handling village problems can be done by holding regular meetings to reach an agreement in developing sustainable development in Klangonan Village



Figure 19. Grocery Store That Sells Daily Necessities

Based on the explanation above, it can be concluded that the influencing factor in optimizing the social solidarity aspect in Klangonan Village is related to the relationship of the kinship system between residents which needs to be supported by community meetings to solve problems that exist in the community to realize sustainable development. The existing kinship system must be maintained to create solidarity in social, environmental and business activities.



Figure 20. Kemasan Craft Workshop

Home-based businesses have obstacles, namely minimal initial capital. To overcome this problem, banking institutions are needed. However, based on the survey results, it is known that there is no institution that assists in providing business capital. It is known that there are already cooperatives that help in providing business capital for tempe production. However, the cooperative still has not accommodated all the businesses in Klangonan Village.



Figure 21. Market Snack Production Kitchen

The potential of HBE in Klangonan Village has the potential to improve the welfare of the residents. Another thing that becomes a measure for assessing welfare is the level of education, where the majority of the highest education of the residents of Klangonan Village are university graduates.

The external opportunities are related to the assistance from the government and the private sector in the form of training and production equipment assistance. This needs to be done in order to increase productivity. In addition, in business development, socialization is needed to invite the community to be more concerned in developing housing with HBE potential in Klangonan Village. Based on the description above, it can be concluded that the influencing factor in optimizing the welfare increase aspect is related to improving the quality of Human Resources in supporting tourism activities.

Strategies Results of Qualitative SWOT Analysis

SWOT analysis compared external factors of opportunity and threat with internal factors of strengths and weaknesses. After the determination of internal factors and external factors completed, the results were incorporated into the qualitative model to formulate the strategies (Nisak, 2013). The strategies formulation, to increase housing credibility through HBE, were as follows:

A. Strength – Opportunity Strategies (S-O):

- Maximize the function of the house, which access directly to tourist transportation, as a commercial area that markets HBE's products.

- Develop a market snack business as a local wisdom dish in Klangonan Village.
- Maximize the function of dwellings as business function.
- Preserve heritage buildings that combined with mixed-used concepts.
- Develop the concept of guest houses in houses by selling views of the Gresik city from above.
- Develop thematic production kampung by utilizing the potential of HBE, that connected with tourism linkage.
- Use family links to promote and develop HBE's product.
- Cultural events that are carried out need to be preserved, through involving other families who no longer live in Klangonan Village.

B. Strength – Threat Strategies (S-T):

- There needs to be an arrangement of building facade uniformity, to make similar appearance.
- The diversity of HBE in Klangonan Village can provide household needs of new housing, that built by developers.
- Urge community to help the marketing and to use the local products.
- Promote local products at cultural events.

C. Weakness – Opportunity Strategies (W-O)

- The addition of workshop and showroom facilities to attract the tourist attention, who want to know the business production process, such as *kemasan* crafts.
- Arrangement of dwelling circulation and air circulation, for developing business properly.
- Make business kitchen space improvement by using permanent materials and full partition. So that, productivity will increase to satisfy the tourists needs and community outside the area.
- Home improvement by capital loan from cooperative institutions, which using the credit capital system.
- Develop *kemasan* craft businesses by collaborating with cooperative institutions, to provide training, marketing and business capital loans.
- Promote the intensity public discussion by inhabitant, in order to create a better environment through *gotong royong* culture.

- Conduct business development with joint business solutions, through kinship and family systems.
- There needs to be product marketing development by inhabitant who have HBE. Not only promote product in Sunan Giri Tomb Area, but also out of the city.
- Conduct the routine forum to reach an agreement in achieving quality of life in Klangonan Village.

D. Weakness – Threat Strategies (W-T)

- There needs to be government regulatory arrangements about existing housing and new housing.
- It is necessary schedule a discussion about internal and external village's issue, to solve the problem.

4. CONCLUSION

The diversity of HBE in Klangonan Village became potential, that improve the quality of life. In addition, the potential of HBE also in line with government programs, supporting the exist-ence of religious tourism Sunan Giri Tomb. The housing condition in Klangonan Village had a unique architecture, with the contours of hilly areas. It could be preserved by using mixed used concept. The others potential villages were the taxibike route to reach Sunan Giri Tomb. The dwellings, passed by taxibike, could be developing as commercial area to promote HBE product. To achieve these conditions, there needs to be a community participation to be involved in tour-ist activities.

The islamic hostelry facilities need to be developed, serving tourists who want to layover in Klangonan Village. It could be utilise the topographic conditions of Klangonan Village, that give best view of Gresik City from above. HBE clusterization also important to do, such as creating thematic villages, which connected to tourism linkage. In addition, the connection of the social kinship system needs to be increased, by making an inhabitant agenda. It discussed housing issue and problem solving in the community. The existing kinship system must be maintained, to in-crease solidarity in social, environment and business activities. The existing problem still did not discuss HBE in Klangonan Village during the COVID-19

pandemic. Therefore, further research is needed to discuss the impact of the COVID-19 pandemic on HBE in Klangonan Village.

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