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RESEARCH ARTICLE

**PERSONALIZATION OF SPACE IN PRIVATE AND PUBLIC SETTING WITHIN VERTICAL
RESIDENCE STUDY OBJECT: APARTMENT IN SURABAYA.**

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Abstract

Personalization is an individual or group's ownership of a place or object, initially as physical and non-physical (attachment). Personalization by an individual or group may occur in personal or communal territory. Personalization in personal/private territory includes individual or a group's participation, whereas in communal territory the participants are constantly changing. The phenomenon of ownership and involvement in different settings, is an interesting subject to obtain a deeper understanding of, on the different concepts of personalization. Considering that the continuity of apartment residence's comfort not only lies in private settings but also in its public settings.

This research aims to formulate personalization based on ownership and involvement of vertical apartment residence in private and public setting. Several researches state that vertical apartment residences tend to pay less attention to social/public factors, despite the presence of a public space with shared ownership.

This research is conducted with a qualitative method which is initiated with literature review on the realm of study of Environment Behavior Studies along with questionnaire and observation to represent results of field data. Within this research, the results of discussion regarding personalization of space behavior is a study concept of the sustainability community in apartment residence that suits the user group's character, which is in private and public setting. So expect this study may be considered for housing planning policy in urban apartments which not only the physical factors of structural but also character of its occupants.

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Introduction:-

Snyder (1979) explained that the study of human behavior is not only about the function of a building, landscape or other physical environment, but also about esthetics. A study based on function covers about behavior and needs, however based on esthetics covers about preference, experiences and perception. Moreover, Altman (1976) elaborated that environment behavior studies consists of 3 components, which are environment-behavior phenomena, user group and settings. Behavior phenomena to the environment will vary, due to the difference of meaning, symbol and also the way human make use of the environment as self-representation. For example is privacy, is a personal behavior phenomena that is related to the individual behavior pattern, rules and the social system within the environment. The difference within the user group will bring out different needs and activity pattern, while setting according to Altman is the scale of the environment in which the activity takes place.

Personalization is the study of environment behavior (environment behavior studies) about behavior phenomena with its physical setting in certain user group. Saruwono (2007) stated that personalization can be reviewed as positive (phenomenon) and negative (problem), because personalization is a process that adapts the needs of a certain individual or group. According to Altman (1976), personalization is an individual or group's ownership of a place or object, through concrete (physical) or symbolic (non-physical) self-initial signs. According to Brower (1976) the physical is noticeable by occupancy, and the non-physical is marked by attachment to the place.

Personalization and ownership is designed to set social interaction and support social and physical needs. Defensive reaction or response may arise as territorial boundary is violated. The use of physical boundary could be in a form of walls, partitions and symbolic boundaries could be in form of distance or dimensions, are mechanisms to set privacy. Based on the statement of Altman, territory has the basic characters of ownership, personalization, rules to survive and the ability to fulfill physical needs and also esthetics and cognitive satisfaction. Lang (1987) added that there is a need to fulfill the psychological needs in order to achieve personalization. Altman (1980) classified territory as personal identity and social system regulations. Personal identity functions as the boundary marker between personal. That is by representing self-image through symbol or slogan as its identity of territorial boundary. Personalization aids in facilitating social connection, not only as access control but also as privacy aspects that distinguish one person to another. Personalization as symbolization/control over self-expression (individual, family, group) may occur primary, secondary and public territory. Social system regulations, is a function of individual or group's connection with the social environment.

Moreover regarding personalization behavior that is connected to territory, some aspects that are forms of control in physical setting, which are occupancy and attachment. Occupancy is marked by object placement, for instance wall partition, fence, vase, nameplate, fish pond, etc. Whereas attachment is observed by the user's attachment to a place or object, for example the frequent visit to a park due to its easiness of reach, the relaxed manner of sitting in a lobby because of feeling familiar in that situation, etc.

Occupancy in Personalization of Space:-

Occupancy is derived from the verb 'occupy' which means 'to fill'. has an equivalent word, which is tenancy, which means the temporary possession of what belongs to another. A temporary ownership, because it is also a part of ownership to others. So that is a form of behavior of effort in order to own territorial ownership. Altman (1980) stated as a territorial claim, territorial expression in relation with residence. Territorial expression and extension as a form of marked with a display or a sign, for example; wall, fence, park, nameplate, carpet, etc. There are 4 types of occupancy, Personal, community, public and free. Personal Occupancy is done by an individual or a group that has a strong relation due to kinship, marriage, family or high loyalty. For example, the bedroom is a place object that is personal. The ownership is controlled and permission is limited to others, because it is the greatest freedom territory of its occupant. The personal ownership sign shows its occupant's identity, it is private. For instance, putting up a family picture in the bedroom, musical instrument in the reading room, and so on. Community Occupancy, is done by a group/community in which the participants are constantly changeable through a determined selection process mechanism. Sign or community claim of a place is established through sharing physical setting and value/belief system. This means that ownership signs of community is in the practice of activity and symbols of the participants' interest/importance. For example an engineering campus is a claim of community to the engineering students, because it includes engineering laboratory activities. Activity practice, laboratory clothing, engineering materials and tools, are signs of to the community of engineering students. Public Occupancy, is done and controlled by the society. Ownership is public with regulations that suit the society's character. For instance in the Middle East countries, it is obligatory for women to wear a head cover in public, in Africa there is division in the public space for a different racial group. Sign or public occupation claim in a place or area is clear, written/legal and based on the common standard. Free Occupancy, not apply any rules or any restrictions for individuals/group. There is no sign or place ownership sign, so it is free for imagination and exploration. It can create the image of delight or even fear, such as a quiet beach, a desert, etc.

Moreover it is explained that there are three basic elements in understanding, i.e. sustainability of space usage, the person who makes use of the space and display/sign as sign of space. In America, hotels are classified as public (by society), because it applies the standards used by the common society. Whereas hotels in Japan are as community because the character of the society prefers a hotel that feels familiar, therefore the guests' participation are special.

This research emphasizes on the subject of physical ownership / occupancy, because the result of occupancy make the non-physical aspects of ownership / attachment will be easier analysis

Methodology:-

A consequence of using the naturalistic qualitative method, the researcher's position is as an instrument in conducting the observation. Bogdan (1982 in Moleong, 1999) stated that research observation is a form of social interaction that requires time between the researcher and the subject in the observed subject environment. Data in the form are constructed systematically, continuously. Ideally, behavioral research is observed continuously and repeatedly in a certain length of time. However within this research data will be obtained with questionnaire technique. The aim is to obtain a common private and public behavior concept.

Object Selection:-

Apartment vertical residence is rapidly developing in big cities such as Jakarta, Surabaya, and other big cities in Indonesia. Jakarta as the center of the government of Indonesia has a very dynamic and complex character. In order to be more focused and look for more depth in character, so another city with a more specific aspects is chosen. Surabaya is seen to be more specific, because it is the capital of the province and also the second largest city di Indonesia. Besides characterized as an industrial, trading and maritime city, Surabaya is also known as a city of education.

The rapid growth and development of apartments in Surabaya one of which is due to the number of higher education institutions especially in the eastern area of Surabaya. Apartment is not only seen as an alternative residence, it has also become a part of lifestyle. A lifestyle that is comfortable, safe and has an additional value of investment. Based on property Collier International 2013 data, Surabaya succeeded in providing more than 16 thousand units of apartment. The government of Surabaya has also set regulations that is put in the Surabaya Mayor's Regulations No.46 /2013, on work plan for regional development Surabaya city year 2014, one of which is about the use of land and the establishment of real estates and apartments.

Respondent Selection:-

To obtain external validation, the respondent's data and activities are executed naturally without intervention from the researcher, to get general results (Holahan, 1980). The proposed respondents are residents of some apartments in Surabaya. The types of residents are those who are with family/married and single, so the respondents are spread through a few types of unit apartment, studio until one – three bedrooms type.

Result:-

Respondents' Socio-demographic Data:-

This research conducted on 68 respondents. The respondents socio-demographic character shows that they are between the age of 20-40, married / still single. They occupy the studio type or 1-3 bedrooms. So that personalization of space character in private setting in the apartment unit is represented in all types of unit. The length of inhabit are between 2-5 years, by rent or self-owned. These aspects can represent the sense of belonging towards a room, both physically (occupancy) or non-physically (attachment).

Personalization of Space in Private Setting:-

There are difference occupancy in a private setting, for those who are married the kitchen functions a cooking area, so the room is used as it is intended. For those who are single, the kitchen is a part of the living/bedroom. The kitchen is not used as it is intended. A Private setting in apartment unit spreads to corridors, which is when the door is opened to watch over the children playing in the corridor. The corridor, for those who are married (especially with children) is a public/social space (to look over children, chat, interact), whereas for those who are single, it is perceived as a private space because of their individual activity. Attachment to private setting in an apartment unit is by the sense of responsibility to take care of the unit independently, making use of the private space as personal so that it should be kept calm, safe and comfortable. The unit should be in a locked condition whenever the user is out. The following table 1 shows the occupancy of a private setting in an apartment unit.

Table 1:-Personalization of Space in Private Setting.

Personalization of Space : Occupancy In the Apartment Unit					
No	Behavior	With Family		Single	
1	Place of babysitting	Playground,etc 100%	High social interaction		
2	Time of babysitting outside the unit	On holidays or when there are not so many people	Privacy means Occupant's activity time		
3	Cooking	Seldom	The kitchen is rarely used	Usually eating out	The kitchen is rarely used
4	A place to play within the unit	Bedroom and living room	All is private space to the children.		
5	Kitchen as a part of the living room	No	Every space is used as it is intended	Yes	Every room is used as a living room
6	Taking care of apartment unit	independent	High privacy be related with ownership	independently	High privacy= ownership
7	Spare time activity	Go outside, shop, swim, etc.	Privacy occurs to shared space.	Relax in unit (watch tv,sleep)	Privacy in apartment unit
8	Identity on apartment unit door	None 63% Interested 37%	68% have never lived in an apartment, there is interest however restricted (adaptation/compromize)	None 85% Interested 9% Present 6%	Same, more activities outside
9	Corridor's benefit in front of the unit	Social space	Interaction	Private Space	Need to be calm
10	The need to open the front door when needed	Agree	Corridor as a part of the unit. Expand privacy	Disagree	Keep unit's privacy
11	The sense of belonging to corridor in front of the unit	Yes	Corridor as an expansion of privacy.	Yes	Corridor as an intermediary space.
12	Tendency of receiving guest inside the unit	Yes	Apartment unit(privacy) also as a public space	Yes	The apartment unit apartemen (privacy) also as a public space.
13	A place to take guests	Lobby	Corridor as a part of the unit. Expand privacy	Lobby	Corridor as a part of the unit. Expand privacy

Personalization of Space in Public Setting:-

Corridor as a public setting is facility of access to units or other public facilities (lift, playground, swimming pool, etc.). Corridor as Public setting because it can be accessed by all the occupants (of the same floor) or by visitors with security pass. Corridor becomes a meeting point of the private and the public setting. Due to the constant change in residents, the personalization in corridor are much more of a nonverbal behavior. Social interaction in corridor as a public setting because of the shared sense of belonging, however without or not necessarily acquainted. Visual contact, smiling and greeting is temporary as they pass each other while doing their own activities in the morning, afternoon and evening. Lobby as a public setting is a facility of meeting point to the residents with visitors. The lobby is seen through the activity of sitting on a chair and talk with other occupants or visitor. Lobby can be a private aspect's extension to the public setting (waiting for guest, checking the mailbox, catering, laundry). Those things occur because visitors are prohibited from accessing the apartment units. Table 2 shows the level of occupancy in public setting

Table 2:-Personalization of Space in public setting.

Personalization of Space in Public Setting : Occupancy In Corridor and Lobby			
No	Behavior	Result	Occupancy
1	Corridor's function	Public 39% Semi public 37%	Private meets public
2	Level of acquaintance between occupants on the same floor	Just know 39% Not acquainted 34%	Secondary space's occupant changing behavior trait
3	Meeting other occupants in the corridor	Smile 56%	Non verbal behavior Social interaction open-closed
4	Making use of corridor to call	No 56% Sometimes 4%	Verbal behavior or individual importance (private)
5	Opening the unit's door as children are playing in the corridor	Yes, to watch over them 59%	Privacy of moving to a public space Open social interaction
6	Should there be a corridor for the children?	Yes, there should 73%	Private meets public Social interaction, spatial and open
7	When there is garbage in the lobby	Take and put it in the garbage 44% Abandon it	Private meets public Spatial and non-spatial ownership. (awareness of hygiene)
8	Position of walking circulation in the corridor	In the middle, on the sides if coming across another 81%	High spatial ownership, private/individual.
9	Freedom to perform activity in the corridor	Yes, when there are no/not many people 59% No 32%	Private meets public High ownership but temporary
10	Is talking loudly in the corridor disturbing?	Yes, Especially in the evening 49% Yes, when coming across other occupants 42%	Corridor as public space Nonverbal personalization (audio) High ownership but temporary
11	Manner of walking in the corridor	Walk relaxedly 93% Walk fast 7%	familiar area, privacy
12	Other behavioral gesture in the corridor	Chat/call 68%	Verbal behavior, privacy
13	Activity time in the corridor	Morning and between afternoon and evening 49% Evening 36% Afternoon 15%	Spatial behavior in corridor is related to time morning, afternoon and evening: sharing spatial corridor and social interaction Afternoon: Private activities (shop, babysitting, etc.)
14	Signage on unit's door	Not interested 54% Interested but prohibited 25% None 21%	Corridor as public setting, privacy should be maintained
15	Feeling familiar with the corridor in front of the unit.	Yes 64% No 37%	Private setting
16	The need to change clothes when going out to the lobby	No need 80 %	Attachment on shared ownership, feels private
17	The feeling of freedom in the lobby	Yes, when not crowded 61%	Private, non verbal
18	Coming across other occupants in the lobby	Smile 52% Nothing 17%	Visual behavior Non verbal
19	Preferred position sitting in the lobby	In front of other occupants and nonverbal contact 46% Next to other occupants, nonverbal contact 37%	Non verbal and visual behavior
20	Familiarity with the lobby	Yes, greet often 46%	Verbal behavior, visual

	officer	Just know 32%	
21	Making use of sport facilities in the apartment	Yes, not routinely 51% Yes, routine 30% Yes, for refreshing 19%	High ownership Community and refreshing
22	Changing clothes location for sport	In the apartment unit 61%	Privacy from unit to sport facility (public)
23	Duration of sport	30 – 60 minutes 66%	High ownership
24	Making use of laundry service, shop and café of the apartment	Yes 90%	Community space



Figure 1:-Behavior of occupancy in the apartment corridor
(source :researcher documentation, 2016)



Figure 2:-Behavior of occupancy in the apartment lobby
(source :researcher documentation, 2016)

Discussion:-

Personalization of Space in private setting. Occupancy personal in private setting occurs within the apartment unit (privacy intimacy) with the power of control by each individual or group who has attachment (friend /family). Ownership sign physical/ in private unit suits the intended occupants. 1-3 bedroom unit type is occupied by singles with roommates or family. In private setting is more personal for single occupants, whereas for those married/with family private setting spreads to community occupancy in public setting. Physical ownership sign at apartment unit as personal is not marked with identity that is permanent. There are no or not seen any occupant's identity on the corridor walls, except signs that are provided by the apartment's management (number on door or corridor). Occupant's attachment to private setting in the apartment unit is due to the need of high privacy

Personalization in public setting. Public setting starts from the lobby facility to corridor. On a wider scale, lobby and corridor could mean as private setting because it is part of apartment occupant's facility, however looking from the perspective of the internal circumstance, lobby and corridor is place where occupants and visitors meet or even between occupants. Therefore lobby and corridor is as a public setting to the internal of the apartment environment. As a meeting point of occupants and visitors, so based on table 3 above, lobby and corridor is a place for physical/spatial and non physical/spatial sharing. Physical sharing spatially is linked to time variable, in this case the occupants of apartment tend to meet to socially interact in the morning, afternoon and evening. That is as they are going to work/campus and coming home from work/campus. Due to the varied characters of occupants within the apartment's public setting every day, spatial sharing organizes the physical closure between occupants. When coming across each other in the corridor, occupants will take the position on the side, when walking alongside they

tend to not overtake. That also counts in spatial sharing in lobby, they tend to take closer positions when sitting in the lobby. But the importance of privacy is facilitated with lobby. Meaning that there is a place to entrust laundry, catering, mail, etc. The need of privacy in public setting becomes a facility for occupants to interact each other and with the officers. The togetherness because of the importance of privacy in public setting becomes a continuity value to the occupants.

Non-spatial sharing in public setting is non-verbal interaction behavior (smiling, nodding), visual (staring at each other without greeting because not well acquainted but knows that they are occupants as well) and audio (not talking loudly/ shouting carelessly, using appropriate language). The following table 3 is on physical/non-physical sharing that occur in public setting as occupancy of community.

Table 3:- Physical dan non Physical Sharing in Public Setting.

Sharing physical/spasial		Sharing non physical/non spasial	
Attached Variabel	Free variable	Attached variable	Free variable
Proxemics (physical distance between human)	>Keeping privacy space in corridor and lobby >Dynamic personal space, which is from the personal to public area	>Behavioral adjustment with the public	> Non verbal behavior : Smiling, nodding >Visual behavior : Eye contact, staring >Audio:Walkingrelaxed, voice volume.
Privacy needs in public setting	>Privacy facility in public setting. For example: Laundry, food/ catering, mail, ATM	>Safety >Comfort	>Access cards for occupants, so there is clarity in access and boundary in private and public setting. >The suitability of facility use

Conclusion:-

The following is conclusion to the discussion of personalization of space in apartments. There is a difference in the sense one's ownership to the physical environment in the apartment. Table 4 are conclusions of the discussion of personalization, occupants' take on physical (occupancy) and non-physical (attachment) private setting (apartment unit) and public setting (shared space: corridor and lobby).

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