Study of Creative Hub in Central Jakarta for Sustainable Human Environment

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Abstract. A creative hub is a place, both physical and virtual, that brings together creative people that serves as a meeting place, providing space and support for networking, business development, and community engagement in the creative, cultural and technology sectors. The main activities carried out by creative workers are work, exhibitions, seminars, and workshops. With the development of the creative industry in Indonesia which is quite rapid, it is necessary to have a container or facility that can accommodate the activities of creative industry workers, especially those that focus on the fashion, craft, and application developer sub-sectors to create a sustainable human environment. To support these activities, it is necessary to conduct study on the activities of related creative workers to produce a space or facility needed by creative workers in the three sub-sectors. The study was done by the qualitative method. It can be known the main activities, supporting activities, main facilities and supporting facilities are needed for sustainable human environment, so that users can be more productive and carry out activities comfortably.

1 Introduction

The development of the creative industry in Indonesia continues to increase. Given that this globalization era requires creative ideas for economic actors. Based on the results of research between the Creative Economy Agency (Bekraf) and the Central Statistics Agency (BPS) in 2016, it was noted that the creative economy contributed to the national economic growth of 922.59 billion rupiah or 7.44 percent of the national Gross Domestic Product (GDP). A lot of empirical evidence supports that the creative industry has an impact on GDP through the creative industry sub-sector and creates a new form of cultural industry governance [1].

And based on data from the Opus Creative Economy Outlook 2020, Indonesia's creative economy sector is estimated to be able to contribute up to IDR 1,100 trillion to Indonesia's Gross Domestic Product (GDP) [2].

Seeing the potential of the creative economy in the city of Jakarta, which is still increasing, but its development is not directly proportional to the existing facilities and is still individual. Therefore, this Creative Hub is needed to unite actors in the creative industry who will interact with each other and allow for collaboration of works.

Based on presidential regulation no.6 of 2015, President Joko Widodo formed a non-ministerial body, namely the Creative Economy Agency (Bekraf), which is tasked with assisting the president in formulating, stipulating, coordinating, and synchronizing policies in the creative economy. This creative economy has several fields including: application and game development, architecture, interior design, visual communication design, product design, fashion, film, animation and video, photography, craft, culinary, music, publishing, advertising, performing arts, art, and television and radio [3].

According to Wisnutama Kusubandio there are three sub-sectors of the creative industry that continue to develop and the top contributors to Indonesia's exports of these sub-sectors include culinary, fashion, and crafts, while the priority sub-sector where this sub-sector has the potential in the future to develop, namely the film sub-sector, music, application, and game developers [4].

Therefore, this Creative Hub will focus on the fashion, craft, and application developer sub-sectors. The selection of this sub-sector is influenced by the data that has been obtained wherein the fashion and crafts sub-sector was chosen because this sub-sector is a sub-sector that continues to develop and is the top contributor to Indonesian exports. As for the application developer sub-sector chosen because it has future potential to develop.

From the discussion above, the project discussion will identify what activities are carried out by creative industry workers in the fashion, craft, and application developer sub-sectors so that it can be concluded what facilities are needed by creative industry workers. The space needed by workers from the three sub-sectors is part of a sustainable human environment where the space provides various facilities to support the working process of creative workers so that users can continue to use these facilities comfortably, so that the value of Indonesian exports will continue to increase in the future.

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2 The methodology

2.1 Troubleshooting method

The selection of objects in this design is based on the issues and needs of the city of Jakarta. Then to support the design process, the search for studies is carried out based on the selected design object. To achieve the results of a good design process requires sufficient data to be processed as a reference and consideration in the design.

2.2 Research methods

The method used in the study process in designing the Creative Hub for the Creative Industries in South Jakarta is qualitative research methods. Qualitative research methods are carried out to explain and analyze phenomena, activities, and facilities. Qualitative research is carried out by starting from the preparation of basic assumptions and frameworks that will be used in the research. The data collected in the study will then be analyzed.

2.3 Method of collected data

Data collected used secondary data which is used as primary data due to research limitations caused by the presence of covid-19. Secondary data can be collected by conducting literature studies and precedent studies.

2.4 Data analysis method

The data analysis method used is to analyze what activities are carried out on the creative hub and analyze the facilities available at the creative hub. By analyzing the data, it can be used as a reference and consideration as well as an alternative in designed a creative hub.

3 Result and discussion

3.1 Analysis of fashion creative worker activities

Based on Widarwati's Stages theory which states that there are 6 stages in making a fashion design, it can be seen as follows: source of ideas, body comparison image, drawings of clothing parts, erasing the guidelines, texture design, final production [5]. The stages of making a fashion design can be seen in table 1.

Table 1. Fashion creative worker facility analysis.

Stages	Facilities
Source of Ideas	Library, Co-Working Space, Office
Body Comparison Image	Office
Drawings of Clothing Parts	Office
Erasing the Guidelines	Office
Texture Design	Studio, Textile Room, Material Library
Final-Production	Makerspace

3.2 Analysis of craft creative worker activities

According to the theory from Narjoko, Anas, and Aswicahyono, the creation process has 5 stages. These stages are as follows (see table 2): idea creation, design, finalizing the product concept, concept of craft items, creation [6]. Creative workers also need co-working spaces for many activities [7].

Table 2. Creative craft worker activities.

Stages	Facilities
Idea Creation	Library, Co-Working Space,Office
Design	Office
Finalizing the Product Concept	Office
Concept of Craft Items	Office
Creation	Makerspace

3.3 Analysis of application developer creative worker activities

The development of a software application is often referred to as the Software Development Life Cycle (SDLC). These stages are as follows: analysis, design, implementation, testing, release, repair [8]. The analysis based on the application development stage will produce the following facilities for application developer creative workers (see table 3).

Table 3. Creative craft worker activities.

Stages	Facilities
Analysis	Library, Co-Working Space,Office
Design	Office
Implementation	Makerspace
Testing	Makerspace
Release	Meeting Room, Multipurpose Hall
Repair	Makerspace

From the results of three activity analyzes based on theory, the main facilities produced are studio, co-working space, makerspace, meeting rooms, offices, textile rooms, multipurpose hall. While the supporting facilities produced are libraries and material libraries.

3.4 Precedent studies

The data used for this research are creative hubs, creative centers, fashion centers, craft centers in Indonesia and abroad. In this research, using nine samples.

From the results of collected 9 samples of creative hubs (see table 4): the main activities that most often appear are work, exhibitions, and workshops/seminars. The supporting activities that often appear are library, eating and drinking, and shopping. While the main facilities that often appear are offices, co-working spaces, makerspaces, exhibitions, classrooms, meeting rooms, seminar rooms. And for supporting facilities that often appear are libraries, material libraries, cafeterias, mini stores.

Table 4. Precedent studies.

Precedent Studies			
Building	**Main Facilities**	**Supporting Facilities**	**Main Activities**	**Supporting Activities**
TCDC	Co-working space Exhibition Maker space Multipurpose space Seminar space Office Meeting room	Design library Material library Pantry Café Play area	Work Training Exhibition of Works Making product	Literature Eat and drink
JCH	Classroom Maker space Co-office Exhibition Space	Inspiration corner (café dan lounge) Library	Work Training Exhibition of Works Making product	Literature Eat and drink
BOW	Machines and tools Studios Classroom and Conference room	Café	Training Seminar Design Making product	Eat and drink
TCDCKK	Exhibition Seminar Court Seminar Meeting room Office Co-working space	Library Material library	Work Seminar	Exhibition of Works Literature
VHPMC	Studio Showroom Auditorium Meeting Room Office	Conference Room Dining hall Museum / Lobby	Work	Exhibition of Works Seminar Eat and drink
JFH	Discussion Room Workshop Co-working space Multi-purpose area	Display area Photo studio Mini store	Work Training	Photo shoot Shopping
ACC	Gallery Co-working hall Classroom Meeting Room Workshop Space	Lecture Space	Work Training Exhibition of Works Craft	Research Eat and drink
ACCC	Music Room Studio Co-working Exhibition hall Auditorium Conference hall Meeting room	Fab lab Design Shop Multimedia Library Supporting facility (café, kitchen)	Work Training Exhibition of Works	Literature Eat and drink
CCH	Classroom Creative incubator Meeting box Cowork box Office box Virtual office Instant office	Event box	Work Training Seminar	

The results of the analysis write down the existence of a material library, the results of the analysis are strengthened by the responses of creative workers in the fashion, craft, application developer sub-sector on the questionnaire that has been carried out. One of the questions is, if there is a creative center that facilitates creative industry workers in the fields of fashion, craft, and application developers, what facilities would you expect?
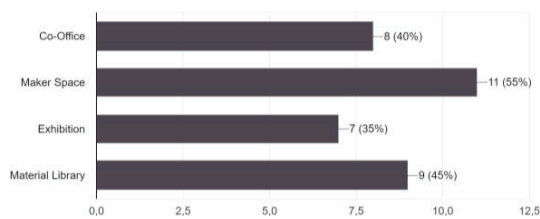

Fig. 1. Facilities most expected by creative workers from three sub-sectors.

From the results of the questionnaire (see figure 1), it shows that the maker space and material library are the two highest rank of facilities expected by creative workers in the fashion, craft, and application developer sub-sectors with a percentage of 55% (maker space) and 45% (material library).

And in the results of the analysis, it is written that the existence of a multimedia laboratory facility from the results of the analysis is strengthened by the results of the questionnaire that has been carried out.
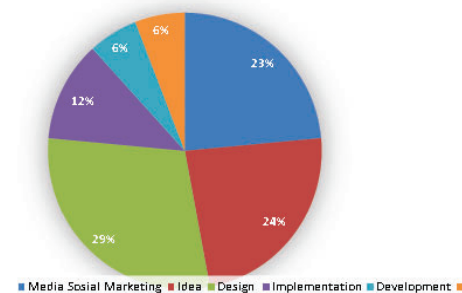

Fig. 2. Difficult stages in the creative process.

The results of the questionnaire show that the design is a difficult creative stage according to creative workers in the fashion, craft, and application developer sub-sectors with a percentage of 29%. With the Covid-19 pandemic making design is a difficult stage in the creative process (see figure 2). Therefore, from the results of this questionnaire, it produces a multimedia lab facility that can support creative workers to make the design, to create the idea, and to learn social media marketing.

The recommendation for the planning and designing the Creative Hub in Central Jakarta for sustainable human environment should be concern to the needs of creative workers related to main activities, supporting activities, main facilities, and supporting facilities. The design also must optimize site potential, minimizing non-renewable energy consumption, using environmentally preferable products, protecting and conserving water in the site or the building, enhancing indoor environmental quality, and optimizing operational and maintenance practices (see figure 3).
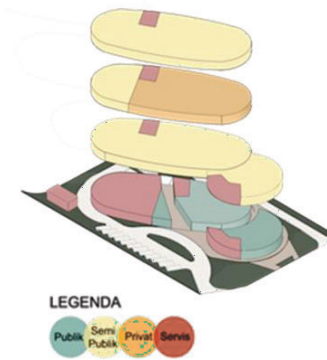

Fig. 3. The recommendation for planning and designing the creative hub for sustainable human environment.

4 Conclusion

From the results of the analysis above, it can be concluded that the activities and space facilities produced are part of the sustainable human environment where these facilities will continue to be used by creative workers in the three sub-sectors so that the value of Indonesian exports continues to increase. The results of the analysis are:

- Main activities carried out by creative workers in the fashion, craft and application developer sub- sector are work activities, exhibition activities, seminars, and workshops.
- Supporting activities carried out by creative fashion workers, crafts and application developers are library activities, eating and drinking, shopping.
- And the main facilities needed by creative fashion, craft and application developers are office, co-working space, meeting room, studios, makerspace, multi-purpose hall, exhibition, classroom, seminar room.
- Supporting facilities needed by creative fashion, craft and application developers are libraries,

material libraries, multimedia lab, cafeterias, mini stores, and ATM centers.

The facilities in creative hub should be concern to the needs of creative workers to make the sustainable human environment and give impact to increase their welfare for sustainability in the economic and social aspects.

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