Public space strategic planning based on Z generation preferences

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Abstract. The purpose of this study was to plan strategic public space based on Z generation preferences. Human behaviour considered as a basic factor in architecture planning and design. As human, architecture always develop in line with human development and the tendency of human behaviour. The condition of politics, economy, security and technology development until now has affected the behaviour tendency, especially the generation Z (human who born after 1995). This generation is generations who have grown up in rapid digital technology development, and these generations are the productive generation until next decade. Hence, this research aim is to identify some facility in public space based on generation Z needs and preferences, as a benchmark for public space architecture strategic planning and design. This research is an explorative research, so then the data collecting use open questionnaire method which collected to 220 data from Z generation. Sampling phase will take with snowball sampling online questionnaire. The data those have collected will analyse with Distribution and Cluster Analysis. The results show that shopping mall became the most visited public space by generation Z, it seems from distribution analysis result. From distribution analysis about their favourite activities in their favourite public space, the most activities done in public space are shopping, eating and adventuring. Thus, it can be formulated several criteria of public space which favoured by generation Z are flexible, unique, give enough privacy, and contemplative.

1. Introduction

Public space existence cannot separate to other built spaces in one city planning. Those public spaces present on various kinds of forms like road, sidewalk, park, plaza, square, indoor space, etc. Therefore, the public space can differentiate to indoor public space and outdoor public space [1]. Generation group who have researched are builder generation, baby boomers generation, X generation, and Y generation as known as millennial generation [2]. Based on previous research, each generation have different character tendency as a result from recent environment condition when they born until grow up as an adult. Because of this different character, it shows that public space strategic planning must evaluated according to productive generation development, because this productive generation will be a prospective public space user. Hence, this research proposes to analyze public space characteristic which needed by post-millennial generation or Z generation, who will be some productive generation in the next 10 years. By knowing the characters of public space based on this generation demands, the
strategic planning of public space in the next 10 years expected can approach Z generation needs, who will be the productive generation at that time. Some factors that affect the difference between each generation are individual situation, environmental influences and cohort experiences [3]. Whereas, according to Howe and Strauss, there are 3 factors that related with age, there are perceived membership, common belief and behavior, and common place or situation in history [4]. Perceived membership is a self-perception that tend perceived by certain groups of generations starting from adolescence to adulthood. Common belief and behavior is the attitude towards family, career, private life, politics, religion and behavior (decision process on job, marriage, child, health, etc.), which is it will be a specific characteristic for each generation. Commonplace or situation in history is a turning point from an historic trend, and an event that has some impacts to a generation in their important years, in adolescence to adulthood. When discuss about Z generation, there are some previous research often called them young generation. This young generation term in several case categorize Y generation or millenial generation and Z generation in this category, as the research [5] revealed young people in age until 29 years old (Y generation and Z generation), very interested with mobile phones, fashion and computers. Meanwhile, other previous research has separated Z generation group and Millenial generation group, like a research by Oblinger called Z generation as post-millennial generation for people who born in after 1995 [6]. Otherwise, in research by Reeves, called Z generation explicitly for people who born after 2001 [7]. Z generation also called as C generation, refers to Connection, D generation, refers to Digital, and R generation, refers to Responsibility [8]. According to Torocsik, from the data about Hungarian young people in age 14 – 19 years old (Z generation), they divided into 3 groups of each general characters based on their future expectation, one of them is a group who prestige oriented and strive out outstanding knowledge, not only in prestigious education, but also prestigious career [3]. Generation Z is the first global generation in the world, and they often called as Homo Globalis [3], because generation Z live in similar culture that caused by technology development. So that, generation Z like the same food, fashion and place. Based on generation Z life style, Torocsik has divided them into 8 category of generation Z life style in Hungary. The average group is the first majority group of generation Z life style in Hungary (24%), who very money and success oriented, high confidence, personal style is not important for them, so they less appreciative for that [3]. Generation Z also called as Post Millennial generation, their characters are: very depends with technology, prefer wireless or transportable technology, must always connected with internet, like diversity, and have good skill in social interaction [9]. The last character is one different innovation, which all this time many previous researches said that communication skill is a weakness in generation Z similar with millenial, but in this research find that communication skill of generation Z is exactly better than millennials communication skill. Generation Z prefer a flexible learning method than conventional learning method, but they less independent so they need structured directions and periodic feedback and evaluation [10]. From those previous researches, the aim for this research is to analyze the generation Z behavior pattern and their favorite public space. From that data we can conclude the characteristic of their favorite public space, which can be some public space planning strategies in the future.

2. Methodology
This research used qualitative method [11] with explanatory way [12] in exploring and searching public space which most visited with some reasons, activities and facilities that to develop in that public space.

2.1. Data collecting method
Data collected by survey and online questionnaire with open question, and the sample take by snow ball sampling online questionnaire method. Those open questions done for explore opinion from respondent about public space, what are their preferences about facilities, and activities based on generation Z group. The online questionnaire distributed in Bandung city and Denpasar. The data
collected in January 2018 and collected 220 respondents from generation Z group. Generation Z selected as respondent in this research because this generation will be the productive generation in the next decade, who will grow up in rapid digital technology development [13].

2.2. Data analysis method
The data that have collected was analyzed using data text method, then it was analyzed using distribution and cluster analysis. Distribution analysis used to know respondent preference about public space, activities that they do in public spaces, and with whom they visited public space. Cluster analysis used to see the proximity between preference and characteristic of respondent’s activity, time spent, and facilities that need to improve in public space.

3. Result and discussion
3.1. Result
Based on respondents answer for some questions about public spaces that they frequently visit. The majority answer from respondents are shopping mall about 34%, followed with city park about 28%, sport center about 12 %, and town square about 8%. Other public spaces those appear in respondents answer but in little amount are library with percentage 6%, recreation park about 3%, museum about 3%, café about 3%, and eco-tourism place about 2%. The detail result can see in Figure 1.

There are some activities usually do by generation Z in their favorite public space. The most activities are shopping, eating, and adventuring about 19%, followed with taking pictures, adventuring and sketching about 14%, then activity like searching some inspiration about 9%, and interaction with friends about 8 %. Other activity that still do by generation Z in Indonesia, although in small amounts are shopping (6%), reading (6%), watching film in cinema (4%), observing shopping mall architecture (4%), observation (3%), badminton (3%), doing task (2%), discussing with friends (2%), watching tournament (2%), volleyball (2%), feeds animals, taking pictures, and buy souvenirs (1%), just sketching (1%), as shown in Figure 2.

Based on the results of cluster analysis conducted to know the group of activities conducted in one of the categories of outdoor and indoor places, it was found that more respondents activities conducted in the indoor (indoor) as many as 10 activities, namely: doing tasks, futsal, observation, see design shopping mall architecture, shopping, eating, exploring, playing volleyball, watching movies in theaters, watching games, and reading. While outdoor activity, there are 9 activities: playing badminton, exercising, discussing with friends, feeding animals, taking photos, buying souvenirs, finding inspiration, sketching, enjoying the atmosphere, and interacting with friends. More fully, the results of the cluster analysis can see in the dendrogram diagram in Figure 3.

![Figure 1. Preference of public space.](image-url)
3.2. Discussion
Based on the results of data collection seen that some respondents liked the character of public space shopping mall which is an indoor space and followed by a city park which is an outdoor space. This has something to do with the Z-generation character who likes flexibility in learning styles [9]. Then came the activity of looking for inspiration, see the architectural design of the mall in their activity

Figure 2. Activities in their favorite public space.

Figure 3. Cluster Analysis of activities toward outdoor and indoor places.
answers. This shows that public space for the Z-generation of Indonesia is a flexible and fun learning place for them.

The next public space preferred by the respondents is the sports center and the town square. In these two public spaces the Z generation can do things that become their hobbies such as exercising, looking for inspiration, taking photos, and interacting with friends. This supports the results of previous research, about the Z-generation lifestyle that loves contemplative activities, i.e. activities that can eliminate their saturation and they be able to provide new inspiration from them, as well as high confidence [3], this is indicated by their penchant for taking photos of places they like. Activity take photos on the Z generation cannot separated from the development of social media today such as Facebook, Instagram, path, etc. Generation Z does not like very common things [3], and they love diversity [9], therefore when they discover a unique place or object, they are not reluctant to immortalize it and upload it in their social media. This is in line with findings from previous studies, where Z generation is fond of anything provocative and spectacular [3].

The trend of the Z generation is more to their social interactions that tend to be closer to friends than to family members, indicating that they actually expect independence, reinforced by the answers of those who prefer more when doing their own activities than with the family. They have a desire to be self-sufficient, and perhaps in some cases the independence is hindered by the family, so in research done [10] the generation is referred to as a less independent generation [2].

4. Conclusion

Based on the results of data collection and analysis in this study can be drawn some conclusions about the character of public space favored by the generation of Z Indonesia, among others: Flexible, flexible character is the character of a public space that allows the Z generation to perform more than one activity. The emergence of answers shopping mall and city park shows their preference for flexible public space, not with massive bulkhead, many activities that can be done in place. Unique, unique character is the character of public space that is able to present an image that is unusual, provocative and spectacular. This will invite the Z generation to capture it in the photo. Give enough privacy, the character of public space that can provide enough privacy for the Z generation is an important thing considered by members of the Z generation. As the data has been obtained that the Z generation tends to prefer to spend their time with friends they already know or spend their own time. Contemplative, contemplative character that can be presented by a public space becomes an important consideration for generation Z, because they tend to like contemplative activities that can provide new peace and inspiration for them. So, in a highly contemplative public space they can do activities that develop their creativity such as sketching, exercising, doing college work, etc. Those four characters of public space that have been presented above, can be a strategic planning criterion in designing public space in cities in Indonesia. Certainly, it is possible to further develop this criterion in further research by developing other factors or indicators related to Z-generation preferences.

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