

## THE INFLUENCES OF URBAN CULTURE ECONOMIC TO DEVELOPMENT OF HOME INDUSTRY KAMPONG IN BANDUNG

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### ABSTRACT

*Urban poor settlements or Kampongs as spontaneous human settlements especially in Bandung should be seen as assets rather than liabilities. Several kampongs in Bandung produces cultural product such as services output that focus on entertainment and information such as music, game entertainment, print media etc ; and manufactured or home industry product through which consumers construct distinctive form of individuality, self affirmation and social display such fashion, clothing, furniture etc.*

*The goals of this research is to identify and mapping interweaving relationship of place and production system of urban culture commodities especially knitting and garment home industries in Kampong Binong Jati Bandung This research focuses on case studies and analysis the influences of global and Bandung urban culture economic to social, economic and physical development of these kampongs.*

*Keywords: kampongs home industry districts, urban culture commodities.*

### INTRODUCTION

Several kampongs in Bandung produces cultural product such as services output that focus on entertainment and information such as music, game entertainment, print media etc ; and manufactured or home industry product through which consumers construct distinctive form of individuality, self affirmation and social display such fashion, clothing and furniture. This paper will focus in clothing and garment home industries.

Bandung becomes industrial area shift from centre highlands plantation in the early 20<sup>th</sup> century. Rail line connecting Bandung to port city such as Jakarta to ship Bandung plantation products such as tea, quinine and rubber to Netherland and all over the world. The rail line encourage the development of light industry in Bandung . In the other side Bandung had been chosen as military base for Netherland indies in Java. Consequentially military light industry had been built in Bandung. . In the other side Bandung had been chosen as military headquarters for Netherland indies in Java. Consequentially military light industry a.k.a Pindad had been built in Bandung.

Bandung developed as a centre for textile industries since early 20<sup>th</sup> century and become fashion factories since independence. Textile industries located at south east part periphery of Bandung such as Majalaya, Jatinagor, Banjaran and Soreang. Until early 21<sup>th</sup> those industries was back bound of Bandung economy development. They produces from thread to clothing or apparel .The characteristic of textile factories workers are young and dominated by women workers. They retired at average young ages and still in production period with relatively had high skill of clothing production such as cutting, knitting and sewing. That's the basic resources that support the development of clothing home industries in Bandung. They was bequeathed this skill to their child and other workers.

Before the development of Distro or Clothing in 1990 Bandung was famous as a T shirt and fashion productions. Fashion home industries area had developed in Bandung such as Kampong Binong Jati area as knitting fashion productions, Kampong Cihaur Geulis and Sukamantri area as a T shirt and silk-screening productions and Cibaduyut area as shoes production.

## CREATIVE – BASED CULTURAL ECONOMY

Correlated to the economic sustainability of creative-bases cultural industries, Bandung has become a city where creative people gather and enhance their talent (Soemardi, 2004). The creative-based industry in Bandung emerges because it has the competitiveness in term of wage standards. The Sustainability aspects of creative-based industry need to be addressed whether it could be sustained and give higher economic values.

Why Bandung can create and developed creative-bases industries differ with other cities in Indonesia? Florida (2003) stated that creative people want authentic places. Creative class didn't want generic, they want authentic, they want real and history. Creative growth is organic. It comes from the grassroots. It can't be planned from above, though it can be enabled from above.

Bandung in common have Three Ts economic development theory of Florida (2003). talent, technology and tolerance. There are very few places that compliance to the three criteria at the same time. Tolerance is so crucial, is not only accepting all kind of people but adopted them as a central part of community, of the economy, of the political field. Its like mosaic community model such as Canada instead of melting pot model of USA. These places are also investing in education and social systems that serve as safety net, that benefit all people in the society and investing in the entrepreneurial genius of everyday people. Florida had mention about how cities can tap into creativity of each and every one of their citizens. Cities should create the condition how to harness the creativity of the people that are already in their midst, how to invest in young entrepreneurs and family businesses and how to provide access to the political and social structures for every-one not just the elite.

Bandung is far from ideal cities that creative-base industries could growth well. Landry in Franke and Verhagen 2005 mention that being creative as individual or organisation is relatively easy, yet to be creative as a city is different proposition given the amalgam of cultures and interests involved. The characteristics tend to include: Taking measured risks, widespread leadership, a sense of going somewhere, being determined but not deterministic, having the strength to go beyond the political cycle, and – crucially – being strategically principled and tactically flexible.

The problem is how we can create a good environment in Bandung. Creative milieu is a place that contains the necessary requirements in terms of hard and soft infrastructure to generate a flow of ideas and inventions. A milieu can be a building, a street or an area. <sup>1</sup>Florida (2003)<sup>2</sup> states that there are several things that creative people actually value in locations, for example; *lifestyle*, a place gives a distinctive lifestyle. *Social interactions*, places give the user an opportunity to interact with others. *Diversity*, it means 'excitement' and 'energy'. Creative-minded people enjoy mix of influences. *Authenticity* it comes from several aspects of community- historical building, established neighbourhood, a unique music scene or specific cultural attributes. An authentic place also offers unique and original experiences. *Identity*, place provides an increasingly important dimension of our identity. Many creative class people also express a desire to be involve in their communities. *the quality of place*.

Related to local homes industries, Firman (1997) stated the criteria of local economy as : the usage of local resources, moved by local citizens, the usage of human resources that are

dominated by locals, small service scale, the presence of economic activity's organization/group that organizes and transform local potential, they have multiplier effect for other activities and the emergences of new enterprises/entrepreneurs.

Definition of local economic development stated by Blake (1989) as *a process by which local government and /or community-based groups manage their existing resources and enter into partnership arrangements with the private sector to create new jobs and stimulate economic activity in a well-defined area*

Connected creative society to clothing home industries in Bandung we could learn and be carefully studies what the negative and positive impact of this phenomena. Florida, in Franke, 2005 stated the creative age is not going to solve our problems. It's not going to make our societies better, it's not going to cure inequality, and it's not going to end segregation. In fact, it may indeed compound may of those problems. But in the other side product designed or produced by creative society is valued much more increasingly for the creative portion of value added than for the physical or the material. Creativity is the motor force of our economic growth

## **DEVELOPMENT OF HOME INDUSTRY KAMPONG IN BANDUNG KAMPONG BINONG JATI AS A PRODUCTION AREA**

Kampung Binong Jati located at south east part of Bandung encompasses an area of approximately 80 hectares. Since 1965 Binong Jati has been famous of knit fashion product. Kampung Binong Jati situated at Kelurahan Binong Kecamatan Batu Nunggal near military industrial area of Pindad between Jalan Gatot Subroto and Jalan Kiara Condong.. Beside Kampung Binong jati there are several home industries area in Kiara Condong was famous for garment and knit production such as Cijawura,

The production of knit and garment consist of three step of production from designing, production process and marketing. They design the apparel by themselves or buy the sketch from designers. The idea of apparel it depend on the trend of fashion at that time especially for adolescent. They observe the tendency of teenagers fashion from sinetron or telenovela in television, actress role model, or from buyer who ordering the product. In recent year the idea of design directly comes from internet. The design of apparel in home industries products was influenced directly by information technology. Design apparel of home industries was connected with global trend creating a new characteristics of "Bandung design"

The Indonesian economic crisis has important impact to adolescence society in Bandung. Young communities in Bandung started to design their apparel by themselves and use skilled worker from garment home industries to produces their product in affordable price The need of unique clothes developing the embryo of clothing company in Bandung.

The development of distro or distribution in Bandung outlet since 1996 gives significant "style of design " for homes industries product. The distro ordering clothing product to home industries in specific design at limited number for exclusiveness reason. The touch of young creative society gives significant design improvement in garment home industries, as well for Binong Jati area.

In the process of production, the strength of Kampung Binong Jati in apparel production is skilled workers and flexible home industries. Skilled workers as mention above was bequeathed this skill to their children and other workers.. They start from individual home industries with small capital for example around Rp 750.000,-. Before economic crisis kampung Binong jati and several Kampung around it reached the golden era had reached 2000 home industries. In crisis period, changes in the price of raw material sometimes double

to four times up. It is reducing the capacity and capital of productions. The demand and order from client decreasing until only 40% of home industries closing down.<sup>3</sup>

After economic crisis period, several knit home industries close their productions. Before 1997, the number of home industries decline from 600 to only 200 home industries.<sup>4</sup> The number of workers declines from around 20.000 to 5.000 persons.. In 1997 there are 200 home industries in this area, in 1999, there are 250 home industries , in 2004 increase 350 home industries. In 2003 the number of worker who produces apparel that work in home industries are about 10.000 people, with 3750 knitting machines. The turnover of productions had reached 20 Billion Rupiah per year.<sup>5</sup>

The marketing step was the weakness of Kampong Binong Jati home industries. Although the marketing network of Kampong Binong Jati home industries not supply only for Bandung but also for regional area such as Cimahi, Garut, Tasik and supply to Pasar Tanah Abang in Jakarta as a garment national distribution market. The distribution networks depend on businessmen who order product from home industries.

The influence of home industries activities to physical environment creates unique appearance, in positive and negative term. The activities of knitting and sewing usually inside the houses. The alteration conduct from living room, bedroom and veranda modify into sewing, knitting, ironing and packing area. If they need more space they rent another houses and modify them for more production area. Worker comes from many places outside Bandung, consequently they also need a room for worker who living there. So rent houses growing between home industries. The process will influence the cramming of building density. They built second floor or built another room in the parcel until crowded and beyond FAR regulation. The number of massive worker and home industries result in growth of other facilities such as warung, catering business, transportation services, gas and oil supplier, packing services and solid waste recycle centre. Houses located in Main Street of Kampong Binong Jati modify into marketing area and shop houses. It is means the zoning system have been shifting from industrial housing area into mixed used area. In next days it is potentially create city problem.

The narrow alley of kampong becomes distribution streets to provide a place for activity of loading unloading product and raw material. The condition main street of Kampong Binong Jati was poor, only 4 meter width without reasonable sewer and drainage system. The activity of loading an unloading of home industries product and raw material is very imperfect because of limited space and infrastructure.

## CONCLUSION

Bandung is more prepared for fashion creative industry compared to other city in Indonesia because Bandung had talent and skill workers in textile and garment industries since 40 years ago. Home industries are more flexible to adopt all the condition of economy crisis and uncertain legal aspect and can operated with sub-standard Infrastructure such as distribution road and humble marketing. They need economic regulation and aids to guarantee its sustainability in the future such as PKBL (Program Kemitraan dan Bina Lingkungan) or UMKM ( usaha mikro kecil dan menengah).Based on economic development's criteria by Firman ( 1997) there is a connection between clothing creative industries ( distro, clothing) with apparel or knit wear homes industries in Bandung, because they absorb local skilled workers although in small quantities.

Since early of development of garment or clothing in 1965, glorious economic development in 1980 and 1990, even in golden age of *distro* and *factory outlet* in Bandung in 2000, the physical condition of kampong home industries infrastructure such as Kampong Binong Jati

did not improve to good conditions. Kampong Binong Jati housing, street network, open space and sewerage quality still in substandard environment. To improve the quality of Kampong homes industries such as Kampong Binong Jati need government involvement and public- private collaboration from all stake holder because in last 40 years there are no significant improvement in this area. The development of urban culture, that booming in Bandung in recent year, did not influence physical development in Kampong home industries. The rise of creative- based industries need urban planning policies and urban design to improve the physical quality of Kampong home industries.



Figure 1 Main entrance to Kampong Binong Jati from Jl Gatot Subroto  
source : AR ITB



Figure 2 Kampong Binong Jati Main street  
source : AR ITB



Figure 3. Clothing production inside houses  
source : Kompas Mei 26<sup>th</sup> 2006



Figure 4 Clothing production in kampong alley  
source : AR ITB



Figure 5 The alteration of houses facade to adopt clothing production activity  
source : AR ITB



Figure 6 The alteration of houses façade to adopt clothing marketing activity  
source : AR ITB



Figure 7 Kampong alleys as distribution facilities for clothing home industries in Binong Jati  
Source: AR ITB



Figure 8 The condition of community water well and Binong Jati open space  
source : AR ITB



Figure 9 The condition of Binong Jati open space  
source : AR ITB

## NOTES

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