


## Improving the Quality of Slum Settlements to Support Batik Village Tourism in Tanjungbalai City

Jhon Markus Sembiring<sup>1</sup>, Abdi Sugiarto<sup>2</sup> Cut Nuraini<sup>3</sup>  
University Of Pembangunan Panca Budi

### ABSTRACT

This research aims to research the Improvement of the Quality of Slum Settlements to Support Batik Village Tourism in Tanjungbalai City. The qualitative approach in this study allows for an in-depth analysis of the conditions and efforts to improve the quality of slums around Batik Village, Tanjungbalai City. Through data collection techniques such as observation, interviews, and documentation, as well as systematic analysis techniques, this study seeks to identify effective measures that can support cultural tourism and empower local communities. Research results Overall, improving the quality of slums around Kampung Batik Kota Tanjungbalai has had a positive impact on tourism development and improving the welfare of the local community. With infrastructure support, community participation, and collaboration between the government and the private sector, Kampung Batik can continue to develop as a unique and attractive cultural tourism destination. Consistent implementation and continuous monitoring will ensure that environmental quality improvements can continue to support tourism attraction and local economies in the future.

**Keyword :** Improving the Quality of Slum Settlements, Batik Village Tourism and Tanjungbalai City

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#### Corresponding Author:

Name, Abdi Sugiarto  
Master of Urban and Regional Planning  
Universitas Pembangunan Panca Budi  
Jl. Gatot Subroto No.km, 4,5 Sumatera Utara 20122  
Email : abdi\_sugiarto@dosen.pancabudi.ac.id

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### 1. INTRODUCTION

Tanjungbalai City is one of the cities that has the potential for tourism based on culture and crafts, especially through the existence of Batik Village. Batik, as an Indonesian cultural heritage, is not only attractive to domestic tourists but also has international appeal. However, this Batik Village is located around a slum area, which faces various problems, such as lack of infrastructure facilities, poor sanitation, and limited access to basic services. This condition not only disrupts the quality of life of the community, but also reduces the tourist attraction of Batik Village. Therefore, improving the quality of slums around this area is very important to support the existing tourism potential. Improving the quality of slums can create a more orderly, clean, and comfortable environment, which not only supports tourism development but also contributes to the welfare of the local community. The existence of a good environmental arrangement will make tourists feel more comfortable and safe when visiting, which will ultimately have a positive impact on the number of tourist visits and local economic income.

Tanjungbalai City faces complex slum problems, with several factors such as inadequate basic infrastructure, low accessibility, and lack of hygiene and sanitation facilities. This condition poses a health risk to residents, affects the quality of life, and creates a negative image, especially in the context of tourism. Batik Village in Tanjungbalai City has great potential as a cultural and handicraft tourism destination. Batik as an Indonesian cultural heritage has an attraction for domestic and international tourists, and can be a new source of income for the local community. However, this potential has not been utilized optimally, mostly due to the poorly organized environment around slums. The tourist attraction in an area is greatly influenced by the environment and available facilities. Poorly maintained slums create an uncomfortable impression for tourists visiting Batik Village. To increase tourist attraction and support the comfort of visitors, a clean, tidy, and livable environment is needed. By improving the quality of slums, it is hoped that it will not only create a healthy and comfortable environment but also improve the local economy. Residents can play a greater role in the tourism industry, such as through batik production, management of stalls or souvenir shops, and providing local accommodation. This not only provides job opportunities but also strengthens local cultural identity.

Improving the quality of slums requires the active participation of the government, the community, and the private sector. The government can provide support in the form of regulations, funding, and supervision to encourage the arrangement of slums. Meanwhile, the role of the community is very important in maintaining and maintaining an environment that has been improved in quality. This collaboration between parties is expected to be able to create a sustainable tourism environment. This research is expected to contribute information to local governments and other related parties in developing effective policies and programs in the arrangement of slums that are in line with the development of Batik Village tourism. The recommendations given can be the basis for implementation in the field that focuses more on developing community-based tourism and improving the quality of life of residents.

The phenomenon of problems related to improving the quality of slums to support Batik Village tourism in Tanjungbalai City can be explained as follows: Slums around Tanjungbalai Batik Village have a number of challenges, including irregular building layout, high density, and lack of basic facilities such as sanitation, clean water access, and adequate drainage. This condition not only lowers the quality of life of the community but also creates an environment that is less attractive and has a high risk to health. As a potential cultural tourism, Kampung Batik attracts visitors to get to know more about the local culture and typical batik crafts of Tanjungbalai. However, with the slum environmental conditions around this area, tourist attraction has decreased. Tourists tend to look for comfortable, clean, and orderly destinations. Slum conditions can cause negative perceptions, reduce tourist interest, and ultimately limit the development of the tourism sector in Kampung Batik. Public awareness of the importance of maintaining the cleanliness and beauty of the environment around them is still relatively low. This is exacerbated by limited support from the government to educate the public in protecting the environment. Community participation in supporting the development of Batik Village tourism is very important, but this involvement is not optimal due to a lack of understanding of the economic impact that they can obtain through a clean and organized environment.

Infrastructure such as road access, lighting, and public facilities around Kampung Batik are still inadequate to support tourism. Roads in slum areas are often damaged and narrow, making it difficult for tourists to access. The absence of proper public facilities such as parking lots, clean toilets, and rest areas makes visitors feel uncomfortable. Adequate infrastructure will greatly support tourism development, but the current condition is actually an obstacle. Batik Village has great economic potential, both in terms of increasing local products and from providing services for tourists. However, this potential has not been utilized optimally due to an unsupportive environment and the lack of tourism promotion. The surrounding community has also not fully seen the economic opportunities from the tourism sector, even though tourism development can open up various business opportunities such as handicrafts, special foods, and tour guide services that can increase their income. The government has an important role in providing regulations, funding, and programs that support the improvement of the quality of slums. However, government programs that are sustainable and focus on developing the residential environment around tourist areas are still limited. In addition, supervision of environmental planning programs is also often not optimal, so that the results of environmental improvement are not maintained in the long term. This problem phenomenon shows an urgent need to improve the quality of slums around Batik Village in Tanjungbalai City. With an orderly and comfortable environment, the attractiveness of Kampung Batik as a cultural tourism destination can be increased, so that it is not only beneficial for tourists but can also improve the welfare of the surrounding community.

## **2. LITERATURE REVIEW**

### **Slums and Efforts to Handle Them**

According to Setiawan (2020), slums are defined as residential areas with physical conditions that do not meet health, comfort, and safety requirements. Setiawan emphasized the importance of handling slums through improving basic infrastructure such as sanitation, access to clean water, and improving drainage. He added that the condition of slums can have a negative impact on the quality of life of the community and requires interventions that involve active community participation. Santoso and Rahayu (2020) highlight that a participatory approach that involves the community in slum management is more effective than top-down programs. They explained that community involvement in environmental

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quality improvement programs not only improves the physical condition of settlements, but also builds collective awareness to maintain the sustainability of the environment that has been improved.

### **Culture-Based Tourism**

According to Arief and Nugraha (2020), culture-based tourism has the potential to improve the local economy while introducing culture to tourists. They emphasized that successful cultural tourism requires a supportive environment, where a clean and well-organized environment can provide a positive experience for tourists. In the context of Batik Village, improving the quality of the surrounding slums can strengthen the attraction of cultural tourism and create a comfortable environment for visitors. Sari et al. (2020) emphasized the importance of branding and environmental structuring in cultural tourism destinations. According to them, a clean and orderly physical environment contributes greatly to building a positive image of a destination, as tourists tend to choose a comfortable and safe location. In this case, they suggested that the local government pay attention to the arrangement of the environment around cultural tourism destinations such as Batik Village in Tanjungbalai.

### **The Impact of Improving the Quality of Slums on Tourism Development**

According to Firmansyah (2020), improving the quality of slums adjacent to tourist areas can increase tourist interest in visiting. He argued that a better environment, such as adequate roads, clean public facilities, and good waste management, can support tourism by creating comfort and safety for tourists. Firmansyah also highlighted that the improvement of slums that have a positive impact on the tourism sector can provide economic benefits for the surrounding community. According to Handayani (2020), improving the quality of slums requires integrated strategies and policies between the government and the community. Handayani highlighted that the role of the government is very important in providing funds, policies, and program support for slum management efforts. He also underlined the importance of collaboration between government agencies and the private sector in maintaining the sustainability of environmental improvements.

### **The Relationship between Settlement Arrangement and Tourism Attraction**

According to Purnomo (2020), the arrangement of slums around tourist areas plays a big role in creating tourism attractions. He emphasized that tourists tend to be attracted to destinations that not only offer cultural uniqueness but also supportive environmental conditions. By improving slums, the attraction of cultural tourism such as Kampung Batik in Tanjungbalai can increase, because tourists feel comfortable in a clean and tidy environment. Mulyono (2020) explained that the arrangement of slums in tourist areas not only has an impact on increasing the number of visits, but also on the image and reputation of the destination. A well-maintained environment can enhance the traveler's experience, so they may recommend the destination to others or even come back. Mulyono emphasized that in the context of culture-based tourism, environmental aspects and supporting facilities are very important to support the attractiveness of destinations.

## **3. METHOD APPROACH**

According to Sugiyono (2020), a qualitative approach is very suitable for research that aims to understand social phenomena in depth through the views of the subjects involved. Qualitative research allows for more comprehensive data on the condition of slums around Batik Village and the factors that affect its improvement efforts. This approach is relevant because it not only focuses on quantitative data, but also considers social, cultural, and economic aspects that affect the quality of settlements. Creswell (2020) also emphasizes that qualitative approaches are suitable for research that is exploratory and requires contextual understanding. In this context, a qualitative approach provides flexibility in exploring various perspectives from the community, government, and other relevant stakeholders regarding settlement arrangement efforts to support cultural tourism in Kampung Batik.

Data Collection Techniques According to Nasution (2020), participatory observation is an effective method to gain a deep understanding of environmental conditions and community behavior in certain contexts. In this study, observations were made to directly study the physical condition of slums, such

as the quality of infrastructure, sanitation, and environmental cleanliness, as well as community activities around Kampung Batik. Moleong's In-Depth Interview (2020) explains that in-depth interviews allow researchers to get information directly from informants relevant to the research topic. Interviews were conducted with parties who play a role in improving the quality of settlements, including community leaders, local governments, and tourism actors. This interview aims to explore their views on the challenges and opportunities in efforts to improve slums.

Data Analysis Techniques According to Miles and Huberman (2020), data reduction is carried out to filter raw data into relevant and focused information. In this study, data obtained through observation, interviews, and documentation will be summarized and selected based on their relevance to the research objectives. Creswell (2020) states that the presentation of qualitative data in the form of narratives, tables, or graphs makes it easier for readers to understand the results of research visually and comprehensively. Data on settlement conditions, community perceptions, and government policies will be presented in a form that facilitates further analysis.

Lincoln and Guba (2020) explained that in qualitative research, validity can be achieved through triangulation, i.e. comparing data from various sources to ensure its accuracy. In this study, triangulation was carried out by combining the results of observations, interviews, and documentation to verify the findings. Reliability can be improved by consistently recording data and confirming data with key informants. The qualitative approach in this study allows for an in-depth analysis of the conditions and efforts to improve the quality of slums around Batik Village, Tanjungbalai City. Through data collection techniques such as observation, interviews, and documentation, as well as systematic analysis techniques, this study seeks to identify effective measures that can support cultural tourism and empower local communities.

## RESULTS AND DISCUSSION

### What is the current condition of the slums around the Batik Village, Tanjungbalai City

Regarding the condition of slums around Batik Village, Tanjungbalai City and an analysis of efforts to improve them to support local tourism. These findings describe the physical, social, and economic conditions in the area and the challenges faced in improving the quality of the residential environment. Based on the results of observations and interviews, the slums around Kampung Batik Kota Tanjungbalai have several characteristics as follows:

1. The building density of this area is characterized by a high density of buildings with very close distances between houses. The majority of houses here have a simple structure, often using unstable building materials. This condition results in limited open space that should be used for air circulation and natural lighting.
2. Road Quality and Accessibility The roads in this area are relatively narrow and can only be accessed by two-wheeled vehicles, making it difficult for tourists and large vehicles. In addition, most of the roads are in poor condition and prone to damage during the rainy season. This poor accessibility is an obstacle to the comfort of tourists who want to visit Kampung Batik.
3. Sanitation and Hygiene The sanitary conditions in this slum are also concerning. The wastewater disposal and drainage systems are inadequate, so that waterlogging occurs during rain which is at risk of causing disease. In addition, waste management is not regular, and the accumulation of waste can be seen at several points. This has an impact on environmental cleanliness and affects comfort for residents and tourists.

Social and Economic Conditions of the slum community around the Batik Village, Tanjungbalai City today.

1. Low Economic Level The majority of residents in the slum areas around Kampung Batik have low incomes. Most of them work in the informal sector such as small traders, laborers, and batik craftsmen. These financial limitations make it difficult for them to improve the condition of their homes and environment, so that the residential environment remains in a slum condition.
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2. Awareness of Environmental Cleanliness Based on the results of the interview, there is still low awareness among the public about the importance of maintaining environmental cleanliness. Some residents admitted that they did not have good habits in managing waste and paying attention to sanitation. The low level of education is also one of the factors that affect people's understanding of the importance of maintaining a healthy environment.
3. Participation in the Environmental Quality Improvement Program Community participation in environmental quality improvement programs is still relatively low. Although there are government programs that provide socialization about the importance of protecting the environment, the active participation of residents is still not optimal. Some residents stated that they have not seen immediate benefits from environmental improvements, while others feel hampered by cost constraints.

The condition of slums around Kampung Batik Kota Tanjungbalai requires serious handling to support the development of cultural tourism in the region. The physical condition of the environment, the economic limitations of the community, and the low awareness of cleanliness are the main obstacles that need to be overcome. With stronger collaboration between the government, the community, and the private sector as well as the support of sustainable programs, it is hoped that improving the quality of this slum settlement can create a comfortable environment for tourists and support the tourism potential of Kampung Batik in Tanjungbalai City.

#### **What is the impact of improving the quality of slums on the tourist attraction of Batik Village**

Improving the quality of slums around Batik Village in Tanjungbalai City has a significant positive impact on the area's tourist attractions. Based on analysis and field findings, the following are some of the main impacts of improving the quality of slums on the tourist attraction of Batik Village:

1. **Enhancing Traveler Comfort and Experience**  
With the improvement of the quality of infrastructure and residential environment, tourists will feel more comfortable when visiting Kampung Batik. Improved roads, cleaner areas, and public facilities such as adequate toilets and trash cans will create a friendlier atmosphere for tourists. In the opinion of experts, environmental comfort greatly affects the experience and impression obtained by tourists, so environmental improvement can increase visitor satisfaction.
2. **Improving the Image of Batik Village as a Cultural Tourism Destination**  
The improvement of slums also has an impact on the positive image of Batik Village as a unique cultural tourism destination. The neatly arranged and clean environment reflects the commitment of the community and the government to protect this area, which in turn increases the perception of tourists towards Batik Village and Tanjungbalai City. This can help promote Kampung Batik as a cultural destination worth visiting, expanding its appeal to a wider tourist market.
3. **Encouraging Community Participation in Local Tourism**  
Improving the quality of settlements provides motivation for the community to be more active in supporting local tourism. With a cleaner and more organized environment, people can engage in tourism support activities, such as opening small businesses, selling handicrafts, or offering local tour services. This participation not only helps the community increase income, but also adds cultural value and uniqueness for tourists who visit Kampung Batik.
4. **Attracting Repeat Travelers and Increasing Tourist Stay**  
With a more attractive and organized environment, tourists who come tend to have a more positive experience, so they are motivated to visit again in the future. Tourists who feel comfortable may also spend more time in Kampung Batik, whether to get around, learn batik, or enjoy other local products. This has the potential to increase the length of stay of tourists, which has an impact on local economic growth.
5. **Developing the Local Economy in a Sustainable manner**

Improving the quality of slums around Kampung Batik helps create an environment conducive to local economic development. With higher tourist attractions, there will be more opportunities to open businesses and create new jobs, such as cafes, souvenir shops, and batik galleries. Economic sustainability is very important because it can encourage people to continue to protect their environment and improve the quality of life.

6. Reducing Negative Social and Environmental Impacts from Slums

Slums are often related to environmental and health problems that can affect the quality of life of the community and damage the image of tourist areas. With the improvement of the quality of settlements, such as sanitation improvements, drainage systems, and waste management, these negative impacts can be reduced. Tourists will not be bothered by unmaintained environmental conditions, which can improve the reputation of Kampung Batik as a healthy and comfortable tourist destination.

Overall, the improvement in the quality of slums around the Batik Village of Tanjungbalai City has a great positive impact on the tourist attraction of the area. Improvements in infrastructure, sanitation, and environmental management have made Batik Village more comfortable, attractive, and friendly for tourists. In addition, this increase also encourages active community participation in tourism development, improves the image of Batik Village, and contributes to sustainable local economic growth.

**What are the steps that can be taken to improve the quality of slum settlements to support the development of Batik Village tourism**

To improve the quality of slums around Kampung Batik Kota Tanjungbalai, comprehensive measures are needed that involve various stakeholders, ranging from the government to the local community. Here are the main steps that can be taken, along with explanations in the context of the discussion:

1. **Basic Infrastructure Improvement. Road Widening and Repair:** Roads around slums need to be widened and repaired to facilitate access for tourists. Better roads will increase the comfort and safety of tourists, as well as support the mobility of local residents. **Improved Sanitation Facilities:** Building adequate drainage systems and improving access to clean water is essential. A good drainage system will prevent flooding and inundation, which often occurs in slums. **Regular Waste Management:** Having adequate waste bins and a structured waste management system can help create a cleaner and healthier environment. This step can also be supported by counseling about the importance of environmental cleanliness.
2. **Development of Socialization and Education Programs. Increasing Environmental Awareness:** Raising public awareness of the importance of maintaining environmental cleanliness can be done through regular education programs. Involving community leaders and holding mutual cooperation activities can also foster a sense of shared responsibility. **Waste Management and Recycling Training:** This training program will help the community understand how to sort waste and utilize waste that still has economic value, such as through recycling programs or crafts from used goods.
3. **Community Economic Empowerment. Building Local Economic Empowerment Programs:** By opening up opportunities for small businesses such as food stalls, souvenir shops, or batik handicraft businesses, people can be directly involved in the tourism industry. This program can be supported by entrepreneurship training, business capital, and financial management counseling. **Provision of Capital Assistance or Microcredit:** In order for people to have the financial ability to repair their homes or start a business, the government and the private sector can provide capital assistance or access to microcredit with low interest.
4. **Improvement of Settlement Governance. Settlement Reorganization:** Carried out by rearranging the layout of houses, open spaces, and roads in slums to make them neater and in accordance with urban spatial planning standards. This can involve relocating or renovating buildings that

are highly uninhabitable. Establishment of Tourist Friendly Area: Creating a more tourist-friendly area, by providing directional signs, information centers, and seating for tourists, so that visitors can explore Kampung Batik comfortably.

5. Collaboration with Private Parties and Non-Government Institutions. Collaborating with the Private Sector in Infrastructure Investment: The private sector can be involved in the development of infrastructure that supports tourism, such as through corporate social responsibility (CSR) programs. For example, the improvement of public facilities or the construction of parks in residential areas. Partnering with Non-Governmental Organizations for Social Programs: Non-governmental organizations can provide support in the form of social programs, such as skills training or the development of local economic potential that will provide direct benefits to the surrounding community.
6. Development of Batik Village as a Thematic Tourism Destination. Creating Tourist Spots and Batik Education Centers: Building photo spots, murals, or batik education centers will attract tourists who want to learn about the process of making batik. It can also serve as a unique attraction of Batik Village. Digital Promotion of Batik Village: Utilizing social media and tourism platforms to introduce Batik Village as a cultural tourism destination. This step will increase the popularity of Batik Village, which will also have an impact on the local economic potential.
7. Continuous Monitoring and Evaluation. Periodic Supervision of Settlement Quality: A monitoring system is needed that ensures the quality of settlements is maintained, especially cleanliness, infrastructure, and sanitation. The local government can work with the community to conduct periodic evaluations. Evaluation of Community Empowerment Programs: Measure the impact of programs that have been implemented, such as economic improvement or environmental cleanliness. With this evaluation, programs that are not yet optimal can be improved or adjusted to be more effective.
1. Improving the quality of slums around Kampung Batik requires a comprehensive and collaborative approach. Measures that include infrastructure improvements, community empowerment, and collaboration with the private sector and non-governmental institutions can support the development of Batik Village as an attractive and environmentally friendly cultural tourism destination. Consistent implementation and continuous monitoring will ensure a better and competitive environment as a tourist destination.

#### 4. CONCLUSION

1. The results of the program to improve the quality of slums and their impact on tourism development in Batik Village, Tanjungbalai City. The following are the main points that are evaluated to assess the effectiveness of the steps that have been taken in supporting Batik Village tourism:
2. Improvements in basic infrastructure, including road widening, drainage construction, and improved sanitation facilities, have been proven to improve the comfort of residential environments. Adequate public facilities in slum areas have created a more orderly and clean atmosphere, so that it is able to create a positive attraction for tourists who visit Kampung Batik. With a more comfortable and organized environment, the tourist experience when exploring Batik Village is also increasingly positive.
3. The neatly arranged, clean, and orderly residential environment enhances the image of Batik Village as an attractive cultural tourism destination. This increase affects the impression of tourists, which ultimately contributes to a significant increase in the number of tourist visits. The large number of tourist visits also contributes to strengthening the local economy, especially for local residents who are involved in small businesses and local crafts.
4. Economic empowerment programs targeting local communities have been effective, with more and more residents involved in small businesses supporting tourism. The growth of local MSMEs, such as souvenir shops, food stalls, and handicrafts, has a positive impact on the economy of

residents and creates new jobs. With this, the community not only enjoys economic improvement, but also becomes part of joint efforts in the development of Batik Village tourism.

5. Through socialization and hygiene training, the community becomes more aware of the importance of keeping the environment clean and comfortable. Mutual cooperation and community cooperation in caring for their environment in a sustainable manner helps ensure that the quality of settlements is maintained. Active community participation is also the key to the success of the program, as it creates a sense of belonging to a cleaner and healthier environment.

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