Characteristics of popular culinary place in Kelurahan Tamalanrea Indah based on Universitas Hassanudin student’s Mental Maps

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Abstract. Mental maps concept emerged in discussions among experts since the 1960s where the concept was combined using participatory in exploring the visualization of the city and spatial preferences. This study discusses the characteristics of popular eating places based on an evaluation of spatial products in the discussion of space. For comparison purposes, it takes participants who need to fill in the required form about the characteristics of the eating place based on their favorite places to eat and analyze the printed map and mental map. Universitas Hassanudin students are selected as research participants. They chose to map three of their favorite eating places in Tamalanrea Indah Village as a basis to determine their popular eating places while revealing their mental maps. In total, there are 10 participants which produced 18 names of favorite eating places. Ten respondents who were willing to fill in the map, and evaluate the mental maps, is compared. From the data obtained, the three most popular places to eat in Tamalanrea Indah Village that were successfully validated were Bokatana, Waroeng Dian and Warung Alhamdulillah. In general, the mental map produced is based on the variable length of stay and length of study at the Universitas Hassanudin which affects the accuracy of the mental maps, while for popular eating places students are selected based on the distance from the faculty to compare the distance of the residence.

1. Introduction

Since the development of the Geographical Information System (GIS), the human aspect has resisted the perception of the place. Perception and knowledge are very spatially oriented. The perception of geographical space is an image of the individual's environment in the consciousness of each individual [1], while spatial knowledge is often associated with spatial control. Over time humans will develop territoriality and this develops into a system of space ownership, whose peak is the era of colonialism [2]. The concept of mental maps arose when geography experts Peter Gould and Kevin Lynch used mental maps for participatory participation in exploring the city visualization and spatial preferences in the book The Image of the City [3]. Participatory is considered to have an integral part in geographical research from his perspective. The making of mental maps has the effect of empowering participants because this provides individuals who have the opportunity to think spatially about their environment and who are socially related, which makes the participation of particular social group individuals part of a residence.
Along with mental maps, as for other terms of theoretical construction that cannot be observed in the original repository (human brain), namely "cognitive maps", a synonym with more neurological connotations, the mental map concept is already trending in geography, behavioral science, and psychology. Immanuel Kant might have anticipated mental map ideas in his writing on geography [4]. Cognitive maps interpreted as an individual model of the world in a person's lives [5]. This similarity is also seen in the Dictionary of Human Geography (2009), where the term mental maps are written together with the term cognitive map. The dictionary, although it doesn't explicitly define cognitive maps, states that both are "knowledge of places, mental construction" is seen as an intermediary between geographical conditions and human activities. "The mental maps now refer to three things: (1) a model such as the cognitive map concept [7]; (2) sketches of maps/images/representations, and (3) map the results of analysis or surface [8].

Tamalanrea Indah Village is the closest area to the Universitas Hassanudin (UNHAS) which allows UNHAS students to do all their activities. Spending time working on tasks, organizing without relaxing, in this case, is very related to the term place. Students will create a mental map of subjective assessments of the environment of popular eating places and their characteristics. Because there are many places in Tamalanrea Indah Village, this study discusses eating places in this village. The results of the mapping of UNHAS students regarding their favorite places to eat in Kelurahan Tamalanrea Indah will be used as a strategy to utilize popular eating places while revealing their mental maps. This study aims to uncover the sense of place for students involved in Spatial Products consisting of Mental Map Sketches, as well as to study where the popular eating locations are and the characteristics of the construction of popular eating places in the village of Tamalanrea Indah. Results obtained as knowledge or information related to the place for students who live there.

Figure 1. Research administration area (Universitas Hassanudin Kelurahan Tamalanrea Indah)  
(Source: Data Processing, 2019)
2. Method

The research location was carried out in Tamalanrea Indah Village, Tamalanrea District, Makassar, South Sulawesi Province. This research is conducted within three days (April 22-24 2019). The research area is close to one of the state universities in Makassar, namely the Universitas Hasanudin. The type of data used in this study is primary data and secondary data. Primary data is data obtained directly from the field by visiting respondents directly and asking questions that have been prepared in the form of Google form link entries, and through paper media (print maps and HVS A4) to obtain the results of mental maps of respondents. Secondary data in the form of information relating to the location of the study, physical conditions, demographic conditions, and socio-economic aspects. To collect data, several methods are used, namely observation, instruction in making spatial products, and documentation. The analysis in this study was carried out by linking these popular eating places with the subjective characteristics and site and situation of the eating places and assisted by using descriptive statistics. This study was conducted to examine differences, based on the length of stay of a person's cognitive abilities to recognize an environment.

2.1. Research Variable

The research variables that will be examined are based on the student's favorite places to eat, the distance between the location of residence to favorite places to eat and the characteristics of eating places [8], including:

1. Variables Length of stay of respondents in Ex. Tamalanrea Indah or Old Education at UNHAS
2. Price Characteristics Variables
3. Accessibility variables
4. Environmental Variables
5. Variable Population Around

![Figure 2. Concept Flow of this Research](image)

2.2. Data Processing

Data processing in this study is adjusted for data collection instruments, for data collection using Gform link fields, data processing is used in the form of tabulations, graphs, and diagrams. Tabulation of data in the Google Form field will produce a map that is processed using ArcGIS software and the process is carried out through the stages of entering the spatial data of each respondent's favorite places to eat. Then, processing data on printed map instruments and instruments that are not structured in the form of mental maps on HVS A4 paper by making accurate comparisons of images and points made by respondents. The relationship between the two is interesting. The findings of each variable will be discussed descriptively.
The method used during the study included literature studies in the form of reading material from various sources, to assist this research in terms of writing quality. Then exploratory search, which is looking for stakeholders to go to the respondent with the approval of UNHAS students as well as field surveys directly to the village area of Tamalanrea Indah, the area around the Hassanudin University campus. The method of approach used in this study is the spatial approach, which is a method for understanding certain symptoms to have deeper knowledge through space media [9].

3. Result and Discussion
3.1. Characteristics of Eating Place
The results of the google form link research instrument obtained a total of 24 fillers. Each student mentions 3 of his favorite eating places with the top rank 1 (favorite main eating place), top 2 (favorite second place to eat) and top 3 (favorite third place to eat). From the google form link data, it produced 36 places to eat in the village of Tamalanrea Indah, but only managed to identify 18 places to eat from 10 respondents who could help provide information on the characteristics of their eating places and mental maps of spatial products. From the 18 names of eating places that can be used only 14, get 4 names of eating places that are outside the village Tamalanrea Indah.

The mention of the place of eating obtained from google form filling is done by linking the place of eating obtained in the field based on the survey results. Identification is carried out by considering the spatial location of favorite eating places, student faculties, and directions given by students. The name of the reference place to be given by the respondent does not always produce a correct and specific name, so the food guide in the field survey is rather difficult.

| No | Frequency | Name of Eating Place |
|----|-----------|----------------------|
| 1  | 11        | Bokatana             |
| 2  | 6         | Warung Alhamdulillah, Warung Dian Workshop |
| 3  | 5         | Sambal Lalap, Kedai Enak Sayang |
| 4  | 4         | Warung UNHAS, Ayam Ggeprek 52, Warung Barokah, Kudapan BNI |
| 5  | 3         | Workshop UNHAS, Coto Angin Mamiri, Warung Ijo, Chicken Rice House, KFC, Kopi Hub |
| 6  | 1         | Coto Paraikatte, Lesehan Bu Sehli, Warung Kediri, Warung Mas Eedos, KantinMace Sospol, Nasu Palekko, Warung Surabaya, Zero Cafe, Bakso, Masingkrang, Sate Taichan, Restoran Sederhana Padang, MCD, Begos, Bakso Bang Yus, Suramadu BTP, Ayam Geprek Keprabon, Gerobak Pink, Ayam Gepuk Pak gembus, Minak Jinggo, Coto Wesabe, Coto Tamalanrea, Warung Pakde workshop. |

Source: Data Processing, 2019

Figure 3. Distribution of Mention of Dining Places
3.2. General Characteristics
The general characteristics that are identified, linking the distance between places to eat with students' temporary dwellings, with distance can show the results of popular types of eating preferences with distance quality, besides the distance between the place to eat and home, the distance between the place of eating and the origin of the quality.

Figure 4 below, there are differences obtained based on the distance of residence, distance from the faculty to popular eating places. Students choose popular eating places, based on their proximity to the origin of faculties, with distances of less than 500 meters to 1000 meters, while the distance of residence to popular eating places is not considered because most students choose popular places to eat with more than 2 km distances to home.

3.3. Special Characteristics
Specific characteristics are obtained from statistics on the results of the google form link grouped by place of eating. The discussion of these specific characteristics focuses on the three popular eating places mentioned above. Each popular place to eat, will be assessed for non-spatial and spatial characteristics.

Bokatana
Bokatana is the most identified place to eat as many as 11 recurring mentions, but only 5 times have been visited and tell their characteristics based on mental maps. This Bokatana dining place is on Jl. Perintis Kemerdekaan VII where back access to enter the UNHAS campus. Bokatana is a place to eat Fried chicken or fast food. By non-spatial analysis based on the five characteristics, Bokatana is considered to have a positive perception. Price index is relatively cheap because it ranges from 10,000 to 20,000 / package (Rice + Chicken + Variant drink).
Waroeng Dian
Waroeng Dian is the second dining place that has been identified most frequently by 6 students. Waroeng Dian is a place to eat whose menu dishes are very diverse, resembling a house eating nasi padang. The Dian Waroeng neighborhood is adjacent to the morning market on Jl Polytechnic. Waroeng Dian is said to be quite strategic for its access because it is close to the access door of Jl Utama UNHAS (Pintu Nol), the price characteristic is perceived as a good rating because it is categorized as cheap, ranging from 8000 to 10,000. The lack of atmosphere in Waroeng Dian restaurant, the roof is made of asbestos and the tiles are made of cement, it seems to bring a hot atmosphere.

![Figure 7. The atmosphere of the Waroeng Dian](Source: personal documentation, 2019)

![Figure 8. Pricelist and food menu of the Waroeng Dian](Source: personal documentation, 2019)

Warung Alhamdulillah
Warung Alhamdulillah is the third most mentioned place to eat, 6 times by students, but only 4 have been described the characteristics and mental maps using spatial tool. Warung Alhamdulillah has a building with a second floor and not just a restaurant, laundry services and boarding houses are also available on the second floor. The selection of Warung Alhamdulillah as the top 3 popular eating places based on the distance traveled by students to take. Students who choose Warung Alhamdulillah said that they have to travel 1 km from the origin of their faculties.

![Figure 9. The front view of Warung makan Alhamdulillah](Source: personal documentation, 2019)

![Figure 10. Facilities for Warung Makan Alhamdulillah](Source: personal documentation, 2019)
Warung Alhamdulillah has variative menu from the basic food menu, food in the form of snacks, pudding, and fruit is also available. Warung Alhamdulillah has supporting facilities such as parking lot, room with AC, wifi, and tv are also available. Warung Alhamdulillah serves a buffet restaurant concept (Figure 11) where customers can choose and dine their food, the price is directly determined by the seller or there is no applicable price standard.

The following is a map of the existence of popular eating places based on the selection of UNHAS students for their top rank favorite eating places. Bokatana as Top Rank 1, Warung Dian as Top Rank 2 and Warung Alhamdulillah as Top Rank 3.
3.4. Comparison of Structured and Unstructured Spatial Products

A comparison between structured and unstructured spatial products is very interesting to study because both have a sense of place relationship from each respondent. The purpose of the assessment in this study is whether there is an effect on the length of stay in determining mental maps knowledge on spatial products made by respondents. Components in this comparison test assessment by giving value to the landmarks made and places of importance made by responders. In the spatial product comparison test, only 7 spatial products were structured in the form of a print-out maps and 7 unstructured spatial products in the form of mental maps on HVS A4 paper.

The graph above is the result of a spatial product evaluation based on a comparison of the length of stay, which is grouped on respondents who have more than two years of residence and a length of stay of fewer than two years. Based on the results above, the two spatial products (structured and unstructured spatial products) are of high value for respondents who have more than two years of residence. This shows that knowledge of mental maps is formed on the length of a person interpreting the sense of place of the surrounding environment.

4. Conclusion

Popular eating places in Tamalanrea Indah Village have the characteristics of an average close distance to student residence and close distance from the origin of the faculty. Students choose favorite places to eat based on the distance from the faculty because the distance from the residence is further. Places to eat in Tamalanrea Indah Village can generally be divided into regions based on the five characteristic variables studied. Specifically, each place to eat has its characteristics. Certain eating places are more easily identified on the map than other places to eat. Comparative analysis of spatial products produced through blank paper and paper media with reference maps was tested based on the student's long residence profile in the environment, the results showed no difference between spatial products, both of them had the same assessment, where students who lived more than two years showed good mental maps knowledge of the sense of place.

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