

Impression of Public Parks in Malang City as Social Service Management from Social Media Viewer

Sativana Sari¹, Wara Indira Rukmi², Antariksa Sudikno³

Magister of Urban and City Planning Department, Engineering Faculty, University of Brawijaya

Abstract:- Malang city is a tourism destination attempt to conserve and maintain its potential resources such as park and green garden. Park and green garden functionally as social service facility satisfy 91% of quantity and 57% of quality. Parks also serve community and managed by government as social service management. The function of park and garden in Malang city was not fully served as iconic of the city's area. This research focus on iconic parks and garden in Malang city, research's method to collect data are through survey, field observation, interview, questionnaire, and satellite photo mapping. Collected data analysed by statistical Path method to obtain which aspect majoring determine the park's interest service. Impression of parks collected from social media viewers (Instagram). Result of this study shown that there are two main finding support the analysis, instagram viewer more visiting Slamet park, because inside the park has iconic photo spot for self-photo or group photo. That iconic spot was orange architectural installation which symbolize Malang city surrounded by mountain. The second finding is instagram viewer tend to influenced by several factor for choosing park and garden and construct a place making, those factor has significant influenced directly and indirectly. Directly factors determine the preferences of user and indirectly factor support the place making creating in certain ways. All the factor show that place making is not obtain in clear state but also pursued on several circumference.

Keywords:- Impression, Public Parks, Social Media, Instagram, Service.

I. INTRODUCTION

Increasing urban population development has led to an increase in the need for public facilities. Based on this, then to compensate for population development and its impact requires an increase in facilities, facilities and infrastructure. One of the facilities that can improve the quality of the city both physically and psychologically the urban community is parks and urban forests. The existence of parks and urban forests themselves for urban communities is very important. Parks and urban forests can be used as an open area that can accommodate the needs of recreation and interaction for urban communities. Regulation of the Menteri Dalam Negeri Number 1 of 2007 concerning the Arrangement of Green Open Spaces in Urban Areas requires that urban green areas be at least 20% of the total urban area [1].

Malang City as one of the cities that is paying special attention in the development of the tourism sector, implemented a city branding that was launched starting in August 2015 with the tagline 'beautiful' Malang. To increase Malang City's tourist visits, the Government is trying to care for and preserve potentials such as city parks and green open spaces, museums and libraries, recreational parks and tourist markets and so on [2]. Whereas Malang City, in 2015 was identified as not meeting the standard proportion of green open space which was 13% of green space from the total area of Malang City [3].

Based on the results of a survey of 'most liveable cities' in Indonesia, it was found that 41% of respondents stated that the number of green open space in the city of Malang was sufficient. Park green space which functions as a facility for social activities is stated to have been met 91% in quantity, and 57% in quality. Based on these problems, it can be concluded that the existence of parks in Malang is still lacking in highlighting its function as a place for quality social activities [4]. Similar research on the revitalization of public space and its development program has been carried out by several researchers including, conducted in Malaysia [5], Barcelona [6], Rome [7], and Semarang [8].

Currently the use of social media from year to year is increasing. Data from the Ministry of Communication and Information Technology (Kemenkominfo) in 2013 revealed that internet users in Indonesia reached 63 million people. Of this number, 95% use the internet to access social networks [9]. One of the social media that is the focus of this research is Instagram, whose features focus on photo, video applications and have taken a lot of attention from online users. In less than a year, Instagram social media account users have increased by 100 million users worldwide. In Indonesia alone, the number of Instagram users is 7% of 88.1 million internet users with a population of 255.5 million [10]. Instagram which initially only functioned as an online photography medium, developed effectively in advertising, promotion, marketing, distribution of ideas / goods and the provision of information services quickly, precisely and accurately can be beneficial for city brand promotion activities [11]. Another function of Instagram is also as a social container in assessing the characteristics and services of urban facilities and infrastructure by using the criteria of attributes, messages, differentiation and ambassadors displayed through the display of photos and videos [12] - [14].

Preservation means maintaining the object's place in the existing state and slowing down damage. Restoration means returning existing objects from a place to a state that was previously known by eliminating the addition or by reassembling existing components without the introduction of new materials. Conservation means all processes to maintain a place so as to maintain its cultural significance. Unfortunately, the definition of restoration here is curatorial, represents an improved form of preservation, and has little relevance in the case of historic buildings used where new material can be introduced for a whole set of practical and aesthetic reasons, at least to make building builds wind and waterproof and for restoration of architectural integrity. To overcome the problems created by this definition, the Burra Charter adds triads, as follows: Reconstruction means returning the place to a state that was previously known and distinguished from restoration by the introduction of new material. Generally - Scott and Viollet-le-Duc are excluded - this definition will be taken to relate to recovery; Reconstruction is understood to mean lowering followed by rebuilding. Sir Bernard Feilden offers a more coherent explanation of restoration: 'The object of restoration is to revive the original concept or legibility of [building]'. As a conservation architect, this is how I also understand and use restoration [22]

The purpose of this study is related to the impression of public space based on the impression of social media users that is useful to determine the characteristics of public facilities, especially parks and the need for conservation and preservation of the park in Malang. So that it can be used to recognize the key characters needed in preparing recommendations for sustainable governance that can be used as a reference for the development of Malang City in accordance with the development of the era and the needs of its citizens.

II. METHODOLOGY

Based on the objectives in this study, the object under study is public facilities in the form of green open spaces or parks associated with the icons and history of Malang City can be seen in Table 1. While the variables used in research on the impression of historic parks from social media users in the City Malang can be seen in Table 2.

Table 1. List of Historical Parks in Malang City

| No. | Name | Location | Area (Ha) |
|-----|------------------------|---------------------|-----------|
| 1. | Alun-Alun Tugu park | Tugu street | 0,7432 |
| 2. | Alun-Alun Merdeka park | Merdeka street | 2,4782 |
| 3. | Merbabu park | Merbabu street | 0,4182 |
| 4. | Cerme park | Cerme street | 0,1838 |
| 5. | Slamet park | Taman Slamet street | 0,4919 |
| 6. | Gayam park | Taman Gayam street | 0,578 |
| 7. | Ijen park | Ijen street | 0,1896 |



Picture 1. Alun-alun Tugu Park Malang City



Picture 2. Alun-alun Merdeka park Malang city



Picture 3. Merbabu park Malang city



Picture 4. Cerme park Malang city



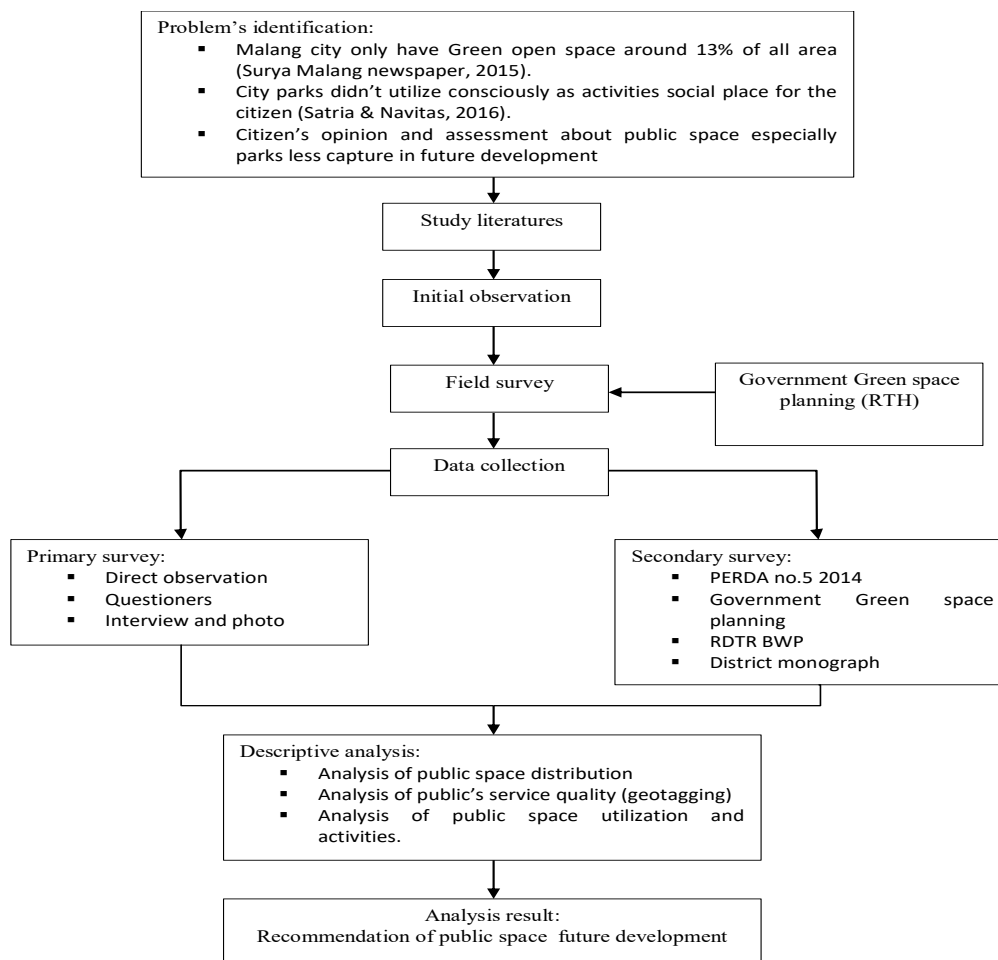
Picture 5. Slamet park Malang city



Picture 6. Gayam park Malang city



Picture 7. Ijen park Malang city



Picture 8. Research flow process

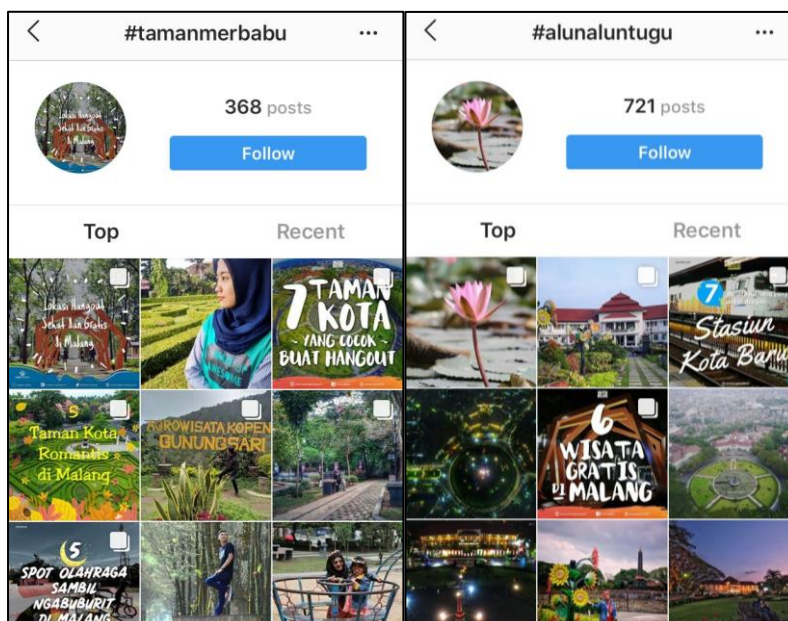
Table 2. Research variables.

| Place's aspect | Scoring variables | | Basic Assessments |
|--|---|--|--|
| | Variables | Sub-Variables | |
| Comfort and Impression Aspects | Security and safety | Determined based on the results of instagram geotagging observations | The security and safety factor in the analysis of the characteristics of Public Spaces is emphasized on the availability of facilities and infrastructure to support public space security, such as guardrails and guard posts |
| | Cleanliness | | The main determinant of cleanliness is the absence of waste, or good waste management. Automatic cleanliness will be an element of pressure that forms the impression of visitors to public spaces |
| | Environmental conditions | | Environmental conditions that are one of the main focuses in Malang there are floods in the rainy season. |
| Uses and Activities aspect | Public space can be used for various activities | | Availability of supporting facilities and infrastructure that can be utilized for public activities such as children's playgrounds, futsal fields, and others. The more complete the supporting infrastructure, the better the visitor's impression. |
| | | | The physical condition of supporting facilities and infrastructure affects the perceptions and impressions of visitors to move to the public space. |
| Hospitality aspects (Sociability) | Cause pride | | Public spaces that are owned and always used together by residents and visitors show that the space is a successful space and has a positive appeal towards visitors. |
| Access and Linkage Aspects (Sociability) | Ease of access | | The easier the location of public space is achieved, the better the visitor's impression of the public space. |

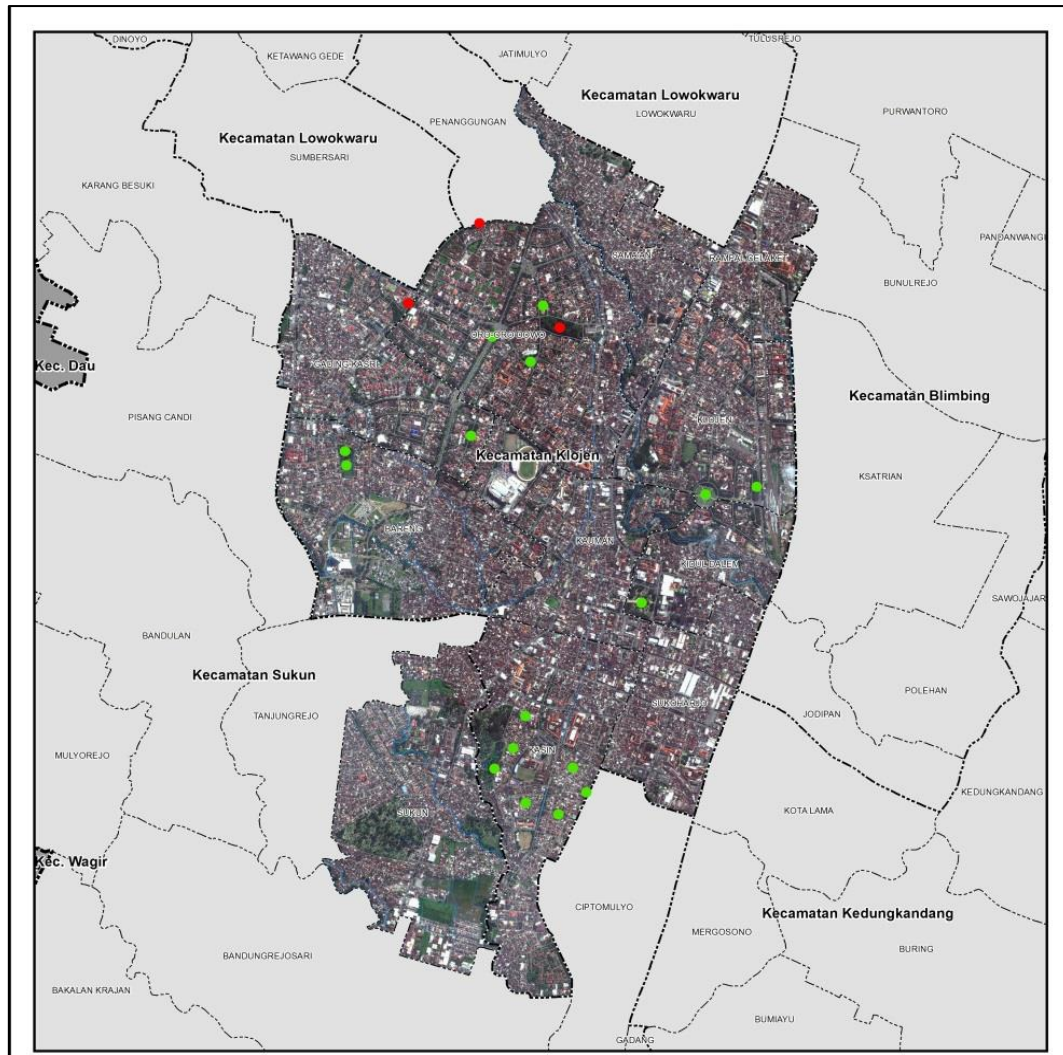
The method of data collection is done through direct surveys to the field. The survey included field observations, interviews and questionnaires, as well as aerial photo mapping of the location of the distribution of green open spaces in the city of Malang. To get samples from Instagram users and take their public photos is by accidental sampling method, which is a sampling technique based on spontaneity factors, meaning anyone who accidentally meets with a researcher and matches the characteristics (their characteristics), then that person can be used as a sample [8].

III. RESULT

Geotagging identification in BWP Central Malang city parks and forests is done by using the location and hashtag or symbol # name of the park and city forest in the Instagram account. The results of geotagging and hashtags can show the characteristics and impressions of Instagram users on urban parks and forests based on the activities or activities in the photo.



Picture 9. Screen capture of “Geotagging and Hashtags of City and Forest Park



Picture 10. Distribution map of Green City Parks & Forests BWP Central Malang

After apply geotagging and hashtaged using Instagram social media applications, the impression and characteristics of the parks and forests of BWP Central Malang can be seen. Table 3 results from the impression of the characteristics of public spaces through the identification of geotagging.

Table 3. The result of the impression of the characteristic of Malang Central City BWP Park by Instagram users

| Parks | Access ability | Hospitality | Comfort & Impression | Usage & Activities | Number of Hashtag |
|-------------------|----------------|-------------|----------------------|--------------------|-------------------|
| Alun-Alun Tugu | 38 | 23 | 44 | 48 | 595 |
| Alun-Alun Merdeka | 35 | 22 | 37 | 38 | 157 |
| Merbabu | 35 | 27 | 39 | 38 | 368 |
| Cerme | 14 | 5 | 12 | 14 | 21 |
| Slamet | 111 | 138 | 205 | 188 | 6.451 |
| Gayam | 1 | 3 | 7 | 7 | 27 |
| Ijen | 26 | 1 | 9 | 2 | 35 |
| Total | 260 | 219 | 353 | 335 | 7.654 |

Table 3 shows the number of hashtags with geotagging in parks in BWP Central Malang, as many as 7,654 hashtags spread over 7 parks, while the other 8 parks at BWP Central Malang do not have uploaded photos or hashtags by social media users. Most uploads or hashtags are found in Slamet Park, with 6,451 hashtags. Photo uploads on these parks generally illustrate the characteristics of the park with aspects of comfort and impression. This is indicated by the social media users who prefer to take pictures in supporting facilities and infrastructure in the park, for example landmark park names, park street lighting, park entrances and others. Besides that, the comfort and impression aspects are also shown by community uploads related to the cleanliness of the park.



Picture 11. Geotagging identification of Alun alun tugu park.

3.1 Path analysis

The variables used in research of historical park impressions from Social Media Users in Malang City can be seen in the Table 4

Table 4. Variables of research

| Variables | Parameters | Indicators |
|---|-----------------------------|---|
| Placemaking (Makes a great place/Impression of parks) | (X1) Access | Entry gate obtained from distance |
| | | Activity of community easy to obtained |
| | | Availability of visual sign |
| | | Availability of pointing direction |
| | | Easy to access |
| | | Availability of pedestrian road |
| | | Access by various public transport |
| | | Disability person friendly zone |
| | (X2) Comfort and Impression | Good impression about location |
| | | Women are most than man |
| | | Chairs everywhere on the corner |
| | | Availability of heat and rain roof barrier |
| | | Neat and clean |
| | | Safe and secure place |
| | (X3) Uses and Activities | Accommodating needs of users |
| | | There are visitors |
| | | Accessing by various ages of users |
| | | Accessing by individuals rather than groups |
| | | Various activities held over there |
| | | Many corners are interested point |
| | | Design of space are reflected activity over there |
| | | There are organizer and local authorities |
| | (X4) Hospitality | Many activities attract visitors |
| | | As meeting point and appointment |
| Visitors are talking each other | | |
| Visitors are happy | | |
| Visitors are known each other | | |
| Visitors are bring companion | | |
| Visitors are look at each other | | |
| Various ages and culture community | | |

3.2 Data Collection Techniques

The sampling method was conducted by using the Non-Probability Sampling / Non Random Sample method and using accidental sampling techniques. Respondents used in this study were Instagram users who included the hashtags of the names of 7 historical city parks in Malang City in their posts. The largest age range for social media users is 13-34 years with the distribution of female users 37% and male users 44%. It is possible that the age of the respondents is outside the age group of the largest users of social media.

This research is an impression study that is converted into quantitative using a nominal scale of 0 and 1 in assessing the impressions of public space users, so it is necessary to measure correlation using a correlation matrix. The use of the correlation matrix is needed to transform the impression assessment results into Path analysis to find the magnitude of the relationship.

3.3 Model of path line among variables

Path line relationships between variables are defined to investigate relationship of variables by following dedicated line according to each variable.

A. Path line of Alun alun tugu Park (variable X1 to X4)

Table 5. Direct effect of Alun alun tugu Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | -0.085 | -0.081 | 0.052 | 1.639 | 0.108 |
| (X1)→(X4) | -0.048 | -0.051 | 0.048 | 1.005 | 0.320 |
| (X1)→(X3) | -0.005 | -0.021 | 0.075 | 0.070 | 0.945 |
| (X2)→(X4) | -0.159 | -0.161 | 0.032 | 5.021 | 0.000 |
| (X3)→(X4) | -0.579 | -0.562 | 0.071 | 8.114 | 0.000 |

Table 6. Specific Indirect Effect of Alun alun tugu Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2)→(X4) | 0.014 | 0.013 | 0.009 | 1.467 | 0.149 |
| (X1)→ (X3)→(X4) | 0.003 | 0.013 | 0.045 | 0.067 | 0.947 |

Table 7. Total Indirect Effect of Alun alun tugu Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | | | | | |
| (X1)→(X4) | 0.017 | 0.026 | 0.042 | 0.398 | 0.692 |
| (X1)→(X3) | | | | | |
| (X2)→(X4) | | | | | |
| (X3)→(X4) | | | | | |

B. Path line of Alun alun Merdeka Park (variable X1 to X4)

Table 8. Direct effect of Alun alun Merdeka Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|------------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | -0.047 | -0.043 | 0.028 | 1.672 | 0.101 |
| (X1)→ (X4) | 0.019 | 0.019 | 0.037 | 0.521 | 0.605 |
| (X1)→ (X3) | -0.012 | -0.009 | 0.036 | 0.321 | 0.750 |
| (X2)→ (X4) | 0.466 | 0.465 | 0.033 | 14.190 | 0.000 |
| (X3)→ (X4) | 0.219 | 0.216 | 0.026 | 8.467 | 0.000 |

Table 9. Specific Indirect Effect of Alun alun Merdeka Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2)→(X4) | -0.022 | -0.020 | 0.013 | 1.661 | 0.103 |
| (X1)→ (X3)→(X4) | -0.003 | -0.002 | 0.008 | 0.328 | 0.744 |

Table 10. Total Indirect Effect of Alun alun Merdeka Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | | | | | |
| (X1)→(X4) | -0.024 | -0.022 | 0.015 | 1.593 | 0.117 |
| (X1)→(X3) | | | | | |
| (X2)→(X4) | | | | | |
| (X3)→(X4) | | | | | |

C. Path line of Merbabu Park (variable X1 to X4)

Table 11. Direct effect of Merbabu Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|------------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | -0.240 | -0.225 | 0.250 | 0.959 | 0.341 |
| (X1)→ (X4) | 0.196 | 0.194 | 0.195 | 1.006 | 0.318 |
| (X1)→ (X3) | 0.055 | 0.045 | 0.250 | 0.219 | 0.828 |
| (X2)→ (X4) | 0.492 | 0.506 | 0.361 | 1.362 | 0.177 |
| (X3)→ (X4) | 0.300 | 0.264 | 0.315 | 0.954 | 0.343 |

Table 12. Specific Indirect Effect of Merbabu Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2)→(X4) | -0.118 | -0.103 | 0.178 | 0.665 | 0.508 |
| (X1)→ (X3)→(X4) | 0.016 | 0.006 | 0.103 | 0.159 | 0.874 |

Table 13. Total Indirect Effect of Merbabu Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | | | | | |
| (X1)→(X4) | -0.102 | -0.097 | 0.214 | 0.474 | 0.637 |
| (X1)→(X3) | | | | | |
| (X2)→(X4) | | | | | |
| (X3)→(X4) | | | | | |

D. Path line of Cerme Park (variable X1 to X4)

Table 14. Direct effect of Cerme Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | 0.092 | 0.060 | 0.246 | 0.375 | 0.709 |
| (X1)→(X4) | -0.262 | -0.255 | 0.128 | 2.045 | 0.044 |
| (X1)→(X3) | 0.077 | 0.097 | 0.247 | 0.313 | 0.755 |
| (X2)→(X4) | 0.134 | 0.116 | 0.206 | 0.653 | 0.516 |
| (X3)→(X4) | 0.658 | 0.707 | 0.150 | 4.371 | 0.000 |

Table 15. Specific Indirect Effect of Cerme Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|----------------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2)→(X4) | 0.012 | 0.000 | 0.057 | 0.218 | 0.828 |
| (X1)→(X3)→(X4) | 0.051 | 0.088 | 0.192 | 0.266 | 0.791 |

Table 16. Total Indirect Effect of Cerme Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | | | | | |
| (X1)→(X4) | 0.063 | 0.088 | 0.200 | 0.316 | 0.753 |
| (X1)→(X3) | | | | | |
| (X2)→(X4) | | | | | |
| (X3)→(X4) | | | | | |

E. Path line of Slamet Park (variable X1 to X4)

Table 17. Direct effect of Slamet Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | 0.004 | 0.004 | 0.035 | 0.121 | 0.904 |
| (X1)→(X4) | 0.067 | 0.067 | 0.034 | 1.974 | 0.049 |
| (X1)→(X3) | -0.010 | -0.011 | 0.044 | 0.230 | 0.818 |
| (X2)→(X4) | 0.032 | 0.032 | 0.038 | 0.836 | 0.403 |
| (X3)→(X4) | 0.436 | 0.436 | 0.043 | 10.098 | 0.000 |

Table 18. Specific Indirect Effect of Slamet Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|----------------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2)→(X4) | 0.000 | 0.000 | 0.002 | 0.078 | 0.938 |
| (X1)→(X3)→(X4) | -0.004 | -0.004 | 0.019 | 0.232 | 0.817 |

Table 19. Total Indirect Effect of Slamet Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | | | | | |
| (X1)→(X4) | -0.004 | -0.004 | 0.019 | 0.223 | 0.824 |
| (X1)→(X3) | | | | | |
| (X2)→(X4) | | | | | |
| (X3)→(X4) | | | | | |

F. Path line of Ijen Park (variable X1 to X4)

Table 20. Direct effect of Ijen Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | 0.525 | 0.521 | 0.136 | 3.863 | 0.000 |
| (X1)→(X4) | -0.003 | -0.024 | 0.217 | 0.013 | 0.990 |
| (X1)→(X3) | 0.463 | 0.453 | 0.166 | 2.789 | 0.005 |
| (X2)→(X4) | -0.005 | 0.006 | 0.175 | 0.027 | 0.979 |
| (X3)→(X4) | 0.208 | 0.210 | 0.197 | 1.054 | 0.292 |

Table 21. Specific Indirect Effect of Ijen Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|----------------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2)→(X4) | -0.002 | 0.004 | 0.099 | 0.025 | 0.980 |
| (X1)→(X3)→(X4) | 0.096 | 0.107 | 0.105 | 0.914 | 0.361 |

Table 22. Total Indirect Effect of Ijen Park

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Values | P Values |
|-----------|---------------------|-----------------|----------------------------|----------|--------------|
| (X1)→(X2) | | | | | |
| (X1)→(X4) | 0.094 | 0.111 | 0.159 | 0.589 | 0.556 |
| (X1)→(X3) | | | | | |
| (X2)→(X4) | | | | | |
| (X3)→(X4) | | | | | |

While path analysis for Gayam park is unable to develop due to lack of data available on internet geotagging while the collection data conducted.

G Path analysis

Table 23. Data variable correlation among parks

| Structural model | Direct correlation of parks | Direct correlation percentage |
|------------------|--|-------------------------------|
| (X1) → (X2) | Ijen park | 20% |
| (X1) → (X4) | Gayam park Cerme park Slamet park | 30% |
| (X1) → (X3) | Ijen park | 20% |
| (X2) → (X4) | Gayam park Alun-Alun Merdeka park Tugu park | 70% |
| (X3) → (X4) | Gayam park Alun-Alun Merdeka park Tugu park Cerme park Slamet park | 70% |

IV. DISCUSSION

Accessing Malang city from the north point, from Surabaya, you will see neatly arranged and attractive flower plants. Gladiolus flowers are of various colors, some are red, white, yellow and purple. As well as a variety of other flowers such as: carnations, daisies, roses, jasmine, lilies and others. Well planted in the parks the city garden. The people of Malang City really love interest. This can be proven by the existence of flower gardens [15].

The quote is indeed apt to describe Malang with its garden since ancient times. In the book Malang Tempo Doeloe [16] states that Malang City parks are like Switzerland because of its beauty. Until today, parks are still the object of study which are part of the history of Malang City since the founding of Malang City. The parks have gone through stages of conservation and preservation. The park includes:

1. Aloon-aloon, currently known as Alun-Alun Kota Malang
2. Coenplein, or circular aloon-aloon, currently known Alun-Alun Tugu
3. Tjeremeplein transformed into Cerme park
4. Smeroe park or Beatrix park changed into Semeru park.
5. Slamet park or Taman Slamet
6. Merbaboe park or Taman Merbabu
7. Idjen boulevard or Ijen park
8. Oengaranpark changed become Ungaran park
9. Idjenplein or Simpang Balapan
10. Gajamplein changed become Gayam park
11. Edward Soesman park changed into Tanimbar park
12. Bandaplein become Banda park

The twelve public spaces in the form of the park went through stages of conservation and preservation ranging from changing names to total overhaul. In fact, out of the twelve parks, four of them have been lost and changed functions namely, Oengarpark, Idjenplein, Edward Soesmanpark which have become Tanimbar roads, and Semeroepark which only become island road parks. Typical conservation and preservation of public spaces in the form of parks based on the survey results is only to maintain the location, for the architectural aspect has changed a lot, except Coenplein or Tugu Square which still maintains the main monument building in the form of a monument. Some of the other parks have become more beautiful and become more popular among the people of Malang and outside Malang, such as the City Square of Malang, Slamet Park, Merbabu Park and Simpang Balapan. Moreover, Malang City has new parks which were created after the independence era. The main concept or basic principle of conservation is that conservation is based on respect for the original condition of a place and doing a little physical ingression of the building, so as not to change the historical evidence that it has. This principle seems to have been ignored in Malang, especially for garden buildings. Historical parks in Malang are transformed into thematic friends parks, although they do not violate other principles, namely a building or historic work must remain in its historical location.

The weakness of Malang City is that it does not yet have definite regulations on the conservation and preservation of buildings and historic areas, even though Malang City is one of the cities of cultural heritage in Indonesia. The next weakness is in the planning, where the planning of a park in the city of Malang is considered quite one-sided, that is, it does not consider conservation and preservation aspects, only purely beauty. As a result, historical parks in Malang City that have been rebuilt with more complete, newer and more attractive facilities, or the term "present" get the title "instagramable" by visitors or rather young visitors. Nice and beautiful, but the gardens have lost their identity.

Before moving to the next step regarding the concepts of conservation and preservation, first look at the meaning of the park. Parks generally provide a noteworthy category of examples, especially in terms of combining ecological

and human functions. From this, it can be seen that the park must be able to combine the two main functions. This turned out to be in conflict with the concept of conservation which tends to preserve without changing, even though along with the times, it is inevitable that the park will change according to human impressions, perceptions and needs. Garvin (2008, 68) has clear evidence of a general failure to reconcile conservation with public demand, narrating a park where Maryland streambeds (natural magnets for humans) were initially declared off limits to visitors. Although somewhat related to land conservation, Ryan (2006) discusses educating park users to appreciate the value of native landscapes above ornamental plants that are more striking, thus promoting both community attachment and biodiversity. [17].

The model of conservation and preservation needs to be done in Malang City. Japan as one of the countries in Asia whose conservation and preservation style is calculated to be very mature and conditioned with the existing conditions, which is often a disaster. City conservation in Japan, starting in 1877, is regulated in the Act for tangible property (buildings, etc.) and intangible properties (games, culture, etc.). Japanese conservation style is different from Western countries, although there is still a lot of learning from the UK, the main difference being in Japan is often hit by disasters, which makes it impossible to conserve and preserve buildings as tightly as in the UK [18]. However, a strong commitment from the central and regional governments to maintain historical value is able to harmonize with the needs. As we all know that there are 3 (three) factors in cultural heritage, namely social, political economy and planning factors. These three things must go in harmony so that the conservation and preservation of parks in Malang can be successful. Accommodating community needs and desires for parks in this study was carried out through a questionnaire approach with controls on the Place Diagram.

V. CONCLUSION

Based on the results of the study, found two main things that are basic, namely Instagram users more often visit Slamet Park, because in it has a distinctive icon for selfies or photos with friends and family, namely the orange colored architecture building symbolizing the city of Malang surrounded by mountains.

After knowing the needs, desires, favorites of users in Instagram media, then it can be harmonized with the concept of conservation and preservation of the city, where the main and most important thing in this program is user education. The stages that should be carried out in the conservation and preservation program of historic parks in Malang that have already become thematic parks include:

1. Comprehensive planning. Changes needed in the direction of planning involve a shift in focus from an emphasis on coherent green structures to an emphasis on coherent cities. From the results of the collection of geotagging Instagram hashtags on the research location,

it is found that the place making factor that has the most influence on the impression of historical parks in Malang is comfort and impression. This is shown by the fact that social media users prefer to take pictures in the supporting facilities and infrastructure in the park, for example, landmarks in the name of the park, street lights, park entrances and others. The place making factor of comfort and a high impression is also shown by public uploads related to the cleanliness of the park.

2. Greater emphasis on and involvement in historic conservation education and training at all levels. Based on the test results from 10 parks, it is known that the structural model in the form of comfort and impression that has an effect on friendliness has the most direct effect factor value. Meanwhile, from the value of the indirect effect factor, there is no all structural model that does not have an indirect effect. An approach that looks more at the environment from the side of the observer community, where a place or park can be said to be visually feasible if the observer is helped to pay attention to design choices in order to achieve the goal of carrying the park. Which is where it includes guidance on the need for "instagramable" which will uphold the image of the city

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