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URBAN PLANNING DIGITAL BOOK AS A MEDIA FOR SOCIALIZING FARMING IN URBAN AREAS

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ABSTRACT

Urban farming nowadays has become a trend in major cities in the world. Various communities and urban farming activists have been born to initiate the use of open space into productive green land. Even in several cities, the local government has launched urban farming as one of the greening solutions for their cities. In *Soloraya* area, urban farming has not been recommended by the local government as an effort to expand green land in urban areas. However, some communities such as ZARE and HEEJAO have been active in providing socialization, especially to young people to develop their awareness in responding to the importance of green land in the increasingly dense urban areas. For this reason they use internet-based digital media in the form of websites and digital books that are easily accessible to the present generation in order to provoke the spirit of farming using urban gardening and farming whose products are expected to be one of the alternative solutions for limited land cultivation and extreme climate.

Keywords : urban farming, limited land, green land