

Analysis of Changing Allocation of Housing Land to Business Areas in Medan City (Case Study of Mongonsidi Medan Street)

Nasiruddin Nasution¹, Nawawiy Loebis², Hilma Tamiami Fachruddin²

¹Postgraduate Students at Universitas Sumatera Utara, Indonesia

²Postgraduate Lecturer at Universitas Sumatera Utara, Indonesia

Corresponding Author: Nasiruddin Nasution

ABSTRACT

The purpose of this study is to find out what are related to the changing allocation of housing land to business areas on Mongonsidi Medan Street. This type of research is a qualitative field research. Data collection techniques were carried out using interviews with informants. Informant selection technique is a purposive sampling technique consisting of 3 civil servants and 4 people who live in the area on Mongonsidi Medan Street. In terms of testing the credibility of the data researchers used triangulation techniques. The results showed that rejuvenation factor of the city center is related to changing allocation of housing land to business areas on Mongonsidi Medan Street. Rejuvenation factor of the city center is one solution to change the image of an area. Growth factors and loss of concentration of activity factor are related to changing allocation of housing land to business areas on Mongonsidi Medan Street. Seen from the proliferation of economic activities that are right in front of the Mongonsidi Medan Street.

Keywords: Housing Land, Rejuvenation Factor, Growth Factor, Loss of Concentration of Activity Factor

INTRODUCTION

Land is a development resource that has unique characteristics, such as relative area due to extensive changes due to natural processes and artificial processes that are very small, have physical properties (rock types, mineral content, etc.) with suitability in accommodating specific community

activities. Therefore land needs to be directed to be utilized in activities that are most appropriate to its physical nature and are managed in order to be able to accommodate community activities that continue to develop.

Allotment of land in urban areas tends to experience a shift from residential areas to business areas, mainly by the influence of population growth and accompanying socio-economic activities. The increasing need for land is an implication of the increasingly diverse functions in urban areas, such as government, trade, services, industry and so forth with the advantage of the availability of public facilities and ease of accessibility so as to attract a variety of activities to agglomerate. This condition greatly affects the selection of space and location of its activities.

The development of the city will certainly never be separated from the development of economic activities, population growth which will then lead to demand for land availability. The very limited availability of land will lead to competition among land users in urban areas, which in turn will lead to changes in land use. Limited land and high land prices in the city center resulted in the invasion of commercial functions into residential areas, one of which is in the corridor of Jalan Monginsidi in Medan Polonia District. The change in land use has gradually changed

the residential area into commercial activities. This combination of residential and commercial activities can certainly have positive and negative impacts because new land uses (commercial) have different implications from previous land uses (housing).

The motives of the community to maximize profits through land use change are in accordance with neoclassical theory, where the neoclassical theory of economics and location change developed by Weber and Christaller, suggests that normatively the community will maximize the benefits that can be obtained from land and/or activities carried out in location selection. Therefore, trends in land use change usually occur in locations that offer opportunities and conveniences, such as high levels of accessibility and utility completeness.

Likewise, the development of business areas requires a quality city planning. Spatial planning is a product plan that contains plans for developing spatial structures and plans for spatial use patterns to be achieved at the end of the planning year. The spatial structure is formed by the central system of activities and infrastructure network systems that include transportation network systems (land, sea, air), energy and electricity network systems, telecommunications network systems, and water resources network systems. While the spatial use pattern is a description of the allocation of space for various types of planned land use. However, the spatial plan must be accompanied by strict and consistent control of spatial use to ensure that spatial/land use can remain in accordance with the established spatial plan. The structural form of spatial use is the arrangement of the elements forming zones of the natural environment, social environment, and the artificial environment which are hierarchically and structurally related to one another to form a spatial structure.

The density of city population and the high socio-economic activity of the city often have an impact on the development of

environmental systems which are more directed to the internal aspects of a land, and the development system tends to the development of facilities and infrastructure and the establishment of policies to regulate the land (Harjanti, 2012). This environmental system and development system have resulted in changes in land use designation in the region.

The socio-economic growth, a city or country tends to continue to grow with increasing size and changing structure. In addition to socio-economic activities, another element related to urban growth is the element of population. In other words, the development of urban activities actually triggers population growth as a means of implementation.

LITERATURE REVIEW

2.1 Land

According to Jayadinata (1992) land means land for which there is already a designation and generally has an owner (an individual or an institution). Meanwhile, according to Sugandhy (1999) land is the surface of the earth as a place for human activities to take place. Land is a limited natural resource, which in its use requires structuring, supply, and designation formulated in plans with a view to the welfare of society.

Land use is one of the important factors that can influence the development of a city structure. Land use forms are the basic form of urban structure that reflects the socioeconomic structure of the city. On one hand, changes in socio-economic conditions can affect the shape or pattern of urban land use, and on the other hand land use describes the location and concentration of city activities, and their effects on upcoming city social developments.

2.2 Land Use Theory

Urban land is divided into built up and undeveloped land. The developed land consists of housing, industry, trade, services and offices. Whereas the undeveloped land is divided into land used for urban activities

(cemeteries, recreation, transportation, open space) and non-urban land activities (agriculture, plantations, water areas, production and mining of natural resources).

Land use is an ongoing process of land use for development purposes in an optimal and efficient manner (Sugandhy, 1999). In addition, land use can also be interpreted as a human activity on land that is directly related to the location and condition of the land. Land use can be interpreted also as form or form of business activities, the use of a parcel of land at a time (Jayadinata, 1992).

2.3 Concepts of Urban Area Development

Studies of urban area development based on sectoral aspects studies are more likely to state the size of community activities of an urban area in managing its natural resources. Meanwhile, the study of spatial aspects (spatial) more shows the direction of sectoral activities or where the location is and where the sectoral activity should be.

The growth and development of the city is largely determined by its own population and also from outside forces. The ability of local resources, both culture and technology as local genius will be able to accelerate the process of urbanization of a city (Soetomo, 2009).

2.4 Rejuvenation Factor the City Center

The high increase in population and migration to urban areas are the main causes of the rapid development of a city's activities. These developments cause changes in the structure of the city. These changes will lead to the deterioration of a residential environment, inefficient use of land in the downtown area, and revealed that the decline in quality can occur in any part of the city. Environmental degradation is often associated with social problems, such as crime, juvenile delinquency, prostitution, etc. (Sujarto, 1980). Although it is difficult to be measured, urban renewal is believed to bring improvements in social

conditions in areas experiencing environmental degradation.

2.5 Growth Factor and Loss of Concentration of Certain Activities Factor

The move to Polonia Airport, which is marked by the operation of Kualanamu International Airport (KNIA) in Kualanamu, Deli Serdang, is expected to have a positive impact, especially in the context of development in North Sumatra. Medan City as the Capital of the Province became one of the cities that received a direct impact which is related to changes in the concept of development of the city of Medan in the future after the transfer of Polonia airport.

In the Perda RTRW Medan city No. 13 of 2011, Article 33 paragraph 2 i, stipulates that the area of the former Polonia airport and the surrounding area becomes the Polonia Central Business District (CBD) area. In addition, Regional Regulation on Medan's RTRW No. 13 of 2011, the second part, Article 52 paragraph 2, stipulates Polonia CBD located in Medan Polonia sub-district as one of the strategic areas in the field of economic growth. The transfer of the airport from Polonia to Kualanamu and the enactment of the Regional Regulation on Medan's RTRW No. 13 of 2011 affecting the community in the Medan Polonia Subdistrict, Anggrung Sub-District, Medan City as one of the areas or sub-districts around the Polonia Airport. The influence that can be felt directly by the community is the increase in the value of land around the Anggrung sub-district, Medan Polonia sub-district.

RESEARCH METHODS

3.1 Types and Nature of Research

This type of research in this thesis is qualitative research. According to Moleong (2002) qualitative research as research that produces descriptive data in the form of written words, or spoken from people and observable behavior. In qualitative research it is necessary to emphasize the importance of closeness to people and research situations, so that researchers gain a clear

understanding of the reality and conditions of real life (Patton in Poerwandari, 1998). This study uses a qualitative approach because this study analyzes and describes what is obtained from words of interviews with research informants.

3.2 Research Place and Time

The research site will be conducted at the City Spatial Planning and Building Planning Office and on the road of Walter Monginsidi, Medan Polonia District, Medan City. Whereas the research began in April 2018.

3.3 Selection of Informants

The informant selection technique is a purposive sampling technique. This technique includes people selected on the basis of certain criteria made by researchers based on research objectives. While people in the population who do not meet these criteria are not sampled (Kriyantono, 2006) According to Spradley, informants must have several criteria that must be considered, namely:

1. Subjects that have long been intensively integrated with an activity or field of activity are the target or research concern and this is usually characterized by the ability to provide information by rote about something being asked.
2. Subjects are still fully engaged and active in the environment and activities that are the target of research.
3. The subject has enough time and opportunity to be asked for information.
4. Subjects who provide information do not tend to be processed or packaged in advance and they are relatively innocent in providing information (Moleong, 2002).

Determination of informants in this study with the following criteria:

1. Formal Informants: State Civil Apparatuses / Civil Servants in the City Spatial Planning and Building Administration Office in the year of the land use change in 2010.

2. Supporting Informants: Communities that still lived in the year of land use change in 2010.

The informant who was successfully interviewed intensively for this study was Mr. Beni, one of the top officials in the Spatial Planning and Building Management in Medan, then was interviewed by other employees but did not wish to be included with only initials, namely TT, NP, AD, BN, SD, and WP.

Interviews with resource persons with the initials AD held on Thursday, December 16, 2018; resource persons with the initials BN held on Saturday, December 18, 2018; resource persons with the initials TT and SD held on Thursday, December 23, 2018; while speakers with the initials SD and WP were held on Saturday, December 25, 2018.

3.4 Data Analysis Techniques

Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, describing into units, synthesizing, compiling into patterns, choosing which ones are important and which will be study, and make conclusions so that they are easily understood by themselves and others. The data analysis model in this study follows the concept given by Miles and Huberman. Miles and Huberman revealed that the activities in qualitative data analysis were carried out interactively and took place continuously at each stage of the study so that it was complete. Components in data analysis are data reduction, data presentation and verification (drawing conclusions).

RESULT

4.1 General Overview of Research Areas

The research area is on Wolter Monginsidi Street and is in the Medan Polonia Subdistrict area, Medan Polonia Subdistrict is one of 21 sub-districts in the city of Medan, North Sumatra, Indonesia. Medan Polonia District, Medan is bordered

by Medan Baru to the west, Medan Maimun to the east, Medan Johor to the south, and Medan Petisah to the north.

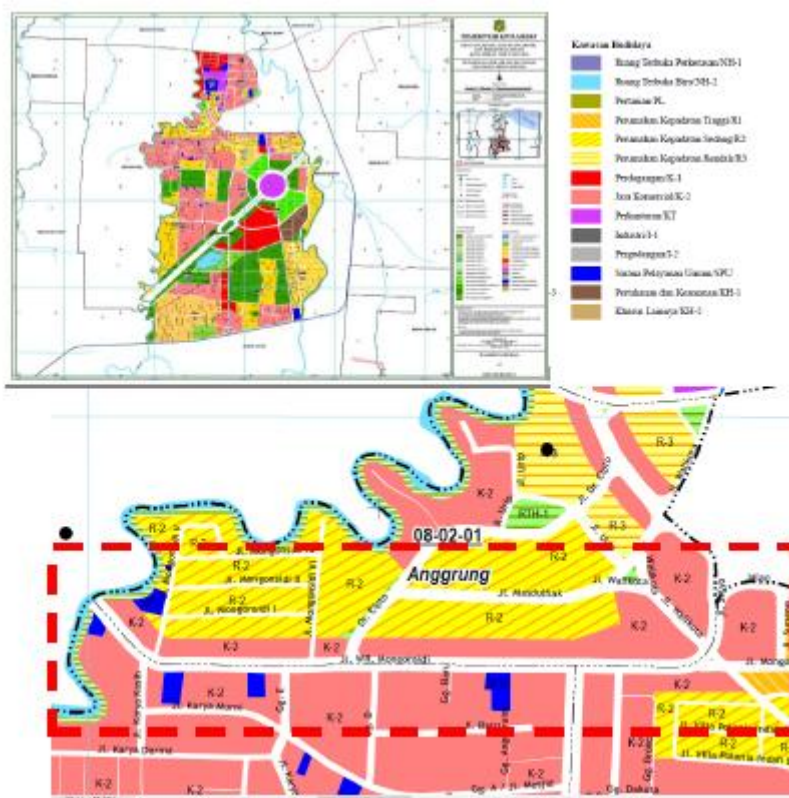


Figure 1. Polonia Terrain Spatial Plan Plan Map

This research was conducted with interview techniques carried out at the Medan City Spatial Planning and Building Administration which has the main tasks:

1. The Office of Spatial Planning and Building Management is the executing element of the Medan City Government in the field of city structuring, which is led by a head of service who is under and is responsible to the Regional Head through the Regional Secretary.
2. The Department of Spatial Planning and Building Management has the task of carrying out some of the regional household affairs in the field of urban planning and building planning, including developing, developing and controlling city spatial plans, licensing management and guidance to the physical development of a healthy and directed city in accordance with city spatial plans and policy patterns established by the City Government and carry out co-

administration tasks in accordance with their fields of work.

4.2 The Linkage of City Center Rejuvenation with Land Use Change

The results of the interview show that the rejuvenation of the city center has a relationship with changes in land use. This is based on interviews conducted with 3 key informants conducted at the Medan City Spatial Planning and Building Administration and 4 people living around the Walter Monginsidi road area. As for the question is "Is there a link between the rejuvenation of the city center taking part in land use change?".

According to BN, one of the employees at the City Spatial Planning and Building Management Office has a connection to the changes in land use on the Walter Monginsidi road, considering that the area around the Walter Monginsidi road

seems dirty and is located in the city center, thereby reducing the aesthetics of the city of Medan itself and the Regional Government facilitates demand of people who want to invest in the area with the hope of changing the image and beautifying the city.

The Army, who is also an employee at the Office of Spatial Planning and Building Management, agrees with BN. According to the Army AD, it certainly has a big contribution considering that the city of Medan is a dynamic city, so the Regional Government must facilitate every desire of its citizens.

From the point of view of the community itself where TT, WP, SD and NP. Renovation of the city center which in this case means changing the area that used to be a slump area into an area that is far more organized than before certainly has a big share. According to them this cannot be separated from the strategic position of course the government itself is quite ashamed if the outside community saw the center of Medan there was an area like this once. According to residents also that this area is prone to crime such as drug gambling and motor vehicle theft. Of course with the intention to rejuvenate the city center through changes in land use makes this area more developed and prosperous with the available jobs.

Conclusion is that the rejuvenation of the city center has something to do with changing an allotment. Basically, the government wants comfort and security for every citizen, especially in the middle of the city center. The rejuvenation of the city center is one solution to change the image of an area and in this case the community is very supportive when there is such a discourse. The rejuvenation of the city center must be done because of the large number of low-income residents in the area and the need for a location in the center of the city for commercial activities and housing for high-income residents who want to settle in the area, for example the Masdulhak Complex.

Respondents said that the area around the Walter Monginsidi road was a slum area in the past and considering that the location was also strategic, the entrepreneurs in this case the community and facilitated by the government made a designation change by rejuvenating the area.

4.3 Linkages between Growth and Loss of Concentration of Specific Activities and Changes in Land Use

The results of the interviews stated that the growth and loss of concentration of certain activities was related to changes in land use. Seen from the proliferation of economic activities that are right in front of the road Walter Monginsidi. Almost on the edge of the road is filled with offices, restaurants, minimarkets and Hermes Palace Mall on the road. It can also be seen that houses with age-consuming designs are a sign that the area was once a residential area that has gradually changed due to regulations or regulations. highest best use (HBU) is no longer suitable to build residential. it is also based on the question "How much are the links between growth and loss of certain activities taking part in land use change".

According to the BN with the growth of economic activity in an area, of course it must be accompanied by regulations, indeed the theory must follow regulations rather than regulations. However, the government cannot immediately stop the growth of commercial areas in an area and in this case the government facilitates because there is indeed nothing wrong in this matter. Indeed, some residents refused because they feared that their taxes would have been affordable because the conversion of land to commercial land made their taxes expensive. However, after being given the explanation that related to taxation is flexible, it means that the government opens space for the public to submit tax objections with a solution to provide discounts.

Followed by the Army, of course, the growth of an economic activity would

certainly encourage the government to issue regulations and in this case also driven by the desire of the community in this case entrepreneurs to ask to change the allotment of this land. According to the Army as long as it does not harm the community and violates the rules, the Regional Government should facilitate and support it.

The people represented by TT, WP, SD and NP stated that there must be a reason for the reasons for the change of land allotments on the Walter Monginsidi road, one of which was the growth of economic activities around the area which forced the government to change an allotment. According to the regional community on the road Walter Monginsidi was always crowded from the past because it had sufficient access to the Polonia Airport and the North Sumatra University so it was only a matter of time to change its designation.

The researcher also asked residents whether they objected to the change in the designation of this land and the people represented by TT, WP, SD and WP said that they initially objected. People are afraid they will be evicted or evicted in subtle ways such as the tax paid is high enough to force them to move but, after changing their land use, they actually do not get a big effect related to high taxes because those who object to the tax can file objections to find it. tax deduction solution. Fact wrong one community that does not want to be named can get a 50% discount considering he is a retired civil servant. The community said that the change of land allotment made their residential areas more strategic and that the price of community land should also increase.

The conclusion of the proliferation of economic activity in the region prompted the government to issue a regulation considering that the government should not be missed by the potential tax that would be received. Jalan Walter Monginsidi itself used to be a reserve area and over time the area became a commercial area given the strategic location that invited investors to build businesses on the land and forced

existing housing to make its use no longer the best given the high taxes and traffic, crossing that passes through the area.

CONCLUSION AND SUGGESTION

CONCLUSION

Based on the results of interviews about the linkages of City Center Rejuvenation and Growth and the Loss of Concentration of Specific Activities with changes in land use at the Hermes Palace Medan, it can be concluded that:

1. The rejuvenation factor of the city center is related to changing allocation of housing land to business areas on Mongonsidi Medan Street. Rejuvenation of the city center is one solution to change the image of an area. Rejuvenation of the city center is done because of the many low-income residents in the area and the need for a location in the center of the city for commercial activities and housing of high-income residents who want to settle in these areas

2. Growth factors and loss of concentration of activity factor are related to changing allocation of housing land to business areas on Mongonsidi Medan Street. Seen from the proliferation of economic activities that are right in front of the Mongonsidi Medan Street. The road is filled with offices, restaurants, minimarkets and Hermes Palace Mall and the road can also be seen that houses with enough age-consumed designs are signs that the area was once a residential area that has gradually changed due to regulations or highest best use (HBU) is no longer suitable for housing

SUGGESTION

Considering that research achievements have not been maximized, hereby, suggestions for improvement for further research are hereby conveyed:

1. To those who have an interest in the change of land allotment, it is recommended to conduct an analysis of the area to be changed in the land allotment considering that land allotment can only be done if the community and related institutions are

willing to change an allotment. Changes in a land allotment have to go through a long process but different from the Walter Monginsidi road, which is relatively fast considering that this area is a reserve area that has its own designation in the best search process.

2.To the Medan City Spatial and Building Planning Department, it is suggested to be more transparent in expressing what factors cause changes in the designation of a land, given the change in the designation of an area is an interesting education that is not only related to what building permits can be issued to the region However, there is also a change in building tax which in the future will be paid by the owner each year

3.To further researchers, it is advisable to conduct similar research by increasing the scale of research such as increasing the number of key interviews who understand the technicality and are responsible for changes in a designation in order to obtain more accurate research results.

REFERENCES

1. Harjanti.R.S. 2012. *Analisis Pengaruh Rasio Rasio Keuangan Terhadap Prediksi Kebangkrutan*.
2. Jayadinata, T.J. 1992. *Tata Guna Tanah dalam Perencanaan Pedesaan & Perhotaan dan Wilayah*. Bandung: ITB.
3. Kriyantono, Rachmat. 2006. *Teknik Praktis Riset Komunikasi*. Jakarta : Kencana Prenada Media Group.
4. Moleong, Lexy. 2002. *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.
5. Poerwandari, E. K. 1998. *Pendekatan kualitatif Untuk Penelitian Perilaku Manusia*. Lembaga Pengembangan Sarana Pengukuran dan Pendidikan Psikologi (LPSP3) Fakultas Psikologi Universitas Indonesia. Jakarta: Universitas Indonesia.
6. Soetomo. 2009. *Urbanisasi dan Morfologi-Proses Perkembangan Peradaban dan Wadah Ruang Fisiknya: Menuju Kehidupan Ruang yang Manusiawi*. Yogyakarta: Graha Ilmu.
7. Sugandhy, D. 1999. *Penataan Ruang dalam Pengelolaan Lingkungan Hidup*. Jakarta: Gramedia.
8. Sujarto, Djoko. 1998. *Pengantar Planologi*. Departemen Perencanaan Wilayah Kota, Institut Teknologi Bandung. Bandung: Institut Teknologi Bandung.

How to cite this article: Nasution N, Loebis N, Fachruddin HT. Analysis of changing allocation of housing land to business areas in Medan city (case study of Mongonsidi Medan Street). International Journal of Research and Review. 2020; 7(3): 115-122.
