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## COMPARISON STUDY: THE IMPACT OF BANDUNG FASHION CREATIVE COMMUNITY TO SUCI AND BINONG JATI PHYSICAL ENVIRONMENT QUALITY

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### ABSTRACT

*Referring to the Indonesian Trade and Commerce Department categories of creative industry, Bandung has been leading for fashion, music and IT. Of these, the Bandung fashion industry generates the most GDP for the Bandung community. Fashions known as the clothing industry in Bandung produces creative products such as T-shirts, shoes, jeans and knitwear for international and local markets. The Bandung Creative Class presented by young peoples running Distribution Outlets or Distros are the “creme de la creme” and spearheads the Indonesian Creative Economy. This paper will prove the influence of Distro economic power to low-income creative workers in fashion kampongs' home-industry in Bandung.*

*The objective of this research is to share local experiences on the relationship between fashion economic market with physical environmental quality of the SUCI and BINONG JATI areas. Binong Jati area is famous for knitwear and Suci specializes in T-Shirt production. This research also focuses on comparative cases studies and analyzes how and to what extent does the clothing creative economy of Bandung influence community development in the Suci and Binong Jati area.*

*The first part of this paper will discuss about interweaving relationships between the economy market of Distros and other fashion outlets with Binong Jati and Suci. The second part of this paper will underline the comparison between the two kampong home industries with different products, different cultural communities, different local knowledges, levels of creativity, and different systems of production. How these differences will influences the people and physical environment quality.*

*Commonly the rise in the economic power of a community will increase the quality of physical environment, but this paper will show us that there are deviations of this theory. The end of this paper will discuss how can kampong home industries as part of creative industries be managed, planned and designed to improve the quality of places for their communities and its implications for Bandung spatial planning policies.*

**Keywords:** *kampongs home industry, physical environment quality, creative industry*

### INTRODUCTION

Refers to Indonesian Trade and Commerce Department categories of creative industry, Bandung have been leading for fashions, music's and IT. In this case, Bandung fashion industry is the most influence in generating GDP of Bandung community. Fashion known as clothing industry in Bandung produces creative products such as T-shirt, shoes, jeans and knitwear for international and local market. Bandung

Creative Class presented by young people running distribution outlet or Distro in is one of “*creme de la creme*” and spear head of Indonesian Creative Economy. This paper will prove the influences of Distro economic power to low income creative workers in fashion kampongs home industry in Bandung.

Bandung actually is far from ideal cities that creative-base industries could growth well. Landry in Franke and Verhagen (2005) mentions 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.

Not only Government, who responsible to improve the quality of places in Bandung for their communities but also intellectual and business society. This triple helix power The goal of the art of city making is to create more livable places with decent services, good housing and the possibility of a livelihood. I the are missing, not to mention the basic like shelter, food, drinkable water and elementary security, there is the danger of falling back into chaos in spite the selfless and courageous acts of individuals. ( Landry, 2006)

The problem is how we can create a good environment and creative milieu 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. In Landry ( 2000) , Andorson, Hall, Toernqvist, Aydalot supposed that the main characteristics of a creative milieu are :

1. A place with a level of original and deep knowledge coupled with a ready supply of skills, competence and people who have the need and capacity to communicate with each others
2. Have a financial basis, adequate to allow room for experimentation without tight regulation
3. Where the imbalance between the perceived needs of decision-makers, business people, artists, scientists, and social critics and actual opportunities exists
4. Where the capacity exists to deal with complexity and uncertainty about future changes in cultural, scientific and technological fields
5. Good possibilities for informal and spontaneous communication internally and externally, an environment catering for diversity and variety.
6. A multi-disciplinary and dynamically synergistic environment which which especially links developments in science and the arts
7. Structural instability, that need to be launched within a controlled context

Connected creative society to Binong Jati clothing home industries and Suci T shirt production 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.

According with Florida, Landry opinion that Creativity on its own does not provide the solution to urban problems, but at least it gives decision-makers an ideas bank with which to works and out of which innovations can emerge. In seeking to encourage new ways of thinking about the city or to explore new concept and organizing principles



Picture 1 ; Binong Jati Bandung  
Resource : Soedarsono 2006



Picture 2 ; Binong Jati Bandung  
source : Soedarsono 2007

the goal is to find interpretative 'key' that improves our understanding of urban dynamics and enable us to act on them. ( Landry, 2000)

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.

Related to kampong which has production activities, industry kampong will have a lot o functions in one place. Jacobs (1965) suggested that the variety of spatial functions and synergies among activities will maintain sustainability of economy vitality and the life of its public open space.

The objective of this research is to share local experiences on the relationship between fashion economic market with physical environment quality of SUCI area and BINONG JATI area. Binong Jati area is famous for knitwear and Suci specialize for T Shirt production.

### **Binong Jati Home Industries**

Binong Jati homes industries 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. The main problems of this kampong are low quality of sanitation low infrastructure facilities, high population and low qualities of spatial settlement.

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. [1] 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. [2]

In the recent year the market network of Kampong Binong Jati home industries growth rapidly. It supply for Bandung, including several distro and factory outlet, regional area such as Cimahi, Cirebon, Garut, Tasik , Jakarta as a garment national distributions market, Bali, Sumatera (Padang), Kalimantan, Sulawesi (Ujungpandang-Makasar) and also international market such as Singapore and Malaysia. Every home industries in Binong Jati produce average 1600 piece of knittware or 63.7 million Rupiah production turnover per week

### **Suci Home Industries**

Suci home industries located at the center part of Bandung encompasses an area of approximately 50 hectares. Since 1982 Suci has been famous of T shirt fashion product. The characteristic system of Suci production is by order, not produces for their own business commodity. But in 1985 several big production start to design, produce and selling their own T shirt and other related items such as C 59 This is the embryo concept of Distro in Bandung. They develop progressively, in 1995 there are 210 home industries in Suci.

The market network of Suci home industries growth rapidly. It supply for Bandung, including several distro, factory outlet, institutional organization, regional area such as Medan, Padang,



Picture 3. Suci T shirt home industry, Bandung  
source : Soedarsono 2007

East Java, Kalimantan, Aceh, Papua, Palembang, South Kalimantan, Belitung, Batam, Makassar, Halmahera, Irian and also international market such as Australia and Malaysia. Every home industry in Suci produces an average of 500 pieces of T-shirts or 17.1 Million Rupiah production turnover per week

### Suci vs Binong Jati home industries

Binong Jati and Suci have different characteristic in human resources and creative content. It means

these two home industries have different product, different cultural community, different local knowledge, level of creativity, and characteristic system of production. Table below describes comparison between Binong Jati and Suci. The turnover of Binong Jati is more mass product, dominated by workers, low in variety of design and quality of design compared with Suci. There are low design added value both in Binong Jati and Suci although consumers segmentation in Suci more for middle up society oriented.

Table 1. Creative Indicator Analysis at BinongJati dan Suci  
source : Soedarsono (2007)

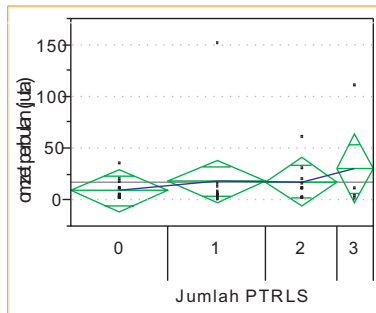
Creative Indicators	Area		Indexes	
	Binong Jati Area (BJ)	Suci Area (S)	BJ	S
<b>Human resources</b>				
Domination of Creative workers	Very high	High	1	1
Domination of Creative designer	Low	Medium	0	0.5
Domination of Non Local Businessman	Very high	Medium	1	0.5
Domination of Local Businessman	Low	Medium	0.5	0.5
<b>Creative Content</b>				
Producers – consumers relationship	Medium	High	0.5	1
Variety of design	Low	Medium	0.5	1
Quality of design	Low- medium	Medium- High	0.5	1
Productions turnover	High	Low	1	0.5
Character of productions	Continues- Routine	By order -seasonal	1	0.5
Flexibilities of production infrastructure	Very high	Medium	1	0.5
Infrastructure improvement	High	Medium	1	0.5
Productions network	Very high	Medium	1	0.5
Marketing	High	Medium	1	0.5
Consumers segmentation	Low income society	Middle up society	0.5	1
Business motivation	Very high	Medium	1	0.5
Copyright	Very Low	Low	0.5	0.5
<b>Total</b>			<b>12</b>	<b>10.5</b>

## THE IMPACT OF FASHION ECONOMIC MARKET TO PHYSICAL ENVIRONMENT QUALITY

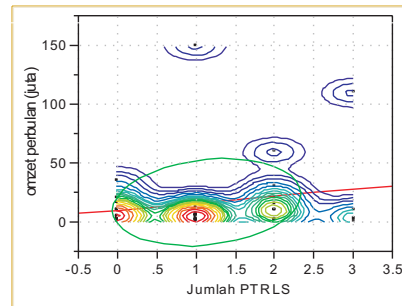
There are several indicators to detect the impact of economy growth to quality of physical environment in Binong Jati dan Suci ;

1. Level of financial and economic growth.
2. Density, the number of home industries per hectares
3. Mixed Used, the number of home industries with residential or worker dormitory.
4. Character of productions, such as dimension of machines or tools of productions, chemical process in productions, number of worker involved in production chain process.
5. Number of immigrant worker from others area.

In diagram below the conclusion of research indicates both on Binong Jati and Suci that the higher production turnover is not related to improving the physical environmental quality.



Level	?	Mean
0	11	9.6818
1	11	18.6500
2	8	18.5625
3	4	30.8250

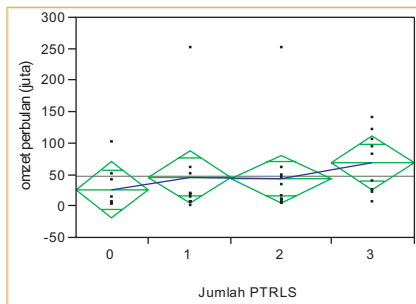


Variable	Mean	Correlation
Number of Houses	1.147059	0.21
Production turnover (juta rupiah)	17.16029	

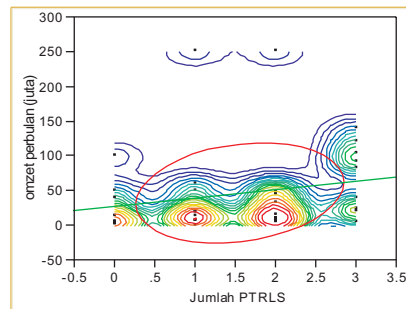
0.21=0.2<x<0.4 low correlation

Diagram 5  
Correlation between production turnover with housing improvement (PTRLs) SUCI  
source : Soedarsono 2007

PTRLs = Perbaikan Sarana Rumah Tangga Di Lokasi Studi- housing improvement )



Level	Number	Mean
0	8	27.0500
1	9	47.1111
2	11	44.0545
3	9	69.6444



Variable	Mean	Correlation
Number of Houses	1.567568	0.22
Production turnover (juta rupiah)	47.34595	

0.22 = 0.2<X<0.4=low correlation

Diagram 6  
Correlation between production turnover with housing improvement (PTRLs) BINONG JATI  
source : Soedarsono 2007

(PTRLs = Perbaikan Sarana Rumah Tangga Di Lokasi Studi- housing improvement )

## CONCLUSION

Kampung Binong Jati and Suci infrastructure such as housing, street network, open space and sewerage quality still in substandard environment. Commonly the rise of economic power of the community will increase the quality of physical environment, but in Binong Jati and Suci area that there are deviation of this theory. In this case both in Binong Jati and Suci the higher growth of economy, it means the lower quality of its physical environment.

There are no significance influences between the growth of economy creative in Distro with the development of Binong Jati dan Suci. 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 in Kampong Binong Jati did not improve to good conditions.

The development of creative economy, that booming in Bandung in recent year, did not influence physical development in Kampong home industries. In the contrary this phenomena descending the quality of physical environment in Binong Jati and Suci. They need urban design guidelines to define the limitations and also restrictions in developing home industries.

In consequence, they also need strong legal aspect, special regulation and incentives. If not, there is the danger of falling back into chaos and physical environment quality degradation. The rise of creative-based industries in Bandung need special urban planning policies and urban design strategies to improve the physical quality of Kampong home industries.

#### Notes

[1] Kompas, 12 September 2005

[2] Kompas, 05 Februari 2005

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