



The Huge Captive Market in the Low-Cost Housing Business

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Abstract

Refers to grounded theory, formulated a beautiful house 'Wong Cilik' is the low-income peoples is a part of the national problem in Indonesia. They are need more than billion houses. The finding is "the lower class" people to improve their dignity based on their activities by optimalizing their own houses. the formulated of a beautiful house for 'Wong Cilik' among others: a) the minimal dimensions, b) the design innovations aimed at reducing costs, c) the efficiency of design, and d) enhance the facade as well as the art expression, and vertical garden. By cost reduction of the house designed by maximize the function.

The fact is the huge of captive market in low-cost income house business, so the architect and developer can explore the main issue through their design innovation. The social media is the right medium to socialize the design solution to express the architectural idea as the intellectual of property right.

Keywords *captive market in property business; design innovation ; low cost housing; 'wong cilik'*

INTRODUCTION

The low-income people is a part of the national problem in Indonesia. They are need more than billion houses. The Ministry of Housing (Kemenpera) still studying the establishment of a guarantee institution for non-bankable or the low-income people like civil servants and laborers to gain access to cheap mortgages. (the Housing Minister, Djan Faridz, 2013). In other hand, the Minister is continuing the policy to create "1.000 towers to low-income people" (2008), he also drive the developer to develop the land housing with the low price. Indonesia, have the unique term to name the low-income people. They say: "Wong Cilik" adopted from Javanese language.

In this paper, "Wong Cilik" is a concept used in my paper to discuss the need of lower class people for architectural design that meets their condition. 'Wong Cilik' is the low-income people is part of the national problem in Indonesia. The low cost housing is the important discourse related to provide their settlement to the low-income people. Between in the 1970s and 1990s, noted the participation of the people in housing and human settlement became the central issue by the government and the non-government organizations. They found the solution by develop



of housing and human settlements from “top-down” to the “bottom-up” approach. The stake holders, among other: the universities, academia, the professional, and developer were involved to finding the various solution related to the preparing low-income urban housing and settlements.

Housing needs in Indonesia is very high. Moreover, with a growing middle class, upper middle - house products more and more devotees. Then, what about the lower middle class? Refers to Knight Frank Global Cities recently, Jakarta recorded outstanding performance in a luxurious house price growth, which is 38.1 percent (Kompas, 2012). This figure is well above the world class cities of sorts Miami, Hong Kong, Singapore, London, Tokyo, and even New York. Of the 29 cities of the world in the Knight Frank Global Cities Index, the Jakarta’s luxury lead house price growth over the year (year on year) from 2012 to 2013. In fact, if the percentage calculation is done only in the first 3 months of this year also, Jakarta remains in the top five world ranking with Monaco, Dubai, and Los Angeles.

Unfortunately, lower middle class house design is majority preparing by not seriously as the housing developer because they only find the minimal margin versus to prepare the exclusive housing. The low-cost house always under grades of housing standard, always show the bad performance in all aspect. The visual ugly and the under grade material accelerate the nation generation degradation. The child is not has a challenge to learn the aesthetical aspect as the basic of all of the etic code. They ever seen the order of thing as the basic philosophy to preparing the order of the mentally of their mind set.

On the other hand, in the IAI – *Ikatan Arsitek Indonesia* chapter, the professional architect is also role their social responsibilities to find the national problems. Through social media, they can socialize their ideas to the lower class in suitable architectural design of their condition. Architects can socialize their ideas easily to find the partner to collaboration to provide the low-cost settlements. In the information era, especially the social media impacts, the media used to covering their ideas of low-cost housing design.

In Malay the study about public low-cost housing in Malaysia with case studies on low-cost flats in Kuala Lumpur (Goh, Ai Tee and Ahmad, Yahaya, 2012) was found the scheme to improve by tackling on the Design Element (Architectural), whereby a revised typical unit layout plan and typical details. According this fact, the design and price is one of the concerns to preparing the low-income peoples residence.



METHODOLOGY

This study adopted a qualitative in Grounded Theory research to the data collection

The research study is a part of architecture investigation to express the architectural design to the own or rental housing to the poor, or 'Wong Cilik' - the 'little people' community through the Qualitative Research as a part of the seven ideas of Groat's architecture research method (Groat, 2002: 173). The study in qualitative refers to the *Grounded Theory Research* method, to reveal the characterized of the 'Wong Cilik' activities in *Kampung Mlaten* at Semarang 2011- 2013 by the intensive research open with an iterative process involving simultaneous. After data collection are collected, the data categories named in to the coding data analysis and finally, the research conclude into the memoing – to build a new theory (Glaser, 1967).

FINDINGS

The hidden need to increase the 'wong cilik' dignity

The research objectives to find the housing design to increase the 'wong cilik' dignity. To ensure the data accuracy of research based on phenomenological investigation at Kampung Mlaten in Semarang, is the first rental housing in Indonesia during the Colonial era is still exist until today wasd devided into several types start from 15 m2 housing dimension (Ardhiati, 2013). Refers to *Grounded Theory Research* is how to increase the 'Wong Cilik' dignity through their own/rental housing? By intensive research of the several low-cost and poor housing settlement found the criteria; the house with the whole architecture aspect of design in their contextual of them life by innovation creation into a) the minimal dimension refers to Housing and Developers Association of Indonesia (APERSI) targeted construction post the Constitutional Court determined the number 1 of the Law 2011 on Housing and Resettlement Zone, state the minimal housing dimension in 36 m2 is contrary to the 1945 Constitution, b) innovation in all of the building structure and material to realize the low-cost housing.

Post investigation on the iconic work of Thomas Karsten in Kampung Mlaten in Semarang, inspired the basic design of criteria especially in the housing dimension at least 15 m2 within open plan multiuse housing. After investigation in several types of low-cost housing, the study is reveal the main criteria; a) has the minimal dimension, b) innovation in the building structure, c) innovation in architecture elements, d) create the multiuse space, and e) beautifying the facade by expressing the green design.



The Low-Cost House Design by Beautifying Façade Vertically

The research finding is how to create the ideal design to the low-cost housing by beautifying the façade by vertically. I'll try to create the two stories housing and reducing the all of cost production house. The purpose of the architectural design of low-cost refers to deconstruction method of Derrida, to expressed the unlimited interpretation of the housing standard. The low-cost building design is prepare to expressed the poor people dignity by deconstructed the normally of the ugly building facade of the low-cost housing into the beauty building facade by creating greening and beautifying. The normally low-cost building façade as horizontally change into the vertically façade to be a pride suggestion like the body upright and gallant. The vertically façade is approach by two stories design to get the visual effect of elegance of the design house. By vertical façade, the house has opportunity to expansion as a big surface and challenges to create something creative action like; greening by plants, decorated by mural, mosaic, painting by color, or filled the surface by natural ornamentation. In the short phrase, the vertical surface is preparing the poor communities to create the creative process in them life.

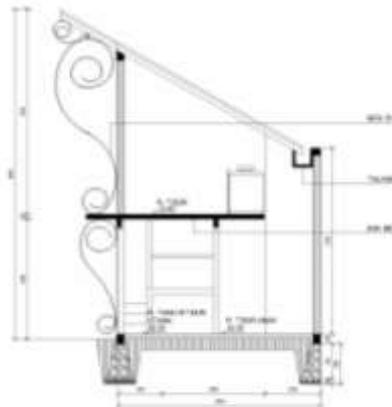


Figure 1: Greening And Beautifying The Housing Façade

The Low-Cost House Design to Reducing Cost Material by Triadic Column

The housing cost reduction's conventionally by reduce architectural building structures. The normally form of the column as usually in square form change into the triadic form by reduce the amount of the building structure material.



Figure 2: The Triadic Column to Reduce the Building Structure Material

Reducing Architecture's Element by Pivot Hinge of Door

The one of building house will low-cost by reduction cost for the items of structure material. The expensive architectural part of housing is the door and hinges. The reduction of hinge is one solution. To create the housing without a frame's door and reduce the hinges items into the pivot hinge.

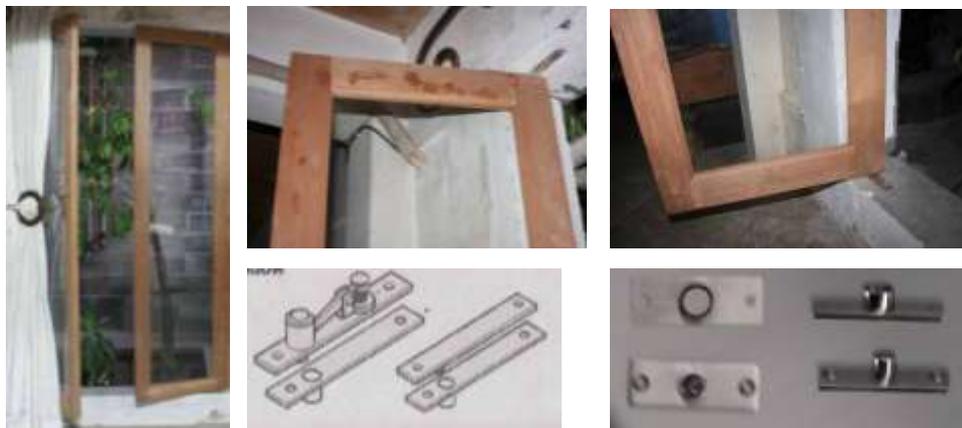


Figure 3: The Pivot Hinge to Reducing the Door Frame

CONCLUSION

The architectural design of the low-cost housing with several innovation design is the huge captive market in the Low-Cost Housing Business, but the development is not aware of their hidden need of '*Wong Cilik*' is how to give them dignity. This research is the inspire design to the Developers in order to produce the low-cost housing below the 36 m² by Architect's as social contribution. In other side, the housing design by research is include the intellectual of property right, in the other side the design finding is the researcher obligation to improve the '*Wong Cilik*' dignity and wealth by creating the innovative design in all aspect of life. To share the finding, and to protect intellectual of property right as PATEN or HKI, is more effective by



using the social media, the architectural research finding will be published as the academia contribution. By published the innovative design into 'the Beautiful House' to 'Wong Cilik' is the first step to declare the architecture design finding, as a part of the material engineering, because the architecture is a part of the engineering field. The architectural design is include the intellectual of property right of the Architect as Industry Intellectual Property Right – HKI and the innovative design as PATEN, both need the protection. By published the architecture design by using the social media the work of is declare as the state of the art of the researcher.

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