
STUDENTIFICATION EFFECTS ON BUILDING DEVELOPMENT IN ABDUL HAKIM STREET CORRIDOR, MEDAN

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ABSTRACT

Students from outside the city target areas near universities as settlement. Responding to this demand, the community around universities also took part in providing facilities for student needs. This phenomenon is called Studentification. This research looks at whether there is studentification in the area around the University of Sumatera Utara, especially in Abdul Hakim Street corridor, Medan. The author collects data by field observations, interviews, and collecting area maps in 2009 and 2019. After the data was collected, the author analyze the data by comparing the data in 2009 with existing conditions in 2019. From the analysis, it was found that there was a significant development in Abdul Hakim Street corridor, Medan. Classification of buildings by function indicates studentification has occurred in Abdul Hakim Street corridor, Medan.

KEYWORDS: studentification, land use, corridor, city development

1. INTRODUCTION

The existence of the University of Sumatera Utara in Medan has attracted prospective students to study there. It includes prospective students who live outside the city of Medan. Naturally, the university handle the needs of students from outside the city such as providing boarding facilities, canteens, copy and print shops, and others. However, the university is unable to accommodate the needs of all students due to the increase in the number of students. Therefore, community takes the role to provide student needs. It leds the changes in spatial planning around the University of Sumatera Utara.

Abdul Hakim Street corridor locates on the west side of the University of Sumatera Utara complex. Its position right next to campus area makes this corridor a preferred domain as a settlement for students from outside the city of Medan. This corridor underwent significant development from an agricultural and conventional residential area to rental housing and suburban area due to the arrival of migrants. In

addition to the presence of rental housing and residential, there is rapid growth of community support facilities such as restaurants, laundry services, and others.

From google maps, in 2009 this corridor was still dominated by paddy fields, but until now, development is continued. Therefore, this paper will identify development growth that occurred in the Abdul Hakim Street corridor based on building functions. If the feature of the building intend to facilitate students, it means studentification has happened in this corridor.

Studentification is a social, cultural, economic, and physical change that occurs as a result of the increase in students who personally rent accommodation in an area [1]. Study on studentification has been done both from the social aspects as done by Mosey [2], Darren P. Smith and Phill Hubbard [3], Joanna Sage, Darren P. Smith and Phill Hubbard [4], Darren P. Smith and Louise Holt [5], and from physical development aspects by Theresa Kenna [6] and Phil Hubbard [7]. There is also a discussion of three aspects at once; economic, social, and physical, done by Anton Ackermann and Gustav Visser in 2008 [8].

However, studies on studentification are still rarely done in Indonesia. There are only a few studies on studentification as done by G.D. Suradi & M. Sani Roychansyah in 2015 in the Pogung Kidul area, around Gajah Mada University [9]. Then in the area around ITS Sukolilo Surabaya done by Ahmad Zuhdi & Putu Gede Ariastita in 2018 [10]. Therefore, this research is essential to enrich knowledge about studentification around the higher institutions in Indonesia.

2. RESEARCH METHOD

The data collection method uses two methods; primary data and secondary data collection. Primary data collected in the form of photographs at the study site. Also, interviews were also conducted with students who chose to settle in the corridor and traders who did commercial activity there. Whereas the secondary data collected was the spatial maps of Abdul Hakim Street corridor, Medan in 2009 and 2019.

The analytical method used in this research is a comparative descriptive method using a quantitative approach. Comparative research is a research that compares two or more symptoms to find similarities or differences [11]. Therefore, this study uses a comparative method to compare differences in the Abdul Hakim Street corridor based on maps in 2009 and 2019.

The author use the quantitative approach to calculate development growth and then grouped according to the function. Then the results of the data analysis explained descriptively and supported by the results of the interview.

3. ANALYSIS AND DISCUSSION

Based on comparative map¹² of 2009 and 2019 (figure 1), there is rapid development in Abdul Hakim corridor, Medan. In 2009 the built area was initially centered on the east side of the study site or the area closest to USU, then in 2019, the built area underwent expansion to the west side of the study site.

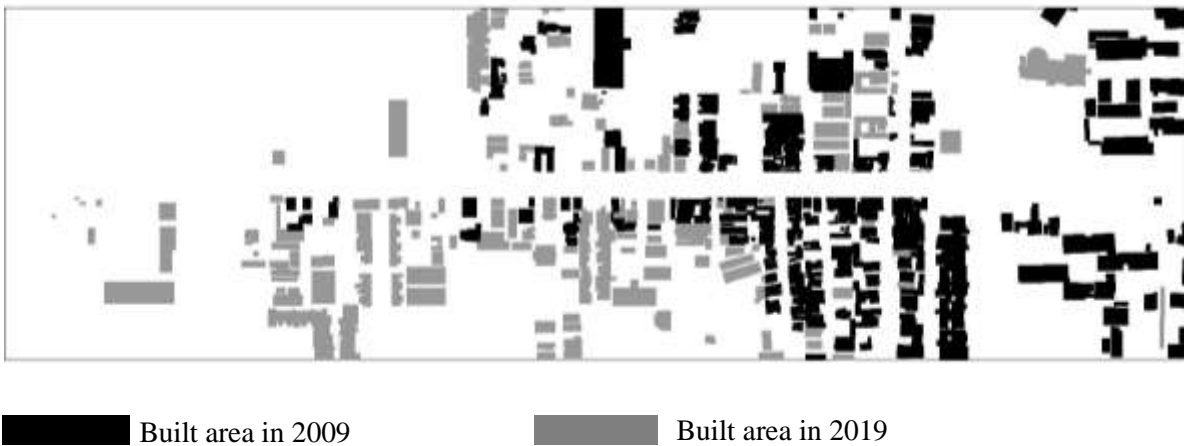


Figure 1. Figure Ground in 2009 and 2019

These building additions are then identified based on functions related to studentification (figure 2). These functions are rental housing, restaurants, mini markets and shops, copy and print shops, laundry, barbershop, automotive machine shop, lodging, and filling station.



Figure 2. Built area map based on function in Abdul Hakim Street corridor, Medan in 2019
Source: Author analysis, 2020

There are 14 units of rental housing, 24 units of restaurants, 13 units of mini market and shops, 15 units of copy and print shops, four units of laundry, four units of automotive machine shops, one unit of barbershop, two units of filling station and one unit of lodging in Abdul Hakim Street Corridor, Medan. This function is essential for student’s daily needs. From this data, it can be seen the most commercial service in Abdul Hakim Street corridor are restaurants.

Table 1. Building Data in Abdul Hakim Street Corridor, Medan

No	Building Function	Function Type	Number of Units	Total Units
1	Rental Housing	-	14	14
2	Restaurants	-	24	24
3	Mini Markets and Shops	-	13	13
4	Copy and Print Shops	-	15	15
5	Laundry	-	4	4
6	Other Commercial Facilities	1. Automotive machine shop	4	8
		2. Barbershop	1	
		3. Filling station	2	
		4. Lodging	1	

3.1. Rental Housing in Abdul Hakim Street Corridor, Medan

There is rapid growth of rental housing in Abdul Hakim Street corridor, Medan due to high demand of residential accommodation for University of Sumatera Utara students. Therefore, landowners took the initiative to build rental housing in Abdul Hakim Street corridor, Medan.

There are three types of rental housing in Abdul Hakim Street corridor, Medan. The first is the residential buildings that convert into rental housing, especially some residential units within the housing complex where the owner rents the house to students for rental housing. Some homes that have changed functions locate in the Icon 3 Housing Complex and Masnida Estate. The second is the building intend as rental housing since beginning such as Roemah Latiqa, Pemandokan Emma, and Namira Kost. This cause a change in land use, which was a paddy field and vacant land into rental housing. The third is rental housing that joint its function with shop or restaurant. The owner use the first floor as commercial services and other stories as rental housing for students.



Figure 3. Masnida Estate



Figure 4. Rental housing



Figure 5. Mixed use of rental housing and commercial services

Students choose settlement in this area because the short distance between rental housing and campus, affordable prices, and complete facilities to support student needs in Abdul Hakim Street Corridor, Medan.

3.2. Commercial Activities in Abdul Hakim Street Corridor, Medan

Commercial activities that available in Abdul Hakim Street Corridor, Medan are restaurants, mini markets, and shops, copy and print shops, laundry, and several buildings with commercial facilities such as barbershop, automotive machine shop, lodging, and gas station.

Some of the restaurants in Abdul Hakim Street Corridor were formerly vacant land or residential building. The reason for these function change to commercial services because the site location is near to the University of Sumatera Utara and crowded with students. Therefore, the owners use this opportunity to get economic improvement. Some mini-markets and shops in Abdul Hakim Street Corridor, Medan were formerly vacant land, residential building, or rental housing. It's happening because this location crowded with students.



Figure 6. Restaurants



Figure 7. Mini market



Figure 8. Shop

The copy and print shop services locate on the west side of Abdul Hakim Street Corridor, Medan, which is the closest area with the University of Sumatera Utara's building. Some of the copy and print shops in Abdul Hakim Street Corridor, Medan was formerly vacant land or shop housing, which later built to become copy and print shop. The reason for this function change site location is near to the University of Sumatera Utara. There is a laundry in Abdul Hakim Street Corridor, Medan was formerly vacant land which later built to a laundry shop. The reason for land-use change because the site location is near campus and has the opportunity for economic improvement for the owner.



Figure 9. Copy and Print Shop



Figure 10. Laundry

Other commercial services in Abdul Hakim Street Corridor, Medan is the gas stations, automotive machine shop, barbershop, and lodging. The Red Doorz Juma Ciger was initially been a rental housing and later changed the function to lodging. This lodging allows students and their family to reside here temporarily, especially during special occasion such as graduation.



Figure 11. Gas station



Figure 12. Automotive machine shop



Figure 13. Barbershop



Figure 14. Red Doorz lodging

Table 2. Interview Data of Several Commercial Building in Abdul Hakim Street corridor, Medan.

No	Business Name	Business Type	Founded	Ownership Status	Previous Function	Reason for Location Selection
1	Asatama	Copy and Print Shop	2015	Rent	Shop	Near campus
2	Palapa	Copy and Print Shop	2018	Private	Vacant Land	Near campus
3	Angel	Shop	2010	Rent	Residential	Near campus
4	Husni Jaya	Shop	2015	Rent	Rental Housing	Near campus
5	RM. Pariaman	Restaurant	2020	Rent	Residential	Near campus
6	RM. Bunda Taufik	Restaurant	2019	Rent	Residential	Near campus
7	Merah Putih	Café	2019	Private	Vacant Land	Crowded with students
8	Pondok Ketapang	Café	2020	Rent	Vacant Land	Crowded with students
9	Kopi Arus Waktu	Café	2019	Rent	Vacant Land	Near campus

No	Business Name	Business Type	Founded	Ownership Status	Previous Function	Reason for Location Selection
10	Red Doorz Juma Ciger	Lodging	2019	Private	Rental Housing	Near campus
11	Tiwa Laundry	Laundry	2018	Rent	Vacant Land	Crowded with students

From table 2, it stated that the motivation of business owners in Abdul Hakim Street corridor, Medan, due to strategic location because it is close to the University of Sumatera Utara. 8 of 11 respondents state this reason as motivation to open a business in the research location (see figure 15). Another reason is the Abdul Hakim Street corridor, Medan is an inhabited area and passed by the students who live around Abdul Hakim Street corridor, Medan. The University of Sumatera Utara affects rental housing growth for students and business growth, primarily commercial services, to provide student needs.

Reasons for Location Selection

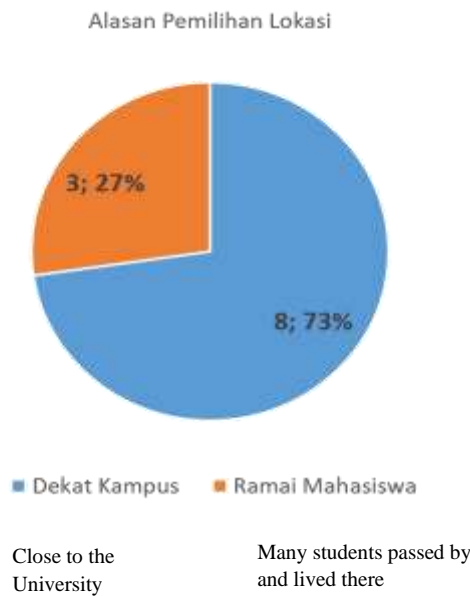


Figure 15. Percentage of reasoning to open commercial services in research location

4. CONCLUSIONS

The development of the Abdul Hakim Street corridor in 2009 begins in the eastern area of the research location where is side by side with the University of Sumatera Utara and Pembangunan Street. This location is strategic because it is close to the entry and exit access in the western area of campus, as well as rental housing located on Pembangunan Street and Abdul Hakim Street. As we know these streer are crossing path for students to several areas outside the University such as Setiabudi Street and the southern region from campus.

In 2019, the development area expanded to the western region of research location. It affects changes of land use in this area, which was previously agricultural land and vacant land to built area. Development in this area mainly consists of residential and commercial sectors. Non-commercial housing consists of a single type of housing, rowhouse, and vertical housing in the form of apartments. The most dominan building growth in this location is commercial services such as restaurants, cafes, rental housing, copy and print shop, laundry, and others. In addition to the increase in the number of buildings, there has also been a change in the shape of physical structures that began in 2009 from single-type houses into buildings with a larger area and had commercial functions, such as restaurants or rental housing.

This study also found the influence of students on land use in the Abdul Hakim Street corridor as a research location. Rental housing growth in this corridor related to the University of Sumatera Utara as the main point to attract students to live in this area. This can be seen by the dominance of the University of Sumatera Utara students as residents of rental housing there. Even in the rowhouse located in research location, the phenomenon of changing non-commercial residences into rental housing due to these houses to be rent out to university students.

Furthermore, the effect of studentification on land use in the Abdul Hakim Street corridor can also be seen from the rapid growth of commercial areas in this road corridor. Commercial functions found in research locations include restaurants, cafes, copy and printing shops, mini markets, laundry, automotive machine shop, barbershop, filling station and lodging.

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