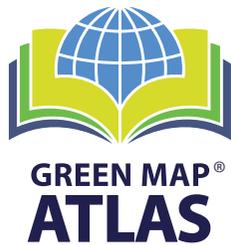




# JAKARTA

Green Mapmaking in Indonesia's Capital



A project of the **Green Map System**: promoting sustainability and citizen action in communities around the world through locally created maps of the natural and cultural environment



# Introduction

Jakarta · Indonesia  
**Jakarta Green Maps**  
 www.greenmap.or.id



Detail of 3rd Map · Peta Hijau Menteng (2003)



I decided to make the Jakarta Green Map because it fulfills my long inquiry for a tool to express the relationship between nature and culture in the city.

Jakarta, along with Indonesia as a whole, has been through a number of environmental disasters—the accumulated damage of three decades of a development regime narrowly focused on growth and productivity. Consumption, in this newly independent and developing nation, has been perceived as a deserved indicator of new wealth.

Healthy urbanism and ecology, while existent as concepts in many Indonesian ethnic cultures, have been eroding. I see Green Mapmaking as a way to reveal the urban reality layer by layer, bringing back urban and environmental soundness into collective memory.

Our first targeted audience is Jakarta's middle class. As the best-educated in a country where even primary school is a

luxury for many, they are well-equipped to realize their indispensable role as agents for change. Jakarta, as the capital city, naturally has the largest proportion of the middle class in Indonesia. As the project has evolved, support has come from the media, artists, intellectuals and university students. Concern about the erosion of our cultural heritage, as well as mismanagement by the city authority, have come to balance concern for the environment.

## Map Data

- Language: Indonesian & English
- Number of Maps: 3
- Published Map Formats: Print, Website
- Number of Sites Charted: 287 points on 2nd map, 198 points on 3rd map
- Number of Global Icons Used: 72



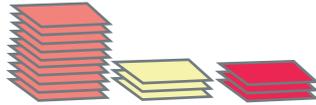
Three of Jakarta's seven local icons



green mappers  
**JAKARTA**

# Mapmaking

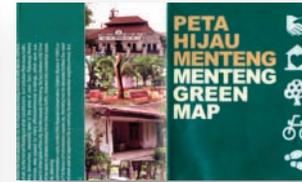
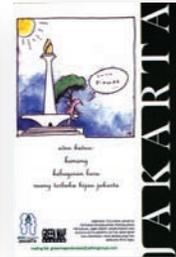
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10,000 copies printed 1st map (as centrefold in *Aikon* magazine), 3,000 2nd map, 3,000 3rd map

Our first Green Map, charting the Kemang neighbourhood, was published in the centrefold of *Aikon* magazine. *Aikon* was the only magazine focused on environmental and cultural issues among the urban middle class, which made it the best way to distribute the map among its targeted audience. The magazine was published on recycled paper for eight years before it ceased production in October 2002.

We intend to create the Jakarta Green Map neighbourhood by neighbourhood, involving new groups of volunteers for each project. This explains the different appearance of each of the three maps published to date. The process begins with a briefing about the icons. Then volunteers go out to survey the neighbourhood, identifying sites that contribute to the city's environmental and cultural life, and sometimes initiating lively discussions with site owners or inhabitants. Unique, locally specific sites are also accommodated. For example, for the Menteng Green Map,



(left to right)  
1st Map · **Peta Hijau Kemang** (Kemang Green Map): February 2002  
2nd Map · **Peta Hijau Jakarta** (Jakarta Green Map): December 2002  
3rd Map · **Peta Hijau Menteng** (Menteng Green Map): October 2003  
Children eagerly trying out the Menteng Green Map

we charted residences of important cultural figures—songwriters, batik makers, a founding father of the republic, leading intellectuals. Sometimes it is hard to select among available GMS Icons; however, having a certain degree of discipline helps maintain the map's quality and universality.

In 2002 we moved our secretariat to the non-profit office of the Indonesian Association of Kite Fliers. The published maps are sold there and at AKSARA bookstore, which donates their retail space. Our website [www.greenmap.or.id](http://www.greenmap.or.id) is shared with other Indonesian Green Maps. It is under construction by colleagues in Malang, an East Java city that recently started its own Green Map project.

## Technical Data

### Software:

Adobe Illustrator  
QuarkXpress  
CoreDRAW

### Hardware:

Power Macintosh G4 workstation  
HP Scanjet 3c

### Paper:

First map: duplicator 80g, recycled  
Second map: matted paper 120g

### Map Structure:

Folding

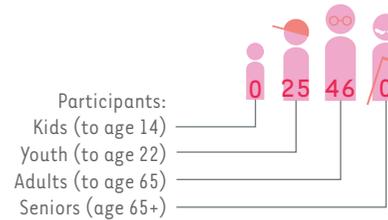
- First map: 47.4 X 30.8 cm / 18.7 X 12.1 in
- Second map: A2 (59.4 X 42 cm / 23.4 X 16.5 in)
- Third map: A2 (59.4 X 42 cm / 23.4 X 16.5 in)

# Teamwork

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[www.greenmap.or.id](http://www.greenmap.or.id)



Partners, Advisors and Board members: **11**



We work with different people for each edition, though there is always a text editor and a graphic designer. The first and second maps involved a core group of volunteers, plus others who helped identify and discuss the sites. The core group included myself—Marco Kusumawijaya (Team Leader), AS Ningsih (Project Coordinator), Ukke Kosasih (Text Editor), Enrico Halim and Bobby Irandita (Graphic Designers), Joni Faisal, Heni Wulandari and Nila Sari (Researchers).

The third map's group included myself, Ludi Hasibuan (Project Coordinator), Ati Kamil (Text Editor), Heni Wulandari and Ria Butar-butar (Volunteer Coordinator/Secretariat), Yan Priyatna (Graphic Designer), and Joni Faisal and Hendri Soendoro (Researchers). Most volunteers are young professionals, fresh graduates, and students of journalism, architecture, urban planning, graphic and landscape design, heritage conservation and art. Stakeholders have expressed their wish that Green Maps lead to follow-up action, informing the public and authorities about

problems in the city. We therefore have included short articles by authoritative experts explaining problems such as endangered historical features, encroachment upon green spaces, and violation of environmental laws.

We use our collection of Green Maps from all over the world constantly in discussions, workshops and launch events—they inspire not only us, the Mapmakers, but also the general public. We are trying to meet the demand for a more detailed and colourful Jakarta Green Map, with higher quality printing, given all the constraints.

Each map is also supported by relevant organizations. Goethe Institut, for example, has helped the Menteng map by providing space for volunteer gatherings and sponsoring the launch evening. This active cultural centre, located within Menteng with an ancient *ficus elastica* tree in its yard, has two icons on the map.



<< Twenty Green Maps from around the world were exhibited in Gallery Lawang at the University of Tarumanagara

Students and lecturers >> who attended the exhibition also participated in a workshop



Elementary schoolchildren at Nichiren Syosyu Buddhism Centre get ready to explore Menteng neighbourhood using the Jakarta Green Map



<< We held the 2nd map launch at a bookshop/internet cafe suited to our target audience

Menteng Green Map >> team members blow up icon balloons for a Goethe Institut exhibition



# Economics

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The first Green Map was greatly supported by *Aikon* magazine, which donated the time of five staff for six months. Later funding came from the World Bank's Small Grant Programme, for printing and travel to workshops. However, most hours have been voluntary, with one paid staff person working halftime beginning in March 2003.

For us, the benefit is in helping people to learn about Jakarta, and also to apply pressure to authorities. The map is a platform for many people who have offered information, expressed concerns or just conveyed their interest. It is a very useful tool. Recently, sales have produced some proceeds, but hardly enough to cover all costs. I have personally spent about US\$30 per month and six hours per week on the Green Map. We are thinking hard about how to sell more maps to sustain the project. We are hoping that better content and attractive design, plus media exposure, will increase demand. We are also looking for more "exotic" places to chart, to reach out and to cross-subsidize other maps.



Approximately **756** website visitors per year

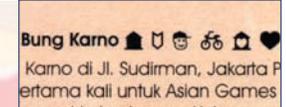


(upper, lower) Positive press coverage in the online edition of the *Jakarta Post*, 7 November 03. The Menteng Green Map press release, as shown on the website Jaringan Pelestarian Pusaka Indonesia



Green Map Icons, as shown on Jakarta's third and second maps

These icons are the common currency of all Green Maps



## Economic Data

**Type of Organization:** Network of NGOs, cultural institutes, artists, individuals

**Support:** Grants, in-kind, sales, private funding

### Major Project Supporters:

- Aikon* magazine
- Society for Built Environment
- Goethe Institut Jakarta
- Ms. Sari Madjid
- World Bank Small Grant Programme

### Number of Paid or Volunteer Jobs

**Created:** 3, combination of paid and voluntary

**Cost of Map:** Rupiah 5,000 (US\$0.60) for the 2nd map. Rupiah 10,000 (US\$1.20) for the 3rd map

**Spin Off Projects:** Exhibits

# Assessment

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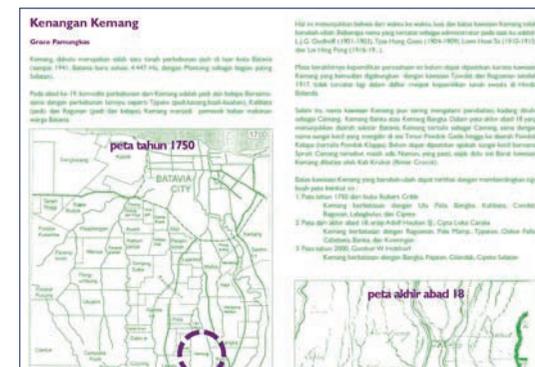
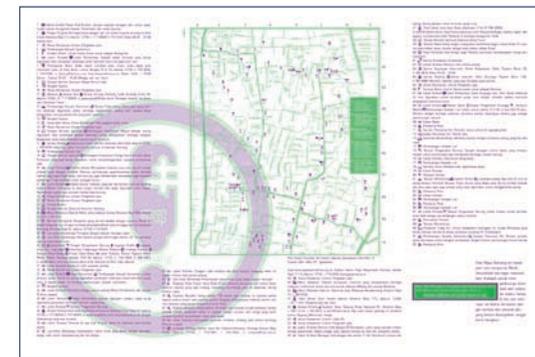
Jakarta Green Map has been covered by *Bobo* (August 02) and *Tempo* (February 03); *Aikon* published our 1st Green Map, of Kemang, in their "Slow Down" issue (February 02); Exhibition publicity poster; Front cover of the *Aikon* centrefold map

The project's greatest challenge is balancing the growing expenditure of time and effort with financial proceeds. Initially we have managed with a loosely organized network of volunteers, but the growth we are experiencing seems to require a more structured organization. Volunteers need to be managed well; they come and go with different motivations, so having a paid core group is a must.

In our context, the Green Maps are firstly valued for their documentary role. Being part of a global network is a major factor that attracts people; most are surprised and inspired to know there are many others at work on the issues. Jakarta Green Maps have inspired other Indonesian cities, including Yogyakarta and Malang. Others such as Bandung, Surabaya, and Medan have invited us to give workshops. We have begun to map Bukittinggi, Sumatera to make its hidden values known, and so that other places may be inspired to resist careless developments. Our Green Map has just started to attract the attention

of the United Nations Development Programme's environmental capacity building programme, and was used for building mapmaking and related skills with student drop-outs from a self-built, low-income residential area.

While we lack a methodology to systematically assess our impacts in Jakarta, we have had positive comments and very good media coverage. The public is invited to get involved through email listservs and workshops (mostly in universities). We have been covered by about a dozen major media outlets in the last two years, including: *Tempo*, *Koran Tempo*, *Kompas*, *The Jakarta Post* (in English), *Jakarta Shimbun* (Japanese newspaper), *Femina* and *Herworld* (women's magazines), *Bobo* (children's magazine), *Intisari*, TransTV, and Radio 68H, JakNews Radio, Radio Female and Radio ER/Ethnic Radio.



(upper, lower) The first Jakarta Green Map, of Kemang neighbourhood, and a detail from its back cover

## Conclusion

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Our maps are unique because each is different, reflecting the skills and knowledge available among the volunteers. Also distinctive is its process of charting neighbourhood-by-neighbourhood, with each Green Map containing some specific local information and narratives by authoritative experts. My favourite part of the project is discovering something unexpected every time—it is the discovery process that enlightens us!

In the near future, we will focus on sales and other promotional activities for the maps. We need more bookstores, tourism boards and other partners to help generate the demand to sustain our Green Mapmaking activities. After a couple more neighbourhood maps, I hope to begin creating an overall Green Map of Jakarta. In the meantime, I would like to work with interesting places outside Jakarta, such as Ubud in Bali. Besides promoting Green Mapmaking in those regions, they are interesting and popular enough that sales

***“I immediately feel like jumping on a bike to explore the neighbourhood and visit the sites, as you are showing me the map!”***

– Vivi Zabkie, radio journalist

of their maps could support our other Green Mapmaking efforts.

***“I want to take my little children along to follow the map’s guidance; but can you guarantee that the good things you recorded in it will still be there when we get there?”***

– Mia Amalia, scriptwriter

***“The map is never good/complete enough; as a resident of this neighbourhood (Menteng), I know there is always something more to add.”***

– Hadi Purnomo, filmmaker



An open front veranda naturally regulates the microclimate in an original Menteng house, and shows the open lifestyle of the past



A small park in Menteng actively maintained by the neighbours' association



Illegal waste dumping on the River Ciliwung, the most important waterway in the heart of Jakarta, goes apparently unattended



(left to right) Mosque in the Menteng neighbourhood, noted in the 3rd Jakarta Green Map; The mountains to the south of Jakarta, as seen on a rare clear morning. Few inhabitants see this landscape, which is visible only 5 or 6 times a year. © Marco Kusumawijaya



## Credits

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Marco Kusumawijaya, except  
page 5) top, from left: Ludi Hasibuan, © Bobo Magazine; Agus Hidayat, © Tempo Magazine; © Aikon Magazine, far right: Enrico Halim, © Aikon Magazine



<< Some of the volunteers behind the Menteng Green Map

## Want These Maps?

email: [marcokw@centrin.net.id](mailto:marcokw@centrin.net.id)  
or visit the online store at  
[www.greenatlas.org](http://www.greenatlas.org)

[www.greenmap.org](http://www.greenmap.org) is your global link to every local Green Map project, multilingual Icon posters, an invitation to participate, and more.



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