

IMPLEMENTATION OF SLUM AREAS WITH DEVELOPMENT OF THEMATIC VILLAGES IN TANGERANG CITY

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ABSTRACT

In accelerating the handling of slum areas, the Government of Tangerang City continues to strive to improve infrastructure in order to reduce slum areas to become better areas. Various activities for handling slum areas have been carried out, one of which is through community empowerment with the development of thematic villages. This program is developed and utilized to support the improvement of people's welfare independently and sustainably by maximizing the potential of the region. This study aims to determine the implementation of handling slum areas using Charles O. Jones' theory with three aspects, namely organization, interpretation, and application. The research method was carried out using descriptive qualitative data collection techniques obtained through key informant interviews, document review and direct observation, with data sources obtained from primary and secondary data with loci in Mango Village and Pinkli Village. The strategy for handling slum areas in Tangerang City has been carried out comprehensively and partially and has begun to have an impact on the surrounding community. However, this is still being carried out on an ongoing basis so that the City of Tangerang becomes a city that is livable, investable, visitable, and an e-city.

Keywords: *slum area, thematic village, empowerment.*

A. INTRODUCTION

The increase in population is one of the problems of high urbanization which results in urban development every year. The various dynamics of these problems can affect urban areas in terms of the availability of settlements, infrastructure, and poverty levels. Along with an increase in population that is not matched by city services in increasing the need for space to provide settlements, causing urban areas to become slums (Prawesti et al., 2021). The problem of slum settlements is a problem faced in big and developing cities (Bagus Wiranto et al., 2020). As in Tangerang, the population in 2021 has increased by 1.16 percent compared to the previous year (BPS Kota Tangerang, 2022). In 2021 the population of Tangerang City is 1,911,914 people with an area of 164.55 km² so

that the population density reaches 11,619 people/km² (BPS Kota Tangerang, 2022). As the population increases, the population density also increases.

In the City of Tangerang, slum areas are a problem faced where based on the Mayor's Decree of 2016 it has been determined that slum areas are located in urban villages throughout the City of Tangerang. Based on the designation of slum residential areas and settlements in the Tangerang City area, they are categorized as light, medium and heavy slums (Pemerintah Kota Tangerang, 2016). In order to improve the quality of life and welfare of the community, the government carries out various program activities by providing guidance, assistance and facilities for the community. In addition, supervision and control are also carried out by improving the quality of housing and settlements.

In identifying slum areas, criteria are determined with various considerations in terms of aspects or dimensions. Based on the *Peraturan Menteri Pekerjaan Umum Nomor 14 Tahun 2018*, there are 7 (seven) slum area parameters for further classification of slum level. Measurement of these parameters is the condition of the building, environmental road conditions, drinking water supply conditions, environmental drainage conditions, waste water management conditions, solid waste management conditions, and fire protection conditions. In dealing with slum settlements there are several strategies that can be done. According to Purwoto et al. (2018), the strategy is carried out through infrastructure development in improving environmental quality. In line with this, Dahlan Uar (2016) argues in his research regarding the strategy used in handling slum areas in Ambon City, namely by developing facilities and infrastructure related to drainage, availability of clean water, and waste management. The handling of slum areas is a multi-sector problem. The presence of the government is one of the most important factors in overcoming slum settlements. However, the involvement and cooperation of all parties and the accuracy of handling the indicators that cause slum areas are the most important things in accelerating the handling of slum areas (Marni et al., 2020). For this reason, in essence, in dealing with slum area problems, the community must be involved by carrying out empowerment activities because they are closely related to problems with the physical, social and economic conditions of the community which must be carried out systematically and comprehensively.

Various efforts have been made by the government through accelerating the handling of slum areas by improving infrastructure to reduce slum areas to become better areas. However, the problem of slums is not only related to housing but also environmental impacts, for example lack of sanitation well, slum areas that are flooded, and the lack of adequate infrastructure will have an impact on the socio-economic conditions of the community (Irfan et al., 2021). There are several slum area alleviation programs that have been carried out such as the PHBS (Clean and Healthy Living Behavior) program, construction of 7 indicators of slum infrastructure, as well as various programs for Climate Village, Independent Youth, Tourism Village, Bright Tangerang, Clean Tangerang, Gardening Tangerang, Healthy Tangerang, Green Tangerang, Development of Thematic Villages, and others (Bappeda Kota Tangerang, 2018). The entire program requires further deepening, especially to explore the socio-economic and cultural

potentials that exist in the community, so that along with the physical development program, it can become an integrated slum area management activity.

In particular, the thematic village development program is part of slum area management activities that can be developed and utilized to support the improvement of community welfare independently. For this reason, the government has made various efforts through programs that are carried out in a sustainable manner by carrying out participatory infrastructure development (Bawole, 2019). With involvement in community participation, the development process can realize environmental improvements and more directed arrangements (Juita et al., 2018).

The Tangerang City Government plans and develops thematic villages to be realized in every Tangerang City urban village. In particular, implementation in the development of thematic villages in Tangerang City has started since 2017, by achieving the mission objectives of providing livable services, boosting the economy through exploiting community potential, and meeting basic needs. This is in line with what was revealed by Kłoczko-Gajewska (2013) in forming a thematic village with a certain theme that can strengthen self-confidence and social activity and can create an independent community by providing opportunities to improve the economy. Likewise, the thematic village concept must involve the community actively so as to create a village that is characteristic and a sustainable concept. This is supported by Chan et al. (2021) who states that it is important for the participation of the local community in developing their territory to become a tourist spot so as to generate economic benefits.

In implementing the thematic village concept as a renewable innovation, it has three stages, namely, First: mapping the problems, the community actively participates and participates in identifying problems that are often experienced, Second: determining the theme, the community expresses ideas and ideas by maximizing their potential so that they can be implemented, Third: Coordination with the various actors involved in order to be able to implement the modified theme in their area. Based on these stages, thematic villages can be created from the feasibility of the themes developed. However, this can also be influenced by various other factors, for example economic and social characteristics, local potential, support from other parties, ideas from community leaders.

According to Tobiasz-Lis et al. (2019) in forming thematic villages as one of community empowerment in increasing regional development, the main thing that must be built by the community as actors in forming thematic villages is to foster mutual trust. In general, the formation of thematic villages in improving environmental quality requires community empowerment. Community empowerment is intended so that the community participates so that it can improve education and become an independent community. A successful thematic village will become an ongoing activity in development so that it can become a regional innovation. According to Kłoczko-Gajewska (2014) social innovation in the formation of thematic villages is defined by changes in people's attitudes and behavior within a horizon of group experience towards new and better collaborations.

Technically, the formation of thematic villages starts from the potential mapping process (social, economic and infrastructure). After that, is the determination of the theme, in determining this theme it usually involves various actors (Kazlauskienė & Atkociuniene, 2019), for example village representatives and the community consisting of Village Community Empowerment Institutions (the *LPMK*), Community Self-Reliance Agencies (the *BKM*), Community Leaders, Family Welfare Development (the *PKK*), the *Karang Taruna*. Determining a theme that involves the community is important because it can capture local potential and grow the economy, and overcome problems in the environment. The next stage is theme design. This theme design describes the conditions to be achieved, then the preparation of programs/activities in the development of thematic villages. The thematic village programs/activities are arranged based on social, economic and infrastructure criteria by taking into account the main theme. And finally is reporting and evaluation, this is done after the thematic village development work has been completed.

Starting from this, the researchers conducted a study related to the implementation of handling slum areas by empowering thematic villages in Tangerang City. As a measure of the success or failure of implementation, it can be measured by evaluating the capacity and sustainability of programs that have been prepared previously (Bastian, 2021). Implementation according to Charles O. Jones (1996) states that the implementation of a program can be influenced by three components, namely organizing, interpretation and application. (1) organizing; which includes the need for an organizational structure in program implementation, so that competent resources are formed in managing program operations, (2) interpretation; the executors can run the program in accordance with the plan or direction in this case there are guidelines or technical instructions related to the implementation of the program being implemented, (3) application; includes clear procedures for program implementation so that work programs can run according to objectives.

In connection with what was stated by Charles O. Jones, implementation is a process that is needed in the process of running the program (Bastian, 2021). In terms of the intended implementation regarding the implementation of the policy Charles O. Jones in Auldrin M. Ponto et al., (2016) suggests "*implementation is the set of activities directed toward putting a program into effect*" which states that implementation is a collection of activities to carry out a program with the aim of achieving a certain result, where policy implementation consists of three important activities namely organization, interpretation, and application. In fact, if a work procedure is clear, it can help program implementers in terms of managing what work is for, and how it is carried out. So, based on what was put forward by Jones, researchers conducted studies related to how to implement the handling of slum areas with the development of thematic villages in Tangerang City using Charles O. Jones Theory based on three very important main activities, namely organization, interpretation, and application to analyze and identify aspects-aspects that can explore the potential at the research locus.

B. LITERATURE REVIEW

Understanding Slum

Residential Areas Slum areas are residential areas that are very unfit for the habitation. Its characteristics include being on land that is not in accordance with the allotment or spatial planning, having a very high building density in a very small area, being vulnerable to social and environmental diseases, and having very poor quality buildings, namely very low, which have no adequate environmental infrastructure, and endanger the survival and livelihood of its inhabitants (Budiharjo: 1997).

Therefore, a settlement is said to be a slum if the settlement area and its surroundings function as a place to live and a family development facility but are unfit for habitation both in terms of education, health, as well as community socio-cultural facilities and infrastructure. The gradual and long-term improvement program for slums is one of the main objectives for increasing the Human Development Index (IPM). The slum area management program aims to improve the standard of living of residents, especially from the lower middle class in settlements.

Slum Development Approach

The approach adopted in improving the quality of slum settlements includes developing thematic villages through empowering local communities. As regulated in Article 5 of *the Undang-Undang No. 1 Tahun 2011* concerning Housing and Residential Areas, that the State is responsible for the administration of housing and residential areas whose guidance is carried out by the government. In accordance with the spatial plan, residential areas are implemented to create areas that function as residential areas and places of activity as well as to support life in a planned, comprehensive, integrated and sustainable manner. These residential areas must be implemented in accordance with the directions for the development of integrated and sustainable settlement areas in order to fulfill citizens' rights to proper housing in a healthy, safe, harmonious and orderly environment and ensure livelihood certainty.

This law on housing and residential areas also covers the maintenance and repair of houses, infrastructure, facilities and public utilities in housing, settlements, residential neighborhoods and residential areas which are intended to maintain the functions of housing and residential areas so that they can function. Functioning properly and continuously for the benefit of improving the quality of individual life. In addition, plans are made to prevent and improve the quality of slum housing and slum settlements to improve the quality of life and livelihoods of those living in them.

C. METHOD

In this study a qualitative descriptive method was used in order to get an overall picture of the research results. This research was conducted in the city of Tangerang by taking the locus as research in the mango village which is located in Poris Plawad Village, Cipondoh District and Pinkli Village which is located in Pasar Baru Village, Karawaci District. The researcher chose the research locus because the selected thematic villages were included as a formed category,

meaning that the thematic villages were already running, supported by policies and management institutions, which had a positive impact on the surrounding community both from an economic and ecological perspective (environmental improvement), and is supported by high public awareness and participation and commercialization efforts to generate added value.

In the qualitative method, researchers took data sources through primary data obtained by direct observation and interviews with key informants, namely the Government of Tangerang City through Bappeda, representatives of the managers of Mango Village and Pinkli Village. In addition, it also uses secondary data to support research data obtained through several documents and related publications.

D. RESULTS OF DISCUSSION

Based on the *Surat Keputusan Walikota No.663/Kep.688-Bappeda/2016* concerning Designation of Slum Housing and Settlement Areas in the Tangerang City Area, there are 104 slum areas which are divided into several typologies, namely heavy slums 16 points spread across 8 districts, medium slums 84 points spread across 13 districts and light slums as many as 4 points spread over 2 districts. In order to implement the thematic village program in Tangerang City as a first step in dealing with slum areas in Tangerang City, targets for the development of thematic villages were identified, including: the slum management program was still oriented towards infrastructure improvements (house renovations, sanitation improvements, road repairs, improvement of family latrines), the potential for economic activity is still not well developed, the proposed development of thematic villages has not been supported by accurate data and information so that it needs to be formulated in determining the theme of developing thematic villages.

Based on the information obtained, there are several programs that have been carried out in the context of forming thematic villages in Tangerang City, including; identify the socio-economic potential of the region, analyze the feasibility of thematic villages, develop business activities focused on thematic villages, form communal business groups (SME centers), production skills training, business assistance and market network development. The Tangerang City Government has a goal of eliminating slum areas through the arrangement of thematic villages with "*one village one product*". This is intended so that the community can optimally maximize the potential of their region. Additionally, the government takes into account environmental improvement when formulating policies because of the rapid advancement of global science and information (Ermitajani Judi et al., 2022).

The thematic village which is one of the innovations in the City of Tangerang to address urban problems towards improving the quality of the environment. This innovation is an opportunity to empower the community to be creative and work in support of government programs to deal with environmental problems. Based on the Mayor's Decree on Regional Innovation for 2021, 73 thematic village innovations have been registered. In its development, the Government of Tangerang City pays attention to various aspects related to

changing slum areas to non-slum areas, increasing intensive greening areas, community participation in alleviating poverty and improving infrastructure, elevating the socio-economic potential of the local community.

According to its development, in order to realize the priority program (leading program) for the development of Tangerang City "*Kampung Kita*" in the 2019-2023 RPJMDP with priority activities "Thematic Villages" and based on Mayor Regulations related to Guidelines for Implementation of Thematic Villages thematic villages, the number of thematic villages was determined based on The Mayor's Decree Regarding Designation of Thematic Villages for 2022, there are 88 active thematic villages.

The involvement of the community and institutions aims to create a trademark or uniqueness in developing their potential. This potential can be used as a theme in the development of thematic villages, for example: community businesses that dominate as the main livelihood in the area, shape the character of the community which educates, creates a healthy community and environment, environmentally friendly local community home industries, creativity in the form of handicrafts community, and one of the hallmarks of being an icon of the region. In the end, the benefits of establishing this thematic village are that it can realize the fulfillment and improvement of facilities and infrastructure (facilities and public facilities) to be better and more organized, has the potential to increase family income, create trademarks to become iconic so that they have an impact on people's mindsets and behavior, have a positive influence and the attractiveness of the formation of other thematic villages as well as places for tourist visits.

Informants recounted the beginning of the formation of thematic villages which began in 2017 which began with socialization activities with sub-districts and sub-districts, Training of Trainers (ToT) for facilitators, submission of proposals for thematic villages, until the evaluation continued to experience an increase in the number of active thematic villages every year in the City. Tangerang. In 2020 to 2022, the Tangerang City Government through Bappeda has implemented a thematic village innovation competition which is expected to encourage creativity and community motivation in creating a quality environment. In addition, as well as increasing competitiveness through development and maintenance.

With various implementations of various programs to accelerate the management of housing areas and slum settlements in a comprehensive and partial manner carried out by the stakeholders involved, an evaluation has been carried out regarding slum areas, so that in 2021 based on the *Surat Keputusan Walikota Tangerang Nomor: 052/Kep. 793-Bappeda/2021* concerning Designation of Housing and Slum Areas in the Tangerang City Region, there are 90 slum areas with a slum delineation area of 105.31 Ha with a typology of 82 light slums and 8 moderate slums. This indicates that the programs that have been implemented by the Municipal Government of Tangerang have been able to reduce slum areas, although they have not completely disappeared. However, the programs that have been implemented have been effective and able to suppress the spread of slum areas in Tangerang City which are expected to become livable cities.

As previously explained, the researchers explored information related to the ongoing implementation of the handling of slum areas with the development of thematic villages in the city of Tangerang. In this case the researcher conducted a case study in Mango Village and Pinkli Village, where the two thematic villages were included in the formed category. In implementing it, the researcher made measurements with the theory of Charles O. Jones, with the three main components (organization, interpretation and application) that have been presented previously.

Organizing

Organizational existence is a form of success in policy implementation according to Charles O. Jones in Auldrin M. Ponto et al., (2016). Furthermore, in an organizational activity, efforts are needed to determine and organize resources, organizational units and methods so that organizational goals can be implemented. For this reason, the three aspects of organizing will be discussed in a case study conducted by researchers in mango village and pinkli village, as follows:

Case Study in Mango Village

In organizing, resources are a factor in policy implementation that is considered critical. With the availability of resources, policy implementation can run smoothly in its implementation. Mango village is one of the thematic villages in the Puri Dewata Indah RW 01 Complex, Poris Plawad Village, Cipondoh District with an area of 4 Ha. Based on interviews with informants, the RW in the neighborhood consists of 6 RTs with a total of 299 family heads and a population of 1,196 people. From the results of the research, the resources for implementing the program have a relatively high capacity, meaning that the ability of existing resources can make this thematic village in mango village have a sizable benefit value for the local community. The benefits that the community gets from the existence of this thematic village are increasing the willingness of the community to work together, creating superior products of sauce and other processed mangoes, creating a green and environmentally friendly environment, increasing citizen awareness to sort waste both valuable and hazardous B3 waste, additional income for its citizens/MSME groups, increased knowledge of residents in terms of greening the environment, using narrow land for food security, and environmental hygiene. Likewise with resources related to budgeting, budgetary support has been allocated to village empowerment activities.

Related to organizations that are part of organizational units in which there is an organizational structure. Organizational structure is an arrangement of relationships in which there are leaders/administrators, tasks, and respective authorities who have a certain role in the unitary command to achieve goals (Giyanto, 2022). For this reason, from the interview results, based on the *Surat Keputusan Kepala Desa Poris Plawad Nomor: 443.42/48-Kep Kemasy/2018* November, 13, 2018, a thematic village has been formed, namely 'Mango Village' in RW 01 Poris Plawad which contains the organizational structure of the mango village manager. In other words, the organizational structure in this mango village has been formed with the division of tasks and functions of each.

In organizations, the use of methods also has an important role in an organization to achieve goals. By establishing a method within the organization, it

will make it easier for the organization to achieve its vision and mission. In managing the thematic villages in Mango village using the community empowerment method, where the community plays an active role in improving environmental quality and alleviating poverty. Communities are given space to participate and be active in overcoming slum areas by developing thematic villages. Here the community seeks to optimize their potential as an icon of the thematic village that is formed. As in this Mango Village, there are several novelties or uniqueness in this Mango Village in the form of superior products, mango chili sauce and other processed products. The many mango trees along the Puri Dewata Indah Housing Street, especially in RW 01, inspired the women around them to make chili sauce from mangoes. The making of the mango sauce is done independently by the women.

Case Study in Pinkli Village

Like in mango village, in this village Pinkli the organizational component has also been implemented. Pinkli village is one of the thematic villages in Tangerang City which is located in RW 04 Pasar Baru Village, Karawaci District with an area of 3.2 Ha. Pinkli Village consists of 2 RTs with 233 household heads and a population of 791 people. With the available resources, in pinkli village which stands for *Kampung Pinggir Kali*. A village located on the outskirts of the Cisadane river is capable of transforming a slum area into an area that is livable and worth visiting. Regarding budgeting, from 2020 to 2022 budgetary support has been allocated for village empowerment activities in Pasar Baru.

Based on information, during its journey pinkli village has succeeded in winning the PHBS village (Clean and Healthy Behavior) competition at the Tangerang City level, and the name pinkli village was directly inaugurated by signing the pinkly village inscription by the Mayor of Tangerang on November 20 2019. With the inauguration of the formation pinkli village, the community and also the surrounding apparatus have arranged the organizational structure related to the management of the thematic villages in accordance with the capabilities of existing resources.

Likewise with the application of the method used in managing pinkly village through community empowerment. With the active role of the community, previously RW 04 subdistrict in Pasar Baru was a slum village with a lot of garbage and was not taken care of, but with the awareness of the community members and the cohesiveness of the environmental administrators, the village that was once a slum has now become a village that is clean and pleasing to the eye.

Interpretation

Interpretation, then this relates to the implementation of activities. Interpretation can be interpreted as an effort made to be able to understand the intent of the policy so that one can understand what and how the objectives of the policy can be realized or realized (Permatasari, 2015). Thus, the implementers of this policy must be able to know the substance, meaning, and objectives of the policy so that there are no deviations. As before, this aspect of interpretation will be reviewed in the application of existing interpretations in Mango Village and Pinkli Village.

Based on the results of interviews with informants, in the last two years, mango village and pinkly village have participated in socialization, technical guidance or training related to thematic villages. In this regard, the Tangerang City Government through Bappeda has held a thematic village innovation competition from 2019 to 2022. In 2022, Mango Village and Pinkli Village will take part in the thematic village innovation competition. In this competition, innovators from each village were required to present the advantages of the village and the activities or activities carried out. Henceforth the assessment team will carry out verification in the form survey directly to the field to see the phenomena that have occurred and the activities that have been carried out, so that the team can determine the winner.

In this case, it can be seen from the results of observations in the field mango village and pinkli village have succeeded in interpreting policies through the activities that have been carried out. However, it needs to be balanced with continuous implementation so that the activities that have been implemented so far will not just be cut off. Based on the results of the thematic village competition innovation competition in 2022, mango village and pinkli Village won the title of hope. This indicates that more optimal synergy is needed in policy interpretation so that the development of thematic villages in handling slum areas can be more optimal.

Application

In practice, the application is the application of activities carried out routinely from decisions or regulations in order to achieve common goals (Permatasari, 2015). Policies can be said to be successful if they can be applied (Auldrin M. Ponto et al., 2016). Therefore, implementing the policy is not easy because there will definitely be challenges to be faced. In connection with the handling of slum areas in the development of thematic villages, from an application perspective, a case study will be carried out in Mango Village and Pinkli Village, as follows:

Case Study in Mango Village

In its implementation, the Mango village which is located in the Poris Plawad sub-district has been able to carry out a program of activities and activities according to the village theme that has been formed. In addition to being able to improve environmental quality, this Mango village has several unique features, namely the use of an WWTP (Wastewater Treatment Plant) from household dirty water sources through filters into clean water. The clean water is used for watering plants, washing motorbikes, etc. As for the formation of the Women Farmers Group (KWT) in April 2018, by planting through hydroponic planting and in the yard. There are several types of plants that are planted, including kale, red ginger, turmeric, mustard greens and mustard greens. The community in RW 01 has also made small and medium size biopores in every resident's house as well as infiltration wells. For small biopores there are 100 biopores with a diameter of 10cm, while for medium sized biopores there are 2 biopores with a size of 30cm. Meanwhile, for the large ones, there is one infiltration well with a size of 100 cm and a depth of 3 m.

Apart from that, there is also a Puri Mandiri RW 01 Garbage Bank. The Puri Mandiri RW 01 Garbage Bank was established on March 7 2016 with a total number of customers of 161 people achieving a total revenue of 22,789 kg by the end of 2021. In this regard, several activities have been carried out namely solid composter, processing of liquid compost, waste cooking oil, and recycling of used goods. As for the B3 waste management activities in collaboration with the Tangerang City Environmental Service. The types of B3 waste collected came from 50 customers, including used batteries, electronic waste, used packaging (mosquito coils, clothes deodorizers, etc.). The collection system is carried out by shuttle, so customers do not need to come in person. Residents also cooperate with the BPJS Tangerang City Branch Office, residents are required to collect garbage in the garbage bank so that it can make it easier for residents to pay BPJS contributions every month.

In its development in the MSME sector, there are 35 MSMEs in this manga village, whose businesses include culinary cakes, groceries, fashion, food, glass drinks, etc. MSMEs that collaborate and partner with other parties, namely the Mango Village Sembako SME and the Main Food Fort Company with sales targets, namely grocery stalls and households. However, specifically for residents who are considered less able are given discounts depending on their abilities. There are also MSME business products for liquid soap, floor cleaners and carpet fresheners. This business has been started since 2020 with total sales reaching 1,000 bottles. Another MSME is selling cup drinks, by producing sweet tea drinks. In a day sales have reached 10 boxes with a sales system at home and deposited at grocery stalls and exhibitions. New businesses, as well as expansion of existing businesses, and the creation of new jobs for the community are possible with community participation (Puspasari et al., 2022). However, the process is not easy because the facts on the ground are still a limiting factor. For example, there is not enough information about scientific and technological advances and not enough people who can use technology.

Most of the activities carried out in this manga village are carried out independently by the community. The community participates directly in various activities carried out, for example during the Covid-19 pandemic, "*Kampung Sigacor*" was carried out, namely *Kampung Siaga Corona*. Residents actively conduct interviews with village elements to always maintain health. And also the residents took the initiative to carry out the pinching movement twice a month to distribute food clips to residents affected by Covid-19.

Another interesting thing is that there is greenery in the RW 01 area and there is a reading corner provided. Various other activities carried out in this manga village include waste sorting training, screen printing training for teenagers by the Employment Service, training for facilitators in fostering thematic villages, as well as story telling for elementary school children by the Regional Library and Archives Service. Mango chili products and other processed mangoes are also promoted through various MSME exhibitions held by the Regional Government.

Case Study Pinkli Village

Pinkli village, the implementation of the Pinkli village has also been carried out by the community. At the beginning of the establishment of the Pinkli Village,

there were community activities in creating a healthy environment so that it was not susceptible to disease, which was achieved by creating a clean, beautiful and comfortable environment by doing community service in the environment. Also, active plant maintenance which aims to make plants in our environment thrive by caring for and maintaining them properly.

With the use of yard land can provide benefits for family life such as: a source of food and also as a source of income even though living in a rented house. This is supported by the existence of a budget from non-governmental organizations, namely for the purchase of plants and maintenance of environmental cleanliness. Pinkli village also received partnership assistance including from the Tangerang City Public Works Service (PUPR) in the form of Paving Blocks for the Making of Toga Gardens and 12 Cans of Paint. It can be seen that there are changes that occur from the formation of thematic villages in pinkli village, this encourages the community to be able to continue to be creative and change behavior in protecting the environment.

In observation in the field everything was neat and beautiful, along the way decorated with plants in front of every resident's house, the alley walls were decorated with murals and paintings and painted in colorful colors. There is a vertical garden at the main gate at the entrance to pinkli village and there is also a KWT (Women Farmer Group) garden planted with toga plants, vegetables as well as ornamental plants. No less interesting, in pinkli village there are good photo spots for Instagram and a reading garden for the community as an educational center. In addition, the surrounding community is dominated as a place for making tempeh, a place for making tofu, and there is a therapy hut that uses small fish. A garden was also built which was the Pinkli Garden which became the icon of pinkli village, namely a garden built right on the edge of the Cisadane River with a watery feel equipped with a toga garden, a vegetable garden, a garden of ornamental flowering plants, a fish pond, huts and a children's playground.

In Pinkli Village, various activities are also carried out, namely fostering training on waste recycling, carrying out routine community service activities, coaching Planting and Seeding Tangerang Gardening by the Food Security Service, Planting Activities for Mothers and Little Cadres, Movement for Planting 2,800 Trees simultaneously throughout Tangerang City in the context of the 28th Anniversary of Tangerang City together with the Tangerang City Population and Civil Registry Service, the Covid-19 Task Force of pinkli village participated in community disciplinary operations by actively conducting 3M soundings with sub-district and sub-district officials, Socialization of Covid-19 Prevention by Students.

With the determination to get along harmoniously and work together to build the environment, starting small, tidying up the surroundings of each resident's house, then tidying up the environment as a whole. Supported by the hard work and cooperation of all residents, pinkli village was formed, a village that is clean, safe, comfortable, pleasing to the eye and has aesthetic and educational value, which is in line with the Tangerang City Government program, namely "*Kampung Kita*" which changed the concept of a slum environment to nice environment. In connection with the journey of the formation of pinkli

village which started as a PHBS Village and continued to develop into a Thematic Village, the Pinkli Village has the theme "Building a Healthy, Comfortable and Well-Equitable and Socially Equitable Environment and Community."

E. CONCLUSION

Based on the research results, it can be concluded that the implementation of handling slum areas in the development of thematic villages in Tangerang City with the theory of Charles O. Jones with aspects of organizing, interpreting, and application has been running, but not yet optimal. For more details, the conclusions per aspect can be explained as follows:

1. The organization that took place in Mango Village and Pinkli Village has been carried out optimally supported by the availability of resources with capacities according to their abilities, because the formation of these thematic villages is based on the potential capabilities of the region. Apart from that, with the existence of an organizational structure, the management of thematic villages can be managed appropriately, this is adjusted to the duties and functions of each individual involved. Likewise with the method used, in determining village ideas or themes, the community acts as an actor who knows the problems in their area. However, in terms of resources, there are still problems faced, namely there is no involvement in monitoring/security activities in thematic villages managed by the government and continuity is needed regarding counseling and training for the community on a regular basis regarding environmental quality and assistance in other UKM products.
2. From the interpretation component, it can be concluded that in the development of thematic villages, innovators and managers are well aware of the substance, meaning and purpose of the policy. This can be seen from the involvement and participation in the thematic village innovation competitions that have been carried out by the Government of Tangerang City. In this case, it shows that there is coordination and communication between the government and the community in improving environmental quality. However, there are also obstacles that occur in the field, namely consistency in managing thematic villages that still need to be maintained so that their existence can continue to provide benefits to the government and the community.
3. In application, the community has fully implemented various activities carried out to be able to create a beautiful, healthy and quality environment. Namely by carrying out programs that are supported by the potential in each region. However, regarding *place branding* it has not been maximized so that there are still many people who do not know about the existence of thematic villages in Tangerang City, and for the future the application of thematic villages to become tourist villages requires adequate parking space and other strategies to attract tourists.

The development of these thematic villages over time has been able to reduce the number of slum areas in Tangerang City. Various other programs implemented by relevant stakeholders also played a role in reducing slum areas. There is support from the government, the community and also stakeholders

involved in improving the quality of the environment and slum settlements, so that in the future the thematic villages will be directed to become tourist villages. The recommendations for developing thematic villages are:

1. There are efforts to increase supervision and security on a regular basis involving the government, security, and the community, including optimizing infrastructure, both human resources and budget to support security supervision.
2. Collaboration with academics is also needed from experts related to training program activities that support in thematic villages.
3. Continue to motivate the community to exist in managing thematic villages, namely in the form of awards/souvenirs.
4. There is support from the government and the private sector, for example related to updating the design and repainting so that it is always an attraction for tourists which in turn can increase tourist visits. In addition, the influence of social media also very important role in terms of *place branding* of thematic villages and becomes one of the promotions.
5. Henceforth, the application of thematic villages to become tourist villages in Tangerang City also needs to be considered regarding parking lots for visitors, road access, and also places for SMEs which are characteristic as souvenirs or hawker centers.

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