

Effectiveness of Tengah Kota Co-working Space in Efforts to Improve Human Resources in Lumajang Regency

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Abstract

Co-working spaces in the current technological era are a solution for office workers, freelancers, students, and communities to more easily create, network, and collaborate. This research seeks to analyze how an effective co-working space model can be implemented in Lumajang Regency through applied research on the Co-working Space Tengah Kota. The cultural adjustment of the people of Lumajang Regency influences the determination of the co-working space concept that will be implemented in the future in a sustainable manner. Using the triangulation method, three data collections are compared, namely the results of initial observations, interviews, and documentation studies to obtain valid and strong results. Three general co-working space concepts were found, namely real property, community-based, and cafe concepts. The first concept tried by Co-working Space Tengah Kota, namely the like a cafe concept, turned out to be not effective. According to the researcher's direct observations and the results of interviews with 8 respondents, supported by 59 respondents who filled out the questionnaire, the community-based concept is a concept that is effectively applied in the co-working space Tengah Kota, Lumajang Regency.

Keyword: Collaboration, Community-Based, Concept, Co-Working Space, Networking.

INTRODUCTION

A monotonous work environment can trigger employee discomfort, so they tend to look for alternative workplaces (Haholongan, 2018). Routines such as sitting in front of the same desk, book, computer, or wall every day, are factors that cause decreased work enthusiasm, which ultimately has an impact on decreased work quality (Manihuruk & Tirtayasa, 2020). In addition, changes in the future that are predicted to rely more on technology and robots than human labor (Krause, 2019), require the creation of a more collaborative and meaningful workspace. In response to this need, co-working spaces or shared workspaces are a solution for workers, creative actors, students, start-ups, and communities to create, discuss, and collaborate (Andriani, 2021).

Co-working spaces have been present in various major cities in Indonesia, such as Jakarta (Lestari, 2019), Bandung (Sutriadi, 2021), Yogyakarta (Fauzia, 2020), Depok (Rahmawati, 2020), Malang (Asyhar, 2019), and Surabaya (Kartika, 2019). Meanwhile, in Lumajang City, co-working spaces are still in the planning stage (Sulistyan, Lukiana, & Ato'illah, 2022). Collaboration in co-working spaces occurs because of professional ties and business trust (Bianchi, 2018), which allows companies to use this workspace to motivate and inspire employees to improve collaboration, innovation, and communication (Bouncken, 2021). Market competition in the co-working space industry, especially for start-ups, is relatively stable, allowing them to partner and grow together (Gauger, 2021). Co-working spaces also play a role in helping companies find their identity and develop their talents in the local environment (Orel, 2021). According to Ivaldi, Spinuzzi, Bodrožić, and Scaratti (2019), the community-based concept will be suitable for implementation in Lumajang Regency, although its effectiveness and benefits will depend greatly on its users (Nakano, 2020).

This research is important to develop human resources in Lumajang Regency to be on par with other big cities. Based on the Klasen Typology analysis (Pratama, 2021), Lumajang Regency is classified as a relatively underdeveloped area. The presence of co-working space in Lumajang is expected to be a place for students, students, start-ups, creative actors, and communities to increase productivity and collaborate with each other. In addition, co-working space can function as a facilitator and start-up incubator, connecting freelancers with large companies, as well as being a platform for building networks (networking).

This study also aims to determine the most effective co-working space type for the Lumajang community. The study began with initial observations of several co-working spaces in other areas as a comparison (Sulistyan et al., 2022), such as Satu Atap Co-working Place and Food Station Surabaya, Dialoogi Space & Cafe Malang, and Ngalup Collaborative Network Malang, each of which has a different concept. A survey was also conducted on office workers, freelancers, students, creative start-ups, and communities in Lumajang Regency to determine their needs and preferences for the appropriate co-working space concept.

Based on this phenomenon, the author is interested in conducting a more in-depth study by integrating the results of previous studies and analysis of the needs of the Lumajang community in the context of today's workspace. Therefore, this study will focus on the effectiveness of the Co-working Space in the Middle of the City in an effort to improve human resources in Lumajang Regency.

METHODS

This study uses an applied research method with a descriptive approach to describe how effective co-working spaces can be implemented in Lumajang Regency in an effort to improve human resources in the area. This study is qualitative, which aims to gain a deep and comprehensive understanding in a natural setting regarding the phenomenon being studied (Yusanto, 2019). The researcher acts as the main instrument in data collection. This qualitative study develops procedures for collecting, recording, and storing data safely (Cypress, 2018).

Data analysis was carried out using the content analysis method, where the researcher identified the meaning unit from participant statements obtained through interviews. This meaning unit is then processed to produce descriptive meaning which is then interpreted and conceptualized as research findings. To ensure data validity, this study uses the triangulation method as a data analysis approach.

According to Rahardjo (2010), the triangulation method began to be used in qualitative research since the 1950s to 1960s. This method aims to increase the validity and credibility of research by comparing various different approaches. Triangulation allows researchers to verify data through observation and interviews, and compare information from different sources.

Sugiyono (2009) explains that triangulation can be done through three data sources, three data collection techniques, and three time periods. In this study, researchers used triangulation with three data collection techniques, namely observation, interviews, and documentation studies. This approach is used to obtain more valid, comprehensive, and in-depth data.

RESULTS AND DISCUSSION

This research was carried out at the Tengah Kota Co-working Space in the Lumajang Regency public library environment. Data was obtained through interviews, documentation, and observation, where the respondents for data collection were visitors with different backgrounds. Display the table as below:

Conclusion of Interview Results

Table 1 Interview Results

No.	Question	Answer
1.	What kind of place is needed for work and creativity but doesn't yet exist in Lumajang Regency?	A place to work and do school or college work in a new, comfortable and conducive atmosphere without any noise. Like co-working space.
2.	What is an effective place to support the needs of high school students, creative actors, office workers/freelancers, and the community?	A place with complete facilities, such as a spacious room with booths for more privacy, comfortable air conditioning, and seating with chairs and tables that are friendly for long periods of time facing a laptop. Smooth Wi-Fi, sockets at every table.
2.	Do you feel that having a Co-working Space in Lumajang Regency really helps you to be more productive and able to collaborate with others? Why?	The respondents as visitors felt happy and helped, because this was something new for them, so this new atmosphere increased their enthusiasm to be more productive. Plus, they have the opportunity to meet visitors or other communities, then collaborate to create joint activities.
3.	How does Tengah Kota Co-working Space become a quite effective place?	By implementing a co-working space model with a community based concept. Embracing the community is an initial strategy for introduction and consistency in the future.

Source: 2022 data processing results.

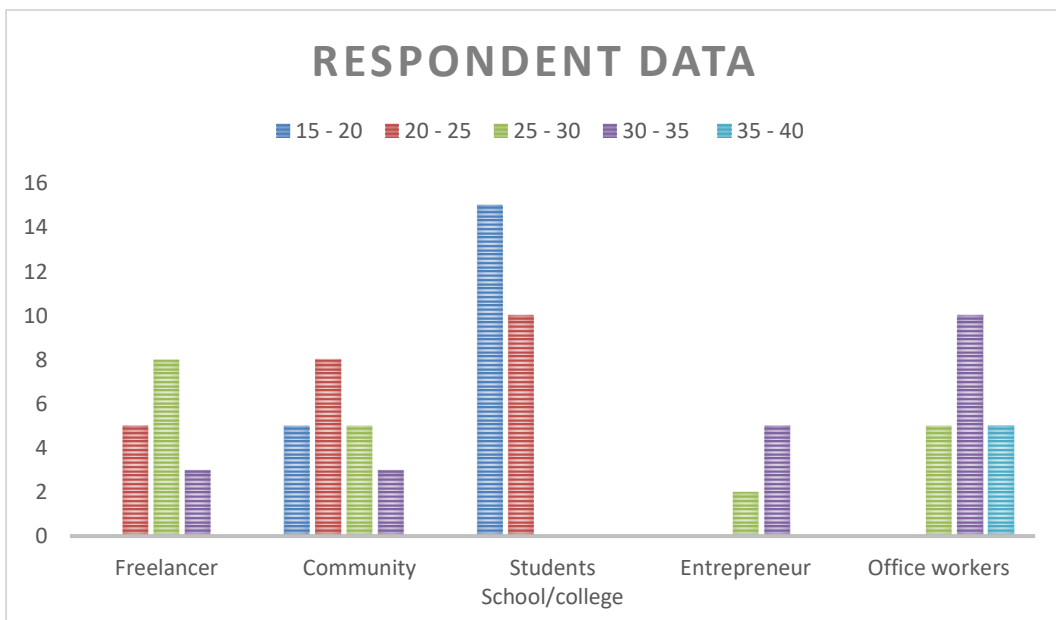


Figure 1. Questionnaire Respondent Data

Source: 2022 data processing results

This study uses the triangulation method to combine data obtained through initial observations, interviews with eight respondents, and documentation studies, to ensure the validity and strength of the data collected, so as to produce more accurate conclusions. This study departs from the problem of the absence of co-working space in Lumajang Regency that is able to become a center of productivity, collaboration, and networking for office workers, freelancers, creative actors, students, and local communities. Therefore, this study aims to identify an effective co-working space model for the Lumajang community as part of efforts to improve Human Resources (HR). The results of interviews with eight respondents showed that the effectiveness of the Co-working Space Tengah Kota was evaluated through four main aspects: satisfaction with service, location,

facilities, and comfort. The majority of respondents considered that this co-working space had begun to meet their needs, especially in increasing work and study productivity. This place has functioned as a place for collaboration and creativity, although some aspects still need improvement, considering that this co-working space is the first in Lumajang Regency and is still in the introduction stage.

One of the main challenges identified was the lack of education about the concept of co-working space among visitors. Of the 59 questionnaire respondents, 34 of them still considered this place as a cafe, because the service pattern applied was more like a cafe than a co-working space. This shows that managers need to provide clearer directions regarding the function and ethics of co-working space, especially when visitors come for the first time. This education is important so that visitors better understand the difference between co-working space and cafe, and maximize the function of this place for working and studying.

Facilities are also aspects that are highlighted. In the digital era, the presence of fast and stable Wi-Fi, power outlets available at each table, and ergonomic seating and tables are very important, especially for visitors who work for long periods of time. In addition, an effective room layout is also needed to create a more comfortable and conducive atmosphere. Several visitors also suggested the addition of a more private room, especially for meetings or activities that require a quiet atmosphere.

From the results of the analysis of the three data sources obtained, the most appropriate co-working space model to be implemented in Lumajang Regency is the community-based concept. This concept is considered more relevant because it can introduce the function of co-working space gradually by involving local communities in Lumajang, encourage collaboration between community members, and increase public interest in working, studying, and networking in this place. Managers are advised to adopt a free administration system for public use, while private spaces or special places for certain events can be rented as a source of income for facility maintenance. However, for this system to be successful, it is necessary to add rooms that are suitable for rent, as well as maintain the presence of a cafe in the creative area to complement visitors' needs.

The real property-based approach, which requires payment up front for each use, is considered unsuitable for Lumajang Regency, considering that the community's need for shared workspaces has not been a top priority. Instead, they only use co-working spaces according to specific needs. Therefore, the challenge for managers is to create visitor dependency on the Midtown Co-working Space by strengthening community involvement. The community has a major influence in advancing human resources in Lumajang, and this community-based concept is considered appropriate to accommodate these needs.

The implementation of this concept must also be adjusted to the local culture and environment, which are different from big cities. With good management, this co-working space has great potential to be a catalyst in improving human resources in Lumajang. A comfortable place to work, study, and create can encourage interest in learning, form new habit patterns, and create a productive and sustainable ecosystem. In the long term, this community-based co-working space can become a center of community productivity and play a significant role in supporting the government in increasing the Human Development Index (HDI) in Lumajang Regency by improving quality human resources.

CONCLUSION

Based on the results and discussions presented in this study, it can be concluded that the most effective co-working space model implemented in the Tengah Kota co-working space as an effort to improve Human Resources (HR) in Lumajang Regency is to adopt a community-based concept. Adjustments to the local community culture can be done through the introduction of co-working space functions by utilizing the strengths of local communities.

This co-working space model is formed based on the interaction between community culture,

facilities provided, administrative systems, and service quality. Therefore, it is important to develop a discussion on a sustainable co-working space model. Further research using mixed methods or Q-methodology can be conducted to explore these aspects in depth and gain a more comprehensive understanding.

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