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**RESEARCH ARTICLE**

**BUSINESS POTENTIAL OF ENTERTAINMENT CENTER AT JABABEKA, INDONESIA:  
A PHENOMENOLOGICAL AND HERMENEUTIC APPROACH**

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**ABSTRACT**

Jababeka is an industrial and residential area which has very fast development in Indonesia. Four big villages, namely MekarMukti, Serta Jaya, Pasir Gombong and Simpangan have a big number of residents. There are more than 70.000 people who live in here as workers, staff, officers and entrepreneurs. The continuous increase of the number of companies, residences and new comers brings about a potential of constraints, competition and rivalry among local people and new comers. The socio-demographic data analysis using the phenomenological and hermeneutic approach reflects that Jababeka has a business potential of entertainment center. It follows that the entertainment center is promising potential. In anticipation of future problem, this entertainment center is also beneficial to bridge the gap between local people and new comers. However it should be located at the place that can be easily accessed by those four villages. The on-going increase of companies, residences and new comers in Jababeka will prop up the business potential of entertainment center.

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**INTRODUCTION**

Industrial and residential area of Jababeka consists of 5.600 hectares of land and more than 1.440 companies (compare President University, Prospectus 2010-2011:8; PT Jababeka, Directory Business Partener 2007/2008. Jababeka Industrial Estate, Cikarang Indonesia; Lembaga Riset dan Pengabdian Masyarakat Universitas Presiden, 2011:V, 7). The national and international companies in here hired about 600.000 workers (Compare lembaga Riset dan Pengabdian Masyarakat Universitas Presiden, 2011). Such a condition attracts new comers from other regions and countries to come as employees, business partners, professionals or entrepreneurs. Growth of industrial companies, residences, trade centers, and business opportunities take place alongside the increase of people's number (compare Andreas Yumarma, 2013:iv). The development and increase of residents influence progress in economics, facilities, buying capability, workplace and business opportunities. New demands will also emerge in accordance to the needs exceeding basic necessities such as housing, clothes and food. However such a situation also creates a gap of expectation and socio-economic condition between local people and new comers. Differences of educational level, experience, working motivation bring about

a potential of social jealousy, constraint and atmosphere of competition. On the one side, the local people seem to be put aside because of low education and skill. On the other side, new comers with their expectations, burdens of work and problems in the workplace have been depressed so that moments of relaxation and refreshing become necessary. This social condition constitutes a common need of public space as an oasis amidst individual, psychological, economic and social burdens. The necessity of public space can be seen at some places in Jababeka such as at *pasimal* garden, botanical garden, garden toward golf field, main road of Pecenongan square to the gate of Jababeka 2, *Taman sehati* garden near Stadium during holidays or weekend. Hundreds of teenagers, workers, families, motor cycle clubs and local people gather to make hangout and social interactions. Small vendors, culinary shops, abrupt traditional market (*pasar tiban*) or even beggars present there to get answer of their demands and needs. Concerning the fast development of Jababeka, many writings and research (Lembaga Riset dan Pengabdian Masyarakat Universitas Presiden, 2011; Andreas Yumarma, 2013:1) had been made in order to make a business mapping and see the potentials of property development, industry, hotel, multicultural and religious worship place, commerce and that of trade. Ironically, it is still lack of research or writing concerning business potential of entertainment center. This writing therefore is intended to answer the absence of the writing on business potential of entertainment center in Jababeka.

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Based on the background above, the problem of the research can be formulated as follows: (1) Is there any business potential of entertainment center at Jababeka, Indonesia? (2) What are the impacts of entertainment center to societal life, especially to buy house, to stay and to make business? (3) How can entertainment center bridge the gap between local people and new comers? Phenomenological and hermeneutic approach is used to analyze the problem of research. Spread of questionnaire and in-depth interview are undertaken to get the existing phenomena, condition and facts.

### Potentiality and actuality

Under the light of Aristotle's thought, potentiality cannot be separated from actuality. Form and matter exist in a single reality. Potentiality can be seen as far as it is materialized a single object. Accordingly potential of an object can be seen from the existing phenomena. Edmund Husserl in his writing of *The Crisis of European Sciences and Transcendental Phenomenology* (Lawrence Cahoone, 1996:226) states "that phenomenology alone could provide the foundation for science and reason; it is the philosophical recapture of the source of all meaning and evidence in primary experience". Martin Heidegger analyzes phenomena as a base to find an essence of reality. In his writing of "*Letter on Humanism*", he states that "being themselves appear as actualities in the interaction of cause and effect. We encounter beings as actualities in a calculative business-like way, but also scientifically and by way of philosophy, with explanation and proofs" (Lawrence Cahoone, 1996:278). Furthermore we use phenomenological and hermeneutic approach to interpret and analyze phenomena of the business potential of entertainment center at Jababeka. These phenomenological and hermeneutic approaches are applied in order to discover the essence behind those existing phenomena, condition and facts. Potential of an object can be seen from the existing phenomena of it. This phenomenological and hermeneutic approach is critically applied in the writing. In the light of phenomenological and hermeneutic approaches, potentiality is not used in contrast to actuality. Both of them exist in the single reality or object. Phenomenon has already contained potentiality. That is why the potentiality has already existed in the actuality. The weight and width of potentiality is equal to the weight and width of actuality. Martin Heidegger (1889-1976) uses the method of phenomenology to analyze and describe the conceptual meaning of single phenomenon (Herman Hausheer, 1989:139). Every single object presents itself to us as phenomena of its object. We grasp its aspects and attributes as phenomena by means of our senses, namely eyes, tongue, nose, ear and touching. These phenomena present themselves to us according to the human stand point and intentionality. Human intellect and rationality justify those facts and phenomena in term of affirmative understanding and action. Perspective of the subject therefore has an important role to see the phenomena of an object.

Regarding the phenomena of object, there is a dynamic of appearance and disappearance or the dynamic of presence and absence. Intentionality to an object depends on the stand point, view point or perspective of the subject. In a certain view point or perspective, some phenomena show themselves to us. When we change our stand point and perspective, then we can perceive the other phenomena that are not seen from the previous stand point. This dynamic of appearance and disappearance are taken into account in Heidegger's

phenomenology. According to him, the fundamental relation between ourselves and the world is not causal or spatial, but intentional (compare David E. Cooper, 1996:427) The basic principle in phenomenology is letting an object shows itself, its attributes, properties and phenomena to us. Those phenomena are analyzed and justified under a light of human rationality. Human intellect and rationality grasp the essence of phenomena and the potentiality from the facts or actuality.

### The existing socio-demographic data

The official monograph of MekarMukti, Simpangan, Serta Jaya and PasirGombong villages, questionnaire and interview result show the socio-demographic data of the width of village and residents' number. This socio-demographic data can be reflected as they are in the table below.

**Table 1. Width of village and residents' number**

	Mekar Mukti	Serta Jaya	Pasir Gombong	Simpangan	Total
Width of village	420 ha	580,12 ha	456,900 ha	309.793 ha	1.700,813
Residents' number	16.957	14.122	16.030	23.538	70.647

Source: Gloria AndrianiPutri, 2012:4-5; Santa RismauliSihombing, 2012:3-4; Jihad Dwidhyasa, 2012:3; PutriHuwaiddalfwah, Ratnawaty, 2012:8-9; M. Angga Seno, 2012:, Cyntia, 2012:8

The elaboration of the existing condition of each village is undertaken in order get a more detail and comprehensive data of each village. Accordingly, the further information of each village will be discussed in the following section.

#### a.Mekar Mukti village

MekarMukti with 420 hectares of land is located at Cikarang Utara. The northern border of Mekar Mukti is Simpangan village. The eastern border of Mekar Mukti is Serta Jaya village. The southern side border of Mekar Mukti is Pasir Sari village. The western border of Mekar Mukti is the village of Pasir Gombong. The utilization of land in Mekar Mukti shows a socio-economic condition based on the various utilization of land and its resources. Percentage of them reflects the potentials of village that have been used and those that are not utilized yet. The reflection of this socio-economic condition can be further seen in the following table:

**Table 2. Land utilization**

Land Utilization	Width	Percentage
Settlement	150.120	36.65%
Housing	120	28.52%
Commerce and service	15	3.56%
Industries	100	23.77%
Rice field	250	0.59%
other fields except rice field	325	0.57%
Miscellaneous	30	7.13%
Total	420.75	100%

Source: Monograph of 2008; NoeraniRirinRinzani, 2012:3; Indah Putri Kenedy, 2012:3.

Residents' occupation in Mekar Mukti reflects that most of the people in Mekar Mukti work as labor at industrial companies. They are 5.530 people (84 %). Regarding their number, the top three occupations in Mekar Mukti are industrial workers (84 %), traders (9.43 %) and Ojek riders (1.80%). Data of

occupation as a whole and its percentage can be reflected in the following table:

**Table 3. Occupation of residents in Mekar Mukti**

Occupation	Number	Percentage
Farmers & Farmer labor	48	0.73%
Entrepreneur	29	0.44%
Trader	621	9.43%
labor /Industrial worker	5.530	84%
Bricklayer and carpenter	47	0.71%
Ojek rider	119	1.80%
Driver	36	0.55%
Civil servant (PNS)	58	0.88%
TNI (police and army)	8	0.12%
Miscellanea	87	35%

Source: Indah Putri Kenedy, 2012:5

Below is a table of the existing economic infrastructure and facilities where interactions among various people and residents take place. These facilities reflect business fields such as shop, store, rice shop and catering that have been undertaken by people in Mekar Mukti. However franchise retail business, public traditional market and mall are the fields which stimulate a presence of other business potentials and opportunities in Mekar Mukti.

**Table 4. Economic Infrastructure and facilities**

Infrastructure and Facilities	Number	Remark
Public traditional market	1	Plaza Roxy
Super Market/Mall	1	Carrefour
Franchise retail	7	Alfa and Indomart
Store	263	Various store
Shop	428	KelontongShop
Food service	71	Rice shop/ catering
Total	771	

Source: Timothy Manero, 2012:10

### b.Serta Jaya village

Serta Jaya with 580.12 hectares of land is located at Cikarang Baru (Jihad Dwidyasa, 2012:1). The northern border of Serta Jaya is Jatirejo village. The eastern side border of Serta Jaya is Hegarmana village. The southern border of Serta Jaya is the village of Jaya Mukti. The western side border of Serta Jaya is Mekar Mukti village. The existing socio-demographic data of Serta Jaya below show that most of the residents in Serta Jaya are in productive age. There are 6.559 residents who are in 16 years old to 45 years old. These data reflect a great number of productive people existing in Serta Jaya. It leads to a positive economic development and at the same time a necessity of public space for them. Accordingly, there is a business potential of entertainment center that will be beneficial for teenagers and young workers. There is a balance of number between male and female in Serta Jaya. The reflection of them can be seen in the table below.

The table below reflects that there are groups of residents who are in the productive age but they do not get job yet and those who are unemployed. These phenomena reflect a situation of their low skill and educational level. There is a potential of future tension and problem in term of social jealousy caused by an economic gap among the residents in Serta Jaya. It also reflects a necessity of public space for social interactions among them.

**Table 5. The number of male and female in Sertajaya**

Age	Male	Female	Total number
0-12 month	157	160	317
1 – 4 years old	239	252	491
5 - 6 years old	218	221	439
7-12 years old	683	715	1398
13-15 years old	365	369	734
16-18 years old	404	415	824
19-25 years old	758	769	1527
26-35 years old	1055	1097	2152
36-45 years old	1026	1030	2056
51-60 years old	549	558	1107
61-75 years old	83	88	171
>76 years old	4	5	9

Source: Yolanda Ratnasari, 2012:11

**Table 6. Groups of residents in productive age**

Groups of residents in productive age	Number
Residents in the working age	9704
Residents who are in the working age and they work	8537
Residents who are in the working age but they do not work yet	1172
Unemployed residents	180
Total Number	9889

Source: Yolanda Ratnasari, 2012:11

### c.Pasir Gombong village

Pasir Gombong which is located at Cikarang Utara has 456.900 hectares of land (Lystia, 2012:1). Utilization of land in Pasir Gombong reflects that most of the area in Pasir Gombong is utilized for settlement and industries. These data show that the majority of residents are workers in industrial companies. The industrial area has 288.388 hectares of land and the utilization of land for settlement is 184.562 hectares.

**Table 7. Land Utilization**

Land utilization	Width
Settlement	184.562 ha
Industry	288.388 ha
Wakaf land	4 ha

Source: Ratnawaty, 2012:3

The reflection of a dynamic change of residents' number can be seen from these data below.

- (1) Residents' number in 2005 was 14.657 people (Albert Pratama, et.al, 2005:7). In 2012 the number of residents became 16.030 people (Ratnawaty, 2012:9). Accordingly, the increase of residents in 7 years are about 2.000 people.
- (2) A comparison between the registered residents' number at the beginning of December 2010 and at the end of December 2010 reflects an increase of the registered residents in that period. This dynamic increase of new comers and families in Pasir Gombong reflects a necessity of interactions among the residents.

**Table 8. Registered residents' number at the beginning and the end of December 2010**

Residents' category	Beginning of December 2010	End of December 2010
House lady	3.862	3.970
Male	7.994	8.038
Female	7.862	7.882
Total of family's member	14.920	15.920

Source: Andreas Yumarma, 2013:17

(3) A comparison between the registered residents at beginning of January 2011 and at the end of January 2011 shows an increase of residents' number in that period. This reflects that Pasir Gombong is still an attractive area for new comers. Below is a table of change in the number of residents and families in Pasir Gombong. It reflects an existence of urbanization that takes place in the month of January after the year end and Christmas holiday.

**Table 9. The increase of residents' number at the beginning and at the end of January 2011**

	Beginning of January 2011	End of January 2011
House lady	3.970	4.023
Male	8.068	8.118
Female	7.882	7.912
Total family's member	15.950	16.030

Source: Andreas Yumarma, 2013:18

#### d.Simpangan village

Simpangan with 309.793 hectares of land is located at Cikarang Utara (Puti Huwaida Iffah, 2012:2). The northern border of Simpangan is Waluya village. The eastern border of Simpangan is Jatireja village. The southern border of Simpangan is Mekar Mukti village. The western border of Simpangan is Tanjungsari. The existing condition of residents of Simpangan shows that most of the residents work as civil servants (PNS) and traders. Regarding their number, the top three occupations in Simpangan are civil servants (2.130), traders (1.834) and workers in transportation (216). The reflection of their occupations in Simpangan can be seen in the following table:

**Table 10. Occupation of residents in Simpangan**

Occupation	Number
Farmers	1
Breeding & Husbandry	2
Construction	3
Traders	1834
Transportation	216
Civil servants (PNS)	2130
TNI/POLRI	72
Service field	121

Source: Adam Satria Laksana, 2012:2

Below are the data of economic infrastructure and facilities where residents' interactions take place. Those facilities reflect the business fields that have been undertaken by people in Simpangan and business potentials that can be utilized in the future. Regarding their number, the top three business fields in Simpangan are barbers (21), work agent (16) and rice shop (12).

**Table 11. Economic Infrastructure and facilities in Simpangan**

Remark	Number
Mini market/ Super market	1
Rice shop	12
Work agent	16
Electric Reparation	8
Barbers	21
Salon	2
Welding reparation	6
Party stuff rental	2

Source: Andreas Yumarma, 2013:19

Beside those four big villages, there are also small villages such as Jatirejo, Tanjungsari, Hagarmana, Jaya Mukti. They are not reflected in the writing, because the focus of this writing is on the four big villages which have a big number of residents and fast development. The phenomena in these four villages reflect an existence of the business potential of entertainment center. This business potential of entertainment center will be discussed in the next section.

#### Business Potential of Entertainment Center

Entertainment center is a place where show business activities are conducted. These activities include activity of theatre, film, attractions, acting, dance, various cultural & art performances, festivals, music shows, other communal events. Those activities create interactions among various people and stimulate creative industries. The main products of the entertainment center is service, enjoyment, conveniences, amusement and satisfaction of customers. Competition culture, workplace condition, traffic jam and industrial demands constitute an importance of entertainment center in societal life. The existing condition and phenomena of Mekar Mukti, Serta Jaya, Pasir Gombong and Simpangan villages have to be interpreted and analyzed. The analysis of Strength, Weakness, Opportunity and Threat (SWOT) is applied as a tool of phenomenological and hermeneutic approach in this writing. For that reason, strength is perceived as positive situation, phenomena and condition that support the necessity of entertainment center in Jababeka. Weakness is perceived as negative situation, phenomena and condition that become shortcoming for the existence of entertainment center. Opportunity is understood as phenomena and condition from outside that support the existence of entertainment center. Threat is perceived as situation, phenomena and condition from outside that create obstacles and barriers to a materialization of the business potential of entertainment center in Jababeka. Interpretation of the existing phenomena, condition and fact leads us to discover a reflection of business potential of the entertainment center that can be established in Jababeka. The increase of new comers' number, workers and groups from other regions and countries provides a demand of entertainment center which will involve communities of arts, creative industries, event organizers and show business activities.

Strength of the business potential of entertainment center in Jababeka can be reflected as follows:

- (1) Majority of residents in Jababeka are in productive age; they work at industrial companies so that refreshing moments are necessary for them.
- (2) Phenomena of residents, families and teenagers who make hangout at some places in Jababeka reflect their expectation of a public space for interaction.
- (3) There is no entertainment center in Jababeka yet. This entertainment center can organize and provide public space for hangout, art and music performances, cultural attraction and show business events.
- (4) Residents' big interest to go to traditional abrupt market (*pasar tiban*) on Sunday or holiday at JB mall, Botanical garden and stadium reflects a necessity of public space such as entertainment center.

Weakness of the business potential of entertainment center in Jababeka can be reflected as the following:

- (1) Residents' low buying capability reflects that they are reluctant to pay for products offered by entertainment center
- (2) Difference of expectation and interest in sorts of entertainment
- (3) Some incidents of motor cycle's robbery

Opportunity of the business potential of entertainment center in Jababeka can be reflected as follows:

- (1) Less competitors in the entertainment business in Jababeka
- (2) The continuous increase of companies and new comers
- (3) Existence of art and cultural communities from local people and new comers
- (4) There are school and higher educational institutions that invite teenagers, students and the young people to be in Jababeka.

Threat of entertainment center can be reflected as follows:

- (1) Incidents of motor cycle and car stealing and robbery
- (2) High unemployment number
- (3) Economic, social and educational gap between local people and new comers which has a potential of creating social jealousy, tension and gap.

From the analysis of strength, weakness, opportunity and threat above, we got a reflection of the business potential of entertainment center in Jababeka. The number of strength and opportunity is more in number compared to its weakness and threat. The necessity of entertainment center is reflected in the strength and opportunity as well as at societal phenomena in some places of Jababeka during weekend and holiday. Furthermore, most of the residents in Jababeka work at industrial companies so that refreshing and relax moments are necessary for them. In addition Jababeka is also near to Lippo industrial area where mobility of workers sometimes create a traffic jam on the street. This traffic jam makes stress and tiredness; but in other side it reflects an existence of business potentials in accordance to the societal demands. Accordingly, a public space for hangout, interaction and socialization is necessary because it will function as an oasis in societal life. The young people, families and workers can express themselves and make self-actualization in the public space of entertainment center. Those phenomena, data and facts present themselves as a promise, capacity or resource that can be actualized and developed later on. Aristotle's thought on "form and matter" and "spirit and body" can be used to interpret these facts and phenomena. Form and matter exist in a single object just as the spirit exists in the body. From the physical behavior, appearance and actions we may find out a spirit and soul behind them. Entertainment center as the stand point and perspective of writing will influence intentionality, analysis and its result. All existing phenomena, conditions and facts constitute a reflection finding of the potential of entertainment center in Jababeka. Human necessity is not only limited in primary basic needs such as house, clothes and food. They also need an interaction in a public space for getting refreshment, relaxation, recognition and self-actualization. Business potential of entertainment center therefore serves as public space and place in which various people can associate and make interaction. The existence of entertainment center will also be beneficial in anticipation of the future problem of social economic gap among residents. This entertainment

center will function as a bridge to decrease the economic and social gap among people. Growth of industrial companies, number of residents and creative industries in Jababeka will prop up this business potential of entertainment center.

## Conclusion

As conclusion, an entertainment center at Jababeka, Indonesia is a business potential that comes together with the residents' number increase, growth of companies' number in Jababeka and labor's burdens in the workplace. The entertainment center will become a public space for getting refreshment, enjoyment, social recognition and self-actualization. Various programs, events, art and cultural attractions that are conducted in the entertainment center will influence societal interactions, convenience, comfort and feeling at home. Those influences will strengthen people's desire and decision to live, to buy house and to make money in Jababeka.

The entertainment center will also be beneficial for anticipating the future problem of gap between local people and new comers. The entertaining center will function as a bridge to reduce societal tension, gap and jealousy among them. Accordingly, the business potential of entertainment center is very prospective for making money and way-out from future societal problems in Jababeka. Last but not least as a recommendation, the establishment of entertainment center should be located at a place that can be easily accessed by four villages of Mekar Mukti, Serta Jaya, Pasir Gombong and Simpangan. Increase of residence, growth of industrial companies and way-out of the future societal problems should be taken into account in the materialization of business potential of entertainment center at Jababeka, Indonesia.

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