

The Identity Construction of Kebraon Sub-district Through Public Participation in
Surabaya Green and Clean

by

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Surabaya Green and Clean as an environment campaign of Surabaya city government to solve the problem of waste when Keputih cannot accommodate as final disposal on the other side Benowo which is prepared are not ready. This environmental program is the planning which is created by Surabaya city government supported JawaPos and Unilever. Kebraon Sub-district who participate in Surabaya Green and Clean may get the nomination as active people participation in Surabaya Green and Clean 2009. There are two RW which participate in this environmental program, RW 12 and RW 13. This thesis aims to know how public participants of Kebraon Sub-district in Surabaya Green and Clean through their place identity. Theory of Place Identity, participation and Planning by Cliff Hague and Paul Jenkins use to get the finding in this thesis. It is qualitative research which uses in-depth interview to collect the data and technique of snowball to collect the informant. Researcher found that RW 13 Kebraon Sub-district can construct their place identity through participate in Surabaya Green and Clean, but RW 12 Kebraon Sub-district cannot re-construct their identity because of the pessimist of the less response Kebraon people and they can not continue the purpose of this environmental program. The factor which make Surabaya Green and Clean is known well causes the relationship between Surabaya city government and some of big corporations, JawaPos and Unilever. It can be concluded that the role of those who have power is more important rather than the role of people which participate in during that environmental program.

Key words: Surabaya Green and Clean, Kebraon Sub-district, identity, place, public participation, self-narrative.