

Successful Implementation Of Sdg's Concept In Citra Raya Tangerang Housing

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ABSTRACT

Keywords: Sustainable Development Goals; Eco Culture; Citra Raya; Collaboration.

Citra Raya Tangerang is an area developed by the Ciputra Group since 1994; since 2011, Citra Raya Tangerang has implemented the EcoCulture concept, which is expected to turn residents into a green community that cares about a clean environment. The EcoCulture concept has similarities with sustainable development or SDGs, which aims to eradicate poverty, improve prosperity and care for the planet Earth. 17 (seventeen) achievements are used as indicators of achieving sustainable development. To achieve these 17 (seventeen) achievements cannot be done alone; collaboration between various parties is needed to achieve these goals. Citra Raya Tangerang, by implementing the EcoCulture concept since 2011, has succeeded in achieving seven goals out of 17 indicators of sustainable development. The achievements that Citra Raya Tangerang has made are number 3. Good Health and Well-Being, 6. Clean Water and Sanitation, 7. Affordable and Clean Energy, 8. Decent Work and Economic Growth, 11. Sustainable Cities and Communities, 12. Responsible Consumption and Protection, 13. Climate Action. The achievement of these seven indicators was not carried out by Citra Raya Tangerang alone but involved several other stakeholders. This stakeholder consistency applies the things that are part of this indicator so that the prepared plan can run well. Residents who consistently sort waste, local governments who provide support and other third parties who collaborate to achieve this goal. Citra Raya Tangerang management continues to strive to provide the best service to its residents. The effect of this collaboration means that sustainable development goals can be achieved gradually.



Introduction

The residential area of Citra Raya Tangerang is a residential area that began to be developed in 1994 by Ciputra Group (Halima, Maulidi, Awaliatul, Wulandari, & Handika, 2021). The development of an area that reaches an area of 2,790 Ha with various functions such as housing, trade and services, play facilities, and shopping centres to

support the needs of its residents. Following the development of the growing times, of course, some things continue to grow, and even the needs are also increasingly diverse (Mensah, 2019). Since 2011 the management of Citra Raya Tangerang has applied the concept of EcoCulture; this concept has a goal that hopes that every occupant in Citra Raya Tangerang can become a person and community who cares about the environment; by applying this concept it is hoped that Citra Raya Tangerang area can provide a new colour as a beautiful area that is run not only by the developer but also there are contributions from its residents (Capah, Rachim, & Raharjo, 2023). The application of the EcoCulture concept is in line with the objectives of the Sustainable Development Goals (SDGs) concept. With the introduction of the SDGs as a development agenda that is part of this new development roadmap, the UN approved the 2030 Agenda (SDGs), which is a call to action to protect the planet, end poverty and ensure human well-being (Taylor, 2016).

Sustainable development in Indonesia is regulated in the Presidential Regulation of the Republic of Indonesia Number 111 of 2022 concerning the Implementation of the Achievement of Sustainable Development Goals; this regulation explains how sustainable development can improve people's welfare, end poverty, improve welfare, and protect the planet, by maintaining the continuous improvement of people's economic welfare; Maintain the sustainability of the social life of the community (Jayakusuma, Lestari, & Rasudin, 2023). Maintaining the quality of the environment and inclusive development and the implementation of governance that is able to maintain the improvement of the quality of life from one generation to the next, in Article 1 paragraph 1 which reads "Sustainable Development Goals Sustainable Development Goals (SDGs) from now on abbreviated as SDGs is a global development agenda to end poverty, improve welfare, and protect the planet, through the achievement of 17 (seventeen) goals until 2030 (Kristianto, 2020).



Figure 1 Sustainable Development Goals

Seeing the similarities between the EcoCulture concept that has been carried out by the management of Citra Raya Tangerang since 2011 to provide awareness to its residents to care for the environment and SDGs that aim to end poverty, improve welfare and protect the planet makes it an interesting thing to study (Fristikawati, Alvander, & Wibowo, 2022).

Citra Raya Tangerang is a residential area developed by the private sector that can apply the concept of sustainable development with its eco-culture (Nugraha, 2018). It is an interesting thing to do because of the extent to which Citra Raya Tangerang has reached 17 (seventeen) SDG concepts in its development area. This is because Citra Raya Tangerang has been implementing this concept since 2011, and based on Presidential Regulation Number 111 of 2022, it is hoped that SDGS can be achieved by 2030.




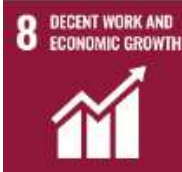
Research Methods




The method in this study is a qualitative approach method. Primary data is obtained by conducting interviews with certain sources, and secondary data used are report data and other secondary data obtained in the field.

Results and Discussion

In terms of achievements in sustainable development in SDGs, 17 things need to be achieved. Based on sustainable reports, Citra Raya Tangerang of the 17 achievement goals has only achieved seven things contained in the 17 SDGs achievements, namely number 3. Good Health and Well-Being, 6. Clean Water and Sanitation, 7. Affordable and Clean Energy, 8. Decent Work and Economic Growth, 11. Sustainable Cities and Communities, 12. Responsible Consumption and Protection, 13. Climate Action. The achievements of these seven things are described as follows:

Table 1
SDGs Achievement in Citra Raya Tangerang

	Achievements	Examples/Implementation
	<i>Good Health and Well-Being</i>	To conduct training related to Work Health and Safety (K3) for each employee. As well as providing legal and security services to its occupants
	<i>Clean Water and Sanitation</i>	Reuse household water waste with the effluent concept sourced from water reservoirs and the Cimenceri River for residents with clean water management through the water management division.
	<i>Affordable and Clean Energy</i>	Replacing street lighting with solar panels and the construction of residential houses by prioritising the concept of saving energy.
	<i>Decent Work and Economic Growth</i>	Innovate changes so as to provide wider economic benefits by opening Ciputra Mall Citra Raya Tangerang, which makes many people open outlets there.

	<p><i>Sustainable Cities and Communities</i></p>	<p>Implementing household waste sorting is carried out by each occupant before disposal. So that residents begin to be aware of waste sorting and environmental concerns by utilising green open space for useful activities, namely vertical gardens planted by residents.</p>
	<p><i>Responsible Consumption and Protection</i></p>	<p>Applying the selection of environmentally friendly materials in the development process. As well as processing waste generated from households so that if the waste is disposed of, it has been classified by category.</p>
	<p><i>Climate Action</i></p>	<p>Collaborating with Beam in providing regional transportation with electric bicycles that anyone in the Citra Raya Tangerang area can use.</p>

Based on Table 1 above, Citra Raya Tangerang carries out the concept of sustainable development by collaborating with Citra Raya Tangerang management, residents, local governments, and third parties to achieve the goals of sustainable development (Hanafi, 2014). In the achievement of Good Health and Well-Being regularly, Citra Raya Tangerang conducts checks on its employees and conducts occupational health and safety (K3) training to support services to its residents. In addition to providing support services to its residents, Citra Raya Tangerang also provides clinics and hospitals in its area. Clean Water and Sanitation Citra Raya Tangerang carries out clean water management by providing a special division that manages water, both household and clean water waste, using WTP, which is managed independently. currently, water management has been handed over to the Regional Government through Perumda Tirta Kerta Raharja (Rouf, Said, & Hs, 2020). So that the management of Citra Raya Tangerang and Perumda Tirta Kerta Raharja cooperate in maintaining raw water sources, where the task of Citra Raya Tangerang is to maintain water reservoirs and channels in its area. At the same time, the local government protects the Cimenceri River. The achievement of affordable and Clean Energy was carried out in Citra Raya Tangerang by applying the use of solar panels in street lighting and the use of indoor light so that the new residential lighting can be optimal using sunlight. The achievement of Decent Work and Economic Growth is carried out gradually; this happens because previously, there was a pandemic that affected the rate of economic growth. Citra Raya Tangerang opened Ciputra Citra Raya mall, which has the effect of many tenant opening outlets in the mall so that there are more choices from residents and surrounding people to shop in the Citra Raya Tangerang area. The achievement of Sustainable Cities and Communities is applied consistently, namely sorting waste in dwellings before disposal, so that this waste sorting

is carried out by residents independently. The achievement of Responsible Consumption and Protection of Citra Raya Tangerang selects environmentally friendly materials, and the results of sorting waste when disposed of have been classified based on waste group categories. Citra Raya Tangerang carries out Climate Action achievements in collaboration with third parties, namely Beam as a provider of electric bicycles that are used by the community and residents in Citra Raya Tangerang to move within the Citra Raya Tangerang area if they do not use private vehicles. So it can be said that the role of local governments, third parties, management of Citra Raya Tangerang and residents in the Citra Raya Tangerang area cooperate and collaborate in order to achieve sustainable development in the Citra Raya Tangerang area.

In different research, it was revealed in the research of (Astuti & Dewi, 2018) that sustainable development carried out in Putat Village, Gunung Kidul Regency has been carried out by involving community participation, so that social interaction provides how to make this community an object and subject in improving welfare, by involving the community directly has a direct impact on the community in feeling improvement of welfare in its territory. In addition to the role of the community, the role of the local government, namely the village, in planning village spatial planning, this spatial planning is the first step to finding and determining the potentials that exist in the village. Training and facilities for economic improvement through small businesses, the role of the village government also plays an important role in the running of the program.

In a different study revealed in the research of (Wijaya, Muhammad, Patriot, & Novita, 2021) in Sampang Regency, the local government has not focused on determining targets in the sustainable development process. Hence, the achievements achieved are still not optimal. Lack of supporting data used as reference data for local governments to conduct analysis and future planning. The lack of community participation is not yet widely known by the people of Sampang Regency. Moreover, cooperation between OPDs needs to be improved, so that there is no sectoral ego that results in not optimal achievement of these goals.

Conclusion

The results of this study show that the success of the concept of sustainable development in Citra Raya Tangerang by implementing the EcoCulture concept cannot be achieved by the management of Citra Raya Tangerang itself; it needs support from other parties, such as residents in Citra Raya Tangerang, the local government of Tangerang Regency, and third parties where Citra Raya Tangerang has not been able to provide independently. So from the establishment of this collaboration, the Citra Raya Tangerang area has achieved 7 SDGs or sustainable development. This is a very good thing because private developers do it within the development area.

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