

Abstract

Saputro, Fani Indra. *The Identity Construction of Kampung Surabayan through Public Participation on Surabaya Green and Clean Program.*

Surabaya Green and Clean program is a community which focused on waste management program based on society in Surabaya. It is implemented by the local government in 2005 to launch a competition based on community for sub-districts in Surabaya. Green and Clean program is very good effort for reducing and solving the environment problem which caused by waste. The author used Cliff Hague and Paul Jenkins: Place Identity, Participation and Planning. This study took the data from interviews on informants who participate in Surabaya Green and Clean. The self-narrative theory by McAdams is used to analyze the result of interviews from the informants. McAdams argued that human has their own personal myth in life stories which can build the identity. The aim of this study is to reveal the reasons of Kampung Surabayan society joining Surabaya Green and Clean program beside the reason to protect their environment and that impact of Surabaya Green and Clean program for Kampung Surabayan identity can changes become better and the bad habit that belongs to the society change better too by this program in Kampung Surabayan. The result of this study because of Green and Clean program is the identity of the kampung given by the society of Kampung Surabayan itself has changed. The identity that changed from a kampung which was previously known as a dirty and slum area (*kampung bau*) into a clean and green kampung and called as *kampung Adenium*. Moreover, the bad habit of its society or people in Kampung Surabayan such as not awareness with environment and behavior using *kakus* (toilet built over a river or sewer) causing odor, has changed into better and *kakus* disappear because of Green and Clean program. The Green and Clean program had indirectly changed the identity of Kampung Surabayan as well as previous narratives about the *kampung* that might be negative.

Keywords: *Surabaya Green and Clean, Self-narrative, place and identity, public participation*

CHAPTER I

INTRODUCTION