



PERSEPSI MASYARAKAT TERHADAP PEMBANGUNAN RUMAH SUSUN SEWA DI KOTA MALANG

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INTISARI

Perkembangan pembangunan permukiman di Kota Malang kian meningkat seiring tingginya permintaan pasar terhadap kebutuhan permukiman. Salah satu solusi untuk mengatasi masalah kebutuhan permukiman di Kota Malang adalah menyediakan hunian vertikal yaitu rusunawa. Kendala yang dihadapi pembangunan rusunawa adalah: 1) kualitas fisik bangunan di bawah standar; 2) kualitas lingkungan fisik (sarana dan prasarana) yang kurang memadai; 3) kualitas lingkungan sosial (kegiatan sosial) yang kurang memadai; dan 4) pengelolaan rusunawa kurang efektif; Oleh karena itu, dalam pembangunan rusunawa harus memperhatikan kebutuhan masyarakat yang beragam agar dalam pembangunan rusunawa agar tepat sasaran. Tujuan penelitian ini adalah untuk: 1) mengetahui kondisi sosial ekonomi penghuni rusunawa dan masyarakat sekitar rusunawa; 2) persepsi penghuni rusunawa dan masyarakat sekitar rusunawa terhadap pembangunan rusunawa di Kota Malang; dan 3) menganalisis hubungan kondisi sosial ekonomi penghuni rusunawa dan masyarakat sekitar rusunawa dengan persepsi terhadap pembangunan rusunawa di Kota Malang.

Penelitian ini merupakan penelitian deskriptif dengan pendekatan kuantitatif, yang dilakukan dengan bentuk studi lapangan dengan metode survei. Sampel penelitian adalah penghuni dan masyarakat sekitar Rusunawa Buring 1 dan Rusunawa Buring 2. Pengambilan sampel penelitian penghuni rusunawa dilakukan dengan metode *proporsional random sampling* dan *teknik simple random sampling*, sedangkan masyarakat sekitar rusunawa menggunakan peta citra radius 150 meter dari rusunawa kemudian dipilih secara *simple random sampling*. Teknik pengumpulan data menggunakan metode observasi, wawancara dan dokumentasi. Adapun teknik analisa data menggunakan analisa persentase, skor dan tabulasi silang serta uji chi square untuk mengetahui perbedaan persepsi.

Hasil penelitian menunjukkan kondisi sosial ekonomi penghuni rusunawa , menunjukkan sebagian besar responden memiliki tingkat pendidikan adalah setingkat SMP hingga SMA, jenis pekerjaan responden sebagian besar bekerja sebagai karyawan (swasta/BUMN/PNS), pendapatan responden sebagian besar memiliki pendapatan \leq UMR. Adapun kondisi sosial ekonomi masyarakat sekitar rusunawa, menunjukkan sebagian besar responden berpendidikan SMP hingga SMA, jenis pekerjaan responden sebagian besar responden bekerja di sektor wiraswasta (mempunyai usaha sendiri), pendapatan responden sebagian besar memiliki pendapatan sudah $>$ UMR. Berdasarkan skor jawaban responden menunjukkan persepsi penghuni rusunawa terhadap pembangunan rusunawa yaitu terhadap kualitas fisik bangunan, kualitas lingkungan fisik, dan kualitas lingkungan sosial termasuk kriteria baik. Demikian juga skor jawaban persepsi masyarakat sekitar rusunawa terhadap pembangunan rusunawa yaitu terhadap kenyamanan lingkungan, hubungan dengan penghuni rusunawa dan manfaat rusunawa termasuk kriteria baik. Terdapat perbedaan persepsi penghuni dan masyarakat sekitar rusunawa terhadap pembangunan rusunawa menurut kondisi sosial ekonomi.

Kata Kunci: rusunawa, kondisi sosial ekonomi, persepsi.



COMMUNITY PERCEPTION OF DEVELOPMENT OF SUBSIDIZED APARTMENTS IN MALANG CITY

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ABSTRACT

The development of settlement development in Malang City is increasing along with the high market demand for housing needs. One solution to overcome the problem of housing needs in the city of Malang is to provide subsidized apartment, namely rusunawa. Constraints faced by the construction of subsidized apartments towers are: 1) substandard physical quality of buildings; 2) inadequate quality of the physical environment (facilities and infrastructure); 3) the quality of the social environment (social activities) that is less accommodating; and 4) management of subsidized apartments rusunawa is less effective; Therefore, in the construction of rusunawa must pay attention to the diverse needs of the community so that in the construction of rusunawa to be right on target. The purpose of this study is to: 1) determine the socio-economic conditions of the residents of the subsidized apartments and the community around the subsidized apartments; 2) perceptions of rusunawa residents and communities around the subsidized apartments for the construction of subsidized apartments towers in Malang City; and 3) analyze the relationship between the socio-economic conditions of the residents of the subsidized apartments and the community around the subsidized apartments with the perception of the construction of rusunawa in Malang City.

This research is a descriptive study with a quantitative approach, which is carried out in the form of a field study with survey methods. The research sample was residents and communities around Rusunawa Buring 1 and Rusunawa Buring 2. The research samples of rusunawa residents were carried out using proportional random sampling and simple random sampling techniques, while the community around the rusunawa used an image map of 150 meters radius from rusunawa then selected by simple random sampling. Data collection techniques using the method of observation, interviews and documentation. The data analysis technique uses percentage analysis, cross score and tabulation and chi square test to determine differences in perception.

The results showed the socio-economic conditions of the residents of rusunawa, indicating that the majority of respondents had a level of education at the level of junior high to senior high school, the type of work of respondents mostly worked as employees (private / BUMN / PNS), the income of respondents had \leq UMR income. As for the socio-economic conditions of the community around the subsidized apartments, it shows that the majority of respondents were educated from junior high to senior high school, the type of work of the respondents mostly worked in the entrepreneurship sector (owning their own business), the income of respondents had an income $>$ UMR. Based on the respondent's score, the perceptions of the residents of the subsidized apartments on the construction of the subsidized apartments are that of the physical quality of the building, the quality of the physical environment, and the quality of the social environment including the criteria of good. Likewise, the score of the response of the community perceptions around the subsidized apartments to the development of the subsidized apartments is that of the comfort of the environment, the relationship with the residents of the subsidized apartments and the benefits of the subsidized apartments, including good criteria. There are differences in perceptions of residents and communities around the subsidized apartments to the construction of subsidized apartments towers according to socio-economic conditions.

Keywords: *subsidized apartments, socio-economic conditions, perceptions.*