



The Urban Elements' Visual Attractiveness of Tugu Pal Putih as Yogyakarta City Tourist Spot

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Abstract

Purpose: This study aims to determine the attractiveness of Tugu (Tugu Pal Putih) as a leading tourist attraction in the current situation of Yogyakarta City space.

Research methods: Tugu Pal Putih is at the main road intersection of Yogyakarta City, Indonesia. It has tangible and intangible aspects developed as a research instrument. Data was collected quantitatively using a questionnaire that was compiled based on the characteristics of the object using the semantic differential technique and calculated using Microsoft Excel software.

Findings: The vigorous concept of the Tugu as a part of the philosophical axis of Yogyakarta can strengthen the tourists' minds and needs to increase its capacity to give the tourists an experience to feel the philosophical axis.

Implications: The study has a beneficial impact on planning the tourists' flow in observing the Tugu. It needs the maintenance of existence as a Yogyakarta cultural symbol and a valuable world cultural heritage that is amazing for tourism.

Keywords: monument, visual attractiveness, urban elements, tourist spot.

INTRODUCTION

Like Bali with its cultural tourism paradigm (Mudana et al, 2018; Mudana et al, 2021), Yogyakarta in Java, Indonesia, as a big city has an image of culture-based tourist destination. This city cannot be separated from a cultural philosophy of north-south axis. This philosophical axis covers the Southern Sea - Kraton - Malioboro - Tugu Pal Putih - Mount Merapi. The corridor of the axis attracts tourists to visit, especially from the Sultan Palace (Kraton) to the Tugu Pal Putih monument in Yogyakarta's center. Tugu Pal Putih is a prominent part of the elements on the philosophical axis. This monument has a unique shape, interesting visual impression and serves as the major landmark of Yogyakarta City, but facing the changing face of the environment in the current situation.



Figure 1. The Tugu Pal Putih of Yogyakarta
[Source: Field survey, 2021]

The existence of tourist attractions offered in each city as the main tourism sector has a positive impact (Mariya et al., 2019:130). A destination is competitive if it can attract and satisfy potential tourists (Dwyer et al., in Satriayudha, 2021:101). Tugu Pal Putih is the leading historical tourist destination in Yogyakarta. Prasetya et al., (2021:42) argued that historical object existence needs to be more articulated to play a role not only as an object but can be a drive for various sectors. In reality, the urban environment changing face is probable to reduce the attractiveness of the Tugu area as a tourist attraction. As Sari et al. (2018) said that in this area now, there are a lot of high hotel buildings that less adopt the local culture and do not interpret Jogja.

Visual attractiveness is in line with Smardon et al. (1986) expression about the city as a trip. The Tugu is a part of the outdoor recreation located at the intersection of two main road corridors. Kartika (2008) argues that visual quality in the corridor is affected by dominance, diversity, continuity, harmony, unity, sequence, uniqueness, and beauty along the corridor. Outdoor recreation can enhance not only physical health but also emotional well-being (Godbey, 2009). It comprises several kinds of activity that may involve walking, interpreting sounds, and visual clues (Uzümçü, Çelik, & Çetin, 2016). The most interesting object in city tours is the view quality of the urban environment and the high-level view quality of destinations (Uzümçü et al., 2016). Monuments are one of the main elements of the urban environment, and it is a part of the outdoor elements. People can enjoy the urban design quality on foot and feel it like a cinematic experience of space (Rio, 2015). Regarding the situation, problems to be study are the aspects of the attractiveness of the monument area and the impression felt by the public or tourists on the Tugu area as a tourist visiting destination point. Based on these problems, this research focuses on (1) tangible aspects related to the object's physical expression and (2) intangible aspects related to the role of objects and the observers' memory.

Every tourist destination has a certain image that contains beliefs, impressions and perceptions. The image is formed from two factors, namely the factor in the destination and the information factor received or the tourists' own fantasy (Pitana & Gayatri, 2005). Factors in the destination are tangible factors such as the uniqueness of objects, tourist attractions, and other potentials that attract people to visit tourist places (Crompton in Anggela et al., 2017). The visual impression is a prominent element to move people to travel to a place. Visually, the aspects as (1) the environment existence and characteristics; (2) cultural

expression; and (3) artifacts, are the important thing in the management of the places as tourist sites (Egam, 2012). These three aspects will give a visual impression that affects people's perception of remembering the place. Introspectively, visible images seem to embody the spatial layout of shapes. The majority report that peoples visualize the objects but only see the necessary properties (Kosslyn, 2005).

In principle, anything visualized and imaged in people's minds related to a place or object is related to their perception. The public perception toward the place as a tourism object could be understood by considering the properties' characteristics. Perceiving and interpreting the physical environment is a complex process and involves human perception aspects of a place. Human perception of a place's impression can be measured using a scale system by comparing opposite adjectives known as the semantic differential (Sanoff, 1991). Related to tourism activities in the Tugu area, the attractiveness of the Tugu Pal Putih monument and its architectural environment is interesting for study and research.

RESEARCH METHODS

The tourism object studied in this study is the monument area which is on the philosoph-ical axis of Yogyakarta City. The location is in the center of Yogyakarta City. The object of re-search is in the area of the intersection of Margo Utomo - Pangeran Mangkubumi Street with Jenderal Sudirman - Pangeran Diponegoro Street.

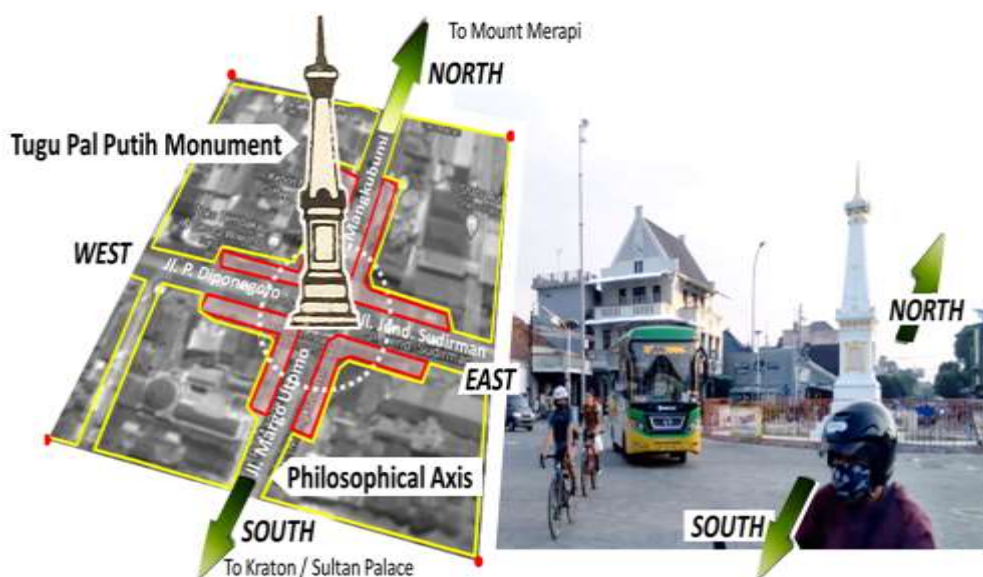


Figure 2. Location of Tugu Pal Putih Monument
[Source: Field survey, 2021]

The research addressed to seek the tourist's perception of the Tugu Pal Putih monument and its architectural environment as a tourist attraction. In this study, data was collecting quantitatively using a questionnaire that was compiled based on the characteristics of the object. The research has two aspects developed as the focus that is (1) tangible aspects and (2) intangible aspects. These two aspects developed into factors and research instruments that describe the characteristics of the object. Based on the semantic differential technique, the opposite adjective words using for arranged the object characteristics to make a research questionnaire. The basic principles of the research questionnaire as

aspects and factors, object characteristics, and the observer position towards the object are presented in Table 1.

Table 1: Aspect and Factor of The Research

Aspect	Factors	Characteristic / Scale	Facing Direction
Tangible	Impression of the place	Negative ← -2 -1 0 1 2 → Positive	West East North South
	Object's shape	Negative ← -2 -1 0 1 2 → Positive	West East North South
	Function as urban element	Negative ← -2 -1 0 1 2 → Positive	West East North South
Intangible	Historical value	Negative ← -2 -1 0 1 2 → Positive	West East North South
	Remembered by people	Negative ← -2 -1 0 1 2 → Positive	West East North South
	Significant impact for the city	Negative ← -2 -1 0 1 2 → Positive	West East North South

(Source: objects' characteristics in semantics)

Adopted from Zube in Palmer and Hoffman (2001), the wide-angle color photographs panoramic pho-tos are a reliable simulation for the urban landscape. The questionnaire was written into a google form and distributed online to respondents. The respondents are from the Architecture students and public who believed in having a good understanding of the attractiveness of urban landscape elements as part of a tourist attraction. The number of respondents collected is as many as 204 people. Respondents' perceptions were measured using semantic scales: -2 -1 0 1 2. The data obtained were processed with excel software to determine the average value of re-spondents' perceptions. The average value is compared based on the factors studied and the respondent's position toward the object. The perception value is compared based on the factors studied and the respondent's position toward the object. The advantage is this research can determine the best experience for tourists while visiting the Tugu area.

FINDINGS

The respondents' perceptions represent the tourist or people's opinions of the Tugu monument's visual attractiveness as a tourist attraction. The observers looked at the Tugu area in four facing directions. They are facing the north, south, west, and east. The results describe the role of the Tugu area as a tourist attraction presented in Table 2.

Table 2 focuses more on tangible and intangible aspects and discusses the attractiveness of objects from each point of view. This table shows that all aspects studied are in positive values. It means that observers have a positive perception of Tugu as an object of research. Based on the aspects studied, the intangible aspect is more dominant than the tangible aspect. The intangible aspect that consists of historical value, remembered by people, and the significant impact for the city, the perception average perceived as 1,54. The tangible aspects consist of impressions of the place, the object's shape, function as urban elements, are perceived as 1,02. The score difference between these two aspects is quite far because it exceeds half the scale of the perception range from 0 to 2. Although the tangible aspect is less dominant than the intangible

aspect, it has an advantage over its function as an urban element factor. This factor is rated 1,67, which is above the average.

Table 2: Tugu Area Visual Attractiveness and Observers' Perception

Aspect	Factors	Observers' Perception of Facing Direction to ...					Average
		North	South	West	East	Average	
Tangible	1. Impression of the place	0,52	0,51	0,20	0,88	0,53	1,02
	2. Object's shape	1,10	0,73	0,70	0,92	0,86	
	3. Function as urban element	1,63	1,68	1,74	1,63	1,67	
Intangible	4. Historical value	1,63	1,50	1,28	1,71	1,53	1,54
	5. Remembered by people	1,46	1,58	1,35	1,75	1,53	
	6. Significant impact for the city	1,65	1,64	1,45	1,50	1,56	
Average		1,33	1,27	1,12	1,40	1,28	
Visual Attraction Power		67%	64%	56%	70%	64%	
Rank		2	3	4	1		

[Source: calculation of semantic differential scale]

The situation shows that between the intangible and tangible aspects, the intangibles' factors are more balanced. On the other hand, the role of Tugu as a city landmark is the factor that most supports the performance of the tangible aspect, while the impression of the place and object's shape factors are less noticed by observers. The combination of perception scores showed in Figure 3. This situation shows the need to combine the three points of intangible aspect with the tangible object's function as an urban element to attract tourists to visit the Tugu Pal Putih.

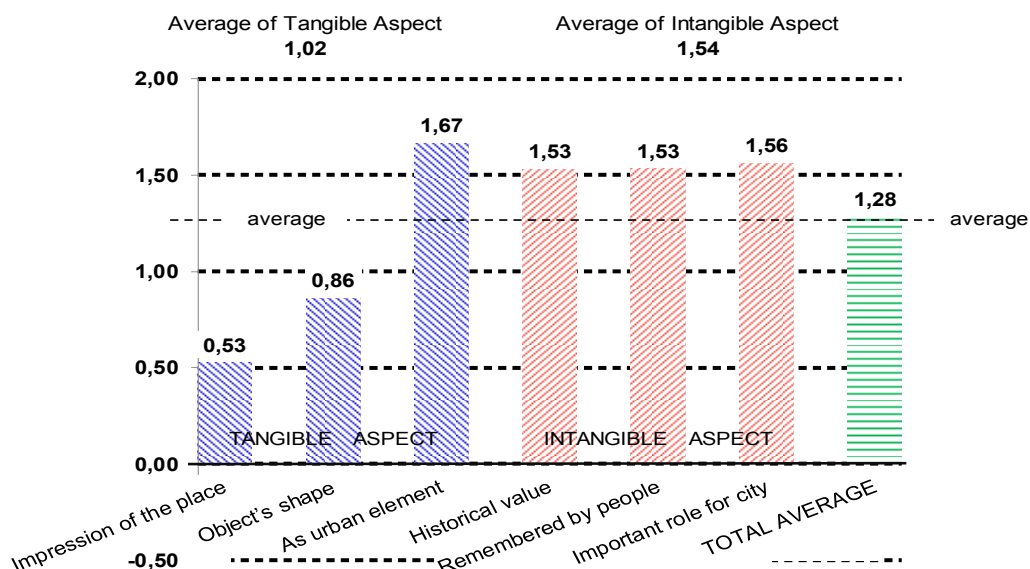


Figure 3. Respondent's Perception Pattern Based on Aspects and Factors
[Source: Research questionnaire, 2021]

Table 2 shows that people at the west of the object and looking towards the east get the best view. The data said that the best view is facing the east with a perception score of 1,40. It's seen the perception score of 1,40 in the facing

direction to the east. While on the north-south philosophical axis, people at the north of the object and looking towards the south get a good enough view, with the perception score of 1,33. Further, the perception score generated to percent to measure the object's visual attractiveness. It's obtained a visual appearance of 70% to the east and 64% toward the south, as presented in Figure 4.

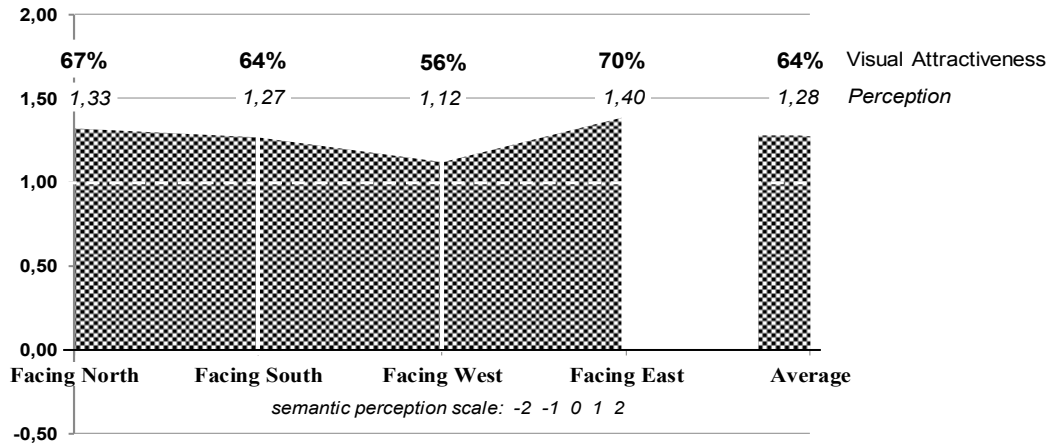


Figure 4. Visual Attractiveness and Observer Perception on Facing Direction
[Source: Research questionnaire, 2021]

The Tugu area is one of the tourist attractions that serve as a city landmark. The monu-ment area is also part of the philosophical axis of Yogyakarta City. Therefore, its attractiveness should understand as a unified axis. The results show that the north-south philosophical axis is better than the west-east secondary axis.

Table 3: Respondents' Perception Summary in Various Activity Density

Axis	People's Perception / Visual Attractiveness		Focus Direction to ...	Perception / Visual Attractiveness in Various Activity Density				Remarks		
	Power	Perception Score		Low	Gap	Busy				
Philosophical Axis North-South	65%	1,30	1,33	Facing North	1,48	1,41 70%	0,21	1,19	1,17	Better
			1,27	Facing South	1,33			60%		
Secondary Axis West-East	63%	1,26	1,12	Facing West	1,14	1,34 67%	0,17	1,18	1,10	Good enough
			1,40	Facing East	1,54			59%		
Average:		1,28			1,37		0,19	1,18		

[Source: Research questionnaire, 2021]

Table 3 shows that the north-south philosophical axis scores 1,30 and the west-east axis scores 1,26. Based on the perception score, we found that the visual attractiveness of the north-south philosophical axis is better than the west-east axis. On average, the north-south axis visual attractiveness is 65%, and the west-east axis is 63%. Table 3 also includes situations perceived by observers when the atmosphere is quiet and bussy. The results show that observers'

perceptions are better while the Tugu area atmosphere is quieter. Otherwise, while the Tugu area is busier, observers give lower perception.

The research found that result in various densities of activity, the Tugu area looking bet-ter when it is in low activity. The average score when in lower activities is 1.37, and 1,18 when it's busy. In lower activities, the north-south philosophical axis is much better than the percep-tual average. In tenuous activities, the north-south philosophical axis gets a perception score of 1,41, and the west-east secondary axis is 1,34. When the perception score switched to visual attractiveness, the north-south philosophical axis attractiveness power is 70% and 67% on the east-west axis. This combination of situations illustrates that observing the Tugu area on the philosophical axis provides a better tourist experience than visiting it from the west-east axis.

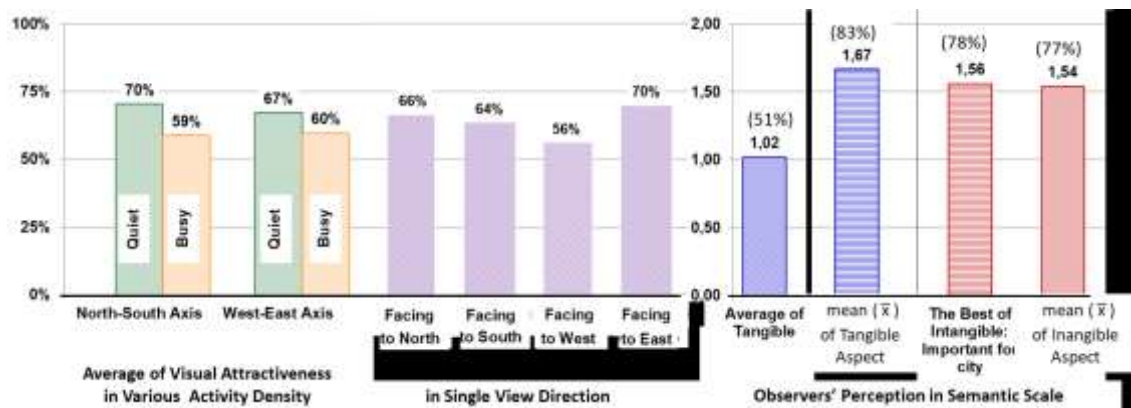


Figure 5. Visual Attractiveness and Observer Perception on Facing Direction
[Source: Research questionnaire, 2021]

Figure 5 compares the three main points found in this study, namely: visual attractiveness in the various densities activity; the object attractiveness in a single-facing direction; and the dominant factors in tangible and intangible aspects. This series of points shows that the object is perceived better on both axes when the surrounding activities are low. On the other hand, it's getting worse when the activities are busy. On the north-south axis, the Tugu area can reach visual attractiveness as 70% when activity is low, and simultaneously it's only 67% in dense activities. Based on the data obtained combination presented in figures and tables, the results of this study can be beneficial in developing the alternative of travel direction in visiting the Tugu area. Inadequacy, the study shows the visual attractiveness level reaches about 70% only, and the best score is the Tugu role as a city landmark, with the percentage level in 83%. Meanwhile, the visual attractiveness of another tangible aspect is only around 50%. It means that it is necessary to improve the visual quality of the environment to improve the impression of the place.

The results of the research show that the north-south axis is still more dominant than the west-east axis. It means that the existence of Tugu Pal Putih is still in line with its role as part of the philosophical axis of the city of Yogyakarta. The results showed that the intangible aspects include historical values, easiness to remember, and the prominence of monuments are more dominant than tangible aspects. The vigorous of the Tugu as a city landmark as part of the existent object can strengthen the memory of the Tugu area in the minds of tourists. These results illustrate that tourists will more easily remember the Tugu

from its function as a city landmark and understand its role as part of the cultural aspects of Yogyakarta.

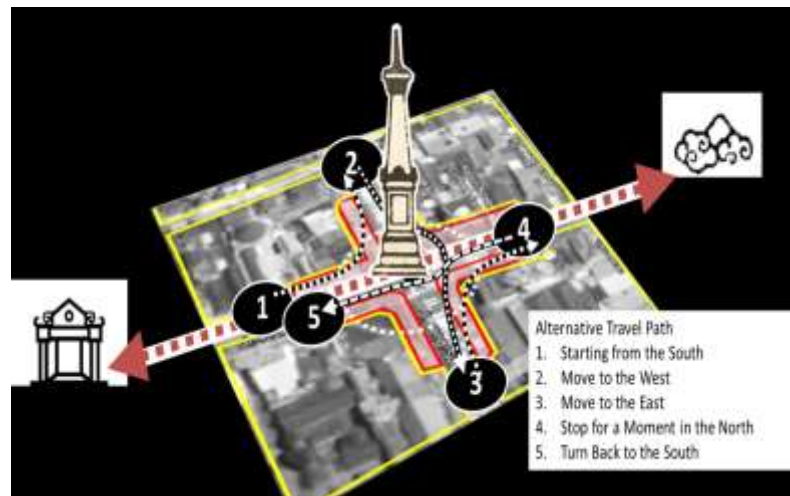


Figure 6. Alternative Travel Flow in the Tugu Pal Putih Area
(Source: Research analysis)

Based on the combination of positive and negative results from research data, it is necessary to increase the observer's experience toward the object. To raise the place image, it needs to improve the tangible aspect to support the intangible side. Therefore, it is necessary to reinforce the monument's capacity as a city landmark. The step is by improving the visual quality of the Tugu monument surrounding environment. The strengthening of the role of the Tugu Pal Putih as a city landmark will emphasize the existence of a philosophical axis. This step makes the tourist feel the power of the philosophical axis and remembering the place impression. Eventually, this condition will strengthen Yogyakarta's position as a cultural city at the world level. The reciprocal relationship of this study research is developed as an alternative flow of movement for tourists when visiting Tugu Pal Putih. The tours visiting the Tugu will be more interesting if tourists start with the origin point on the philosophical axis line, at the south of the Tugu. Next, tourists are invited to walk around the Tugu area in a sequence of movements towards the west, east, north, and back to their original place. The tourists' flow is starting observing the Tugu area from the philosophical axis, enjoy the best views, return to their origin point while facing the Sultan Place (Kraton) at a time. The alternative of travel flow depicts in Figure 6.

CONCLUSION

In general, the Tugu Pal Putih has various conditions of visual attractiveness. To attract tourists to visit, it needs to combine historical value, remembered by people, and significant role for the city, with its function as an urban element. The tour guide needs to pay attention to the visual attractiveness variations in processing the flow of travel when inviting tourists to walk around the Tugu Pal Putih area. The suitable combination of all aspects makes tourists feel at the center of world culture, provide a memorable experience, and want to stay longer. In the long term, the city managers need to strengthen the appearance of elements that do not attract people's attention to maintain the Tugu Pal Putih's existence as a Yogyakarta cultural symbol. Finally, the cultural actuality of the

Tugu Pal Putih area is a valuable world cultural heritage that amazing attraction for the world of tourism.

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