

Favorite Places of Indonesian Young Adults

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ABSTRACT

Study on favorite places reflects people's preference for a particular place. It may result in a most likable type of place and even the driving factors. A favorite place study can become the base for further research about preference. This type of study is very beneficial for spatial planning to find out what kind of setting will be successful. The purpose was to find out a favorite place for young adult, specifically Indonesian people. Respondents in this study are restricted to 25-40 years old to produce a reliable result. To achieve this purpose, respondents will be asked about their favorite place. Data collected will be analyzed using distribution. There are 347 answers can be investigated further. The result shows that favorite places of Indonesian young adults mostly are restaurants and beaches. It may have to do with lifestyle and geography of the area.

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1. Introduction

Favorite Places can be described as particularly engaging places where people tend to attach to according to Korpela[1]. Meanwhile, Newell [2] believed that favorite places are preferred built environment that has high value for individuals. Research on favorite place has been done primarily concerning human emotions or experiences in a specific place.

Researches on favorite places are beneficial in many aspects. Besides finding its restorative qualities, favorite places also show people's preference [3]. Spatial planning employs people's need and preference to be successful according to Bechtel & Chuchman [11], Najafi & Shariff [12]. Thus, the need for preference study became significant.

A favorite place can be what we find every day or specific place with a particular memory. There are various triggers for place preference

whether place-related or people-related [2][4][6]. There are too many triggers for place preference to be put into a straightforward research. Favorite place study needs to be elaborated to make a complete picture of place preference.

Since many possibilities affect place preference, a simple preliminary research needs to be done. This initial research needs to pick up specific issue related to place preference or favorite place. The simplest one is a favorite place for a particular age group. There is a few precedent research of favorite place on specific age group such as research by Malinowski & Thurber [7], Sari et al. [4], Lissimia [6]. Nevertheless, the same age group can result in a different favorite place. Newell [7] has conducted research on the favorite place of the similar age group in the different country. The result shows that people from different country choose a different favorite place. Although several types of place tend to appear repeatedly [1][2][3][4][5][6][7].

Age has a large role in perception and preference. Robertson & Chapman [5], Korpela [1][3], Sari et al [4], Malinowski & Thurber [7] conclude the same. Malinowski & Thurber [7] focuses on the impact of age progression on site preference. Research subjects were boys aged 8-16 years. The results of the analysis showed differences in place preferences in each age group but not significant. Significant results are shown from the reason for choosing a favorite place. Younger boys choose a place because of the space function or activity, while older boys choose the place because of aesthetic and cognitive value.

Place selection differences are indicated by Korpela [3] with adult respondents aged 37 and Korpela et al. [1] with magister student respondents aged 19 years averaged. Both show the natural setting as the most choice. While Chapman & Robertson [5] with teenage respondents from class 9-12 show home as a favorite place that most often mentioned. Research by Sari et al. [6] with college student respondents aged 18-25 years produce mall as the favorite place most said.

This study proposed to find a favorite place of young adults. Young adults are chosen because they are the most productive age. Therefore, their favorite place might be more varied. The result of the study can give an insight of successful spatial planning based on their preference since the most case of participatory planning employed young adults.

This study will be done in Indonesia using an open question format. There are not many studies of a favorite place in Indonesia or even Asia. The country needs to be mentioned to avoid confusion caused by cultural background. Different background resulting in a different favorite place has been established before [7].

This study is a part of a bigger project on the study of place preference. The physical characteristics of the favorite place for the same age group are already published [6]. There might come another research on the favorite place to find another trigger.

2. Material and Methods

2.1. Preliminary Study of Favorite Place

Research conducted by Korpela [1][2] focused heavily on favorite places as a means for a restorative experience. Restorative experience refers to the regulation of human emotions or the attempt to neutralize negative mood.[1][4]. Restorative experience can be considered as a human need given the level of stress or saturation that occurs due to the demands of everyday life. In his research on the reasons for choosing a favorite place, Korpela et al. [1] revealed a restorative quality at a favorite spot. These qualities are away from everyday life (being away), attention to objects that are very attractive in the environment (fascination), environmental support for the desired activity (compatibility), and the environment's need for activities (extent/coherence). The four reasons are the attention restoration theory expressed by the Kaplans [3]. Nevertheless, favorite places are not always interpreted as a means of restorative experience.

Favorite place researches tend to result in the residential and natural environment. This statement based on literature review on Newell [2], Robertson & Chapman [5], Korpela [3][1], Galindo & Rodriguez [14]. The reason for the selection of the natural environment is usually associated with restorative quality. While the selection of residential areas more often caused by the need for privacy. Home as a favorite place also has a tendency to appear among teens and college students [2][5].

Another tendency of favorite place researches is the objectives. One of the most common

objectives is the relationship between place preference and the reason for the preference. Another purpose is to find the type of favorite places selected by a particular group of respondents. Many things influence preference for favorite places. Research conducted by Newell [2] revealed that the favorite places and the reasons for preference differ for each individual. Categorizing favorite places can be done based on the attributes of the place. But the most significant difficulty is analyzing the reasons for choosing a favorite place. Various theories used as a reference for categorizing the reasons for the selection of favorite places. In Newell's study [2], the preferred favorite places are residential or private places and the natural environment. While the reason is categorized based on affordability and attachment. Reasons for affordability include place affordance, physical affordance, and social affordance. Reasons for attachment include place-centered reason, self-centered reason, and interactive reason. Reasons related to place include physical aspects of the favorite places such as aesthetics, ecology, calm atmosphere, natural atmosphere. While personal related reasons include the purpose of solitude, to feel safe, to keep away from stress, to relax, and others. Reasons for interaction include social, physical and psychological, spiritual, familiar, and so on.

Research on favorite places done by Sari et al. [4] resulting in mall, open space, and hobby space as favorite places. While the reasons for choosing a favorite place are divided into three dimensions: place activity dependence, place dependence, and activity dependence. Malls are selected as favorite places by most respondents which is college students. Place activity dependence underlying mall selection because the quality of the venue offers something unique and varied entertainment activities that can be enjoyed. Then the second favorite place is the open space located outside the urban area. The reason for the selection is its natural qualities. The third-place choice is a

hobby space that tends to involve high concentration activities. Activity dependence is underlying the selection of hobby spaces as it provides the means to carry out activities. This research is the most compatible research with this study since it also employs Indonesian respondents.

2.2. Defining age group

The explanation on introduction underlines the outcome of place preference on different age group. It is clear that different age group result in different place preference. Before discussing the method, this study needs to determine a specific age group for respondents. To determine a particular age group, there will be needed a preliminary discussion about the characteristic of a particular age group.

One reliable source of age groupings is Erikson and Vaillant [8][9]. Erikson believed that every session of life has a thriving and unsuccessful state based on conflict. For young adulthood, success occurs regarding intimacy and failure or isolation if not successful. Meanwhile, Vaillant sees young adults have abundant time to build and develop goals mainly in the field of family or relationships and careers. This theory strengthens the assumption that young adult is the most productive age group whether in social, lifestyle, and material.

Murdy et al. [10] took the age groupings by Levinson to examine the differences in the role of tourists in the adult age range. Levinson divides the adult age into 3, namely early adulthood with the age range 17-39 years old, middle adulthood with the age range 40-64 years old, and late adulthood 65 years and over. This precedent specifically mentioned age group and their characteristics.

This study chose to address respondents from the adult age group. It is easier to analyze

favorite place from adults rather than other age groups. As mentioned in the previous paragraph, the adult age group ranged from 17 years old until over 65 years old. Those ranges are still too broad to focus the study. The focus in the research is needed to generate the impactful result. Therefore, the age range 17-65 years old needs to be narrowed down.

Similar research by Sari et al. [4] employs college students ranged from 18-25 years old. This study will attempt to fill the gap for young adults respondent. Therefore young adults ranged from 25-40 years old was chosen. People with age over 40 are not included only because their character will be entirely different. This decision is in line with Levinson's early adulthood age group.

From the literature review, an estimate of age group characters for this study was made. This character also based on the character of Indonesian since this study employs Indonesian for respondent. For example, individuals before the age of 25 who have not yet had their income and have not been married will tend to be hedonistic, so their favorite place maybe places for entertainment. While individuals at the age of 25-40 years who are generally employed with income and have been married will tend to be utilitarian so their favorite place may be a place of recreation. Similarly, for individuals at the age of 40 years and over, the results will be very different. The table below will explain what attributes are inherent in adulthood. The determination is based on the researcher's assumptions. The answer will be known after the research results are collected and analyzed.

This age group has been explained by Lissimia [6]. The division of young adults into three age group are based on those study.

Table 1: Characteristics of Young Adults based on Assumption

Before 25 years	25 – 40 years	After 40 years
<ul style="list-style-type: none"> • students • income from parents • single (unmarried) • no children • hedonistic 	<ul style="list-style-type: none"> • employee • independent income • married • have children • Utilitarian 	<ul style="list-style-type: none"> • Established employee • Reasonable income • married • independent children • highly utilitarian

Source: (Author, 2018)

2.3. Research Methods

It has been mentioned before that this study will use open question format to gather respondent's favorite place. This method considered to be appropriate. Similar research by Sari et al. [4], Korpela [3], and Newell [2] used the same method. Other variations are a structured interview. This method was used by Chapman & Robertson [5].

In accordance with the purpose of the study, a favorite place of young adults will be analyzed using distribution analysis. Sari et al. [4] and Lissimia [6] employ the same method in their analysis. Distribution analysis is limited in interpretation, but it gives validation for this study [13].

This study includes additional analysis. The data collected apparently can be analyzed further using correspondence analysis. Correspondence analysis finds the proximity between one factor to another. This analysis will be used to find out the proximity between a specific type of place with smaller age group on Table 1.

3. Results and Discussions

3.1. Favorite Place Category

There are 347 answers that can be analyzed further. The responses from respondents about favorite places are particular. Several answers mention specific name or brand, for example, Salman mosque, Togamas bookstore, etc. Therefore there are wide ranges of the type of favorite places. These varieties will make difficult for analysis since the frequency will be spread evenly on every place category. The impact of an analysis made the result difficult to read. The varieties need to be narrowed down to make analysis easier.

To simplify it, it is necessary to create a new group of place with similar characteristic and give it a new label or coding. The new naming is to be a new category of favorite places.

Categorizing favorite places is done on several levels. The purpose is for precaution if the category that emerged is still too broad or too narrow. The original categorization unifies a similar type of place into one category. For example, Gramedia bookstore, the Togamas bookstore is grouped into a new category labeled bookstore.

The original category resulted in many categories of places. There is 33 type of place from the original category. This category is fine since there is no parameter in how many categories should be. But to make it more focus they need to be categorized further. The first level categorization is created to narrow down the original categories. The category was made depending on the type and character of the place. For example, forests and waterfalls are grouped into natural environments, villas, and hotels into the lodging facility, and so on. The illustration can be seen in Table 2.

The first level category is still considered too broad for further analysis but is considered most appropriate and representative for various categories of favorite places. However, it is necessary to do a second level category that narrows it down. Second level categorization groups several types from first level categories with similar properties. The final result becomes narrow enough, but the similarity of character in one category is too general so that each category considered less representative.

Nature consists of places that are mostly natural without much human intervention. This category includes marine tourism object, Highland, and natural environments such as forests, open outdoors, gardens, and waterfalls. Highlands substitute places in nature where visitors can see the landscape below. Open outdoors are similar to a forest but has a little-built area or is not as natural as a forest. Meanwhile, gardens substitute agricultural area such as rice fields or tea plantations.

Table 2: Favorite Places Category

Original Category	1 st level Category	2 nd level category
Marine parks	Marine tourism object	
Beaches		
Highland	Highland	Nature
Forest	Natural environment	
Open outdoors		
Garden		
Waterfall		
Food vendor	Culinary place	
Restaurants		
Villa	Lodging	
Hotel		
Grocery store	Rustic commercial	Commercial facility
Market		
Mall	Urban commercial	
Bookstore		
Recreational facility	Recreational facility	
Historical site	Historical site	Geographic

Island		region
City	Geographic area	
Village		
Particular area		
City park	City open space	
Open public space		
Railway Station	Railway Station	Public space
Lake	Lake	
Library	Educational Facility	Sociocultural Facility
School		
Religious Facility	Religious Facility	
Home	Personal space	
Personal space		
Hobby space		Personal-related space
Guarding post	Hobby-related space	
Cinema		

Source: (Author, 2018)

Commercial facilities consist of places that offer services or goods to make a profit. This category comprises culinary places, lodgings, rustic commercials, urban commercials, and recreational facilities. The rustic commercials consist of grocery stores and market whereas urban commercial consists of malls and bookstores. The culinary place is where people eat such as food vendors and restaurants. Café, fast food vendors and the like belong to the restaurant category. The lodgings consist of places where people stay like a hotel and villa. Recreational facilities are recreational areas that offer a variety of spectacles or rides such as zoos, ecotourism and theme parks.

The geographic region describes places in the form of an area such as cities, villages, islands, particular area and historical sites. Historic places fall into this category because they are so attached to the location, and they are not found anywhere. Examples of categories of historical places are museums, archaeological sites, old towns, and so on.

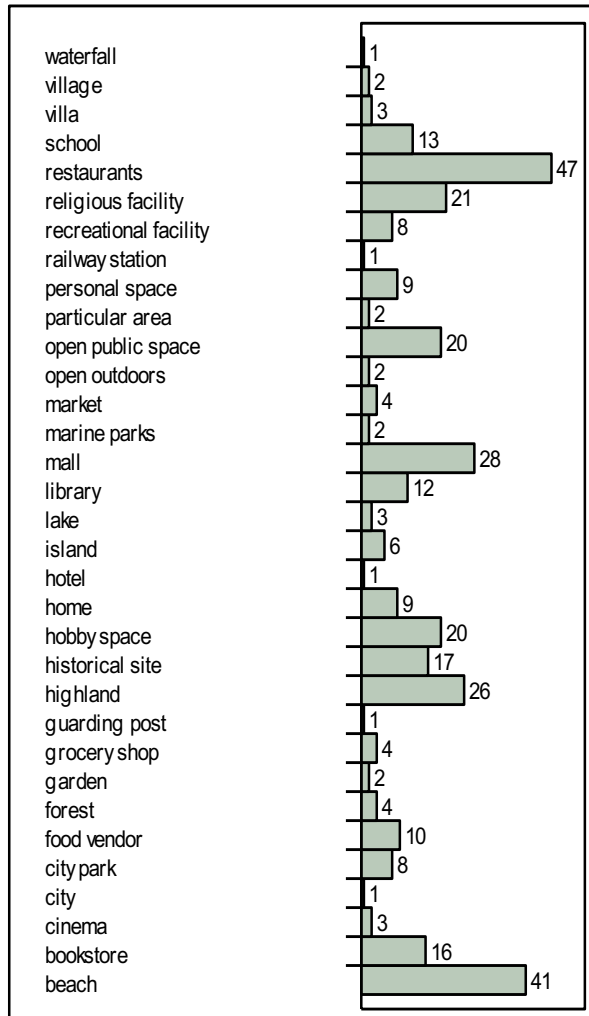
Public spaces include an area open to the public such as city open spaces, railway stations, and lakes. City open spaces include city parks and open public spaces in the city for example roads. Railway stations included in the category since they are open for public access. Meanwhile, lakes is a space public in the inland or freshwater such as large ponds or reservoirs.

Sociocultural facilities include religious and educational facilities. In more detail, this category consists of schools or colleges, libraries, and religious related facilities such as mosques, holy land, monasteries, and so forth. Personal-related spaces are space used by individuals for personal interests, such as hobby-related space and personal space. Examples of personal space are homes, and private spaces such as rooms, porch or boarding houses. Hobby-related spaces are spaces that accommodate certain activities according to the purpose of the user. Examples of this category are base camps, cinemas, and swimming pools. It should be noted that hobby-related space categorization does not take into consideration the cost of the facilities to avoid confusion with commercial facilities.

3.2. Favorite Place Distribution

After grouping the favorite place the next step is to analyze it. This section dedicated to finding out the most popular favorite place and the least. Therefore distribution analysis considered suited for this section.

There are several alternatives to counting frequency for each type of favorite place. According to the previous section, there are three alternatives distribution of favorite place. The first distribution will use the original category. The result is shown in Figure 1.

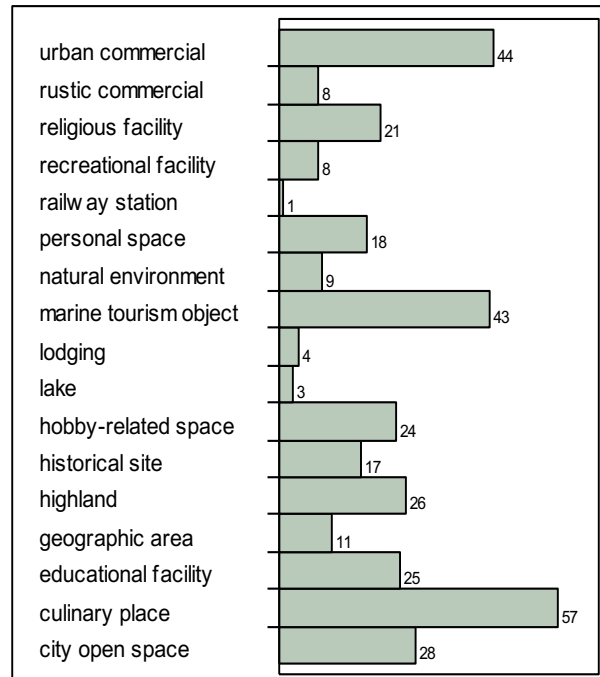


Source: (Author, 2018)

Figure 1: Distribution of original category of favorite place

Place categories such as railway stations, guarding post, cities, hotels, and waterfalls each have a frequency of 1. Whereas the frequency of open outdoors, cinemas, a particular area, lakes, villages, hotels, forests, gardens, markets, marine parks, villas, and the grocery store has a frequency of less than 5. This uneven distribution of frequencies encourages subsequent categorization to spread more evenly. From the first category, it has been seen that the most significant frequency is restaurants and beaches. Then with a frequency above twenty-five (25) is malls and highlands. The next group is those with frequencies above 15 including

bookstores, historical sites, open public spaces, hobby spaces, and religious facilities. The last group is a place with a frequency of more than 5 such as food vendors, city parks, schools, homes, personal spaces, islands, and recreational facilities.

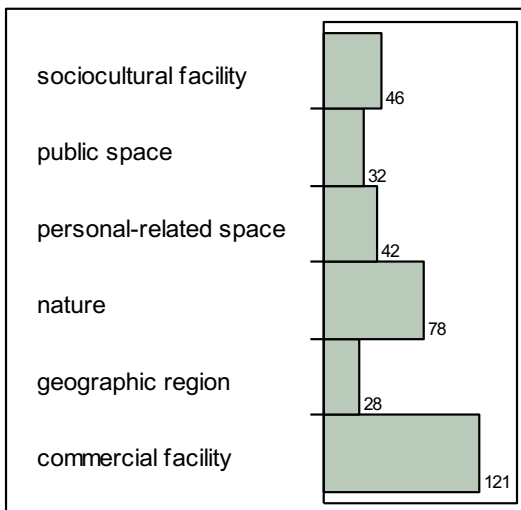


Source: (Author, 2018)

Figure 2: Distribution of first level category of favorite place

The first level categorization groups two or more similar categories into one category. Explanations of each category have been described in the previous section. From Figure 2 appeared 3 categories of favorite places with the highest frequency that is culinary, commercial, and marine tourism. For categories with frequencies above 20, there are high places, city open spaces, hobby spaces, educational facilities, and religious facilities. Meanwhile, for the category with frequencies more than ten that is a historical site, personal space, and geographic area. The last groups with frequencies less than 10 are lakes, lodgings, natural environments, rustic commercials, railway stations, and recreational facilities.

The second level of categorization is described in Figure 3. Sequentially from high to low frequency, the category is commercial facilities, nature, personal-related spaces, public spaces, and geographic regions. Of the various categories, which should be considered are commercial facilities and nature.



Source: (Author, 2018)

Figure 3: Distribution of second level category of favorite place

From many categories of favorite places that arise, the place that highest frequency is a commercial facility. Commercial facility categories are mainly represented by the category of culinary places and commercial places. Culinary places do not appear in any research about favorite places. This may be because of the difference from defining the favorite place itself. Studies by Sari et al. [4] and Korpela [1][3] define favorite places as a means of restorative experience or to eliminate negative stimuli. Meanwhile, Newell [2] searched for favorites place that holds value. In this study, the notion of a favorite place is not devoted to anything but follows the definition of each individual. Therefore the concept of a favorite place in this study is quite general compare to other studies.

There are other possibilities of why culinary place elected as the most favorite place of

Indonesian young adults. There might be a culture background on this result [4]. First, Asian food has been known to be delicious. So everyone wants to taste it especially natives. Second, young adults with high mobility and taste for adventure perhaps love to explore many culinary delights. Therefore culinary place is so popular for young adults. Nevertheless, the reason behind this cannot be defined through this study. Further research needed to be done to find out another trigger for a culinary place to become favorite.

Malls represent Urban commercials. Malls count for twenty-eight (28) compared to the bookstore which count to sixteen (16). Mall in particular also appeared in other similar research with student respondents conducted by Sari et al. [4]. While in other studies, commercial facilities are also often mentioned, but the frequency is not as large as the natural environment and personal space [1][2][3][5].

In this study, urban commercials have a high enough frequency, higher than marine tourism object and the natural environment (figure 2). The results are entirely consistent with the research of Sari et al. [4] which shows that the mall is higher in value than the open outdoor as the natural environment.

From the comparison of these frequencies it can be concluded that in Indonesia, everything in the commercial facilities concerning planning, design and so forth is considered much better than existing public facilities. This is evident from the value of public facilities that are much lower than commercial facilities. Indonesian young adults are more willing to pay a specific fee to come to a place than visiting public facilities for free. Another indication is that public facilities in Indonesia have not met the expectations of young adults.

In this study, the natural environment was more widely represented by beaches than the mountains. Indonesia as an archipelagic

country has many beaches. Perhaps this is what affects the emergence of the beach as one of the favorite places selected by young adults. This supports the discovery by Newell [2]. He stated that respondents from mountainous areas tend to mention the mountain as their favorite place. So geography conditions affect the selection of favorite places.

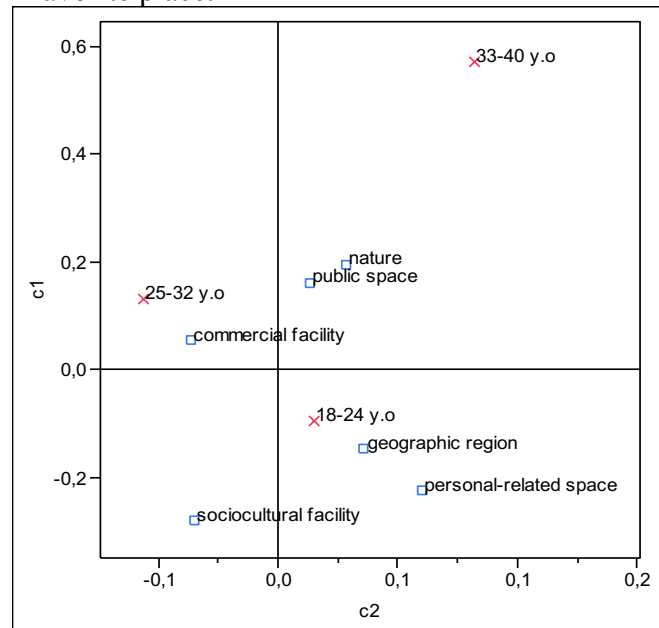
3.3. Favorite Place based on Age Group

This study focuses on young adults respondents age 25-40 years old. These range in age still can be divided into three smaller age group as explained in section material and methods. The purpose of dividing young adults into smaller age group is to analyze the tendency of choosing favorites based on the smaller age group. Correspondence or distribution can do this analysis. The category of place used is second level category because the variety of places is simple enough to be analyzed with another factor. The correspondence analysis is able to give a clear picture of the closeness between the characters of the respondent with a favorite place. Therefore, a correspondence analysis will be done to support the knowledge gained later.

The illustration for correspondence analysis between age groups and second level category of favorite place can be seen in Figure 4. Correspondence analysis shows the proximity between 2 factors. As illustrated, the distance between dots shows how close or how far the relationship is.

From the correspondence analysis, the 18-24-year-old age group has proximity to geographic region, personal-related space, and sociocultural facilities. The 25-32-year-old age group is adjacent to commercial facilities, nature, and public space. While the age group of 33-40 years tends to be far from any place because the number of respondents of the group is not as much as the other. But judging from the proximity, then the age group tends

to pick nature and public space as their favorite place.



Source: (Author, 2018)

Figure 4: Correspondence analysis of second level category of favorite place by young adults age group

From the correspondence analysis, it is known that respondents 18-24-year-olds have proximity to more places than other age groups. This is because most of the respondents are in this age groups.

Based on character assumption, 18-24-year-olds are students, still single or unmarried, and have no independent income. The number of places favored by this age group may be because one's own income does not influence the selection of the venue. The lack of responsibility or social ties of the student age group gives the age group the freedom to choose their favorite place.

From the correspondence analysis, it is known that the 18-24 years age group also chose quite serious places such as geographic region and sociocultural facility. This is a revelation that has never been mentioned in any other research or favorite place. Sociocultural facilities have particular character consist of educational and religious function. The reason

they choose educational facilities perhaps related to their daily connection with the place. Meanwhile, they choose religious function perhaps related to Indonesia as a religious country. This possibility support theory that cultural backgrounds trigger preferences and that Indonesia is a genuinely religious country. It reflects on their young adults' generation.

Favorite places that are generally visited for personal gain such as personal-related space tend to be chosen by the 18-24 year age group. As explained by research Sari et al. [4], hobby room selected by the students because of the quality of activities offered. Hobby room provides specific activities. While the proximity of personal-related space with the 18-24-year-age group supports the study of place preferences by students or adolescents [5].

The more mature age group of 25-40 years are generally employees with independent income and are married or have children. This group prefers a favorite place that can be visited in groups or together. This may be related to Vaillant's theory which states that young adults focus on building and developing goals mainly in the field of family or relationships and careers. This allegation is supported by a private space that is not adjacent to the age group of 25-40 years. It can be said that the married 25-40-years-old age group does not need to be alone as students in 18-24 years old.

4. Conclusion

Indonesian young adults are mostly choosing culinary places as their favorite places. It may be related with the culture or maybe the characteristics of young adults itself. The next favorite places in line are urban commercials such as malls, and marine tourism object. This is slightly different but still consistent with the research of student's favorite places which result in the mall as the most favorite then the natural environment [4]. Public facilities are

fewer selected than commercial facilities. This means young adults prefer to pay for the maximum experience than going to a free public facility. Another possibility is that the Indonesian public facilities are not as good as expected. The marine tourism objects were chosen following the geographical conditions of Indonesia which consist of many islands.

Based on the analysis of favorite places on age groups, ages 18-24 tend to choose a variety of places. Perhaps this is influenced by the income from parents that comes free. It enables them to select various places without worrying about the cost. It also shows in the age group of 25 and over that adjacent to fewer place category. Also, this group also prefers a place where they can go in groups. This fact supported by the character of age groups that focus on relationship and family.

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