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FORMULATING STRATEGY OF GREEN OPEN SPACE DEVELOPMENT: A SWOT ANALYSIS

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ABSTRACT

Green Open Space or Ruang Terbuka Hijau (RTH) is an area or space within the city, which has a function as a park and recreation area, conservation area, and has aesthetic value and has a positive economic impact. RTH will have a significant impact socially, economically and ecologically if it is developed and managed by using comprehensive strategy. The purpose of this research is to formulate a development strategy for one of the green spaces, namely Rinjani Selong Park, East Lombok Regency. The tool for formulating development strategies is using SWOT analysis. Based on the SWOT analysis that describes the internal and external conditions of the Rinjani Park green space, several development strategies can be formulated, including (1) Rinjani Park green space is maintained as a city park which can also be used as a place of recreation and as an appropriate event / cultural performance; (2) improving the quality and quantity of the arrangement of facilities and infrastructure; (3) increasing routine events such as Car Free Day (CFD) and other art performances; (4) increasing multi-stakeholder participation in maintaining and developing RTH; (5) improving the quality and arrangement of vegetation; (6) sustainable environmental conservation efforts; (7) innovative RTH land development such as vertical buildings with the concept of green building. A development strategy that optimizes strengths and opportunities, and anticipates weaknesses and threats will have a positive impact on the social, economic and ecological conditions of the community around Rinjani Park RTH.

1. INTRODUCTION

East Lombok Regency is one of the regencies located in West Nusa Tenggara Province which has an area of 2,679.88 km², divided into land covering an area of 1,605.55 km² (59.91 percent) and sea covering an area of 1,074.33 km² (40.09 percent). The land area of East Lombok Regency covers around 33.88 percent of the total area of Lombok Island, or around 7.97 percent of the total land area of West Nusa Tenggara Province.

From the population projection data, the population of East Lombok increases every year. In 2010 it reached 1,109,253 people and is estimated to reach 1,192,110 people in 2018,

growing by 0.75 percent from the previous year. According to BPS (Central Statistics Agency), in 2021 the population of East Lombok reached 1,344,733 people, in 2022 it reached 1,368,136 people and in 2023.

The continuous increase in population significantly has an impact on the emergence of welfare problems in the form of land needs, such as housing, service industries and offices, resulting in land conversion. In fact, according to article 28H (1) of the 1945 Constitution of the Republic of Indonesia which reads: "Everyone has the right to live in prosperity physically and mentally, to have a place to live,

and to have a good and healthy living environment and to receive health services".

The number of open spaces in urban areas is one of the factors in the high pressure of life that is quite large in the city center (Manusama et al., 2023). The existence of green open spaces in the city is one of the solutions in improving the quality of the urban environment, where the impact that we feel most easily is its influence on health, comfort, aesthetics and environmental preservation (Manusama et al., 2023; Sudarwani & Ekaputra, 2017).

In the Regulation of the Minister of Home Affairs (Permendagri) Number 1 of 2007 concerning the Arrangement of Green Open Space in Urban Areas, it is stated that the development and growth of cities/urban areas accompanied by rapid land conversion has caused environmental damage that can reduce the carrying capacity of land in supporting people's lives in urban areas, so that efforts need to be made to maintain and improve environmental quality through the provision of adequate green open space.

Green Open Space, hereinafter abbreviated as RTH, is an elongated/lane and/or grouped area, the use of which is more open, a place for plants to grow, both those that grow naturally and those that are deliberately planted (Law of the Republic of Indonesia No. 26 of 2007). Referring to the regulation, the development of RTH is an important thing to do. The proportion of 30% is stated as the minimum size to ensure ecosystem balance. This is of course still relative so it needs to be studied in depth, especially in relation to the aspects of the function and benefits of RTH in the process as an effort to improve community welfare.

East Lombok Regency refers to Law of the Republic of Indonesia No. 26 of 2007 concerning Spatial Planning, which has mandated that one of the strategies for controlling the development of cultivation activities so as not to exceed the carrying capacity and environmental capacity is to develop green open spaces with an area of at least 30% (thirty percent) of the urban area. Following this, the implementation carried out was the provision of public space facilities in East Lombok Regency through Green Open Spaces (RTH). One of them is the Rinjani Park RTH.

Rinjani Selong Park is one of the city parks located in East Lombok Regency, precisely in the center of Selong City, which is located on Jalan TGKH. Muh. Zainuddin Abdul Majid, previously known as Jalan Pahlawan. This park has an area of approximately 2 hectares. The construction of Rinjani Selong Park was carried out during the leadership period of Regent Mohammad Sadir around 1996-1997. This development project was motivated by the need for Green Open Spaces (RTH) in East Lombok Regency which at that time were not yet available. The existence of public spaces such as Green Open Spaces (RTH) is increasingly vital amidst the growing population. Therefore, the development of RTH is very necessary to be carried out.

2. RESEARCH METHOD

This study uses a qualitative method approach with a survey technique. The qualitative methods provide a deeper understanding of the social and cultural context (Sugiyono, 2015). This study focuses on a SWOT (Strength, Weakness, Opportunity, and Threat) analysis to develop a development strategy for the Rinjani Park Green Open Space (RTH) in Selong, East Lombok Regency. Data collections is a questionnaire and using survey technique. In this research, the respondents are government (1 respondent), management (2 respondents), sellers (8 respondents), and visitors (20 respondents).

3. RESULT AND DISCUSSIONS

Rinjani Selong Park is located in the center of Selong City, East Lombok Regency, with an area of approximately 2 hectares. Built during the era of Regent Mohammad Sadir in 1996-1997, this park was initiated to meet the needs of Green Open Space (RTH) and as the city's lungs. After three years of revitalization, the park was reopened on January 1, 2020. The revitalization aims to improve the quality of RTH, create comfortable public spaces, increase oxygen, and provide recreational and social places.

Issues in managing the RTH in East Lombok include limited human resources and facilities, as well as a budget that focuses more on maintenance than development (Nugroho, 2015; Santoso et al., 2022; Suciyan, 2018). For Rinjani Park, revitalization was carried out in 2017 and 2019 with a budget of 5 billion and 3 billion respectively from the APBD. Another

challenge is the need for land acquisition to achieve the target of 30% of the RTH area.

The development strategy of RTH Taman Rinjani involves improving public facilities, utilizing social activities such as Car Free Day, providing wifi, and collaboration between the government and the community. In addition, efforts to preserve the environment and maintain cleanliness, as well as the development of vertical buildings to expand green space are also proposed as part of this strategic plan.

Based on the results of the SWOT analysis above, the strategy can be described as a way to develop the RTH Taman Rinjani area in an effort to improve the welfare of the people of East Lombok Regency, following by:

- 1) Rinjani Park Green Open Space (RTH Rinjani Park) will then be developed into a city park that can also be used as a place for recreation and for events or cultural performances purposes (Fakhri Mashar, 2021; Mulyanie, 2019; Rahmy et al., 2012; Sugiyanto & Sitohang, 2017).
- 2) Improving the quality and quantity of public space facilities is a top priority in order to improve the comfort and welfare of the community. It includes improving and increasing the number and quality of facilities such as public toilets, special stalls for traders, improving lighting, and increasing the placement points for waste disposal sites that are adjusted to applicable standards (Mulyanie, 2019; Sugiyanto & Sitohang, 2017). In addition, user-friendly design is also a focus, ensuring that these facilities are easily accessible and used by all levels of society (Fakhri Mashar, 2021; Forasidah, 2021).
- 3) By using the potential of existing attractions, strategies that utilize weekly routine activities such as Car Free Day (CFD) and art performances can be carried out. In addition, the provision of wi-fi facilities in Green Open Spaces (RTH) can be used as a means to expand public accessibility to information and digital interaction (Forasidah, 2021). This facilitates broader connectivity in the context of developing digitalization (Fakhri Mashar, 2021; Sudarwani & Ekaputra, 2017).
- 4) Increasing the role of the district government in empowering community participation in the management of Green Open Space (RTH), including a collaborative approach between the government and the community in planning, implementing, and monitoring activities related to the management of RTH (Filifin et al., 2023; Forasidah, 2021; Husnan & Prayogi, 2022; Nugroho, 2015).
- 5) Improving the quality and arrangement of vegetation. The selection of diverse vegetation will not only improve the visual beauty of RTH, but can also create a more balanced habitat for local biodiversity. Moreover, RTH is a good place to build creativity such as handy craft, making eco-brick, and painting (Hak et al., 2022). In addition, the addition of diverse vegetation can also provide significant ecological benefits, such as providing shelter, absorbing air pollution, and restoring ecosystems (Filifin et al., 2023; Husnan & Prayogi, 2022; Mulyati & Mustika, 2019; Nugroho, 2015).
- 6) Environmental conservation efforts to anticipate and repair environmental damage by maintaining the cleanliness of Green Open Spaces (RTH), limiting the designation of building land around the RTH area, and preventing land use that is not in accordance with the function of RTH. This aims to maintain the advantages and uniqueness of the RTH area, such as Rinjani Park, as a natural recreation area in the middle of the city (Fakhri Mashar, 2021; Sugiyanto & Sitohang, 2017).
- 7) In an effort to maintain and encourage the development of wider green areas, the development of vertical buildings is a promising alternative (Mulyati & Mustika, 2019). By utilizing air space in the middle of the city, vertical buildings can be designed to create a green oasis that greens the urban landscape (Husnan & Prayogi, 2022; Mulyati & Mustika, 2019).

Table 1. SWOT Analysis and Strategy

Strengths			Weaknesses		
<ul style="list-style-type: none"> • Availability of land. • Community participation in enlivening green open space. • Government budget supports • Natural scenery in the form of trees, large fields and fountains. • Fairly even vegetation that can create shade that provides comfort for users. • Has become a public space that is used for various recreational activities and events/culture 			<ul style="list-style-type: none"> • Limited Human Resources • Lack of socialization of environmental conservation programs • Supporting facilities for public spaces are inadequate in terms of quality and quantity such as public toilets, provision of stalls for traders, and placement of garbage disposal sites. • Vegetation that is not diverse. • Lack of attention to environmental cleanliness. 		
Opportunities		Strategy S-O		Strategy W - O	
<ul style="list-style-type: none"> • Collaboration with the private sector • Assistance from the central government. • Urban development • High public interest in natural attractions. • High accessibility is created due to the strategic location, equipped with adequate road and transportation infrastructure. 		<ul style="list-style-type: none"> • Optimizing the availability of land as Public Open Space. • Utilizing opportunities for cooperation between the government, private sector, and the community in the procurement RTH. • Increasing the budget allocation for the procurement of RTH land. • Increasing the role of the district government in empowering community participation. • Utilizing the existing attractions with weekly events such as Car Free Day (CFD) within performances and the provision of wifi, and also other related facilities. 		<ul style="list-style-type: none"> • Encourage the role of the central government in improving infrastructure that supports the management of Green Open Spaces (RTH). • Encourage the role of the district government in socializing environmental preservation. • Improve the quality and arrangement of public space facilities (public toilets, special stalls for traders, waste disposal points. • Adding more diverse vegetation to increase the aesthetic value. 	
Threats		Strategy S - T		Strategy W - T	
<ul style="list-style-type: none"> • High population growth • Environmental damage caused by human activities across the RTH • High demand of housing and other land's need. 		<ul style="list-style-type: none"> • Increasing the awareness of high population trap • Maintaining the environmental by engaging the related stakeholders. • Protecting the RTH by the government through regency regulation from land conversion. 		<ul style="list-style-type: none"> • Developing innovation building such as vertical buildings to ensure the green open space. • Implementing law enforcement to protect the RTH from damage. 	

Source: Researcher Formulation, 2024

4. CONCLUSION

The existence of public spaces such as Green Open Spaces (RTH) is increasingly vital amidst the growing population. Therefore, the development of RTH is very necessary to be carried out. The development of Rinjani Park into a multifunctional city park, including a recreation area and a place for cultural events. The main priority is to improve the quality and quantity of public space facilities, including public toilets, merchant stalls, lighting, and trash bins, with a user-friendly design.

Utilizing the potential of existing attractions, such as Car Free Day (CFD) and art performances, as well as the provision of Wi-Fi facilities to expand public accessibility. Increasing the role of the district government in empowering community participation in managing RTH through a collaborative approach. Improving the quality and arrangement of vegetation to enhance the visual beauty of RTH and create a balanced habitat. Environmental conservation efforts, including maintaining the cleanliness of RTH and preventing the allocation of building land around the RTH area. Development of vertical buildings as an alternative to creating green space in the middle of the city.

Although there are a number of issues in the management of green open space, including limited human resources and budget, the existence of the Rinjani Park green open space provides significant benefits to the local community, both in terms of the environment and recreation. Therefore, it is important to continue to overcome existing obstacles and improve the management of green open space to strengthen its benefits for the community and the environment.

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