PERCEPTION OF LOW-INCOME COMMUNITIES TOWARD YOS SUDARSO PUBLIC HOUSING IN PEKANBARU CITY

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ABSTRACT

The city of Pekanbaru has experienced an uncontrolled increase in population, leading to the creation of slum settlements. The construction of low-cost apartments (rusunawa) has emerged as a potential solution to address the ambiguity in urban planning regarding housing for low-income residents. Pekanbaru has several rusunawa, but only two are specifically designated for low-income residents: Rejosari rusunawa and Yos Sudarso rusunawa. Over five years of operation, Yos Sudarso rusunawa has shown an occupancy rate of less than 50%, indicating the low perception among Pekanbaru's low-income residents about moving to the rusunawa and their preference to remain inadequate housing. This study is deemed necessary to understand the perceptions and factors influencing the perceptions of low-income residents so that the existing rusunawa can function properly. The research employs a descriptive quantitative method. The quantitative method uses statistical tests in SPSS, employing Spearman's rho correlation analysis to examine the relationship between factors and perception, followed by ordinal logistic regression analysis to identify the most influential factors on the perception of living in Yos Sudarso rusunawa. The study on the perception of low-income residents towards Yos Sudarso rusunawa in Pekanbaru found that their perception is generally negative. Several factors influence the perception of low-income residents towards Yos Sudarso rusunawa, namely economic factors (affordability) and the physical condition of the rusunawa. The physical condition of the rusunawa is the primary factor affecting the perception of low-income residents, with a significant value of 0.005, followed by the affordability of rental prices, which has a significant value of 0.029.

KEYWORDS	*Perception, Factor, Flat*

INTRODUCTION

Pekanbaru City is the center of economic activity in Riau province and becomes the trade and service area of surrounding provinces such as West Sumatra, Jambi and Riau Islands. (Octavionesti & Mardiansjah, 2016).. In line with this, population migration has increased and caused population density in Pekanbaru city which is currently 1,578.40 people/km ^{2}(BPS Riau Province, 2023). This condition makes land prices high and difficult to reach by low-income people. (Febrita, 2016). So they choose to live in uninhabitable houses at a low price. (Virmandi, 2008). This can lead to slums that start from uninhabitable and crowded areas (Fitri, 2021). (Fitri, 2021). According to Prasojo (2014)the construction of rusunawa is an idea that can overcome the unclear urban order in terms of fulfilling housing for low-income people , and affordable rental prices can improve the quality of life so that the opportunity to have a decent home elsewhere for low-income people can be fulfilled. (Pamungkas, 2010). Yudohusodo (1991) in Irfiyanti and Widjonarko (2014) Yudohusodo (1991) in Irfiyanti and Widjonarko (2014) explains that the construction of Rusunawa is intended for people with targets classified as low or irregular income, casual or mobile workers, then families who do not have permanent housing or families who have not been able to reach horizontal type housing. According to Feminin et al (2018) Rusunawa is a residence targeted at low-income people and must be able to facilitate the various needs of the residents, especially social and economic needs.

Pekanbaru City has several flats, but there are only 2 MBR special flats that are managed directly by the Pekanbaru City government . The first flat is rusunawa rejosari which was built in 2012 and began to be occupied in 2018. The location of the rejosari flat which is on the edge of Pekanbaru City and far from public facilities makes rejosari less attractive until now there are only 20 units occupied. (Eko Sadam Husin, 2020). The second flat is Yos Sudarso flat. Rusunawa Yos Sudarso was built in 2013 and began to be occupied in 2018 (Alfadi, 2017). Initially, rusunawa Yos Sudarso was in demand, but entering the second year of operation there was a dramatic decrease in the number of residents of the flat. (Azliana, 2021). During the five years of operation of the Yos Sudarso rusunawa, the occupancy rate did not reach 50%, this shows the low perception of the MBR community in Pekanbaru City to switch to rusunawa and stay with uninhabitable housing. Nugroho (2014) argues that there are a number of factors that contribute to the low tendency to occupy rusunawa, namely, the lack of socialization of the existence of rusunawa by the manager, the poorly maintained condition of the rusunawa, people who already feel comfortable with their previous occupancy, the anxiety of living in high occupancy for families with small children, and the belief that the house must tread and have a yard. (Kusumaningsih, 2019). The rusunawa building will live if the planning pays attention to the needs of residents, in the sense that the concept of rusunawa planning is in accordance with the aspirations of its residents (Sholahuddin, 2015). In creating balance in settlements, there are environmental factors that influence perceptions which can later affect the quality of the environment which is a place for social interaction (Rifka et al., 2023). So this

research is deemed necessary to see the factors that influence the perceptions of low-income people in slums so that existing flats can function properly and become an evaluation for the construction of further flats.

RESEARCH METHOD

This research uses descriptive quantitative research methods. Quantitative methods are used in describing the findings in numbers through the process of calculation and statistical analysis, while descriptive will be used in describing the results of the data into a discussion.

The research location is on Jalan Yos Sudarso, Meranti Pandak Village, Rumbai Pesisir District, Pekanbaru City. Rusunawa Yos Sudarso was built in 2012 by the Directorate General of Cipta Kerja of the Ministry of PUPR, there is 1 *twin block* consisting of 5 floors. The scope of objects in this study are residents of Yos Sudarso flat and low-income people who do not own a house and live in slum settlement points around Yos Sudarso flat, namely the Meranti Pandak Slum Area which includes Sri Meranti Village and Meranti Pandak Village according to PERMEN PU NO 14 / M / PRT / 2018 data.

The questionnaire was distributed using *probability sampling* technique, this technique was taken randomly with the aim that the sample could represent the desired population characteristics. The questions compiled are closed (ordinal scale), where the answers consist of 4 categories, namely, strongly agree, agree, disagree and strongly disagree. The questionnaire question aims to find out what factors influence the perception of low-income people to live in the Yos Sudarso flat in Pekanbaru City. A total of 150 respondents, consisting of 120 residential communities around rusunawa yos sudarso and 30 residents of rusunawa yos sudarso. There are 63% of respondents who have no interest in living in rusunawa and 37% have an interest in living in rusunawa.

The data obtained quantitatively, namely; weighting technique (*Likert* scale) is then carried out statistical tests on SPSS using the *Spearman's rho* correlation test analysis technique to see the relationship between factors and perceptions, followed by an ordinal logistic regression test to determine the factors that most influence the perception of living in the Yos Sudarso flat.

RESULT AND DISCUSSION

The results of perceptions obtained in distributing questionnaires to low-income people in the villages of Meranti Padak and Sri Meranti and to residents of Yos Sudarso's flat. The questionnaire data that has been collected is 150 data, then the sum of the scores of each respondent from the total score of each answer can be known interval range and qualification column of low-income people's perceptions of Yos Sudarso's rusunawa. From the results of the frequency distribution, 3 respondents had a very good perception (2%), 59 respondents had a good perception (39.33%), 77 respondents had an unfavorable perception (51.33%) and 11 respondents had a very unfavorable perception (7.33%). So, it can be concluded that the most frequency is in unfavorable qualifications or in other words negative

perceptions. Based on the percentage of the above categories, the following diagram can be made:
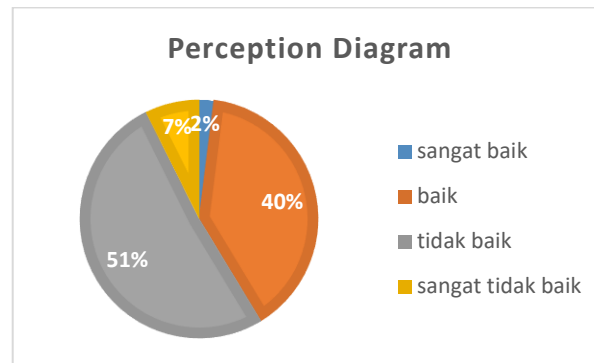

Image 1 perception diagram

Unfavorable perceptions or in other words negative perceptions of Yos Sudarso's rusunawa need to be further analyzed regarding perceptions when viewed from aspects of perception aspects. From the analysis conducted, it is known that the aspects of the distance of Yos Sudarso's rusunawa and the rental price are of positive value to the community towards Yos Sudarso's rusunawa, while the aspects of the shape / position of the rusunawa residence and the completeness of the facilities are of negative value to the community. So, it can be seen that the perception is not good or in other words, this negative perception arises because there are aspects of the shape/position of the rusunawa occupancy and the completeness of the facilities.

Aspects of distance and price are a consideration in people's perceptions of rusunawa, this is the same as research conducted by Sari (2016) and Sabri & Wiranto (2016) which states that one of the aspects considered by residents is the location of the area and accessibility. The results in the field and questionnaires show that the distance of Yos Sudarso's rusunawa is strategic and the rental price of Yos Sudarso's rusunawa is affordable. However, the distance and rental price aspects are not enough to improve people's perceptions.

Aspects of the shape / position of the rusunawa occupancy and the completeness of the rusunawa facilities are aspects that dominate the perception of low-income people towards the Yos Sudarso rusunawa. This is the same as the results of research conducted on rusunawa kebayoran by Setiadi (2013) explains that perceptions are dynamic where the majority of respondents feel "unsatisfied" with the condition of the flat, facilities and infrastructure. Similarly, research conducted by Putra (2023) there are differences in perceptions in terms of shared facilities, habitable buildings, security, location of rusunawa. the same as research conducted by Hairullah (2012) So, it can be concluded that the aspects of space conditions and completeness of facilities not only occur in Yos Sudarso's flat but also occur in several other rusunawa.

Furthermore, to find out the influencing factors, a spearman's rho correlation test was carried out on the perception factors consisting of cultural, social, economic factors and rusunawa conditions with the results of the spearmen's rho correlation test as follows:

A. Cultural factors, cultural factors are divided into 3 indicators, namely site houses, *family clustering* and *outdoor social culture* which will be seen in relation to the level of perception, as follows:
   1) Rumah tapak, the culture of people who are accustomed to living in landed houses that do not have many floors. Based on the results of the Spearman's rho correlation test, the correlation coefficient is negative, which means that the relationship is in the opposite direction, where an increase in the value of one variable will not be followed by an increase in the other variable. The correlation value of the respondent's origin with the level of perception is 0.107, the amount of this correlation is at a weak level.
   2) *Family clustering*, a culture of people who are accustomed to living near relatives with a level of perception. Based on the results of the Spearman's rho correlation test, the correlation coefficient is positive, which means that the relationship is unidirectional, where an increase in the value of one variable will be followed by an increase in the other variable. The correlation value of the respondent's origin with the level of perception is 0.029, the amount of this correlation is at a weak level.
   3) *Outdoor social culture, The* culture of people who are accustomed to interacting / doing activities outside the building makes residential communities need courtyards / communal areas for interaction. Based on the results of the Spearman's rho correlation test, the correlation coefficient is negative, which means that the relationship is in the opposite direction, where an increase in the value of one variable will not be followed by an increase in other variables. The correlation value of the respondent's origin with the level of perception is 0.029, the amount of this correlation is at a weak level.
B. Social factors, As social creatures, people certainly need privacy areas for themselves and their families. in flats are identical to limited space and a crowded and dense environment, so the privacy area in flats is very minimal. Based on the results of the Spearman's rho correlation test, the correlation coefficient is positive, which means that the relationship is unidirectional, where an increase in the value of one variable will be followed by an increase in the other variable. The correlation value of the respondent's origin with the level of perception is 0.091, the amount of this correlation is at a weak level.
C. Economic factors
   1) *Affordability* (*unaffordable housing*), affordability of rental prices for things that are often predicted to make people less interested in rusunawa. Based on the results of the Spearman's rho correlation test, the correlation coefficient is negative, which means that the relationship is in the opposite direction, where an increase in the value of one variable will not be followed by an increase in the other variable. The correlation value of the respondent's origin with the level of perception is 0.138, the magnitude of this correlation is at a weak level.
   2) Additional business (*mixed used*), additional business (*mixed used*) carried out by respondents outside of the main work carried out at home.

Based on the results of the Spearman's rho correlation test, the correlation coefficient is positive, which means that the relationship is unidirectional, where an increase in the value of one variable will be followed by an increase in the other variable. The correlation value of the respondent's origin with the level of perception is 0.121, the magnitude of this correlation is at a weak level.

D. Flat condition factor

1) physical condition of the flat, the physical quality of the flat seen by respondents which includes damage, maintainability and comfort. Based on the results of the Spearman's rho correlation test, the correlation coefficient is negative, which means that the relationship is in the opposite direction, where an increase in the value of one variable will not be followed by an increase in the other variable. The correlation value of the respondent's origin with the level of perception is 0.129, the magnitude of this correlation is at a weak level.

2) Availability of facilities, the availability of rusunawa facilities needed to meet the needs of rusunawa residents. Based on the results of the Spearman's rho correlation test, the correlation coefficient is positive, which means that the relationship is unidirectional, where an increase in the value of one variable will be followed by an increase in the other variable. The correlation value of the respondent's origin with the level of perception is 0.023, the magnitude of this correlation is at a weak level.

After conducting the Spearman's rho correlation test to see the relationship of each independent variable and the dependent variable. All independent variables that have a relationship with the dependent variable with a weak correlation value. Independent variables that have a relationship do not necessarily have a significant influence on the dependent variable. Ordinal logistic regression was performed to determine the significant influence of the independent variables on the dependent variable, as well as to see the magnitude of the influence of all variables that have a relationship with the dependent variable. Based on the results of the ordinal logistic regression test conducted with a 95% confidence level, it was found that the independent variables that had a significant influence on the dependent variable were the physical condition of the flat with a sig value of 0.05 and affordability (*unaffordable housing*) with a sig value of 0.029. The sig value that is smaller than α (0.05) only occurs in these two variables. So, it can be interpreted that the better the quality of the rusunawa balanced with the affordable price will affect the perception of low-income people towards the Yos Sudarso rusunawa.

Based on the results of the analysis conducted, there are 2 factors that significantly affect the perception of low-income people towards Yos Sudarso's flat, namely:

A. *Affordability* (*unaffordable housing*)

In contrast to the research results revealed by Siswono Yudhohusodo (1991) in Sasmito (2014) and Eko Budiharjo (1984) which state that the high cost of development and land provision has an impact on the high rental price of flats so that it is difficult to reach low-income people. The results in the field show that although the price of Yos Sudarso flats can be reached, people prefer to live in

rented houses because they are cleaner, more comfortable and safer. Based on the results in the field, the rental price can be reached by the community, but the community is burdened by expensive water and electricity fees and does not have clarity coupled with the image of the Yos Sudarso flat affecting people's perceptions of the Yos Sudarso flat.

B. The condition of the flat

Similar to the results of research conducted by Bria (2015), Irfiyanti & Widjonarko (2014), Kusumaningsih (2019), Purnomo (2022) that one of the factors that influence low-income people to live in rusunawa is the condition of the rusunawa which is felt to be uncomfortable and unsafe. The results of field research show that the community feels that the flat is dirty and unkempt because the residents do not keep it clean. Based on the results in the field, it is known that the physical condition of Yos Sudarso's flat such as unkempt and uninhabited in addition to the bad *image of Yos* Sudarso's flat makes people reluctant to live in Yos Sudarso's flat. People prefer to live in rented houses with clearer settlements than rusunawa which do not know the origin of the residents.

CONCLUSION

Research on the perception of low-income people towards Yos Sudarso's flat in Pekanbaru city found that the perception of low-income people towards Yos Sudarso's flat was in the unfavorable category or in other words a negative perception. Based on aspects of low-income people's perceptions in considering housing, Yos Sudarso's rusunawa is in a strategic location with schools, city centers and other public facilities and the price is affordable for the community. However, it is inversely proportional to the condition of Yos Sudarso's residence which is not maintained and the completeness of the facilities in Rusunawa Yos Sudarso is not complete.

There are factors that influence the perception of low-income people towards Yos Sudarso's flat, namely economic factors (price affordability) and the physical condition of the flat. The physical condition of the rusunawa is the most important factor in influencing the perception of low-income people with a significant value of 0.005, followed by the affordability of the rusunawa rental price which has a significant value of 0.029.

This research is the same as the results of research conducted by Putra (2023), Hairullah (2012), Setiadi (2013), Sari (2016) and Sabri & Wiranto (2016) where aspects of distance, price, housing conditions and completeness of facilities become aspects of perception in residential considerations by low-income people. The most influencing factor is the condition factor of the flat which is in accordance with research conducted by Bria (2015), Irfiyanti & Widjonarko (2014), Kusumaningsih (2019), Purnomo (2022) that one of the factors that influence low-income people towards rusunawa is the condition of the rusunawa which is considered uncomfortable and unsafe. Furthermore, price affordability is in accordance with research conducted by Nasution (2004) and Raharjo (2000), Goodall (1972), Edih Mulyadi (2005) and Trilestari (2017). Trilestari (2017) which states that the price of land and buildings is one of the determinations/considerations of where low-income people live.

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