



RIVERBAN MANAGEMENT BECOME A CREATIVE PUBLIC SPACE FOR MILINEAL CONTENT CREATORS

Eka Martyna Theodora¹, Junaerdi Nababan², Nidya Banuary³, Sungguh Ponten Pranata⁴, Hana Salsabila Lubis⁵
^{1,2,3,4,5} Universitas Mahkota Tricom Unggul
*Correspondence: ndybanuari@gmail.com

Abstract

This community service project aims to transform the banks of the Deli River in Kelurahan Kota Bangun, Medan Deli, into creative public spaces for millennial content creators. The initiative addresses environmental degradation and limited public spaces, which hinder economic and creative growth. The project involves reforestation, with a target of achieving 30% green coverage along the riverbanks, and the establishment of open public spaces to stimulate creative activities. By fostering local youth engagement and leveraging digital media, the project seeks to enhance community well-being, promote environmental awareness, and empower millennials to create marketable content. The expected outcomes include increased creativity, economic improvement, and environmental sustainability, supported by ongoing community and academic collaboration.

Keywords: *Creative Public Spaces, Millennial Content Creators, Deli River, Environmental Sustainability, Digital Economy.*

INTRODUCTION

Creativity is the process of an individual's ability to understand gaps or obstacles in life, formulate new hypotheses, and communicate the results (Torrance, 1981). Creativity can help someone develop their abilities and talents. In this digital era, creativity is one of the factors that can help drive a country's economy.

Indonesia's creativity index as measured by the Global Innovation Index (GII) or the 2021 Global Innovation Index is in 87th position out of 132 countries. Indonesia's position has decreased by two positions from the previous survey and while when surveyed based on the Southeast Asia, East Asia and Oceania regions, Indonesia is only in 14th position. This predicate is far compared to neighboring Malaysia which is in the top three. Based on this assessment, Indonesian people have a lower level of creativity than other countries, especially neighboring countries.

Several studies have suggested that creativity does not affect the improvement of a country's economy, but several studies have found a linear correlation. In fact, the creative economy will slowly replace the role of commodities and natural resources as supporters of the Indonesian economy. The creative economy has been developed since 2006 during the administration of President Susilo Bambang Yudhoyono to President Joko Widodo with the establishment of BERKAF in 2015.

The creative economy can create prosperity because it can create jobs and reduce unemployment, increase income, create equality, reduce poverty, reduce inequality and encourage renewal and utilize local raw materials. The creative program established by the government must of course be in line with the development of abilities and skills and external factors such as the creative environment. Thus, it is necessary to create a creative climate in stimulating creative thinking from the community, especially young people or those called millennials. Environmental factors can be behavior, habits, motivation and culture.

According to Silvano (1976) community creativity refers to a creativogenic culture, namely a culture that fosters and develops creativity in society. In building creativity, spatial planning management is needed so that it can create an environment that motivates the community to carry out creative activities with spatial design. Open Public Space is a program formed by BPPT in developing creativity and innovation-based culture that is applied in areas that implement SIDA.

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One of the areas implementing SIDA is Medan City which was given by the Research and Development Agency (Balitbang). The definition of public open space (open space) is both green and non-green open space which is utilized to facilitate local creative economic activities, add greenery to urban areas, add sports facilities and creative activities, facilitate social interaction and bring pride and memories to a community (Widayanto & Setiastuti, 2016).

Mahkota Tricom Unggul University sees an opportunity to increase the creativity of the community around the Deli Riverbank by arranging public spaces. The Deli River is one of the longest rivers in Medan City to Deli Serdang Regency with a forest area around the DAS (River Basin Area) of around 7.59% which should have a minimum of 30% as a catchment area. The DAS is widely occupied by the community as a place to live with below average welfare and health levels.

Mahkota Tricom Unggul University in collaboration with the Indonesian Green Foundation Community is planting trees to achieve the target of 30% green public space. MTU University planted Avocado trees around the Deli Riverbank in Kota Bangun Village, Medan Deli District. And this activity also forms a public open space for the surrounding community to be used as a medium to increase creativity that can improve the welfare of the community, especially for millennials.

Partner Problems

Communities around riverbanks or areas around river flows generally prefer to make the area a place to live because of economic limitations without realizing it will experience a decline in health due to polluted environments. The watershed environment is also increasingly narrow and polluted due to household waste. Public open spaces are also increasingly narrow in exploring community creativity, making it increasingly difficult to improve family economy. In today's modern and digital era, creativity is a factor that can improve the economy by utilizing digital media and the environment. The community can utilize public open spaces around the Deli River as creative spots/areas as content that can be marketed on digital media. Therefore, management of the area around the Deli River is needed as a public open space that can be used as a creative spot to improve the welfare of the surrounding community. The problems in Kota Bangun Medan Deli Village are:

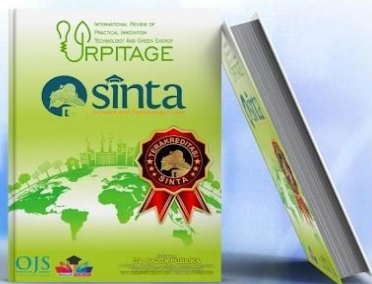
- 1) How to organize public spaces as creative areas around riverbanks?
- 2) How to maximize the potential of the watershed as a public open space in creating digital media content?

LITERATURE REVIEW

Creativity is a pivotal element in addressing societal challenges and fostering economic development, particularly in the digital age. According to Torrance (1981), creativity involves the ability to identify and address gaps, propose innovative hypotheses, and communicate results effectively. Indonesia's creative index, as measured by the Global Innovation Index 2021, ranks low compared to neighboring countries, underscoring the need for initiatives that enhance creativity and innovation.

The concept of creative economies has gained traction as a means of transitioning from resource-based to idea-driven economic models. Creative economies promote job creation, reduce poverty, and stimulate equitable development. Public spaces play a crucial role in nurturing creativity, as they provide environments conducive to interaction, innovation, and community pride (Widayanto & Setiastuti, 2016). Open spaces, whether green or otherwise, support local creative economies by facilitating activities such as content creation and social interaction.

In the context of Kelurahan Kota Bangun, the banks of the Deli River represent a significant opportunity to address environmental degradation and limited creative spaces. Transforming this area into a public creative hub aligns with Silvano's (1976) concept of "creativogenic" cultures, which cultivate and enhance community creativity. By integrating environmental sustainability with creative economic activities, this initiative aims to empower local millennials, address socio-economic disparities, and contribute to regional development.



METHOD

Implementation Stage Steps

Preparation and Provision

- a. Implementation Mechanism of Community Service Activities
Community Service Implementation refers to the implementation as usual which is held in each PKM implementation period.
- b. Preparation of Community Service Equipment and Provision
The equipment prepared will be given to community service participants on the day of implementation and the provision is a technical guideline according to the title of Community Service.

Implementation of Activities (Partner Participation in PKM)

The implementation of Community Service activities is an effort to increase awareness of the importance of Managing the Deli Riverbanks as a Creative Public Space for Millennial Content Creators in Kota Bangun Village, Medan Deli through the following stages:

- 1) Assistance with relevant scientific concepts on efforts to increase public awareness of the benefits of riverbank management that can increase creativity. This activity is attended by the community in Kota Bangun Village, Medan Deli. Instructors are lecturers and accompanied by partners of Community Service participants.
- 2) Planting Avocado Trees Together with the community of Kota Bangun Medan Deli Village to widen the watershed so that 30% is achieved according to the minimum watershed standard, later it can be used as a public open space that can be used as a creative spot by young creators around. Before the community service was carried out, the material was delivered using this method because it was for the stage of introducing the overall substantive material and obtaining general information from participants or the audience in this case the community in Tanjung Mulia Hilir Village. In addition to using the lecture method, the demonstration method was also used. The demonstration referred to in this method is practicing the selection of organic and non-organic waste so that it can be put into a waste bank where non-organic waste can later be reused.

RESULTS AND DISCUSSION

Problem Solution

Based on the description of the problem and arguments as described above, a solution must be provided to the problems that exist in Kota Bangun Village, Medan Deli District. One solution that can be done is:

- a) Planting trees around the Deli River basin to increase the area of green areas or DAS forests so that the target of 30% of the DAS is achieved.
- b) Arranging plants and public open spaces along the DAS so that they can be utilized by young creators.

The community living in Kota Bangun Village, Medan Deli District can be gathered into youth groups and then design a content creator development program by utilizing public spaces around the riverbanks so that the surrounding community can improve their welfare through understanding and executing the program.

Activity Outputs

The expected outputs of this activity through the Management of the Deli Riverbanks into a Creative Public Space for Millennial Content Creators in Kota Bangun Village, Medan Deli in an effort to increase community creativity, especially millennials and has great potential in improving the standard of living of the surrounding community through Community Service are:

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1. Encouraging the community of Kota Bangun Village, Medan Deli District to be able to actively achieve through a tree planting movement around the Deli River.
 2. Fostering an attitude of independence and quality of life for the community, especially millennials, by starting to be creative in utilizing the environment.
 3. There is mentoring and ongoing development of the Deli Riverbank Management program into a Creative Public Space for Millennial Content Creators in Kota Bangun Village, Medan Deli.
- Other forms of output as evidence of carrying out community service activities are in the form of scientific articles about the implementation of this service.

Activity Objectives

The objective of this PKM activity is to increase awareness of community groups in Kota Bangun Medan Deli Urban Village in realizing Deli Riverbank Management which is very helpful in efforts to improve community welfare by training millennials to utilize the surrounding area as a creative object in creating content that can be traded in the digital media world.

CLOSING

Conclusion

The PKM Implementation Team in this case its participation is an effort to increase public awareness of the importance of cleanliness in maintaining joint health. Furthermore, partners participate in terms of practicing, namely managing organic and non-organic waste through the Waste Bank program. After this PKM activity is completed, it is hoped that this PKM activity can continue so that this effort can continue to develop, and the PKM implementation team must continue to monitor the development of the Waste Bank program every month. So that what is the problem can be overcome and can run effectively.

The project to transform the banks of the Deli River in Kelurahan Kota Bangun, Medan Deli, into creative public spaces highlights the potential of combining environmental sustainability with creative economic activities. By addressing environmental degradation and the lack of public spaces, the initiative fosters creativity and empowers the millennial generation to leverage digital platforms for economic gain. The program not only enhances community well-being but also aligns with broader goals of sustainable development and social equity. Through collaboration between academic institutions, local communities, and environmental organizations, this project demonstrates the importance of integrating ecological restoration with socio-economic empowerment. The success of this initiative can serve as a model for similar programs in other regions, contributing to a more innovative and sustainable future.

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