Housing preference of small scale Gated Community residents in Medan City, Indonesia

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Abstract. Gated Community is a private housing area, which originally had a public domain. Areas that were previously accessible, such as roads, open spaces, and parks, are limited by the provision of fences. Gated Community includes several categories in establishing an elite housing. That category includes lifestyle, prestige, and security. The Gated community were divided into several groups, namely large scale groups, medium scale, and small scale. The purpose of the researches is to discover the characteristics and reviewing the preferences of the small scale Gated Community residents in Medan City. The independent variable is the internal and external factor of housing preferences, which contains demographic factors, socio-economic factors, and cultural factors. The dependent variable is the individualistic level of Gated Community residents such as education, income, ethnic, religion, and the age of household. The research methodology is using a quantitative descriptive method, while the data collection method is by using interview and questionnaire approaches. The main goal of this research is to find the housing preference of Gated Community residents which indicate the habitant preferences and characteristic. While according to the researcher, the result may aim towards to more closed environments and more distinct cultures.

1. Introduction
Gated Community began to develop in the modern era, especially in urban areas. Gated Community is a private housing area. This area has a fence and gate to control or restrict access to residential areas. In 1945, the environment changed. The developers designed the city with curved roads and closed roads. As a result of this significant environmental change, where locations between homes, workplaces, and places of shopping are far away, people become very dependent on car transportation. As a result of changes in culture and environment in society, one of the new cultures created in the community is the Gated Community. This significant new cultural explosion occurred in various parts of the world. Gated Community thrives in Southeast Asia mainly in Indonesia, because there are varies ethnicities, such as Kampong China, Kampong Arab, Kampong Bali, and others. Existence of Gated Community affected both daily activities and urban planning [1]. This long-term effect can impact the sustainability of the city and may provoke conflict between private developers and the local government in developing housing areas.

2. Literature review

2.1. Gated community
There are several theories from [2]. First, physical and social change after the industrial revolution formed Gated Community, including increased population and more individualistic society. It is more
noticeable in developing country like Indonesia. Refers to urban development in developed countries, the forms of Gated Community will support the growth of more fragmented and individualistic social behaviors. Second, Gated Community develops social classification, so it is classified as an urban disease. Social categorization proliferates in Indonesia. Third, Indonesia is the country where Gated Community thrives [2]. The reason behind it is because there was a mixture between social purpose, security, and investment, especially in Southeast Asia [3]. According to [4], from the customer perspective, gated housing provides a sense of identity for the residents. While from the government perspective, the existence of gated house can provide both better tax revenue and social facility which alleviate governments responsibility [4].

One of the most popular general translations comes from Blake & Snyder, who developed a function-based typology by studying Gated Community in the United States. In this typology, there are three types of Gated Communities identified: (1) Lifestyle, which focuses on relaxing activities with recreational facilities, public facilities, and shared services, including: retirement villages, golf communities, and new city towns located on the outskirts of the city. (2) Prestige, enshrined as a symbol of wealth and status for residents of the area. Focus on exclusivity and luxury rather than focusing on the community. This Prestige Community includes a community of rich people and famous people, and a community of executives who are in the middle class. (3) safe zone communities, reflects the fear of outsiders, not developed by the developers, but by the residents themselves, because they concern about the risk of crime and outsiders. This category includes cities, suburban areas, and very high barricades. Called "very high" because the gate was built by residents and not built by the developer [5]. This typology is not just an opinion, but every researcher has developed his typology that considers the causes, consequences, and significant implications of the Gated Community. These kind of types are more noticeable in developing countries, especially in Southeast Asia.

While viewed from the scale, Gated community is divided into several groups, including: (1) Large-scale groups, housing with a very large area because the total housing units reach more than 600 units, usually forming clusters and the majority of residents who lived there are upper-middle class, and upper class. (2) Medium-scale groups, housing with moderate areas that have a number of residential units reaching 100 to 300 units, settlers who reside are middle-class. (3) Small scale groups, housing with a minimal area, and there are only a few housing units less than 100 units. Property developers generate most of the development of new house, which designed for middle-class households in urban and suburban areas. According to [6], the development of these types of house were mostly built as a Gated Community with several characteristics: built on land smaller than 2 hectares; has a relatively small number of units; the size of housing and facilities provided is limited, and the development tends to support the form of small family members. The development of housing projects of this kind occurs because property developers involved in these projects have little investment capital, and developers are trying to reduce costs with independent construction [6].

2.2 The development of gated community
In 1945, right after World War II, the environment changed. The developers designed the city with curved roads and closed roads (dead ends). As a result of this significant environmental change, where locations between homes, workplaces, and places of shopping are far away, people become very dependent on car transportation. As a result of changes in culture and environment in society, one of the new cultures created in the community is the Gated Community. This significant new cultural explosion occurred in various parts of the world and differed from a country to another. The experience of the U.S. is well-known as the reason behind the development of Gated Communities. Every country has its development reasons, including politics, law legality, and architectural traditions. For example, in East Asia, Gated Community has been developed to avoid crime. In Lebanon, it has been developed because of war. In Europe, those are housing for seasonal use in coastal zones. Besides, in Russia, it has been developed by people to reach a real social prestige [7].
In the 1990s, Gated Community is proliferating, and the numbers continue to rise throughout the world. For example, in the United States. According to Shetawy [8], in 2001, 7 million people in the United States chose to live in the Gated Community housing at that time, and that number rose to 60 million in 2008 [9]. While in the UK, in 2003 the number exceeded 100,000 households, and in Argentina, there are more than 11 million Gated Community residents.

Besides, according to the growth of the real estate market in Indonesia, Medan city has started to develop Gated Community housing in 1990 until now. The most noticeable increase is small-scaled housing. There are many of them especially in Medan Sunggal and Medan Selayang Districts, precisely in the Sunggal, Setia Budi, and also in Medan Johor. The distribution of gated housing will be shown below.

![Figure 1. The distribution of several gated housing in Medan city in 2019.](image)

3. Methodology
This study used a quantitative descriptive approach while the data collection has been done by submitting a list of questions (questionnaires) that have been systematically compiled based on their characteristic with their neighbors. This research also determining their settling preferences based on property values, physical attributes, facilities, and resident preferences addressed to the owner selected as a sample in 7 small-scale Gated Community housing in Medan city, including: (1) Richland, (2) Golden Seroja, (3) Milano Grandia, (4) Regency Setia Budi Permai, (5) Graha Patriot, (6) Masnida Estate, and (7) Griya Mawar. The sample used is 10-15% of 210 housing units, which are 24 samples of respondents in total.

4. Results and discussions
Based on Characteristics of Occupants: (1) Language usage: From the data obtained, all residents in the Gated Community housing speak Bahasa on a daily basis (100%). The conclusions from the data indicate that the average occupant uses Indonesian language as a regular conversation although there are also many residents with different tribes, which consist of Batak, Javanese, Chinese, Minang, and Malay tribes. If viewed from religion, the status of the residents of housing is Muslim, Christian, and Buddhist. These findings doesn’t indicate that a group of people who live in Gated Communities housing want to live in a community that has the same social status, in terms of age, occupation, race, ethnicity, and religion. (2) Family members: From the data obtained, family of two members reach (12.5%), family of three members reach (33.3%), family of four members reach (41.7%),
and the number of family members more than 4 are (12.5%). Conclusions from the data indicate that the Gated Community was indeed developed to accommodate small to medium-sized families. Most small-scale Gated Community housing is only inhabited by a husband and wife with two children. These findings supports the theory [6], which suggests that small-scale Gated Community developers are more likely to prioritize residents with small member families. (3) Profession: From the data obtained, residents who work as Civil Servants are (8.3%), Private Employees are (33.3%), Entrepreneurs / Entrepreneurs are (37.5%), while residents with other professions as much (20.9%). These findings indicate that the residents of Gated Community housing mostly work as office employees, entrepreneurs, and some of the residents selling goods in front of their house. The average occupant of the small-scale Gated Community housing is a family of small members, which on Mondays to Saturdays, the householder makes a living in the morning and returns home in the afternoon, while the wife is a housewife, and their child goes to school. (4) Monthly income : From the results, where this data was mainly taken from the wage-earners / family heads, respondents who did not earn monthly income is as much as (16.7%), who make between 2 million - 4 million reach (25%), who make between 4 million - 6 million is as much as (25%), those earning between 6 million - 8 million are (25%), and those earning more than 8 million are only (8.3%). These findings indicate that most breadwinners earn a standard level of income, which varies from 2 million to 8 million. Only two respondents make more than 8 million. This clearly proves that to live in a small-scale Gated Community housing, the cost of living is not too expensive. (5) Social relations with neighbors: From the amount of data obtained, the number of respondents who have good social relations with neighbors is (87.5%), while respondents who had a less well-connected relationship with their neighbors are (12.5%). This indicates that most of the small-scale residents of Gated Community have good social relations with their neighbors. The residents also often carry out activities together with neighbors such as socializing, chatting, and even carrying out religious activities. This findings were both contradict and does not support the theory by Nether Edge and Sheffield, (1997), which according to him the development of the concept of Gated Community causes residents in this area didn’t know their neighbors and live in isolation from other communities. (6) Activities in the neighborhoods: From the data obtained, the residents have varies activities; only at home (33.3%), casual walking (4.1%), car washing (4.1%), sports (16.7%), socialization with neighbors (25%), cleaning up around the residential area (4.1%), mutual cooperation (4.1%) and religious activities such as recitation and worship services (8.3%). The conclusions from the data indicate that most residents are happier if they are only at home and do not do much activity around the residential area, while the activities that are most often carried out by residents around the neighborhood are socializing with neighbors. From the results of these findings, it has been found that there was a tendency for the characteristics of the occupants to be individualistic and isolated, but could not be struck that all residents had such personalities. So it can be concluded that this finding also supports the theory from [10] which according to him that the inhabitants of the Gated Community housing tend to have individualistic characteristics

| Characteristic | Socialist | Individualist |
|---------------|----------|--------------|
|               | 66.7 %   | 33.3 %       |

This data was collected from the questionnaire results from 7 small-scale housing and has been interpreted based on the residents characteristic, including: language usage, number of family members, profession, monthly salary, their social relations with neighbors, and their activities around the neighborhood. Overall, 24 residents has been taken for the samples.
Based on settling preferences, there has been found that there were four reasons that considered factors in choosing residential houses, including: (1) Safe and Security. From the data results, the security level of safeguards in the housing environment that following the expectations of respondents is as much as 87.5%, while those that still do not match with their expectations are 12.5%. This indicates that the level of security in the housing environment is the main factor of preference for the residents of the Gated Community. Security is essential for the residents because they do not need to worry about the existence of thieves who steal goods that belong to them. Housing with a high level of security dramatically contributes to the occupant's comfort level. From the results of the interview, as many as 75% of residents who stated their homes are comfortable, their housing environment had a good security level and had been in line with their expectations. (2) Comfortability. From the data results, as many as 95.9% of respondents stated that the occupied housing environment was comfortable, only 4.1% of respondents said that the housing environment was still less comfortable. This indicates the level of housing comfort is also a preference factor residing in the residents of the Gated Community. Comfort is one of the preference which is desired and expected by the residents of housing, because comfort in a residential environment will make them feels happy. (3) Physical Housing and Ownership Status. From the data, the orientation and physical aspect of the building such as wind direction, noise level, the form of the house, the level of the building, the color of the house that was in line with the expectations of the occupants were as much as 62.5%, while those that did not match expectations is 37.5%. The conclusions from the data indicate that the average occupant said that the orientation of their home was in line with expectations. As many as 50% of the residents who said they were not as expected, their homes were still in rent status and chose to move to another location if they had the opportunity to live in better housing, or because of job demands. It identifies that building orientation is also a consideration factor for settling preferences. In ownership status, residents with houses that are still in rent status reach 50%, and homes that have become property rights are 50% of the total sample of respondents. This indicates that some residents still choose to rent due to various reasons, which they seldom at home because they work outside the city, partly because they are close to the workplace, and still saving to buy their dream house. Whereas residents who choose to make their homes a property right because the housing they live in is following the criteria in terms of physical, comfort, safety and can be bought at a low price. 4) Strategic location. From the results, the distance traveled from home to work varies. The length of 2 km is as much 8.3%, the length of 5 km is 16.7%, the length of 10 km is as much as 25%, and the length is more than 10 km is

Figure 2. Characteristic of the housing residents.
29.1%. This indicates that the proximity of the place of residence to the workplace is not the main living preference factor, because the distance between housing and workplaces with a distance of more than 10 km has the highest percentage of all respondents taken. Due to the long distance to the workplace, the average occupant uses a motorbike to work when viewed from the most used transportation. However, there were some respondents who said the location of their houses was strategic because it was close to schools and markets.

Table 2. Settling preferences of the housing residents.

| Settling Preferences | Safe Security | Comfortable | Affordable | Occupation Facilities | Cheap Tax | Strategic |
|----------------------|---------------|-------------|------------|-----------------------|-----------|-----------|
|                      | 29.16 %       | 25 %        | 8.3 %      | 8.3 %                 | 4.24 %    | 25 %      |

This data was collected from the questionnaire results from 7 small-scale housing and has been interpreted based on the residents settling preferences (Total 24 residents).

![Settling Preferences](image)

Figure 3. Settling preferences of the housing residents.

5. Findings
Based on the discussion above, the researcher obtained several findings. It was known that the small-scale Gated Community housing which included 30 to 50 housing units (Golden Seroja, Milano Grandia, and Regency Setia Budi Permai) have better security level than the housing that only has 30 units or below (Richland, Graha Patriot, Masnida Estate, and Griya Mawar). In housing below 30 units, 70 % of the respondents are satisfied, but the other 30 % of respondents feel unsafe. It has been found that all the residents who live in housing with more than 30 units are feeling satisfied with the security levels. This indicates bigger scale housing has better security levels.

Another finding is about social facilities. In housing below 30 units, Richland and Masnida Estate housing provide social facilities including Mosque and gardens for the residents in the neighborhoods. It has been found that all the housing with more than 30 units doesn't have any social facilities provided. This indicates that the bigger scale housing doesn't mean it provides social facilities for the residents.
6. Conclusions

Based on the characteristics of small-scale Gated Community housing residents in Medan City, there were no significant social or individualistic gaps found, and residents turned out to have a socialist nature towards their neighbors in the residential environment. Residents in housing also have different social statuses, namely differences in age, gender, profession, race, ethnicity, and religion, and there are no community groups who want to try to isolate themselves or avoid other community groups. Even so, between residents also like to carry out socialization and joint activities such as chatting and gathering together. Of course, this finding breaks several theories which say that the occupants of small-scale Gated Community housing have individualistic traits and try to isolate themselves from other community groups.

Based on resident preferences, it has been found that there were four reasons that considered as factors in choosing their homes, including: (1) Level of Security: level of security of safeguards in the residential environment is the main factor of preference for the residents of the Gated Community. (2) Level of Comfort: the level of comfort of the housing environment is also a settling preference, because comfort in a residential environment will make them feel at home and feel happy. There are many factors support the occupant's comfort level, from the condition of the road network, ditch/drainage conditions, water hygiene conditions, yard boundary conditions, and the availability of social facilities in a residential environment. (3) Physical Housing and Ownership Status: the orientation of their house was in line with expectations. As many as 50% of the residents who said their homes were not as expected, they still rent it and chose to move to another location if they had the opportunity to live in better housing. In ownership status, residents with houses that are still in rent status reach 50%, and homes that have become property rights are 50% of the total sample of respondents. This indicates some residents still choose to rent due to various reasons, which they seldom at home because they work outside the city, partly because they are close to the workplace, and still saving to buy their dream house. Whereas residents who choose to make their homes a property right because the housing they live in is following the criteria in terms of physical, comfort, safety and can be bought at a low price. (4) Strategic location: Conclusions from the results of the study indicate that strategic location is also a consideration factor for residents in choosing a residential house. It has been found that the average distance between homes and their workplaces was more than 10 km, but close to schools and markets. So it can be concluded that the distance to the workplace is not a problem, because the main consideration is the proximity of the distance from their house to the school and market.

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