

## Public Perception of Social and Economic Benefits in Bratang Flora Park, Surabaya City



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**ABSTRACT:** This study aims to analyze public perceptions of the social and economic benefits of the Bratang Flora Park in Surabaya. This research was conducted in May – June 2022 at the Bratang Flora Park, Surabaya. Data obtained through field observations, interviews, questionnaires, and literature studies were then analyzed descriptively and qualitatively with the help of a Likert scale. The results showed that the public perception of the community's social and economic benefits was respectively 4.46 and 4.31, or very good. This is because Bratang flora park can be a public space for activities such as reading, discussing, and entertainment events. Meanwhile, from an economic standpoint, the existence of Flora Park can improve the surrounding community's economy with facilities for traders, most of whom come from the surrounding community. In addition, the surrounding community shows a good understanding by realizing the existence and function of green open spaces in Flora Park. These are essential to support the carrying capacity of the surrounding community's social and economic survival.

**KEYWORDS:** Community Perception, Green Open Space, Parks, Social, Economic

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### INTRODUCTION

Surabaya is one of the big cities in Indonesia, which is in East Java Province. Surabaya is also the most significant metropolitan city in East Java. Its development also influences the population growth process in Surabaya, which is increasing every year. This population growth affects the increasing demand for land in the city of Surabaya for facilities and infrastructure. So its development reduced space for the needs of public open space. (Murniatun, M., Zainal, S. & Idham, M. 2019). Even though it is only a supporting facility, public open space is essential and needs to be considered in development in a big city like Surabaya.

The Mayor of Surabaya is committed to developing typical Surabaya tourism, such as village and garden tourism. Surabaya does not have tourist destinations with natural scenery or beaches with beautiful stretches of white sand. Surabaya, East Java, was named the best city in the tourism sector according to the 2018 Wonderful Indonesia Tourism Awards. The city of Surabaya is considered to have commitment, performance, innovation, creation, and leadership in developing regional tourism. This is also not spared from the efforts of the Surabaya city government in managing, utilizing, and preserving every potential that exists, where this potential is strung together to become a tourist attraction.

Based on Law number 26 of 2007 concerning spatial planning and Regulation of the Minister of Public Works number 05/PRT/M/2008 concerning guidelines for the provision and use of green open spaces in urban areas, it is stated that it mandates explicitly the need for the provision and utilization of green open spaces whose proportions are determined to be at least 30 (thirty) percent of the total area of the city. Green Open Space (RTH) is part of the open spaces of an area filled with plants, plants, and vegetation to support direct or indirect benefits generated by green open space in the area, namely security, comfort, welfare and beauty of the area.

City parks are part of the city's green open spaces. Its existence has the meaning of securing natural ecosystems that significantly influence the existence and survival of cities. (Suyono, R. Hamdani Harahap, & T. Alief Aththorick. 2017). City parks are also widely used by the community to carry out various passive activities. Therefore the function of city parks includes the function of green open spaces in general, the existence of city parks is essential in an urban area, mainly because of its functions and benefits in improving and enhancing the quality of the urban environment. (Exacty Pradana, A., & Maulidy Navastara, Ardy. 2018).

Bratang Flora Park is part of the Surabaya City Green Open Space and can be said to be a means of public space. Green Open Space aims to maintain the harmony and balance of urban environmental ecosystems, create urban balance, and improve

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the quality of a healthy, beautiful, clean, and comfortable urban environment. Not only that, but Green Open Space also functions as a safeguard for the existence of urban protected areas, controlling pollution and damage to soil, water, and air, as a place to protect biodiversity and control water management, and as a city aesthetic. This study aims to analyze the public's perception of the social and economic benefits of Flora Bratang Park.

### LITERATUR REVIEW

#### Perception

Perception is a process owned by someone in assessing and interpreting an object, event, or relationship - the relationship obtained and the final result is in the form of conclusions about the existence of information and interpreting the message as a whole. (Muniarti, S., Salam, R., & Nuri Amelia, R. 2021).

#### Green Open Space

Green Open Space is an essential part of the city-forming structure because it has the primary function of ecological support. Green Open Space aims to improve the quality of the urban living environment that is comfortable, fresh, and clean to protect the environment, creating harmony between the natural environment and the built environment that is useful for the benefit of society. (Lestari, Siti., Umar S., & Sahri Alam, Andi. 2016). The benefits of providing Green Open Space are growing freshness, comfort, and beauty of the environment, reducing pollution, and creating environmental harmony. The functions of the existence of Green Open Space are:

- 1) Become a space where residents can gather
- 2) Has an aesthetic function
- 3) Has a planning function
- 4) Has an educational function
- 5) Has an Economic function

#### Ecotourism

Ecotourism is a form of tourism that emphasizes preserving nature, providing economic and cultural benefits for the surrounding community. Ecotourism is responsible travel to natural areas that conserves the environment, supports the well-being of local people, and involves environmental interpretation and education. (Setiawan, H., Purwanti, R., & Garsetiasih.R. 2017).

### RESEARCH METHOD

This research was conducted in one of the green open spaces in Surabaya, located in Flora Bratang Park, Jl. Menur, Gubeng sub-district, Surabaya city, was brought under the management of the Sanitation and Green Open Space Service in Surabaya. The time of research was carried out in May – July 2022. This research is descriptive research with a qualitative approach. Data collection was carried out through observation, interviews, and visits to relevant agencies and using literature studies. Respondents were determined using a purposive sampling method. Purposive sampling was carried out by determining the criteria for the selected respondents, namely visitors to the Flora Bratang Surabaya Park and at least 15 years old. The number of respondents was 50 visitors to the Flora Bratang Surabaya Park. The data analysis technique used is qualitative data. Primary and secondary data were processed using three stages of method analysis and carried out simultaneously, namely reduction, data presentation, and concluding. The measurement scale used in this study is the Likert scale.

### RESULT AND DISCUSSION

#### Community Perceptions of the Social Benefits of Surabaya Bratang Flora Park

Bratang Flora Park is one of the parks in Surabaya which has the potential to fulfill community rights arising from the presence of public spaces. This can be seen from its strategic location and the diversity of facilities in Bratang Flora Park. Bratang Flora Park's many facilities and strategic location play a role in meeting the community's needs for recreation, economics, social, education, and sports. Many community social activities are carried out in the flora garden, including family, birthday, reunion, and other social events. These activities were carried out in the flora garden by utilizing the pavilion, gazebo, and open land in the flora garden area.

**Table 1. Community Perceptions of the Social Benefits of Surabaya Bratang Flora Park**

Indicator	SBS	SB	B	TB	STB	Total	Mean
1	5	4	3	2	1	226	4,52
	32	12	6	0	0		

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2	32	14	5	0	0	226	4,52
3	28	15	7	0	0	221	4,42
4	30	16	4	0	0	226	4,52
5	29	15	6	0	0	223	4,46
6	27	17	6	0	0	221	4,42
7	22	22	6	0	0	216	4,32
8	22	17	10	1	0	210	4,2
9	33	15	2	0	0	231	4,62
10	34	12	3	1	0	229	4,58
11	27	21	2	0	0	225	4,5
12	31	15	4	0	0	227	4,54
13	26	17	7	0	0	219	4,38
14	27	17	5	1	0	220	4,4
15	27	18	5	0	0	222	4,44
16	32	15	3	0	0	229	4,58
<b>Mean Value</b>							<b>4,46</b>

Source: Data Processed, 2023

From the analysis of Table 1, it can be seen that the average value of the community's perception of the social benefits of the Surabaya Bratang Flora Park is 4.46 or is categorized as very good. This is because the flora park has sufficient facilities for community recreational activities. Besides the location is spacious and comfortable, it is also shady, pretty strategic, and easily accessible to the community. Facilities at the Bratang Flora Park include a pavilion, gazebo, flora/fauna, gardens, reading garden, a prayer room, toilets, and a fountain. With the existing facilities, the community can directly use the pavilion, and gazebo for community social activities, which are free of charge (free). With the facilities that are well cared for and the cleanliness of the park, the community feels comfortable doing activities in the flora garden. With proper planning of activities according to the program, maximum results related to the management of Bratang Flora Park will be obtained.

### Community Perceptions of the Economic Benefits of Surabaya's Bratang Flora Park

Public open space itself is a space that can provide recreational opportunities, a natural environment, a place to hold special events, and the lungs of the city (Pebriyandi Suherlan, E., Salampessy, Messalina., & Rusli, Abdul Rahman. 2021). Apart from being a meeting space, interact and a place for other social activities. Even though the benefits can provide benefits that can advance the quality of life of the people or communities living around these public spaces, one of which is that if a public space is utilized, maintained, and managed creatively, it can become a profitable business. Public open space, as one of the elements of a city, can give its character to an area and generally has a function, social interaction for the community, community economic activity, and a place for cultural appreciation. The role of public space in urban planning is as a place for street vendors (PKL) who sell food and drinks. Providing souvenirs and entertainment services also serves as the city's lungs that can refresh.

Table 2. Community Perceptions of the Economic Benefits of Surabaya's Bratang Flora Park

Indicator	SBS	SB	B	TB	STB	Total	Mean
	5	4	3	2	1		
1	23	21	6	0	0	217	4,34
2	23	17	10	0	0	213	4,26
3	23	18	9	0	0	214	4,28
4	22	23	5	0	0	217	4,34
5	23	17	9	1	0	212	4,24
6	20	22	7	1	0	211	4,22
7	23	14	13	0	0	210	4,2
8	32	15	3	1	0	229	4,58
9	21	26	3	0	0	218	4,36
<b>Mean Value</b>							<b>4,31</b>

Source: Data Processed, 2023

From the analysis of Table 2, it can be seen that the average value of the public's perception of the economic benefits of the Surabaya Bratang Flora Park is 4.31, or very good categorized. This is because the management of the flora garden as a public open space in the city of Surabaya is in great demand by residents as a means of family recreation because of its strategic location and

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easy access by the community. A good public space is where celebrations are held, social and economic activities are carried out by people meeting each other, and various cultures are mixed.

Public open spaces can function as trading areas for traders because of the hectic activities in public open spaces that can accommodate the activities of traders around them. In the Bratang Flora Park, there are also street vendors (PKL) assisted by the Surabaya City Cooperative Service, totaling 40 street vendors who are very helpful for visitors to the Flora Park when they want to buy food and drink, and there are also plant traders in the Flora Park area (Bratang Market). Prices for food and drinks are very affordable for visitors to Flora Park. In addition to the street vendor booths, which are neat and clean, the service is also excellent. With the maximum management of the flora garden, it will become a dance for the community to visit the Bratang Flora Park so that the existence of street vendors (PKL) will be more crowded with buyers so that the economic value for the street vendors will increase and develop more advanced.

### CONCLUSION

The level of public perception of the community's social and economic benefits is respectively 4.46 and 4.31, or very good. This is because Batang Flora Park can be a public space for reading, discussing, and entertainment events. Meanwhile, from an economic standpoint, the existence of Flora Park can improve the surrounding community's economy with facilities for traders, most of whom come from the surrounding community. Community perceptions of social and economic values at the Bratang Flora Park Surabaya can be categorized into an excellent understanding. Thus it can be interpreted that the community is aware of the existence and function of green open spaces in Flora Park, which are essential to support the carrying capacity of the surrounding community's social and economic survival.

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