

Urban Mobility

***Textual and Spatial Urban Dynamics in Health, Culture,
and Society***

**Official Conference Proceedings
The 3rd International Conference
Urban Mobility: Its Impacts on Socio-cultural and Health Issues**

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Introduction

This proceeding is based on an international conference, “Urban Mobility: Its Impacts on Socio-cultural and Health Issues”, organized by the Faculty of Humanities in collaboration with the Faculty of Public Health of Airlangga University, in Surabaya, East Java, on 7-8 December 2012. The impetus for the project emerged from the primary strategic objective of Airlangga University in 2012 to become a center of world class research in the health sciences in Indonesia. As a consequence, strategic plans were called for that would align with this objective and support the university’s goal. Another drive for the conference is the need to challenge our tendency to stay within the bounds of the academic discipline of which we are a part and how much our thinking tends to follow the same, well established lines of enquiry. Health issues, for instance, tend to be considered solely from a biomedical perspective. Multi-disciplinary approaches to health problems have frequently been overlooked or underexplored. In Indonesia, this dilemma has been evident in addressing the prevalence of HIV-AIDS. The socio-cultural dimension of the disease and its implications for society are not usually taken into consideration.

This concern drove us to hold a multi-disciplinary conference. We decided to choose a conference theme related to the movement of people into urban areas. Located in Surabaya, the second largest city in Indonesia, we at the Faculty of Humanities have paid particular attention to urban phenomena. In particular, we have tried to explore the rapid pace of change experienced by urban societies. In the interest of raising the university’s profile as a national leader in the health sciences, we invited speakers from around the world to share their research on the socio-cultural and health impacts of urban mobility. The conference was attended by some 200 participants from different parts of the world, including the U.S., France, Sri Lanka, Taiwan, Singapore, Malaysia, and Australia.

In increasingly mobile urban societies, the boundaries between long-accepted, socially constructed concepts have been destabilized by new innovations in different spheres of human experience. The need to internalize new values and norms in societies which still, to some extent, hold older, traditional values can lead to anxiety and uncertainty. As Anthony Giddens (2002) suggests, the impacts of globalization have the potential to disable institutions such as the nation state, the family, and religion that provide a sense of security and stability. The notion of the family, for instance, must now be redefined, as contemporary social practices, supported by advances in the biomedical sciences, have shown that what people consider a family need not be limited to heterosexual couples with children conceived naturally as the result of a biological relationship.

In the area of public health, mobility and migration are important issues which are highly likely to influence the incidence, prevalence, and characteristics of certain diseases. Significant socio-cultural change frequently takes place in urban areas where the dynamics of social interaction are more intense than in rural societies. It is in these culturally heterogeneous societies that we frequently observe cultural negotiations and anxieties brought about by exposure to new values, norms, and social demands. The inward flow of people from the periphery to the center(s) affects the socio-cultural landscape of the people already living in the center(s), as well as those who move there. The idea of mobility is usually associated with the transition, which may involve uncertainty, negotiation, and appropriation. In many societies, the movement of people from the periphery to the center contributes to the formation of marginal communities which confer on residents a set of risks unique to the environments that arise because of urbanization. Some of these risks are health-related and may involve basic health needs which cannot be fulfilled, malnutrition, and the increasing prevalence of contagious disease. Other risks

relate to the emotional state of the new and old city dwellers. Still others operate at the community or society level and involve questions of responsibility, access, and inclusion.

The ways gender, youth behavior, and race intertwine in urbanizing contexts are discussed in the first section of this proceeding. The section begins with a consideration of how women's mobility is represented in the writings of contemporary Indonesian women writers which suggest that every Indonesian woman should aspire to a cosmopolitan status. The notion that becoming an international traveller will mark an evolution for modern Indonesian women is one possible conclusion. This exploration of the evolution of women's identity is touched upon in the second paper. In it, Muslim women's dress is used to investigate urban evolution in Indonesia from the perspectives of history, culture, and socio-politics. The ways these women negotiate their identities can be traced through the symbolic nature of their clothing. The process of transformation can also be seen in the media, including print advertisements, lifestyle magazines, Javanese popular songs, movies, and novels. Gender offers another perspective, and identities are further problematized through discussion of the representation of gay characters in written texts, as well as in cyberspace (on Facebook). Tension between old and new Indonesian masculine norms is discussed in the context of the role school plays in the expression of masculinity among youths in Surabaya. The recognition of youth as a distinct demographic seems to be a distinctive marker in the globalizing landscape and in mobilizing societies, and this is reflected in a discussion of "Tweens" as targeted consumers in urban Indonesia. Youth movements in sport, like those of Bonek supporters, find the means for expression, using walls in the public space as an alternative medium for their aspirations. Another significant element of contemporary urban societies is the spread of internet and communications technology. A psychological study on the impacts of internet use on decision making and self-control attests to the significant role of the cyber world in our societies. As cyberspace becomes increasingly influential, the role of government and other agents of authority is problematic. This may lead to conflict, including racial conflict, which is discussed in the last paper of the section.

The mutual relationship between health and socio-cultural issues in urban mobility is the theme of the second section. The first paper suggests that language and culture cannot be underestimated as significant determinants of health in the urban context. This issue is further explored in the next paper which argues the importance of social media as a tool in health promotion. The third paper discusses the concept of health in Indonesia since the Dutch colonial period. The author suggests that health is a social construct which is shaped by its socio-cultural and political dimensions. The paper is a reminder that new outlooks in tackling health problems are crucial, particularly for urban residents with their increasingly complex circumstances. This concern is evidenced in the last six papers, in which the authors stress that proper management and government action are essential factors in successfully addressing disease and other health-related problems affecting significant parts of the population.

Section 3 explores arguments on urban space and the economy. Urban planning is central in managing and enhancing the lives of urban residents. In Indonesia, modern urban planning dates back to Dutch colonialization, as shown in the example of the city of Malang. In Singapore, changes in the water landscape have been central in its evolution into a global city. Access to transportation in densely populated cities is also a crucial goal in urban planning. However, design and implementation of mass transport may inadvertently exclude people of lower socio-economic status. Pedestrian accessibility is the other side of this issue, and walkability is a major concern in modern urban areas. The issues raised in these papers provide insight into the other cases in this section, such as the

way urban dwellers adopt new patterns of 'dwelling life', as exemplified by Sri Lankan residential architecture and the way poor migrant families develop strategies to survive in the limited urban space in Surabaya. For government, there is a need to support innovation in the management of public services to better cater to urban needs. Finally, the influence of urban space and design on the social and cultural lives of the public is the subject of further examination. We are shown how Saparua Sport Center in Bandung has been transformed into a center of youth sport activities and socialization. Similarly, a new form of housing in Gresik, an indirect result of urbanization in Surabaya, has created a prismatic society with its own values and norms. The shifting of values or beliefs may be required when people from Muslim countries come to non-Muslim regions and find it hard to maintain a Halal diet when they find themselves living in a different spatial arrangement which may not be amenable to a Muslim lifestyle.

How urban behaviors may affect health is the central theme of section four. This expands the ideas developed in the preceding section, in which urban space is related to changes in urban socio-cultural life. In the first four papers, we are reminded again that rapid changes in urban diet and life-style may contribute significantly to the prevalence of non-communicable diseases and psychological problems. Health-related issues and problems in urban contexts must be addressed comprehensively, and this must include government action in the form of better policy. As the fifth paper asserts, health-related interventions like the implementation of exclusive breastfeeding in Indonesia depend in part on political will in limiting ads for infant formula in the media. The notion that policy making is crucial in improving the quality of urban life is discussed in the next three papers. The section ends with a paper reminding us that the causes of health-related problems must be approached critically and uses an examination of the long-standing belief that risky sexual behaviors among young people are usually associated with drug abuse and juvenile delinquency to support this view.

Section five relates urban dynamics to language and social change with a focus on the use of specific languages and linguistic features in extremely dynamic urban societies. We are shown, for example, how the Javanese language, which is the most widely used local language in Indonesia, mirrors social change that can be observed in Javanese jokes and proverbs. Changes in language use can also be seen in an analysis of personal names in Surabaya and of language varieties in Medan. At the national level, we see a switch from the national language to English and the influence of western perspectives on society's views on advertising and language in the public sphere. The last four papers consider the effect of social change on the concepts and practices of language teaching and point up the need to revisit concepts of competence and critical literacy. The growing use of cell phones in language learning is also examined, as is phonological awareness of users due to exposure to English as an international language.

The only possible conclusion is that rapidly urbanizing environments that are a feature of modern life in Indonesia, and many other parts of the world, have created a need for new approaches in addressing urban problems and new ways of thinking in ensuring the health of city residents. This volume provides ample food for thought and offers unique insights into these issues from scholars and practitioners around the world.

Editors

Public Service Innovation for Urban Society

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Due to the development of urban society is so fast, the bureaucracy or the public sector as a public service providers have to adjust. Compared with the private sector that are always up to date and abreast of changes, public sector tends to be characterized by a static, formal, rigid, and not dynamic. At present, the urban society begun to critical in choosing the best public services they want. The choice of market-oriented enabling authority models seem more appropriate for cities, mostly patterned urban area. Urban areas has grown the market mechanism, the provision of services which are dominated by the private sector is more likely. However the issues is how to create synergy between bureaucrat (service providers) and community (service users) to create public service innovation, so that the public sector can be accommodate and respond quickly to any changes that occur in society. Public service innovation will be discussed by reviewing the theories of the Old Public Management (OPM), New Public Management (NPM), and the New Public Service (NPS). Then be presented a variety of best practices of public service innovation in health field, primary in dynamic society.

Keywords: *urban society, public sector, public service innovation*

Introduction: The Issue of Urban and Community Development

The development of urban society is so rapid, views of various aspects of life, whether economic, social, cultural, educational, and various other aspects of life. The urban community is identical to modern society. Physically, urban society is in an environment with buildings, noise due to vehicles, manufactory, congestion, pollution, and etcetera. While the social, urban society tends to be heterogeneous, individual, hectic, busy, high competition that often leads to conflict, and others. Furthermore, there is an assumption that urban society is smart, not easily fooled, nimble in thought and action, and open to change.

City life is always dynamic, growing with all the facilities that are modern, complete, has become a "pull factor" that attracts people to come. According to Sarlito (1992), the main cause of urban development is a growing industrial life. Connotation of "industrial life" means the city requires a lot of labour. This is why many people tend to look for life in the city.

Increasing numbers of urban society and their complexity with a different background - causing the conflict of interests - cause many problems. Dominant issues in urban areas include poverty, education, unemployment, health, crime, housing, transportation and arrangement of cities. All of these issues need serious attention from the government through the provision of public services according to the needs of urban communities today.

Public services in urban society: the market-oriented model of enabling authority

With the increasing complexity of urban life, the more complicated is the kind of public services to be provided by the government. Enactment of Law No. 22, 1999 shows the extent of the role of local government in the areas of public services, which must be implemented by the authority, includes public works, health, education and culture,

agriculture, communications, industry and trade, investment, environment, land , and labor. Especially for urban areas, there are also additional powers should be implemented according to the needs that involve fire areas, cleanliness, landscape, and urban design. Based on the authorization, each District Government and City Government Department can establish an institution, agency, office, or other technical institutions in order to provide a satisfactory service to the society. In addition, pursuant to Law No. 22, 1999, the Regional Government and the City Government can also involve community groups and the private sector in public services.

Steve Leach (1994) suggested several alternatives that the public service can be managed by the community (community oriented enabler), the private sector (market oriented enabling authority), or the government (residual enabling authority). A lot of some public services are performed by the private sector such as health care, education, transportation, and others. The private sector is more adaptive and flexible response to the needs of modern urban society requires a form of professional services. In fact, it can be seen that many urban society tend to prefer the public services provided by the private sector because more satisfying. For example, a hospital run by the private sector has become the people's choice for treatment rather than government hospitals.

The choice of market-oriented enabling authority models seem more appropriate for cities, mostly patterned urban area. In urban areas, the market mechanism has grown. The provision of services which are dominated by the private sector is more likely. Thus, the job of local government in the provision of public services is easier because of the strengthening of the private sector. Thus, the model of market-oriented enabling authority is more emphasis on participatory democracy.

Paradigm Shift in Public Service

The conception of public services evolve with the development of society and science. There are at least three perspectives that can be used to assess the public service (Janet Denhardt and Robert Denhardt, 2007) the perspective of Old Public Administration (OPA), New Public Management (NPM), and New Public Service (NPS). From the development of the theory, the concept of public service has undergone shifts and developments in such a way that the essence of the change is significant both in substance and technical level.

Denhardt asserts that public services in the context of Old Public Administration (OPA), puts the citizens as clients whose position is weak, so they have to accept all forms of public service provided by the provider (bureaucrats). Public organization operates as a closed system, so that citizen participation is limited. Public services are directly undertaken by government agencies, implemented through a hierarchical organization and strict control.

The next paradigm, New Public Management / NPM (1980 - 1990's) puts people in a customer to be served best. This paradigm oriented market mechanism, where the relationship between public organizations and the customer understood as transactions in the market. The key of the New Public Management is putting the market mechanism as a guide in the public service. Furthermore, the technical term is "steer, not row", meaning that the government is not to run the public service itself, but if it is possible that the function can be delegated to others. During this era came the concept of "Reinventing Government" of Gaebler & Osborne (1993). Gaebler and Osborne are trying to improve the quality of public services by adopting the principles of professional from private organization.

Finally, The New Public Service / NPS (2003) tried to correct the previous paradigm, which placed people as citizens who have the right to adequate public services from the state. This paradigm assumes the users of public services as citizens rather than as a customer (customer). Bureaucrats are not simply just how to satisfy customers but also how to give the right to all citizens to access public services.

The differences of the three paradigms can be seen from the basic theoretical and epistemological foundations, the concept of the public interest, the responsiveness of the bureaucracy; role of government: accountability; organizational structure, and assumptions that affect employee motivation. The differences of the three public service paradigms are presented in the following table:

Comparative Perspective :
Old Public Administration, New Public Management, and New Public Service

Aspect	<i>Old Public Administration</i>	<i>New Public Management</i>	<i>New Public Service</i>
Primary theoretical and epistemological foundation	Political theory, Social and political commentary augmented by naive social science	Economic theory, more sophisticated dialogue based on positivist social science	Democratic theory, Varied approaches to knowledge including positive, interpretive, and critical
Conception of the public interest	Public interest is politically defined and expressed in law	Public interest represents the aggregation of individual interests	Public interest is the result of a dialogue about shared values
To whom are public servants responsive	<i>Clients and constituent</i>	<i>Customer</i>	<i>Citizen's</i>
Role of government	<i>Rowing (designing and implementing policies focusing on a single, politically defined objective)</i>	<i>Steering (acting as a catalyst to unleash market forces)</i>	<i>Serving (negotiating and brokering interest among citizens and community groups, creating shared values)</i>
Accountability	Hierarchical – Administrators are responsible to democratically elected political leaders	Market – driven – the accumulation of self-interests will result in outcomes desired by broad groups of citizens (or customers)	Multifaceted – public servants must attend to law, community values, political norms, Professional standards, and

			citizen interests
Assumed organizational structure	<i>bureaucratic organization marked by top-down authority within agencies and control or regulation of clients</i>	Decentralized public organization with primary control remaining within the agency	Collaborative structures with leadership shared internally and externally)
Assumed motivational basis of public servants and administrator)	Pay and benefits, civil-service protections)	<i>Entrepreneurial spirit, ideological desire to reduce size of government)</i>	public service, desire to contribute society

Source : Denhardt dan Denhardt (2007: 28-29).

Application of New Public Service: Public Service Innovation in Urban Communities

The main focus of the New Public Service is to provide services to all citizens without exception. Although market-oriented methods enabling authority is theoretically appropriate for the urban character of the city, however, is now urgent to undertake innovative public services that involve the community. Starting from the development of the city so rapidly, accompanied by the complex problem from all aspects of life, it will only be overcome through public services that actually fit. What kinds of services are needed urban society can be met properly when it is determined by the society. Therefore, we need a synergy between the public and the government in creating a form or type of public service that is really needed by the community.

Next, the Citizen's Charter program as an application of New Public Service / NPS was endorsed. Citizen's Charter is a program of innovation in public services which emphasize aspects of equality of rights and obligations between the public as users of public services and the state (bureaucrats) as a provider of public services. Citizen Charter provides a space for people to come participate in public services ranging from determining the types, forms, procedures, fees, service time, etc. With the beginning of a formal contract between the people (as users of public services) and government (as a public service provider), then all forms of public service practices will be in accordance with the expectations of both parties, where each party has agreed rights and obligations under the stated in the contract documents.

One of the best practices of citizen's charter program is on health services at the health center district Bendo Kepanjen Kidul Blitar. Implementation of Citizen's Charter begins with service contracts written in the document Citizen's Charter Health Center Bendo Blitar, contains Service Ethics Health Center Bendo, Quality Care Health Center Bendo, Rights and Obligations of Service Providers and Service Users Puskesmas Bendo, and sanctions for Service Users and Providers services. The program is very effective in order to improve the quality of public services that would give public satisfaction.

Conclusion

The rapid development of urban society requires an appropriate form of public service. Besides market oriented method enabling authority, with participate actively from private in provision of public services, the current should also be done through the establishment of public service innovation synergy between the public and the government.

By involving the public in the practice of public service, then all the problems of life in the city will be completed well, when people have a right to determine their own forms and types of services they need.

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