

Analysis of Risk and Social Problem-Solving Strategy on the Development Planning of the Trade Center in Suramadu Bridge Pit Area of Madura Side

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Abstract: *In the trade center plan of Suramadu Bridge Pit Area of Madura side, there was an analysis of risk and social problem-solving strategies that occurred in the surrounding community. This analysis of risk is a process to capture any risks or problems that potentially hamper the achievement of objectives and targets; by doing so, the potential risks can be identified. In this context, it was related to social problems in the community of the Suramadu Bridge Pit Area of Madura Side. The result of the analysis of risks constituted the materials for preparing a social problem-solving strategy around Suramadu Bridge Pit Area of Madura Side. Social problem-solving strategy uses subjective and structural approaches.*

Keywords: analysis of risk, problem-solving strategy, Suramadu bridge

1. Introduction

The development of Suramadu area is in accordance with the Presidential Regulation of the Republic of Indonesia No. 27/2008. In Suramadu Bridge Pit Area, several areas such as residential areas, coastal industrial and tourism areas, and trading and service centers are planned for further development. In order to support it, it needs to perform an analysis of risks and a social problem-solving strategy. Meanwhile, the study of this article focuses on analysis of risks and social problem-solving strategy at the planning of development of trading center in Suramadu Bridge Pit Area of Madura Side.

1.1. Research Questions

- How is the analysis of risks in social studies in the planning of the trading center construction in Suramadu Bridge Pit Area of Madura Side?
- How is social problem-solving strategy in the planning of the trading center construction in Suramadu Bridge Pit Area of Madura Side?

1.2. Objectives

- To find out the potencies and social risks that will occur in the planning of the trading center construction in Suramadu Bridge Pit Area of Madura Side.
- To find out alternative social problem-solving in the planning of the trading center construction in Suramadu Bridge Pit Area of Madura Side.

2. Review of Literature

2.1. Risk Management

According to Djohanputro (2008), risk management is a structured and systematic process in identifying, measuring, mapping, developing risk management alternatives, and monitoring and controlling risk management. "Analysis and control of risks become the foundation of risk management

where risk control is an application of appropriate management to achieve a balance between security, use and cost.

According to Tampubolon (2004), risk management is a guided and proactive process or activity aimed at accommodating the possibility of failure on one of or part of a transaction or instrument. According to Fahmi (2010), risk management is a field of sciences that discusses how an organization applies the measurement in mapping various existing problems by putting various management approaches comprehensively and systematically. Meanwhile, according to Kerzner (2006), risk management is basically related to the ways used by a company to prevent or cope with a risk faced (Kerzner, 2006).

2.2. Social Problem-Solving Approach

Merton and Nisbet (1961) argue that by using the approach of social problems as the framework, the essences of society and human culture will be easily understood. However, since the essence of the problem is complex, it requires study from various disciplines. It can be reasonably accountable related to the efforts to solve social and cultural problems. Basic social and cultural sciences as an alternative to problem-solving have two approaches that see the objectives of the study as an objective and subjective issue. With an objective/structural perspective, it means the concepts and theories related to the essence of human kinds and their problems which have been developed in the social and cultural sciences already used.

In sociology, social problems can be controlled in two ways, namely: preventive and repressive. The first means taking action before the social and cultural problems happen; meanwhile, the later means the efforts done after the deviation takes place. Whereas, using a subjective/functional perspective, the issues discussed will be assessed according to the perspective of the community concerned, and which are compared with the basic social and cultural perspectives without sticking into one discipline. Obviously, if it is viewed

from a subjective/functional perspective, the solution will be different.

3. Methodology

The methodology used was a case study method with a qualitative approach. The qualitative approach in the case study method is a research approach that looks at the real conditions on the object under the study without any intervention. This methodology of study is conducted in a clear and guided description of findings in the field based on the analysis of natural phenomena that occurred, interviews with field personnel, and documentation studies. Satori, D. and Komariah, A. (2011) suggest that case study is selected to examine a case occurring at a particular place and time. Therefore, the author conducted a case study to get a complete picture of the analysis of risk as a material for arranging the social problem-solving strategy of the community around the areas of trading center construction planning in Suramadu Bridge Pit Area of Madura Side. Besides obtaining descriptive data in the form of written and oral words, in qualitative procedures, it also must be able to observe the behavior of subjects as the focus of research i.e. in Suramadu Bridge Pit Area of Madura Side, the author did the following:

- a. Looking for factual information in detail from the existing symptoms related to analysis of risks in the planning of trading center construction in Suramadu Bridge Pit Area of Madura Side.
- b. Identifying the existing problems in order to obtain a justification of the current situation and ongoing activities in the analysis of risks.
- c. Identifying social problem-solving strategies in the planning of trading center construction in Suramadu Bridge Pit Area of Madura Side.

4. Discussion

4.1. Analysis of Risks of Social Problem

Identification of risks in this case is a systematic process to identify any risks that potentially hamper the achievement of corporate goals and objectives so that no unidentified potential risks are not identified. At this stage, identification of risks will be carried out to identify and find answers to what, why, and how the planning of trading center construction in Suramadu Bridge Pit Area of Madura Side causing a risk with due regard to the description of the cause of the risk occurring as well as a description of the impact of the risks affected.

In the study of analysis of risks conducted in this context of social condition in the community in Suramadu Bridge Pit Area of Madura Side based on strategic issues, as follows:

a. Potentials

- 1) Based on the projection of population capacity in the area planning of trading center, settlement facilities, namely: Apartment, Home shop, and Restaurant, that are prepared are for 3, 366 people.
- 2) Social Identity of Community Culture;

- 3) Ulama or preacher; as a reference in knowing the views or aspirations of the community.
- 4) Culture characteristics and community customs is a major factor in the planning, so that the community is not only the object but also part of the subject in the planning of trading center construction in Suramadu Bridge Pit Area of Madura Side.

b. Problems Faced

- 1) The homogeneous community becomes an inhibiting factor for the acceleration of the construction of trading center which has heterogeneous characteristics both in terms of socio-cultural as well as activities in the trading center.
- 2) The sprawl characteristic of community residence with spreading residence pattern becomes an important factor in the application of Compact concept, for the area which is planned as the central commercial area.

c. Issues of area development

- 1) Determination of the population numbers and projection in trading center area based on the characteristic of activities in the area and the capacity of residence facilities that have been planned in the area, namely house shop, restaurant, and apartment.
- 2) The participation of the community, especially religious leaders and public figures, on the socialization of trading center designs and its effects on social and cultural development in the trading center and Suramadu bridge pit area of Madura side.
- 3) Acculturation of Madurese Culture with the Immigrants.

This part describes some risks that may occur in the plan of trading center and services area constructions in Suramadu bridge pit area based on the results of analysis and field observations that have been conducted. Considering the evolving situation in the planning area, several trends can be identified and may lead to disruption of trading center construction and development such as land acquisition aspect. Land acquisition issues and coordination with Bangkalan Government has led to a tendency in the community to demonstrate the rejection of development in Suramadu bridge pit area that might lead to acts of violence. Expressing aspirations of the rejection for regional development and construction will create a sense of insecurity among investors and, in this case, bring unfavorable impacts for the development and construction in Suramadu bridge pit area of Madura side in general and the trading center area in particular.

Based on the aforementioned issues and problems, there should be an approach and strategy that can bridge the aspirations of the community in Suramadu Bridge pit area of Madura side with the target of the construction of trading and service centers in this area. The approach and strategy performed is by utilizing the community empowerment approach to the community in the site of the plan. The site plan in Suramadu bridge pit area of Madura side will lead to conflicts in the issue of customs, habits, and values both positive and negative. The existence of differences in customs, habits, and values will affect the interaction between the immigrant community itself and the community

in the planning area. The main cause triggering the land conflicts in terms of conflict-causing theories can use the equity approach in which the source of the conflict is injustice due to compensation that is inconsistent with the wishes of the citizens. In the theory of conflict transformation, where conflicts occur due to issues of inequality and injustice emerging as economic, political and cultural issues, land conflicts in this mega project when viewed from the source of cause is unfair distribution related to proportional, equity, needs, demand and supply in the market.

The construction of trading center in Suramadu bridge pit area will cause the problems as follows:

- The quality of human resources between the immigrants and indigenous communities will cause problems because they have a significant difference in social-economy aspects. It should be anticipated wisely because it will be a potential conflict due to jealousy between the indigenous communities and the immigrant population which may lead to an impact on the stability of security and investment climate in Suramadu Bridge Pit Area of Madura Side.
- In general, the quality of labor is still relatively low in which it is still necessary to improve the quality of human resources through education and training (formal and informal). This can be seen from the percentage of the population which graduated from high schools or higher education are relatively small.
- The harsh social and cultural conditions of community and historical attachment to their home land cause difficulties at the time of land acquisition for the sake of development. Therefore, a bottom-up approach is needed to provide a familial understanding of the communities affected by development.
- The low education level among the communities makes it difficult to society's acceptance of the development of a new activity in this area. Therefore, the synchronization and increase of social community needs to be done in the development process of Suramadu Bridge Pit Area.

4.2. Strategy of Social Problem-Solving

The strategy of trading center planning in Suramadu Bridge Pit Area of Madura side can be conducted through two approaches, namely structural and non-structural approaches. The structural approach is a macro approach that emphasizes the arrangement of social political systems and structures. This approach prioritizes the role of the competent agency or organization formed for the trading central planning. In this case, the role of community is very important but will be less powerful because structural aspects are usually more effective when it is done by the parties who have the authority, at least in the early stages.

On the other hand, the non-structural approach is called a subjective approach. This approach emphasizes community empowerment mentally in order to improve the ability of community members to participate in the management and issues of the trading central area. Both approaches must be complementary and implemented integrally.

4.2.1 Structural Approach

The main objective of the structural approach is the better structure and system of relationships between all components and systems of life, both in the trading center area and the associated supporting components, including the social, economic and physical components. With better structural aspect, it is hoped that the community will get a wider opportunity to be able to utilize the area in a sustainable manner. In addition, the arrangement of the structure and system of social and economic relations is expected to create opportunities for the community to participate in protecting the area from threats coming from both inside and outside. This step is expected to reduce and even eliminate the major social and economic problems that have been continuously putting the (local) community in a difficult position. The structural approach requires the following strategic steps:

- a) Development of community accessibility in the area
- b) Development of communication to the community for decision-making process.
- c) Increased public accessibility to information.
- d) Institutional capacity building.
- e) Development of a community-based supervision system.
- f) Development of supporting networks.

4.2.2. Subjective Approach

The subjective (non-structural) approach is an approach that places humans as subjects who have the freedom to initiate and act according to their will. The approach assumes that local communities with their knowledge, skills and awareness can increase their roles in the protection of surrounding natural resources. Such knowledge and skills should not be directly related to the efforts to overcome the problem of the trading center area but also the issues related to economic enterprises, especially in order to equip the community with alternative economic efforts. Therefore, it will not disrupt the process of development of trading center area. Those steps are:

- a) Increase of knowledge and insights about the trading center area.
- b) Community skills development
- c) Community capacity building.
- d) Development of self-quality
- e) Increase of people's motivation to participate
- f) Excavation & development of the community's traditional values

5. Conclusions and Suggestions

5.1. Conclusions

- a. Analysis of risks in the social study of the development planning of trading center in Suramadu Bridge Pit Area of Madura Side is assumed that this development may lead to social problems, related to disparities in the quality of human resources between immigrants and local community. The harsh character of the local community leads them to accept the changes and the level of education are still low. Therefore, these problems will lead to low acceptance of surrounding communities in the development

planning of trading center in Suramadu Bridge Pit Area of Madura Side.

- b. Strategy of Social Problem-Solving. To solve the problem from the result of analysis of risks, appropriate strategy is necessary based on the needs, such as structural approach i.e. by arranging the structure and relationship system between all components and life system, and subjective approach i.e. by placing humans as subject having the flexibility to take the initiative in accordance with their will. Both approaches have different strategic steps.

5.2. Suggestions

- a. The results of analysis of risks should be implemented as a remedial step for predictable planning and implementation.
b. The use of problem-solving strategies should be conducted in accordance with the existing needs and problems.

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Author Profile



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