

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the study**

Surabaya is the capital city of East Java. It is the second largest city in Indonesia which has the biggest population density after Jakarta (3,110,187 people in 2012) and its width is approximately 33.306,30 Ha/km<sup>2</sup> (Surabaya.go.id, 2011).

Due to the high number of population in Surabaya, the attitude towards the environment becomes a serious problem. Issue of environment especially trash processing always becomes a problem in big cities, especially Surabaya, because the society appears to give little awareness to their environment. Three hundred and eighty (380) cities in Indonesia produce garbage more than eighty thousand (80,000) tons per day in 2011 (Andayani, 2012).

Since waste problem is deeply related to environment, the government tries to address the problem through waste management system. Waste management system which is conducted by the government uses sanitary landfill system. It means that the waste that has been collected is buried in the ground so that it will not cause odor (Chairil, 2013). Besides that, the government proposes another solution by conducting a program called Surabaya Green and Clean program (SGC).

Surabaya Green and Clean program is a community which focuses on waste management program based on society. It was launched by Surabaya Municipality in 2005 through a community based competition for sub-districts in Surabaya. The theme of environment became the main focus (UCLG, 2005). Surabaya Green and Clean Award was firstly initiated by the Jawa Pos Group, Unilever, and the Surabaya Municipality, and currently becomes an annual regular event in Surabaya. It is celebrated every May, 31. In Green and Clean Award program, the award will be contested over the years.

Surabaya Green and Clean program is a pilot project of Surabaya Municipality which was firstly conducted by PT. Unilever in Jambangan sub-district in 2001 (UCLG 2011, p. 4-5). One of the aims of this program is to save water resources. Similar program is ongoing in ten major cities in Indonesia such as Jakarta, Yogyakarta, Bandung, Makassar, and Banjarmasin. Surabaya Green and Clean program is a very good effort to reduce and solve environmental problem which is caused by waste as mentioned by Tahir (Tahir, 2011). He explains that 3 years after the Green and Clean program was firstly started, the volume of waste going to final disposal site in Surabaya decreased from 1,600 ton/day in 2006 to 1,399 ton/day in 2008.

Based on the reason above, the writer wants to discuss about Surabaya Green and Clean program. The topic is possible to be examined by focusing and making different point of view from previous researches.

The issues in this topic are about human perception and the change of their identities and habits regarding their environment awareness after following the Surabaya Green and Clean program.

This study is entitled "*The Identity Construction of Kampung Surabayan through Public Participation on Surabaya Green and Clean Program (SGC)*". The writer focuses on Kampung Surabayan which was one of the participants of Surabaya Green and Clean program in 2008, 2009, 2010, and 2011.

Kampung Surabayan is part of Kedungdoro sub-district, Tegalsari district. Kampung Surabayan used to be an important city in the Majapahit era and one of the most hectic harbor cities (Junianto, 2009). It is proven by an anchor found in Kampung Surabayan (*available on the interview data from one of the informants*). Kampung Surabayan is actually the oldest *kampung* in Surabaya; the society around calls it old *kampung* (*kampung lama*). Based on the informants in Kampung Surabayan, there are various versions about the origin of the name 'Surabayan'. One of them said that the name of Kampung Surabayan was derived from *Suraw* (a small mosque). The *Suraw* was owned by Mr. Bayan, a resident who was originally from Kampung Surabayan. Therefore, the name Kampung Surabayan was taken from the words 'Suraw' and 'Bayan'. Another version says that Kampung Surabayan emerged because there were *Sura* (a shark) and *Boyo* (a crocodile) which fought each other in the river around Kampung

Surabayan. Thus, it was called as *Kampung Surabayan* (available on the interview data of one of the informants). Based on *dongants.wordpress.com*, the name of *Kampung Surabayan* which is similar to the name of the city, Surabaya, makes it become one of the reasons why *Kampung Surabayan* is the oldest kampung in the city (Surabaya). According to Akhudiat in his book entitled '*Masuk Kampung Keluar Kampung*', Surabaya is the first (oldest) kampung based on '*The Agreement of Crossing*' (Junianto, 2009).

*Kampung Surabayan*'s best achievements in Green and Clean program are the winner of 'the recycle gate' in 2010 and the winner in the category of '*Kampung Terbaik, Kampung Maju*' in 2011. *Kampung Surabayan* was the winner in 'recycle gate' category because 'its gate was made of unused bottles and they had Takakura system'. According to Jawa Pos (Jawa Pos, 2010), *Kampung Surabayan* has a long term target to build the biggest reservoir which has the diameter of nearly two meters in the middle of a road and serves as absorber and water filter.

Due to its achievements, the writer then focuses on *Kampung Surabayan*, one of the participants of Surabaya Green and Clean Program in 2008, 2009, 2010, and 2011. The writer attempts to discover the narratives of the society regarding neighborhood (*Kampung Surabayan*) which became better after participating in the Surabaya Green and Clean program. It was not only the environment that has become better, the habit of *Kampung Surabayan* society has also changed into a better one.

The name of Kampung Surabayan was also changed into Kampung Adenium after participating in Green and Clean program. It was taken from the name of Adenium plant. The plant has become the livelihood commodity developed by the Surabayan society.

Therefore, the program actually helps Kampung Surabayan to have a new better identity through the environmental activities. The environmental activities of this program include 'Inconsumable Plants Nursery (Adenium), Green House, Takakura Home, Infiltration Composter, Consumable Plants(such as mushrooms and herbal plants) Nursery, Organic or Non Organic Waste Composting, Waste Bank, and IPAL (*Instalasi Pengelolaan Air Limbah* - Waste Water Treatment Plant)' as the innovations of the society of Kampung Surabayan to reduce household waste volume.

Thus, this research attempts to explain this interesting phenomenon, which has not been discussed in the previous studies by Adi B. R. Manurung and Aprilia Setyorini, from cultural studies point of view. Another purpose of conducting this research is to give suggestion to the Surabaya Municipality and governments of other cities who have already planned to conduct Green and Clean program regarding the strategy to conduct and maintain the program to be annually conducted.

This research can also be an alternative in addressing environmental problem from the perspective of humanity because the subject of this research is the society in Kampung Surabayan.

## **1.2 Statement of the Problems**

According to the background above, the statement of the problems proposed in this research are as follows:

- 1) How does the public participation in Surabaya Green and Clean program (re) construct the identity of Kampung Surabayan?

## **1.3 Objective of The Study**

The objectives of the study are:

- 1) To investigate the public participation in Surabaya Green and Clean program (re) construct the identity of his/ her place in Kampung Surabayan.

## **1.4 Significance of the Study**

This research is expected to encourage more writers on this particular topic since there are many previous and similar researches with different aims and results. Moreover, none of the researches was from the Faculty of Humanities of Universitas Airlangga or from humanities point of view. Different from previous researches, the significance of this research is that the topic of Green and Clean becomes possible to be

examined by focusing on the issue of people's perception about their environment and habits which become better after participating in the Surabaya Green and Clean program. Therefore, this research is expected to give both theoretical and practical contributions below:

1. Providing the comprehension on the definition of identity of place through public participation.
2. To explore the Surabaya Green and Clean program in cultural studies or humanities because the study about Green and Clean program from the Cultural Studies point of view by examining humans as the main actors in the community has never been done before.

For the practical contribution, the research can be an input for the Surabaya Municipality to improve and evaluate the Green and Clean program in Surabaya, especially in terms of strategy to conduct and maintain the program to be annually conducted.

### **1.5 Definition of Key Terms**

*Green and Clean* : The program for creating beauty and cleanliness in a specific place.

*Place* : Place means humans and its environments with its meanings, activities, and a specific landscape which become one (Relph, 1992 in Hague, 2005).

*Identity* : How we make a sense of ourselves, geographers, anthropologist, and sociologist (Rose 1995, p.88).

*Place Identity* : Formed through *milieux* of feelings, meanings, experience, memories, and action from ultimately personal which are substantially filtered through socialization (Hague and Jenkins 2004, p.6).

*Narrative* : A storytelling metaphor that frequently appears in contemporary psychotherapy literature and discourse, not in the literary sense, but in the sense of narrative in everyday life, the way we compose our lives (Anderson 1997, p.212).

## **CHAPTER II**

# **LITERATURE REVIEW**