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THE 3rd INTERNATIONAL CONFERENCE ON BUSINESS AND BANKING INNOVATIONS
"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"

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(ICOBBI) 2021
"Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic"**

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FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 3rd International Conference on Business and Banking Innovations (ICOBBI) with the topic "Unlocking New Marketing Strategies on ASEAN After Covid-19 Pandemic". This proceeding contains several researches articles from many fields in Business & Marketing, Banking & Sharia Banking, Accounting & Financial Management, Human Resources Management, Operations Management, Investasi, Insurance & Capital Market, Strategic Management, Technology Management, and Information System.

The 3rd International Conference on Business and Banking Innovations was held on 6th – 7th March 2021 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with three Higher Education Institutions in Indonesia and two Universities from Asia countries. Keynote speakers in this conference were: Prof. Jessa Frida T Festijo (Lyceum of the Philippines University), Prof. Krisda Tanchaisak, Ph.D (Ramkhamhaeng University Thailand) and Burhanudin, Ph.D (Head of Undergraduate Program In Management of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the three universities, namely Universitas 17 Agustus Surabaya, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.



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URBAN DEVELOPMENT MANAGEMENT STRATEGY IN PROVIDING HOUSING AND HABITABLE SETTLEMENT AREAS IN KENDARI CITY

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ABSTRACT

Urban growth in Indonesia as in other countries in the world is expected to increase rapidly, where this is related to the population increase in urban areas which increases along with the high rate of urbanization. The problems in urban areas are related to population growth, especially in terms of access to basic services for the community, such as urban infrastructure development, housing and settlements and other urban activities. Housing and settlements are one of the basic needs aimed at improving the welfare of the community, land use policies in dealing with land availability, especially for the development of housing and livable settlements, urge strategic actions led by public sector officials to direct development by increasing equitable access and that is socially beneficial, economy and environment. Facing this, a good strategy is needed in managing the development of urban areas, especially in increasing the availability of land gradually by forming partnerships, integrating housing and livable settlements with affordable public facilities and infrastructure, and policies through regulations and incentives that prioritize spatial justice over land speculation. The research results show that the comprehensive urban development management mechanism requires collective synergy among related stakeholders, not only the government, in this case the Mayor and related agencies but also intellectuals, private and public sector. This research was conducted qualitatively with data collection methods through non-participant observation, where the researcher serves as an observer by reviewing documents and literature.

Keywords: Strategy, Management, Housing and Settlements, Habitable.

1. INTRODUCTION

Introduction The Problem

The growth of a city in both developed and developing countries on the one hand shows development but on the other hand the cause of the same problem in almost all countries, namely the problem of population growth caused by urbanization, this creates new problems for urban areas, which are mainly related to the provision of housing and development of habitable residential areas. The problem of population growth in urban areas has made the housing and settlement sector one of the sectors that needs to be accelerated in handling in order to fulfill basic needs in an effort to improve community welfare. Housing and Settlements are one of the basic human needs, Fulfillment of these

basic needs is still experiencing several problems that cannot be separated from the developing aspects in the dynamics of community life and the government policy strategy in managing these problems. Housing development and settlement areas are multisectoral developments involving various stakeholders (Zulfi Syarif Koto, 2011).

The above matters are in line with the mandate of the 1945 Constitution of the Republic of Indonesia, Clause 28 H Paragraph (1), "Everyone has the right to live in physical and spiritual prosperity, reside in, and get a good and healthy living environment and get health care". And also Law Number 39 of 1999 concerning Human Rights, Art 40, "Everyone has the right to live in and have a decent life". Law Number 1 of 2011 concerning Housing and Settlement Areas, Clause 5 Paragraph (1), "The state is responsible for the administration of housing and settlement areas whose development



is carried out by the government". Clause 129, "In implementing housing and settlement areas, everyone has the right: (a) occupying, enjoying, and / or owning / obtaining a decent house in a healthy, safe, harmonious and orderly environment", and Government Regulation of the Republic of Indonesia Number 64 of 2016 concerning Low- Income Community Housing Development "Every Indonesian person / family / household occupies a house that is suitable for habitation". Liveable House is a house that meets building safety requirements and the minimum adequacy of building area, as well as occupant health (explanation of article 24 letter a of Law Number 1 Year 2011 concerning Housing and Settlement Areas). The things that need to be considered in the provision of a livable house are the minimum requirements for period (appearance) and space (outside and inside), the need for area (Kepmen Kimpraswil 403/2002).

In general, Indonesian cities need a lot of residential land and residential areas as well as new infrastructure to be able to cope with population growth but have limited capacity in governance and resources to deliver core urban services, land development patterns significantly affect the consumption of resources such as land, energy and water. The high rate of urban growth in line with the increasing demand for housing must be accompanied by good management by the government, unpreparedness in facing challenges in the form of appropriate strategic planning can lead to control over basic services in the form of infrastructure provision, facilities and utilities for housing and habitable settlement areas are not functioning properly. Therefore, how the city manages its growth through policies issued by the government will determine the sustainability of the city as a whole. In order for the implementation of housing and settlement development to run well, a comprehensive and integrated strategy in the housing and settlement area is needed in order to determine the formulation of development policies and realize good governance (Good Governance).

2. FORMULATION OF THE PROBLEM

According to Kuswartojo (2005), the growth of the urban population in Indonesia is indeed higher than that of the rural population. Highest

population growth does occur in big cities, but high growth is generally due to overflow of large cities or due to peaking economic activity. The growth of Kendari City is marked by a significant increase in the development of city facilities and infrastructure, city growth along with population growth led to the mushrooming of housing and residential construction. Kendari City is the capital city of Southeast Sulawesi Province with a population of 340,796 people consisting of 172,536 men and 168,260 women (Kendari City population and civil registration data, semester I of 2019). The growth of Kendari City is quite fast, accompanied by significant improvements in facilities and infrastructure. City growth and population growth are marked by the proliferation of housing and housing developments, where Kendari City is one of the many cities that are predicted to develop rapidly in the next few years, with the assumption that annual growth is quite rapid, if it is not managed properly, the spatial and economic disparities and access to natural resources will decline in quality.

Effective urban management supports the success of environmentally sound development. Housing development in the future that rests on community independence with the principles of benefit, fairness and equality, togetherness and kinship, self-confidence, affordability, environmental preservation, housing and settlement arrangement with social, economic, political, cultural, philosophy, legal and legislation (Sivaramakrinan dan Green, 1986 dalam V.H. Makarau 2011), Poor regional governance will not only have an impact on economic inequality but also a risk to the environment for Kendari City as a whole. Problems will arise when the city service network cannot keep up with urban growth with resources that tend to be limited. In order for the provision of housing and habitable residential areas to be carried out, it is necessary to formulate a policy through a comprehensive and integrated strategy that refers to the targets for the development and development of housing and settlement areas which in addition to being able to fulfill the basic rights of the community can also contribute to social, economic and environmental problems. For this reason, it is necessary to manage urban areas as

a basis for planning, implementation, evaluation and control of housing development and settlement areas in Kendari City.

Housing and unsuitable settlements generally cover the categories commonly referred to as slums and squatters. Slums are residential neighborhoods that are abash, legal and permanent but the physical condition of the environment is getting worse due to lack of maintenance, aging buildings, indifference or because they are divided into smaller units of yards and rooms. whereas squatters are squatter neighborhoods that occupy an illegal environment (not residential areas), often uncontrolled and unorganized with environmental facilities and infrastructure (Drakakis Smith, David, 1979 : 24 dalam Etty Soesilowati, 2007). The occupancy rate of the Kendari City community which has standards for social, economic and environmental aspects in terms of providing housing and residential areas that are suitable for habitation is still very low based on the following data :

Table 1. Backlog data for houses in Southeast Sulawesi Province in 2017

No.	Kabupaten/Kota	KK 2017	Rumah 2017	Backlog Rumah 2017
1	Bulön	13,404	10,804	2,800
2	Muna	49,419	43,400	5,019
3	Konawe	53,770	45,525	8,245
4	Kolaka	55,983	43,365	12,618
5	Konawe Selatan	70,462	64,016	6,446
6	Bombana	39,078	28,323	10,755
7	Wakatobi	21,570	9,023	12,547
8	Kolaka Utara	33,087	28,299	4,788
9	Butön Utara	13,169	11,036	2,133
10	Konawe Utara	13,004	7,438	5,566
11	Kolaka Timur	24,307	22,837	1,670
12	Konawe Kepulauan	7,302	5,032	2,270
13	Muna Barat	17,639	13,032	4,607
14	Bulön Tengah	16,429	5,707	10,716
15	Butön Selatan	16,200	10,551	5,649
16	Kota Kendari	86,618	61,535	25,083
17	Kota Baubau	34,193	25,204	8,989
Jumlah		564,707	434,806	129,901

Source : Southeast Sulawesi Provincial Government, 2018.

This phenomenon shows that the management of urban development is still not consistent and comprehensive, especially in policy making and policy implementation in procurement and mobilizing resources, This results in the availability of livable housing in Kendari City which is still quite low and does not take sides with the community, especially for low-income people. The wrong strategy in managing the

provision of housing and habitable settlements will cause social impacts, economy and environment that is less fair with the aim of the welfare of society.

Based on the femomena above, the research is focused on (1) Strategy to gradually increase the availability of land by forming partnerships. (2) Strategies to integrate housing and habitable settlements with affordable public facilities and infrastructure. (3) Policy strategies through regulations and incentives that prioritize spatial equity over land speculation.

3. RESEARCH PURPOSES

The purpose of this research is to identify, analyze, describe and interpret strategies to increase land availability gradually by forming partnerships, strategies to integrate housing and livable settlements with affordable public facilities and infrastructure and policy strategies through regulations and incentives that prioritize spatial justice over land speculation. From these objectives, it is hoped that the factors that encourage and impede the management strategy of Urban Development in the effort to provide housing and habitable settlements can be identified, so that this research can realize the integration of urban development management strategies in the provision of livable housing and settlements.

4. RESEARCH METHODS

Research Sites

The research location is in Kendari City, namely Mandonga District, Baruga District, Puuwatu District, Kadia District, Wua-wua District, Poasia District, Abeli District, Kambu District, Nambo District, Kendari District, and West Kendari District.



Figure 1. Administrative Map of Kendari City, Southeast Sulawesi Province

Source : Southeast Sulawesi Provincial Government, 2018.

Types And Sources Of Data

Types of data consist of primary and secondary data. The primary data source is the study location. Primary data collection is carried out through non-participant observation, while primary data studies are in the form of distribution, houses, housing and settlements. Secondary data sources are related agencies, libraries, journals and previous research and electronic media. Collecting secondary data through review of documents and literature describing urban development management strategies. The secondary data study includes policies, regional carrying capacity, potential resources, facilities, infrastructure and utilities.

5. RESULTS AND DISCUSSION

This research looks at the strategy of urban development management in providing housing and livable settlements in Kendari City on three related aspects, namely: social, economic, and environmental. This study discusses how urban management can provide benefits for the availability of housing and livable settlements by presenting an analysis of urban growth and population levels. This study discusses aspects of urban growth drivers, challenges and strategies to overcome these problems.

The strategy discussed specifically concerns management capacity in the face of the inevitable urban growth with increasing urbanization, birth rate and scale of land availability. The proposed strategy is expected to be useful for public sector institutions, private sector, civil society, research communities towards a sustainable urban growth pattern.

The urban development management strategy mainly has implications for development and spatial planning policies for housing development and settlement area development. So that the management strategy as much as possible can identify problems in housing and residential areas in the area, which include the increasing number of housing shortages (backlog) and low housing fulfillment rates, especially for low-income people, availability of infrastructure, facilities, and utilities, limited public access to housing development and settlement areas, due to inadequate information / basic data on housing and residential areas and misuse of land use which often creates social, economic and environmental problems. The strategy for housing development and residential development in Kendari City is in accordance with its designation, namely as one of the supporting parts of development activities to achieve this, a strategic direction is needed that can be integrated in solving the problem of the availability of housing and livable settlements in Kendari City.

1. Analysis of Urban Development Management

Urban growth is related to development and occupancy density, a problem that often arises, namely the provision of land, this becomes complex because there is no accurate way to distinguish habitable and uninhabitable settlements. So that the provision of housing and settlements must pay attention to social, economic and environmental aspects. Population growth increases the need for housing, if the availability of land is not able to keep up with the increasing demand for these houses, the result will be overcrowding of houses and decreased quality of public services. Based on the Kendari City Regional Regulation Number 13 of 2014 concerning Provision, Delivery, and Management of Housing and

Settlement Facilities and Utilities Article 5 “Tujuan pengaturan penyediaan, penyerahan, dan pengelolaan Prasarana, Sarana, dan utilitas adalah jaminan pemenuhan keberadaan dan keberlanjutan pengelolaan Prasarana, Sarana, dan Utilitas yang berdampak pada peningkatan kesejahteraan masyarakat”. Article 6 “The scope of the regulation of public infrastructure, facilities and utilities for housing and settlement areas includes: (a) Housing and Settlement Areas.

Settlement areas according to Law No.1 of 2011 concerning Housing and Settlements are part of the environment outside of protected areas, either in the form of an urban or rural area that functions as a residential or residential environment and a place for activities that support livelihoods and livelihoods. Given the above definition, population growth and density levels should not reduce the level of security and comfort of the community to get a house that is supported by infrastructure, facilities and utilities that are affordable and adequate as a place to live and live.

Table 2. Projections of the Population of Southeast Sulawesi in 2018 – 2038

No	Kab/Kota	Jumlah Penduduk (Jiwa)				
		Tahun				
		2018	2023	2028	2033	2038
1.	BuTon	102.760	111.546	120.740	130.379	140.503
2.	Muna	223.186	243.183	264.158	286.201	309.414
3.	Konawe	247.109	270.503	295.111	321.053	348.462
4.	Kolaka	252.441	278.100	304.872	333.180	362.853
5.	Konawe Selatan	309.240	333.178	358.115	384.132	411.315
6.	Bombana	180.692	208.955	239.795	273.613	310.944
7.	Wakatobi	95.658	96.784	97.918	99.058	100.205
8.	Kolaka Utara	146.469	156.342	166.571	177.180	188.196
9.	BuTon Utara	63.860	70.982	78.547	86.607	95.219
10.	Konawe Utara	63.061	70.001	77.384	85.261	93.691
11.	Kolaka Timur	131.479	146.108	161.844	178.193	195.874
12.	Konawe Kepulauan	33.563	36.816	40.242	43.859	47.686
13.	Muna Barat	81.298	88.585	96.228	104.261	112.721
14.	BuTon Tengah	91.912	96.370	100.942	105.632	110.448
15.	BuTon Selatan	79.569	82.998	86.504	90.090	93.761
16.	Kendari	383.737	448.583	519.851	599.748	686.636
17.	Baubau	165.171	183.117	202.146	222.362	243.863
Σ	Sulawesi Tenggara	2.851.204	2.922.152	3.210.068	3.519.829	3.851.990

Sumber : Southeast Sulawesi Provincial Government, 2018.

From table 2 above it is known that the total population of Kendari City is 383,737 people and the projected population of Kendari City at the end of 2038 is 686,636 people.

Table 3. Projection of Population Density of Southeast Sulawesi Province in 2018-2038

No	Kab/Kota	Luas Wilayah Km ²	Proyeksi Reputasi Penduduk (jiwa/km ²)				
			Tahun				
			2018	2023	2028	2033	2038
1.	BuTon	1.212,99	84,7	92,0	99,5	107,5	115,8
2.	Muna	1.922,16	116,1	126,5	137,4	148,9	161,0
3.	Konawe	4.435,29	55,7	61,0	66,5	72,4	78,6
4.	Kolaka	3.283,59	78,9	84,7	92,8	101,5	110,5
5.	Konawe Selatan	5.779,47	53,5	57,6	62,8	68,5	74,2
6.	Bombana	3.001,09	69,2	69,6	79,8	81,2	103,6
7.	Wakatobi	559,54	171,0	173,0	175,8	177,0	179,1
8.	Kolaka Utara	3.391,67	43,2	46,1	49,1	52,2	55,5
9.	BuTon Utara	1.864,91	34,2	36,1	42,1	46,4	51,1
10.	Konawe Utara	5.101,78	12,4	13,7	15,2	16,7	18,4
11.	Kolaka Timur	3.634,74	36,2	40,2	44,5	49,0	53,9
12.	Konawe Kepulauan	867,50	38,7	42,4	46,4	50,6	55,0
13.	Muna Barat	1.022,89	79,5	86,6	94,1	101,9	110,2
14.	BuTon Tengah	850,31	95,9	100,6	107,2	110,2	115,2
15.	BuTon Selatan	508,92	156,0	162,8	169,6	176,7	183,9
16.	Kendari	300,89	1.275,3	1.490,9	1.727,7	1.989,9	2.282,0
17.	Baubau	221,00	747,4	828,6	914,7	1.006,3	1.103,9
Σ	Sulawesi Tenggara	38.067,70	3.138,9	3.514,3	3.922,8	4.364,9	4.846,8

Source: Southeast Sulawesi Provincial Government, 2018.

Population density projection is used to determine the amount of land use by residents in the future as well as to determine the population distribution in Kendari City, From Table 2 it is known that the population density in Kendari City is an average of 1,275.3 / km and it is projected that in 2038 the population density of Kendari City is an average of 2,282.0 /km.

From the data in Table 1 and Table 2 it explains that many sectors are responsible for urban growth and development, apart from the city government as managers as well as other stakeholders. Cities grow because the natural population increases, migration is driven by the fulfillment of economic needs or because of access to city administration services.

2. Analysis of the Provision of Housing and Liveable Settlements

Analysis of the provision of housing and habitable settlements related to land availability and its social, economic and environmental impacts. Based on the Kendari City Regional Regulation Number 13 of 2014 concerning the Provision, Delivery and Management of Housing and Settlement Facilities and Utilities, article 4 "Housing and settlements are organized with the aim of : (a) provide legal capacity in the administration of housing and settlements; (b) support the arrangement and development of areas as well as the proportional distribution of



the population through the growth of housing and residential areas in accordance with spatial planning to achieve a balance of interests, especially for low-income communities; (c) increasing the use and utilization of natural resources for housing development while still taking into account the preservation of environmental functions; (d) ensure the realization of livable and affordable houses in a healthy and safe, harmonious, orderly, planned, integrated and sustainable environment”.

Table 4. Data on Unfit for Living in Southeast Sulawesi Province in 2017

Data Rumah Tidak Layak Huni (RTLH) Provinsi Sulawesi Tenggara Tahun 2017										
No.	Kabupaten/Kota	SKPD	TNP2K	Jumlah	Layak Huni	PK, Rusak Ringan	PK, Rusak Sedang	PK, Rusak Berat	PB, Rusak Struktur	Verifikasi Data
1	Kab. Kolaka	712	10,950	11,662	2	200	164	342	4	18,950
2	Kab. Konawe	9,851	90	9,941	162	2,130	3,366	966	3,227	90
3	Kab. Muna	50	21,429	21,482	0	4	21	85	17	21,355
4	Kab. Buton	279	7,830	8,112	1	40	22	216	0	7,833
5	Kab. Konawe Selatan	1,454	18,191	19,645	8	166	403	302	574	18,193
6	Kab. Bombana	4,881	13,553	18,414	25	253	556	3,603	424	13,553
7	Kab. Wakatobi	926	4,065	4,991	0	182	241	311	182	4,065
8	Kab. Kolaka Utara	2,938	9,434	12,373	15	552	583	982	816	9,425
9	Kab. Konawe Utara	834	4,020	4,854	24	177	102	256	235	4,020
10	Kab. Buton Utara	2,277	920	3,197	137	194	338	1,184	494	858
11	Kab. Kolaka Timur	423	8,228	8,651	3	48	62	198	110	8,228
12	Kab. Konawe Kepulauan	260	3,206	3,466	0	1	7	252	0	3,206
13	Kab. Muna Barat	807	13,132	13,939	6	70	174	498	79	13,132
14	Kab. Buton Tengah	75	9,446	9,521	0	0	75	0	0	9,446
15	Kab. Buton Selatan	721	6,822	7,543	23	94	52	350	203	6,822
16	Kota Kendari	4,912	10,657	15,469	128	738	1,262	2,041	642	18,651
17	Kota Baubau	890	8,158	9,049	4	85	110	404	287	8,159
SULAWESI TENGGARA		32,194	158,135	190,329	537	4,938	7,530	11,991	7,344	149,989

Source: Southeast Sulawesi Provincial Government, 2018.

From table 4 above, it is known that according to data in 2017 there were only 128 habitable houses, compared to the number of houses unfit for habitation of 4,684 consisting of light damage of 739, moderate damage of 1,262, heavily damaged 2,041, and damaged structures of 642. This explains that the fulfillment of the availability of livable houses in Kendari City is still low compared to houses that are livable.

Challenging Factors

From the analysis above, there are three (3) challenge factors in the strategy of urban development management in providing housing and habitable areas, which are as follows :

- The main challenge is the existence of land that is distorted by the market which offers little benefit to public sector stakeholders**

In many cases the investment made by the government in the fields of housing, housing, industry and infrastructure development leads to an increase in land prices. Private landowners, real estate developers and the government are often disproportionate in valuing land prices due to limited land while demand for land increases as a result of urban growth and development, this has led to speculation about exploitation of land values that make land values high and increase. unnatural so that the availability of housing and habitable settlements is reduced.

Table 5. Percentage of Households by Characteristics and Ownership Status of Residential Buildings Occupied in Kendari City, 2020

Karakteristik	Status Kepemilikan Bangunan		Jumlah
	Milik Sendiri	Bukan Milik Sendiri*	
Jenis Kelamin KRT			
Laki-Laki	65,20	34,80	100,00
Perempuan	51,34	48,66	100,00
Kelompok Pengeluaran			
40 Persen Terbawah	65,20	34,80	100,00
40 Persen Tengah	59,48	40,52	100,00
20 Persen Atas	64,93	35,07	100,00
Pendidikan Tertinggi KRT			
SD ke bawah	72,06	27,94	100,00
SMP ke atas	60,69	39,31	100,00
Kota Kendari	62,64	37,36	100,00
Catatan/ Notes :	*) Termasuk rumah lainnya adalah rumah dinas, rumah adat, dll		

Source: Central Bureau of Statistics, 2020.

From the data in Table 5 above, it is known that the level of ownership of non-self-owned

buildings in Kendari City is quite high, namely 37.36%, hal ini menjelaskan bahwa peningkatan nilai tanah menjadikan kemampuan masyarakat Kota Kendari untuk memiliki lahan tempat tinggal baik itu untuk perumahan dan permukiman menjadi rendah.

2. The second challenge is the lack of services in cities experiencing relatively high growth rates

Housing and settlement policies are often carried out with ambitious targets of providing affordable housing units to the community regardless of location, leading to large-scale expansion of peripherals with limited service provision. Weak land planning and governance coupled with land use through incentives often neglect social, economic and environmental aspects.

Table 6. Percentage of Households by Characteristics and Main Water Sources Used by Households for Bathing / Washing / Etc. in Kendari City, 2020

Karakteristik	Sumber Air Utama untuk Mandi/Cuci/dll					Jumlah
	Air Leding	Sumur bor/ Pompa	Sumur/ Mata air terlindungi	Sumur/ Mata air tidak terlindungi	lainnya	
Kelamin KRT						
Laki-Laki	-	16,37	55,81	24,34	3,48	- 100
Perempuan	-	15,44	61,36	20,63	2,57	- 100
Kelompok Pengeluaran						
40 Persen Terbawah	-	12,09	42,90	38,07	6,94	- 100
40 Persen Tengah	-	15,21	64,35	17,89	2,56	- 100
20 Persen Atas	-	23,19	61,41	15,40	0,00	- 100
Pendidikan Tertinggi KRT						
SD ke bawah	-	15,50	55,40	20,80	2,14	- 100
SMP ke atas	-	15,50	59,20	21,75	3,55	- 100
Kota Kendari	-	16,20	56,84	23,65	3,31	- 100

From the data table 6 above, it is known that the fulfillment of basic needs, one of which is the need for water in Kendari City, relies mostly on bore wells / pumps, which is 56.84%. This explains that the basic needs services, in this case the fulfillment of the need for clean water, are still not good due to the inadequate availability of infrastructure, facilities and utilities.

3. The third challenge is policy

Policy making regarding the provision of housing and settlements needs to pay attention to social, economic and environmental aspects. Whereas traditional housing and settlement development areas often do not have informal title documents, so that land administration problems often become a problem. Efforts should be made for policy direction to increase the capacity of the number of dwellings through the construction of self-help, formal and special housing, the arrangement of urban settlement areas through the provision of facilities and infrastructure for residential areas as well as public facility infrastructure that supports access to housing areas and residential areas that are suitable for habitation.

Implementation of Urban Development Management Strategies for Provision of Liveable Housing and Settlements

Of the three challenges mentioned above, the government can determine a Priority Strategy in Managing Urban Development for the Provision of Housing and Liveable Settlements that meet the Social, Economic and Environmental Aspects. Basically, most policies can be implemented with more than one type of instrument. Hood stated that the selection of instruments is not a technical matter but is a matter of belief and politics, the choice is determined by resource constraints, political pressure and lessons learned from past failures. There are several factors that influence the selection of the type of instrument: (1) the nature of the instrument itself; (2) policy style and political culture; (3) the organizational culture of the institutions concerned and the nature of their relationships with consumers and other institutions; (4) context of the problem (Etty



Soesilowati:2020). For this reason, in this study, the government can implement urban development management strategies for the provision of livable housing and settlements, which are as follows :

Strategy 1. Gradually Increase Land Availability by Forming Partnerships

To anticipate the rate of population growth, it is necessary to increase the availability of land for housing services and affordable habitable settlements in locations that are friendly in terms of social, economic and environmental aspects.

Increasing the availability of land for the construction of affordable housing and livable settlements. The land readjustment approach allows cities to negotiate and partner with landowners to acquire land for common purposes, including for roads, basic infrastructure, low-income housing and open space. Yang dimasa depan strategi ini dapat menjadi program nasional bagi perencanaan pembangunan perkotaan.

Creating Partnerships To Fund And Provide Services For The Availability Of Housing And Liveable Settlements. The partnership between the city government and housing sector developers can ensure that the availability of residential and residential land can be served properly and inclusively. For this reason, an institution that manages and determines the percentage of private and government contributions with a profit sharing system is needed where private developers are given incentives to build housing in collaboration with land owners who are facilitated by the government.

Strategy 2. Integrating Housing and Liveable Settlements with Affordable Public Facilities and Infrastructure

Affordable housing and habitable settlements are urgently needed by developing cities. But sometimes managers fail to integrate settlements while maintaining social, economic and environmental aspects due to the increasing need for land in urban areas.

Development of Facilities and Infrastructure Towards Liveable Housing and Settlements.

This is to ensure a more planned minimum service level in the provision of basic public sector services, namely the availability of electricity, water, sanitation and telecommunication services networks.

Creating Flexible Planning. Ensure that regulations related to the provision of housing and habitable settlements must be flexible with planning standards that can integrate basic service networks that are affordable to residential and residential areas. This is useful to reduce the high costs that must be spent by the community due to access to services in the use of public facilities and infrastructure.

Actions That Support the Operation of Priority Scale. The strategy above cannot be implemented without government support and integrated cooperation among stakeholders.

Government Regulation. Governance related to transparency of land ownership and transactions is a prerequisite for developing the right regulations and incentives for the developers. The government, in this case the city government must have a development plan and fiscal incentives to build cross-sectoral coordination to increase the availability of housing and livable settlements. Plans related to land should promote public participation that can prevent irresponsible individuals from acting in their own private interests.

City Management Planning. It is imperative to simplify time-consuming and costly administrative processes to more effectively enforce land-use regulations to limit informality. The city planning agency must be proactive and innovative regarding strategic planning for future urban development, for that the impact of existing regulations must be monitored regularly and continuously to ensure the validity of the data obtained. Land management planning and regulations issued must be able to respond to growth patterns and needs by conducting systematic demonstration tests to ensure that they can be implemented in various conditions.

Finance. A more transparent property tax system can help prevent speculation, stimulate



land availability, and improve the provision of urban infrastructure and services. Land and building taxes can contribute to generating local revenue needed for urban development.

Technology and Information on Spatial Data.

The use of technology such as satellite imagery and drone surveys coupled with data collected through field surveys can help explain the availability of housing and livable settlements, spatial data must be collected, mapped and combined to become data sources that can be used as information for all service provider institutions more integrated and planned.

Strategy 3. Policies Through Regulations And Incentives That Prioritize Spatial Justice Rather Than Land Speculation

The level of land demand increases while the limited availability of land often leads to excessive speculation of land values, this exacerbates spatial inequality in the fulfillment of housing and habitable settlements. The interest of private developers in building housing is more in the construction of high-end properties than in affordable housing is a reflection in many cities. The government must be able to ensure that land use regulations improve community welfare, not create distortions.

Establishment of incentives to direct urban development at specific locations. Regulations that provide incentives for land development contribute to the cost of providing them to achieve better results. For example, by providing housing subsidies to developers to build affordable housing whose zoning is determined based on access to urban centers. This can establish partnerships between the government and the private sector.

6. CONCLUSION

An urban development management strategy is needed to ensure the availability of housing and habitable settlements accompanied by access to affordable public facilities and infrastructure and reduce negative impacts on social, economic and environmental problems. Urban development poses an important challenge to increasing land prices and the lack of access to

housing and livable settlements to public facilities and infrastructure.

This research offers priority strategies that can be applied in urban management in providing housing and livable settlements. Using regulations and incentives to prioritize spatial justice over land speculation, gradually increasing land availability for housing and livable settlements, by forming partnerships to finance these services.

The strategy offered requires policy support from the government. Only through structured partnerships between stakeholders in policy making can help the good governance of urban development to meet the fulfillment of the needs for the availability of housing and livable settlements both from social, economic and environmental aspects as a whole. Given the rapidly changing land use, it requires strategic action by the government in the form of active policies in planning and managing growth in an appropriate manner.

The urban development management strategy in providing housing and livable settlements is expected to be; (1) increasing the capacity of the number of dwellings through the construction of self-help, formal and special housing. through stimulus assistance. (2) Arrangement of urban residential areas by means of improvements to settlement area facilities and infrastructure. (3) Creation of policies related to the fulfillment of basic needs, especially housing and habitable residential areas.

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