

ADAPTATION AND TRANSFORMATION OF *BURJO* HOME-BASED ENTERPRISE IN AROUND UII AREA

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ABSTRACT: *Burjo* which is a home-based Enterprises where the keeper is also a dweller at that place. Interrelated matters between the domestic and place of business make the presence of spaces that are used with various functions. Referring to the understanding of home-based enterprises, none other than that the burjo is also included of what is characterized by home-based enterprises. This paper aims to find out what spatial adaptation strategies that occur in the burjo as home-based enterprises, and the reality that burjo is the business that to fill daily basic which intersected between domestic and business.

Keywords: Home Based Enterprise, Burjo, Adaptation, Transformation

INTRODUCTION

The food business is seen as a bright business prospect. The great opportunity to sell food because food is a daily primary need that cannot be left behind, this needs is not only needed once a day even up to two to three times a day. Various methods are performed by players in this business to attract the attention of consumers in this study the subject is the food business that targets college students. College students are a group of young people who begin to enter the adult stage initially, college students should fill their time by adding knowledge, skills, and expertise, as well as filling their activities with a variety of positive activities so that they will have a future orientation as humans that are beneficial to society and the nation, but campus life has shaped a unique lifestyle among students and there is a high social-cultural change that makes each individual maintain his pattern in consumptive (Koepke, 2018). *Burjo* food stall (also commonly called Warmino) is a small and medium business that also doubles as a residence (home-based enterprise). *Burjo* itself is an acronym for "bubur kacang hijau" or green bean porridge. Judging from the name, Such model stalls might initially only sell green bean porridge as the main course. As time goes by and the factors of student needs are also increasingly pressing to be fulfilled as well as the competition factor with other food stalls, making the stalls start to bring additional other food menus such as fried rice, magelangan, fried noodles, and various drinks. Many *Burjo* stalls are located around the university area to get the fortune by providing affordable food for the students. Comfortable space for the students to socialize commonly provided by *Burjo* with its semi-open space and television creating lively ambient. College students tend to choose foods that are filling and cheap, and therefore the students tend to visit the burjo stalls frequently and come over there as is customary. Generally, the households who engage in *Burjo* business live in small dwellings. To maintain a space which profitable and also comfortable for a living are a challenge to maintain. The study explores various space adaptation strategies by the households that run *Burjo* business. This study would be focused on the area of the Islamic University of Indonesia (UII) in Yogyakarta to answer student's demands for life's needs in the context of food affordability.

THEORETICAL REVIEW

1. Home-based enterprises (HBE):

Relation between dwelling, family, and the work is based characteristic in a home-based enterprises, this is referred to Strassmann (1987: 122) that a *“home-based enterprise is not just a small business in a small structure but also a family operation in a dwelling.”* then, the different between HBE and non-HBE is the core of the enterprises activity based on the family. That (Lipton, 1980: 190-191) spread into three categories: *“First, the family controls (usually by ownership, sometimes by hire) most of the land and capital to which its labor is applied. Second, most of the family’s land, capital and labor are used in the family enterprise. Third, most of the labor applied to the enterprise is provided by the family.”*. Also, Tipple (2005) makes a distinction between HBE and non-HBE is on the adjacency *“a home-based enterprise is, quite simply, one which occurs in or very close to the home rather than in a commercial or industrial building or area”*.

Considering the reference above, the term Home-Based Enterprises as a dwelling and its occupant has its own economic activity and managed by the family itself. Which the worker are the family member, laborer, and or both

2. Space Adaptation Strategy

In its use as a domestic and business space, HBE is required for a transformed space arrangement to meet these two needs. As found marsoyo (2012): *“These strategies, in relation to ‘constructing spatial capital’ in the case of HBE, may be directly transformed into three categories regarding space use that is (a) the sharing of space, (b) the extending of space, and (c) the shifting of space”*.

Which is:

- a) The sharing of space: this term is to maximize the use of space to generate income, the family take the place not exclusive or restrictive, and furniture can be used both or moving to enlarge the space
- b) The Extending of space: because space supposed to be extended it takes more effort to differentiate the space for domestic and business to become more apparent. These things can be done by adding the space either vertical or horizontal.
- c) The Shifting of space: the different separation between domestic and business is segmented by time, the household become more creative because of its high intensity of use.

3. Transformation

Transformation is a process of change gradually so that it reaches the ultimate stage, the change is carried out by responding to the influence of external & internal elements that will direct changes from forms that are previously known through the process of multiplying repeatedly or multiplying (Antoniades, 1990) .

METHOD

1. Location of the exploration site is 1.1 km from the central rectorate of the Islamic University of Indonesia

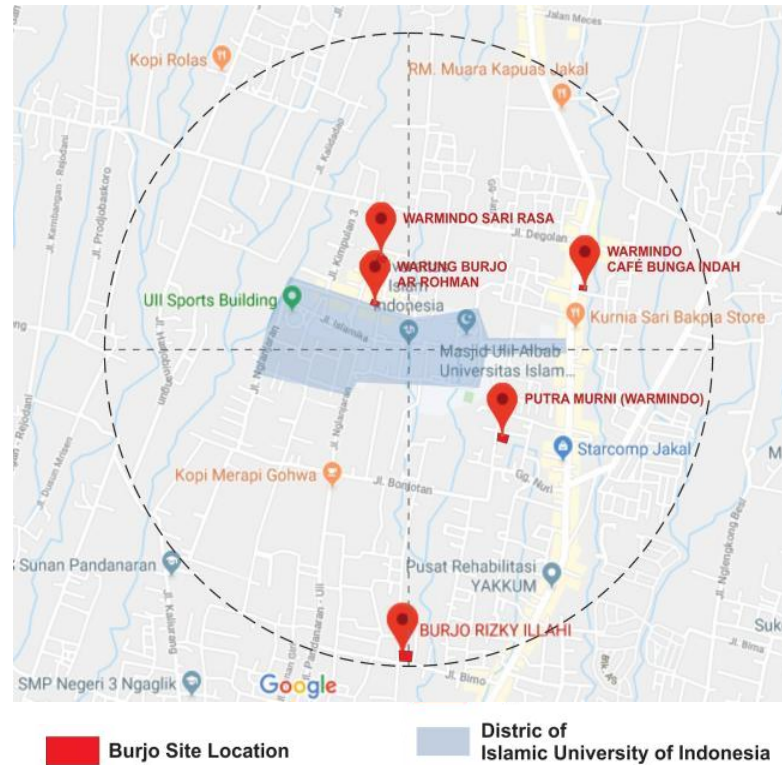


Figure 1. The radius of the exploration site 1.1 km from Islamic University of Indonesia

Source: Google Maps 2020

2. Exploration method

In exploring the burjo, the quota purposive random sampling method was used. Where we put a quota of five burjos, seeing the availability and availability of time. Then aims to explore the existing burjo around the Universitas Islam Indonesia area within a radius of 1,1 kilometer, and with random sampling.

3. Data Collection Method

Data and information collection to observe and analyze is done by exploring the burjo and conducting in-depth interviews with the burjo owner.

4. Analysis Method

The method in analyzing space adaptation is processed by comparing the process of space adaptation before and after it is used as a burjo and also refers to the criteria made in the thesis of Marsoyo (2012) to refer to strategies adaptation that happens in the burjo and how it can be.

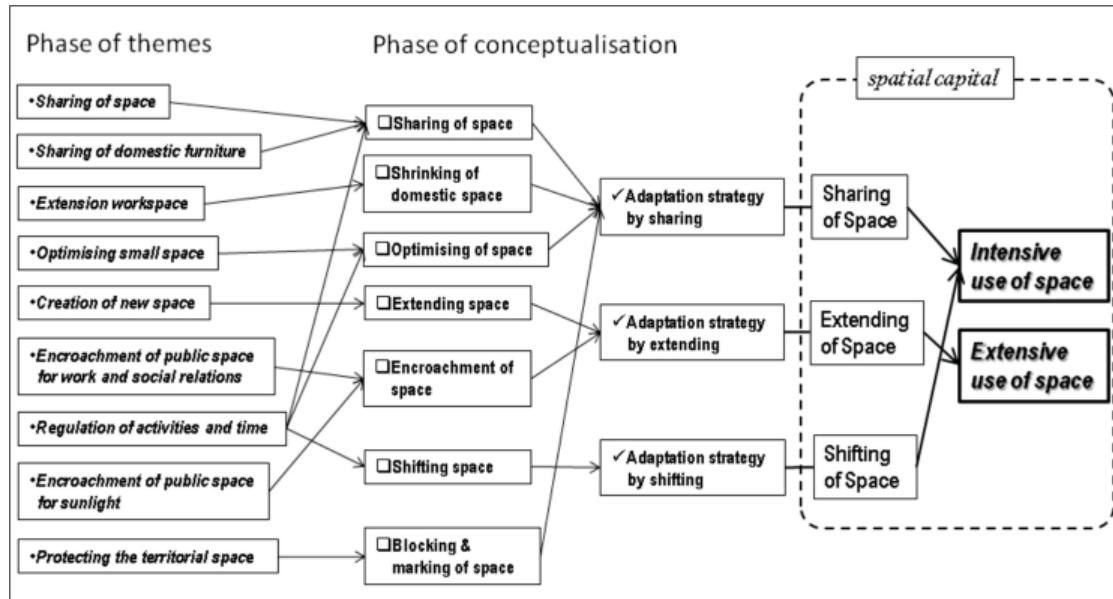


Figure 2. The concepts of intensive and extensive use of space in HBEs
Source: Agam Marsoyo "Household Adaptation Strategies in Home-Based Enterprises in Yogyakarta, *Constructing Spatial Capital*, April 2012

RESULT AND DISCUSSION

Having an interview with the owners and the keeper from 5 burjo HBE within 1,1km around UII, we found that all the burjo having its business space exclusively for the business without any shifting of space function for the domestic use. This case is similar to the founding of Kellet and Tipple in 2000 [14] found that some of their respondent in New Delhi made a clear distinction between the spaces for works and the spaces for domestic needs, their respondent easily distinguishes their spaces, However commonly burjo doesn't have any stories, so the business and domestic space is divided by the furniture or partition without door.

a) Burjo Putra Murni

In this case, it is the adaptation pattern of extending space. Where there is a new space formed from before. Then there is an encroachment of space.

At first the owner of burjo rents a small space for his business. Then in order to develop and increase the income for the burjo business, the owner planned to extend his space by occupying the rental space exactly beside his place. They demolished the wall that borders the space to have direct access. Dinning stays as it is while the kitchen is shared for domestic use and business use. The toilet is accessible by the visitor and it separated with doors.

The extending of space pattern can be seen from the owner's attempt to expand his burjo area to become wider by demolishing the dividing wall in that area. the pattern of sharing of space can also be seen from the way the owner uses the kitchen for business and domestic needs in one area as shown in Figure 3.

As a result of the adaptation, consequences arise, first, there is a change and addition of furniture that occurs between the changing space and the added space. then an increase in the quality of the room that was previously a living room can now be used as a business space to produce commercial commodities.

b) Burjo Sari Rasa

In this burjo experience extending of space. happened because of the creation of new space and also the encroachment of the space.

In this burjo case, the owner occupies this place by renting, which at first was only a residence. Then by doing some transformations and adaptations this building was occupied and became a burjo. Some adaptations were made, Changing the living room area into a dining area for the burjo, then to provide wider access for the owner to break through the wall.

the extending of space effort was seen in this burjo, where the owner demolished the wall for the burjo expansion, then made his business space open and almost encroached with public space into one of the criteria. then, also making the kitchen and toilet as part of the business space shows that there is a pattern of sharing of space in this burjo as shown in Figure 4.

The adaptation resulting in an expanding areas for dining users as well as a business area for owners. then, there is a change of furniture in the living room into furniture for the burjo. and the addition of door openings to expand access for the burjo visitors themselves. Another consequence that arises is the encroachment of road faces into parking areas for burjo visitors. where visitors who use motorized vehicles park their vehicles right next to the burjo which directly borders the road

c) Burjo Rizky Illahi

Renting vacant land in the yard is the owner's way of setting up his burjo in collaboration with his two colleagues. Then a semi-permanent building was build. From this limited area, the owner divides the space into a kitchen, a bedroom, and the burjo area. Because from the very beginning the owner built this burjo as well as his residence, he admits the consequences of the unified space between domestic and business space.

In the burjo rizky illahi seen a pattern of sharing of space occurs, wherewith sufficient limited space the owner makes the kitchen area become one between domestic and business needs as shown in Figure 5.

The consequences of the sharing space of the business and the domestic space resulting on sharing of furniture of stove and water sink. The shared furniture are used just in the time where business not occurred.

d) Burjo Cafe Bunga Indah

The burjo, which is located right on the Kaliurang road, was previously a shop, where the current owner makes it a burjo. The spaces are adapted by expanding the spaces in front of the burjo utilizing the unused open space. It only uses the canopy to expand the space.

In this burjo, there is an extending of space pattern where the owner encroaches on the existing front to increase the space that is used as the burjo business space. encroachment on public space is also slightly visible by its location on the side of the main road which is a parking area of the burjo as shown on Figure 6.

The consequences of the extension of the business space are the addition of hardscapes for the dining while the parking lot left without any additional hardscapes.
The

extension also create a transformation of the building which the owner add the canopy to shade the extended dining space.

e) Burjo Ar-Rohman

The owner started the business by rent an empty land plot and planned to build the dwelling as Burjo from the beginning. The owner serving also as the employee and living in the HBE. The workspace and its furniture are exclusively served for the business while the kitchen is shared for domestic and business use. By asking the keeper, the toilet also could be accessed by the visitors. The domestic and business space are separated by the display window.

Looking into the criteria and the existing data shows there, a pattern of sharing of space occurs, seen from the use of kitchen space and furniture that occur slices of domestic and business activities. then the owner can manage the domestic space he needs as optimally as possible in sharing with his burjo business space as shown on Figure 7.

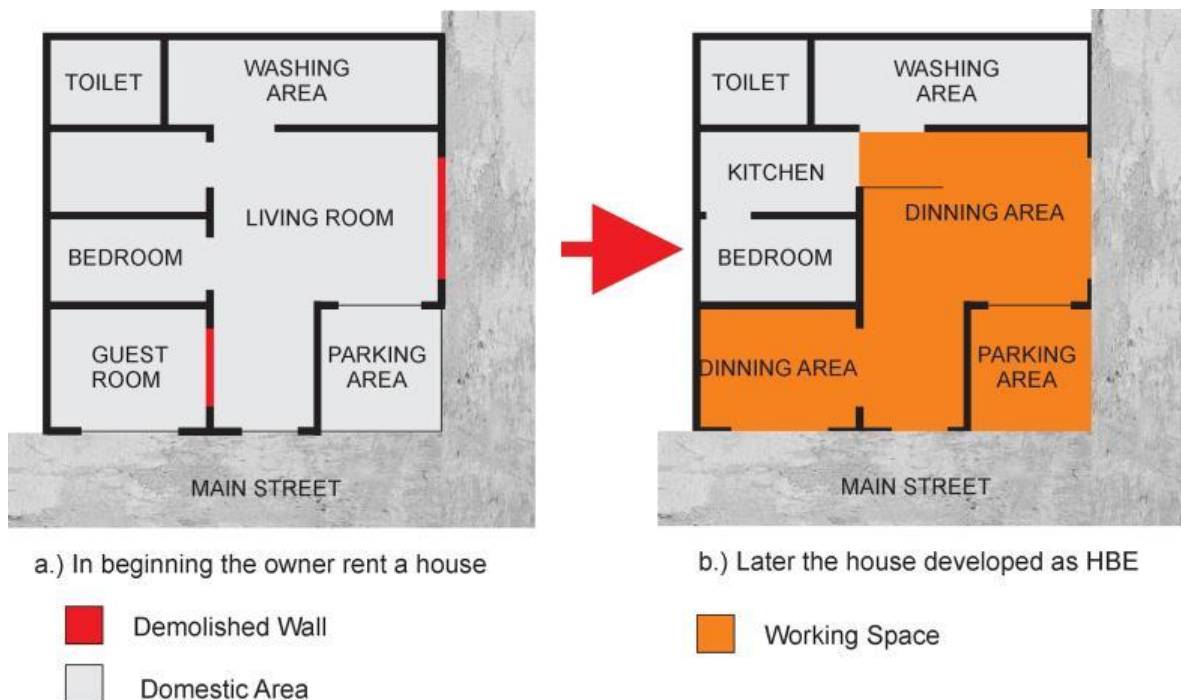


Figure 3. The Adaptations and Transformation Floor Plan of Burjo Putra Murni

Source: Personal Documents

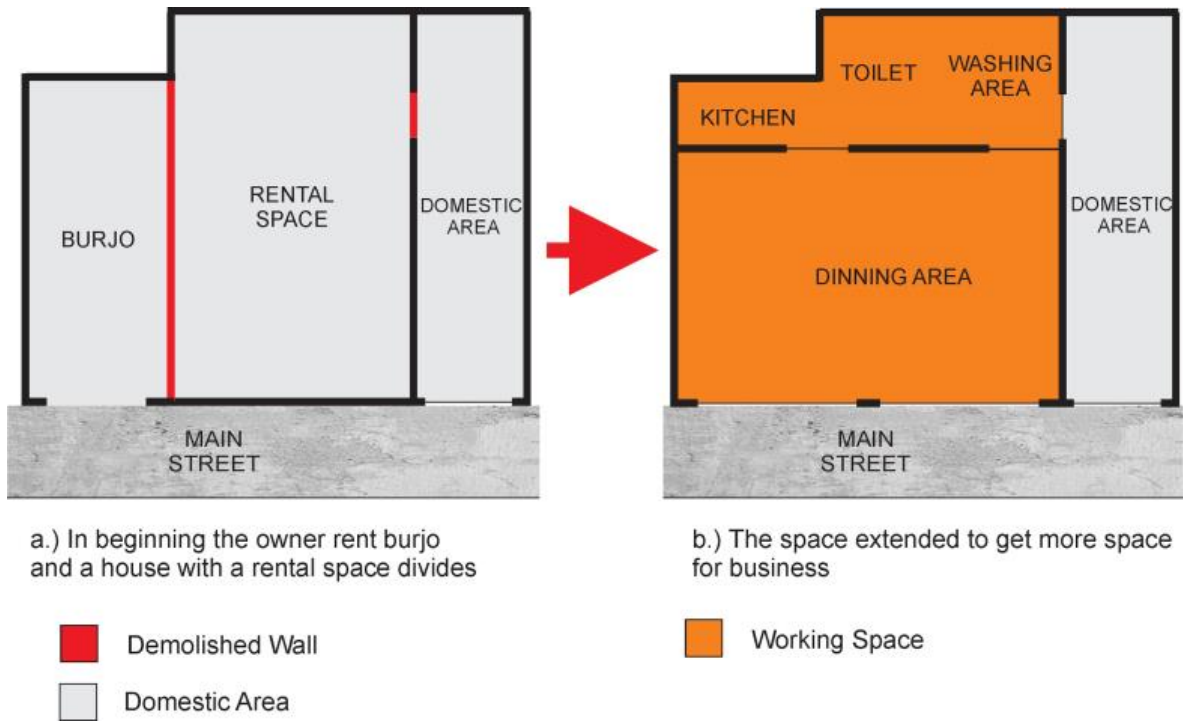


Figure 4. The Adaptations and Transformation Floor Plan of Burjo Sari Rasa
 Source: Personal Documents



Figure 5. The Adaptations and Transformation Floor Plan of Burjo Rizky Ilahi
 Source: Personal Documents

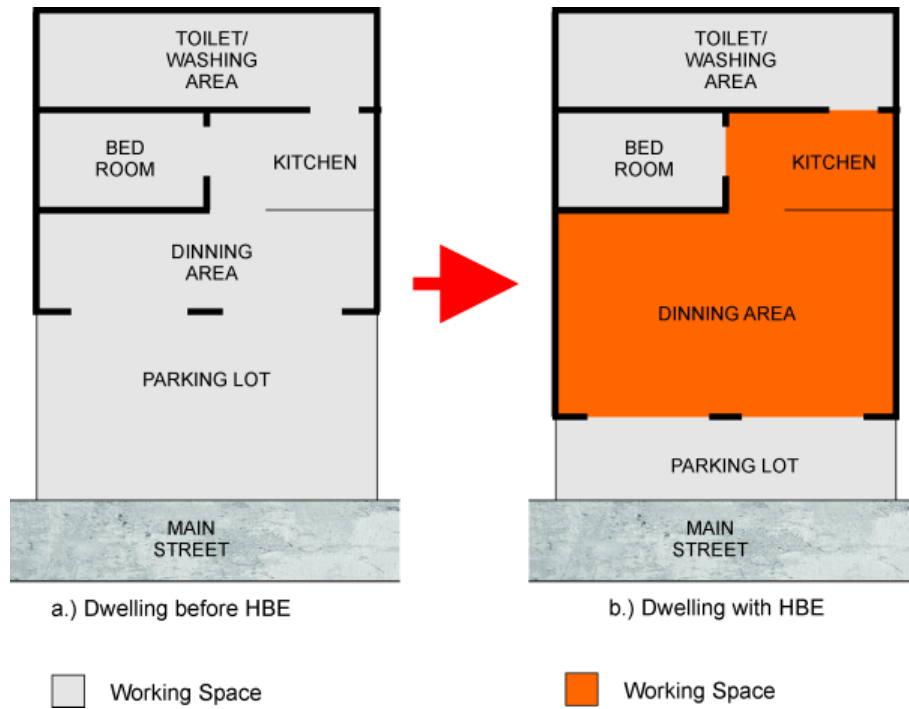


Figure 6. The Adaptations and Transformation Floor Plan of Burjo Cafe Bunga Indah
Source: Personal Documents

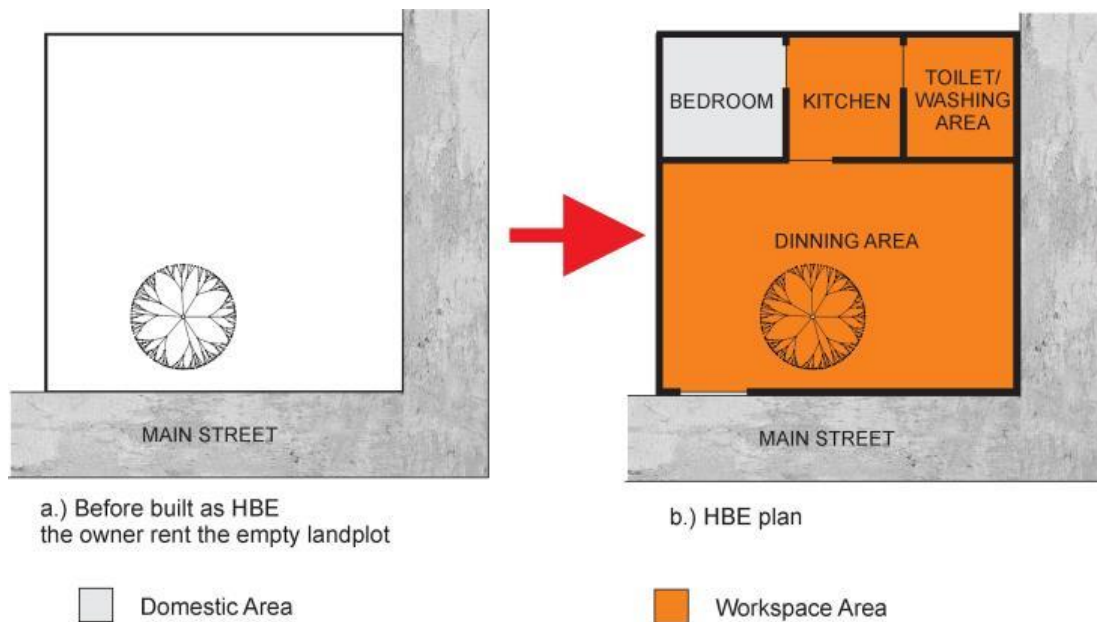


Figure 7. The Adaptations and Transformation Floor Plan of Burjo Ar-Rohman
Source: Personal Documents



Figure 8. The Adaptations and Transformation Perspective view of Burjo Sari Rasa
Source: Personal Documents



Figure 9. The Adaptations and Transformation Perspective view of Burjo Putra Murni
Source: Personal Documents



Figure 10. The Adaptations and Transformation Perspective view of Burjo Cafe Bunga Indah
Source: Personal Documents



Figure 11. The Adaptations and Transformation Perspective view of Burjo Rizky Illahi
Source: Personal Documents



Figure 12. The Adaptations and Transformation Perspective view of Burjo Ar-Rohman
Source: Personal Documents

CONCLUSION

Despite different shape and coverage area burjo HBE share similarities of a distinction of domestic and business space. This possible because most of the owners already planned to build the HBE from the beginning. The clear division of business space and domestic making no space using shifting adaptation. This division however just separated by the display furniture or partition without a door. Sharing room adaptation used by all of the subjects for the kitchen and toilet/washing room means both of the rooms used for the business and domestic. the pattern of sharing that occurs in every burjo also does not separate from that basically the needs they face for business and domestic are the same. and the business they are dealing with is also about meeting basic daily needs. Burjo that built by renting a building are able to extend its business space by demolished the walls and creating new space by build canopy and hardscape. The consequences of the space adaptation of burjo consist of the rearrangement of the furniture, the extension of the hardscapes, the rearrangement of the clean water and greywater pipe and the addition of canopy for shading.

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