OPTIMIZATION OF RENTAL RESIDENCE FLAT (RUSUNAWA) FACILITY AND MANAGEMENT IN MATARAM CITY (CASE STUDY OF SELAGALAS RUSUNAWA OF MATARAM CITY)

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ABSTRACT

Along with city development, the presence of seedy neighborhood is rapidly evolved along by the rapid urban population growth. Hence, the intensive treatment on resolving the housing problems of urban settlements is required. One of the resolving concept is the development of rusunawa for low-income people in urban areas. Rusunawa development policy is an alternative on resolving the problems of housing and settlements in Mataram City. Rusunawa Selagalas is developed to overcome the crowded and unfit region in Selagalas village.

The main goal of the study is to determine the level of satisfaction and interest to rusunawa’s facilities from the residents, to determine the level of assessment and management priorities for the management of rusunawa, as well as to determine the solutions to improve the facilities and management of rusunawa. Data were collected using a questionnaire with 49 respondents sampled from residents of Selagalas Rusunawa Mataram, and 9 respondents from Selagalas Rusunawa Mataram manager. The sampling technique used is stratified random sampling with data analysis using Importance Performance Analysis (IPA). The Results obtained from the analysis are the variables that are prioritized for improvement. Focus Group Discussion (FGD) method is used to determine the performance improvement and management solution.

Results of the study show that there are two rusunawas facilities are given the priority to be improved and its solution: wastewater disposal with the participation of the residents to keep the channels of garbage and food waste, cloths line facilities by building a shared cloths line facility. And there are managerial priorities to be improved and its solution: non-residential space by building a kiosk in the business space for rent, rental income immediately decide the rental rates, the use of vacant land assets in collaboration with the native government regarding the early childhood education by building the early childhood school building.

Keywords: Rental Residence Flat, Importance Performance Analysis (IPA), Optimization.
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