

Sustainable Property Business In The Area Of Delima Village, Tampan Sub-District, Pekanbaru City

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Abstract.

This study aimed to investigate the social, economic, and environmental impacts of housing construction in Delima Village, Tampan Sub-district, Pekanbaru City, using descriptive qualitative techniques and research subjects totaling twenty-one people. The data was collected through interviews and field observation. Interviews were done by asking questions directly to the research informants. Concerning social impacts, the study found social changes that formed new values as the implications of assimilating local values with external values. The mixed values were used as guidelines or foundations for the social interaction between the residents and newcomer residents. From the economic impacts, the housing construction created employment opportunities, increased the local people's income, and improved their education and health levels. Regarding the environmental impacts, the local communities often experience difficulties obtaining clean water, reduced green and vacant land, less fertile soil, and test to get groundwater due to the loss of vegetation (trees). However, housing construction positively makes the environment around Delima Village more modern.

Keywords: Business, Property and Sustainability.

I. INTRODUCTION

The property business is a proper business to get passive income and additional income in a short way and the property business can be a money machine. There are 5 (five) factors that support the development of the property business, namely the property cycle, the economic cycle, the population cycle, infrastructure, and the world economic situation. The 3 advantages that we get in the property business are capital gains, cash flow, and increased self-esteem. The rapid growth and development in urban areas have led to an increase in the need for basic urban infrastructure and facilities such as housing, education, transportation, markets, clean water, drainage and flood control, waste management facilities, wastewater treatment, and so on. The high increase in urban population, both natural and migratory, must be balanced with dynamic urban development and growth, which is usually always followed by changes in land use (Budihardjo, 1993). There has been an increasing number of people urbanizing or moving from villages to Pekanbaru City. This has an impact on the development of the City of Pekanbaru, i.e. limited land and physical resources in the City of Pekanbaru. The limited land area has caused this city to develop into suburban areas

II. LITERATURE REVIEW

a. Property Business

Property is the same as anything that can be owned or possessed. Property can be a tangible asset or an intangible asset. Personal property is the same as objects that move and are not permanently attached to the land. Property is a legal concept that includes interests, rights, and benefits related to land ownership and processing (Hidayati & Harjanto, 2003). According to (Naftaly & Miles, 2007), based on the function and purpose of its use, the property is divided into four types:

1. Residential property has the primary purpose of occupancy.
Example: Housing and Apartments
2. Commercial property can generate income.
Example: Retail (shops), malls, and offices

3. Industrial property has a function as a place of production involving labor. Example: Factory and Building
4. Exceptional property leads to the use of public interest.
Example: Hotels and Hospital

The property business is a business that is known to have volatile characteristics, tough competition, persistence, and complexity. The increase in property prices is caused by land prices that tend to rise and the increasing supply of land, along with an increase in population and human needs for residences, offices, shopping centers, amusement parks, and others. Thus, it is not surprising that the developer company gets a significant profit from the increase in property prices. With the profits it earns, the developer company can improve its financial performance, which in turn will be able to increase share prices.

b. Sustainable Development

One of the factors in achieving sustainable development is how to repair environmental destruction without compromising the need for economic growth and social justice. Sustainable development must meet today's society's needs without neglecting future generations' ability to meet their needs. It requires a process of change in which resource utilization, investment direction, development orientation, and institutional changes are always in balance and synergistically mutually reinforce present and future potential to meet human needs and aspirations (Budihardjo, 1993). According to (Ordonez & Duinker, 2010) claimed that sustainable development means: first, a capacity to maintain ecological, social, and economic stability in the transformation of biosphere services to humans; second, fulfilling and optimizing the needs of current and future generations; third, the persistence of the required and desired systems (socio-political or natural) in an unlimited time; fourth, coherent integration of ethical, economic, social and environmental aspects so the future generations and other living things can live in harmony now and in the future without limits; fifth, fulfilling needs and aspirations under environmental, social and technological constraints; sixth, living in harmony with nature and others; and seventh. Maintaining the quality of relationships between humans and nature. According to (Fisheries, 1995), through the fisheries commission, defines sustainable development, as outlined in the Code of Conduct for Responsible Fisheries, as the preservation and management of natural resources aimed at ensuring the sustainability of the needs of present and future generations. Conservation development such as land, water, plants, and genetic resources does not cause environmental degradation, using appropriate technology and socially and economically acceptable.

According to Permana in (Fauzi, 2004), there are at least three main reasons why economic development must be sustainable.

1. Moral

The current generation that enjoys goods and services produced from natural resources and the environment has a moral obligation to leave the benefits of these natural resources for future generations. This moral obligation includes not extracting natural resources that damage the environment and depriving future generations of opportunities to enjoy the same services.

2. Ecology

Biodiversity, for example, has a very high ecological value, so economic activity should not be directed at things threatening this environmental function.

3. Economy

The reason from the economic side is still being debated because it is yet to be known whether an economic activity has met the sustainability criteria. The economic dimension of sustainability itself is pretty complex, so often, the aspect of sustainability from a financial perspective is only limited to measuring intergenerational welfare.

III. METHODS

The data analysis used a qualitative descriptive technique, and the research subjects totaled 21 (twenty-one) people. The data collection technique included interviews and field observation. The interviews were conducted by asking questions directly to the research informants.

IV. RESULTS DAN DISCUSSION

a. Analysis of Social Impacts

The existence of housing construction has had an impact on social conditions in the Delima village. The social consequences of housing construction can be identified from the people's social interaction locations, the crowd level of the residents, and the level of crime.

1) Social Activities

Housing construction, apart from providing many benefits, often creates various unfavorable impacts for the community around housing, including social implications in the form of decreased community participation in social activities, increased community activity, and many changes in people's lifestyles. Based on the results of interviews with two families, the social movements in the Delima village can be seen in the following table:

Table 1. Social Activities in the Delima Housing Complex

No	RW	Types of activities					
		Gotong Royong		Majlis Taklim		Posyandu	
		Before	After	Before	After	Before	After
1	1	Yes	Not Increasing	Yes	Not Increasing	No	No
2	2	Yes	Not Increasing	Yes	Not Increasing	No	No
3	3	Yes	Not Increasing	Yes	Not Increasing	No	No
4	4	Yes	Not Increasing	Yes	Increasing	Yes	Not Increasing
5	5	Yes	Increasing	Yes	Increasing	Yes	Increasing
6	6	Yes	Increasing	Yes	Increasing	Yes	Increasing
7	7	Yes	Increasing	Yes	Increasing	Yes	Increasing

Source: Interview Results

Based on the results of interviews of the 7 RWs in the Delima village, a resident of RW 1 with the initials AY, a resident of RW 2 with the initials TT, a resident of RW 3 with the initials DD, and a resident of RW 4 with the initials BT said that for social activities in the form of cooperation, religious events, and posyandu do not experience an increase. This is because many residents are working, so cooperation activities are less desirable, so they prefer to do it on the weekends or holidays. Another reason is that the people who live in the RWs can be categorized as middle and upper class. However, the different answers came from a resident of RW 5 with the initials YY, a resident of RW 6 with the initials NN, and a resident of RW 7 with the initials SI. They said that social activities in cooperation, religious events, and posyandu were increasing. This was because the people living in the RWs averagely have lived around 13 years and over, so they have instilled the value of working together since the housing complex was first constructed. They have routine cooperation activities like building roads, mosques, and infrastructure around the complex. In addition, cooperation activities are carried out when entering the month of Ramadan and the month of Dzulhijah, prioritizing cleaning the environment around the mosque. In addition, the majelis taklim activities in RWs 5, 6, and 7 are conducted monthly on the 1st and 3rd Sundays of each month. Likewise, Posyandu is carried out about one time every month.

2) Crowd Level

The availability of complete facilities and infrastructure creates an attraction for the community. This is what happened in Delima Village. The need for more residential places exists in Delima Village, which makes it possible for people to build a trade center to open a business. Thus, the village becomes more crowded. Below is an excerpt of the interview with RN, a resident of RW 05:

"In Delima Village, the level of crowds increases every year if I observe it, but the groups only occur at certain hours. If morning it's time to leave for the office, the streets will be busy until 8.30, but after that, it's quiet again. Around 14.00-16.00, it will be crowded again. People are starting to return to their homes, shopping at supermarkets or other shops. It's most crowded at night at 08.00,

mainly because young people gather together. The stall in front of my house is busy at night. Even in the middle of the night, many men play dominoes.”

This also happened in RW 03. In the interview, AI said:

“My housing complex is quiet because the residents are working. But it will be crowded at night because many are out shopping to find necessities. However, during the day, we can see one or two people. But because the road here has access to several housing complexes, many motorists go through my house.”

From several interviews, it can be concluded that the crowds around the housing complex only occurred at certain hours. This is because many members of the community are still studying and working.

3) Crime Rate

Most of the criminal cases stem from economic problems that hit the poor. However, from the results of interviews conducted with several members of the community, crime was occurring but was decreasing, such as the interview conducted with AA, a resident of RW 001:

“A crime that occurs around his housing complex is rare. This is because the complex has a gate guarded by a 24-hour security guard, besides that the housing complex borders the shophouse wall, thereby minimizing the occurrence of criminal acts.”

This was also narrated by ZF, a resident of RW 06, who said that:

“Crime does sometimes happen, but theft is decreasing because the housing residents agree that there are patrolling activities carried out in rotation by the residents. In addition, we have a gate at the main door, which closes around midnight. It will be difficult to enter if you are not a complex resident.”

From the results of the interviews, it can be concluded that the level of crime that occurs in Delima village decreases every year, especially in theft, because each housing complex has its policy for maintaining the area security.

b. Analysis of Economic Impacts

Housing constructions have impacted the economic conditions of the community or residents in Delima Village. We can see the effect of housing construction on the economic impact from the perspective of livelihoods, changes in additional housing, and land prices.

a) Livelihoods

Economic growth is followed by economic changes and activities or efforts to increase per capita income by processing potential economic power into the real economy. The diversity of livelihoods in Delima Village can be seen from the results of the following interviews.

NR, a resident of RW 003, said that:

“I have lived here for about 13 years. When I first lived in this housing complex, the surroundings were tranquil even though my house was on the side of the main road. Only a few people stopped by the shop I also opened to buy something. At night it was calm and even afraid to open a shop. But around the last 6-7 years, many houses have been built along this road. This has made the income from the stalls that I open also increase. Also, at night the construction workers from the housing complex across the street often stop by to drink coffee and hang out. The curfew for opening stalls has also increased because there are many housing complexes, so many vehicles pass the road in front of my cubicle. In addition, many street light facilities have been installed so that residential areas are not too dark, even though the housing complex opposite is not fully occupied.”

Similar to NR, AI, the resident of RW 004 said that”

“With the addition of housing complexes, more people come to my chicken porridge stall in the morning. Some eat here with their children before going to school. Some buy to take away and bring the porridge to their office. Around 09.30 am, my stall was quiet because many people in the complex were already in the office. But in the morning, a lot of people come to buy my porridge. Now there are also many shop houses around the housing complex that sell various kinds of foods, but that doesn't reduce the interest of the housing residents to come to my shop.”

b) Land Value

Land value is the strength of land value to be exchanged with other goods, which can be defined as the price (measured in units of money) desired by sellers and buyers. Land value is land price measured in units of money per meter (Michalski & Januel, 2006). For the Panam area, the land value is still relatively affordable because of its location on the outskirts of Pekanbaru. Several factors affect land value, including the land's location and condition. The area of the land concerning access to the city center, shopping center, hospital, etc., which has a short distance, and the state of the land, such as hills, flats, and swamps, significantly affect the value of the land. The average price of land in the Panam area is around Rp.700,000-1,000,000/m², while for the AA cluster area, which is the highest category in downtown Pekanbaru, the price can reach Rp. 12.5 million/m².

ZF, the resident of RW 006, said that :

"I have lived here since 1999, and at that time, the house price was only around Rp. 55,000, there was no electricity, the road was only dirt, and there was no mosque. But now, after the construction of infrastructure and the addition of housing complexes, my neighbors are selling their houses for Rp. 300,000,000-500,000,000 because this complex belongs to the hospital housing complex. But outside of this housing complex, the selling price might be even higher."

Meanwhile, NR, a resident of RW 003, said:

"I have lived here for a long time; my house is at Jalan Tiga Dara. It's rare for vehicles to cross the road in my housing complex other than the residents here. I bought a house for Rp. 110,000,000, now my neighbor is selling his house for Rp. 700,000,000. The increase in the price of my house is more than 500%, plus now access to public places is also close, everything from malls, hospitals, mini markets, and universities. Even now, there are many public and private schools around my housing complex, from elementary to high schools."

c. Analysis of Environmental Impacts

The land use in Delima village has undergone a very marked change from 1999 until now. Below is the result of an interview with a resident with the initials ZF

"Local people often need help obtaining clean water, reduced green land, and vacant land in Delima village. The land in the town is no longer fertile. It is challenging to get groundwater due to no trees around the housing complexes resulting in reduced water absorption. However, there is a positive impact. Due to the massive construction of housing, Delima Village has become more modern, getting light from the housing complexes so that the night is not as scary as before."

V. CONCLUSIONS

The impact of the housing/property business dramatically encourages people to live in housing complexes. This certainly provides changes in people's lives. The existing social changes can be categorized as positive and negative regarding thinking and attitudes. The impacts that arise as a result of the property business in Delima Village, Tampan District, Pekanbaru City are as follows:

1. Social Impacts

- a. Positively, the residents can adopt cultural values from outside by always thinking logically and rationally, oriented towards achieving life in the present and the future.
- b. The residents are more open to the arrival of new residents to foster a sense of tolerance for all the existing differences.
- c. Negatively, there has been a decreased sense of social solidarity and an increased sense of individualism among the housing residents.
- d. Overall, these social changes form new values as an implication of the acculturation of local values with external values that can be used as a guide or basis for the social interaction between residents and newcomer residents in Delima Village, Tampan Sub-district, Pekanbaru City.

2. Economic Impacts

- a. More employment opportunities. This has indirectly impacted the creation of livelihoods and the increase in the residents' income and business growth due to the high demand for satisfying the residents' daily necessities.
- b. The level of education and health has increased, as can be seen from the existence of the supporting infrastructure, as well as education and health facilities.

3. Environmental Impacts

- a. Residents often experience difficulties in obtaining clean water.
- b. Reduced green land and vacant land
- c. The land in Delima Village is no longer fertile, and it is getting more challenging to get groundwater as there are no trees around the area, which causes reduced water absorption.

Due to the housing construction, the area around Delima Village has become more modern. Moreover, the site now gets lighting from housing complexes, so the night is not as scary as before the housing and infrastructure construction. There have been improvements to the places of worship and other public facilities around Delima Village.

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