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CHANGES IN THE UTILIZATION OF PUBLIC SPACE FOR COMMERCIAL PURPOSES IN THE CITY OF KOLONODALE , INDONESIA

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Abstract: This The purpose of this study is to find out what factors influence changes in the use of public space due to commercial activities, to find out the factors that most influence on changes in the use of public space, and to find out how the government deals with changes in the use of public space. The type of research used in this study is the type of descriptive research with a quantitative approach, with the number of samples or respondents involved as many as 99 respondents through purposive sampling techniques. In addition, in the data collection techniques in this study through observation, questionnaires, and documentation. With the method of data analysis through descriptive analysis of percentages. Based on the results of the study, it is known that the nine factors used as analysis tools in the study have been proven to influence changes in the use of public space, in this case the Kolonodale Coastal Ring Road area due to commercial activities, in which the nine factors are strategic locations or places, the number of people passing, the factor of the existence of a center of social activity for the community, the factor of the availability of adequate supporting facilities, environmental factors, the availability of public transportation, factors of availability of places to move and be safe from crime, factors of government policy, to the factors of public space design. The factor that most influences the changes in the use of public space due to commercial activities is the existence of a center of social activity for the community, this is because social activities are often held in the area, and this area is also a gathering point for people from all regions in the City of Kolonodale, so business people are interested in buying and selling goods and nets in the region. In addition to addressing changes in the use of public space, the local government has made several efforts, including the socialization of the traders about the prohibition of selling on the edge of public roads.

Keywords: Changes in Utilization, Public Spaces, Commercial Purposes

I. INTRODUCTION

Kolonodale City itself is one of the cities that began to develop with a growing population and has various kinds of urban activities[1][2], especially in the commercial sector, which are not small which cause the need for space is also not small[3].

As a result of the development of this city , there has been a change in land use, in which public spaces are transformed into private spaces with various commercial activities in them[4][5]. This impact was also felt along the Kolonodale Beach Ring Road, which reaches 800 meters in length[6]. Initially, the construction of the road was an alternative access connecting the capital city of Kolonodale with other areas, due to the very narrow main road [7][8]. However, recently, after the construction of the road, it has attracted many people to take advantage of the area as an arena for recreation, sports such as running, and various other social activities, because the location is attractive because the place is right on the beach[6][9].

Limited land, land prices for commercial activities in the city center[9], and less strict control from the government resulted in the invasion of commercial functions into public areas[10][11]. The change in land use has gradually transformed the Kolonodale Beach Ring Road area into a commercial activity site[3][12], so that a lot of space on the road has changed its land use into a place for trading and other commercial services which has different implications from the previous land use [3]c[13].The increasing commercial activity in a number of places in the City of Kolonodale in a need for public space in the implementation of development has implications for the use of public space that is not in Accordance with the spatial plan,[14][15][16]. Based on the problems that have been stated, on this occasion the author is interested in conducting a study entitled "Factors Affecting Changes in the Use of Public Space for Commercial Purposes in the City of Kolonodale ".

Based on background behind, Public Space has an important meaning for the community, the other side of the economic interests and business improvement are also important [14][17]. Utilization of public space has not been maximized as intended [1][18]

II. LITERATURE REVIEW

Researches on improving urban planning are very valuable supporters in conducting research so that the authors can increase the theory that becomes a reference in supporting the research conducted. Public area is the space in which members of the public share with others, that is, people who are not relatives, friends or co-workers[19]. Public area is all places for people who have physical and visual access, such as roads, squares and parks[20][21], Public area is the stage where the drama of public life takes place, Public area describes the condition of society, community culture, and daily discourse [22], Based on the explanation above, we can conclude that the public space is a place where we interact and share with other people or people we don't know[14][13]. Access to public spaces is open, that is, everyone has the right to enter without having to pay an entrance fee first[1][18]. Public space is a shared space that is used for common interests[8][15].

Spatial Planning that urban spatial planning is in accordance with spatial planning is basically a basic concept of development which aims to harmonize development steps with efforts to prevent urban environmental damage[2][13][23], and to make the city area more orderly, clean, pollution-free as well as making the city with an environmentally friendly atmosphere[20]. still natural, in order to guarantee the function of preserving environmental functions[24]. , Urban Planing space is an attempt to define the vision of the policy holder or the direction[13] of the city are the responsibility of the holder of power in the region[4][9], in an effort to realize the layout to accommodate the activities of all citizens on an ongoing basis[25]., Based on the above definitions, it can be stated that urban spatial planning is an effort of policy holders to determine the vision or direction of the city which is the responsibility of the power holders in the region[13], in an effort to create spatial planning that can accommodate the activities of all citizens on an on going basis [25][26]. Understand spatial structure of the city is internally used five approaches, one approach is ecological[22], [27]. In this approach, the city is seen as an object of study and in it there is a complex society, which has undergone a process of interrelation between humans and between humans and their environment [19]. , there are three main theories in this approach which are the regularity patterns of urban land use, namely: Concentric Zone Model , Sectoral Model , Multiple Nuclei[9][13]. The characteristics of commercial trade and services are divided into physical and non-physical characteristics[3][21], while the physical characteristics are divided into two according to the facilities, namely traditional and modern , traditional trade facilities consist of bazaars, markets and shopping streets, while modern trade consists of shopping centers , malls and arcades while non physical activities which are trade activities and visitors[27].

Consisting of street vendors, kiosks/ dept / booths,row stalls, shops/ shopping street, shopping center, shopping, prescient, departmentstore,supermarket,superstore, shopping mall[20][28]. Changes in land use can be defined as the process of land-use options in order to obtain optimum benefit , Factors that impact on urban land changes include[29]: Total population , Means of Transport and the basic price of the land[30], The impact of land use change in urban areas is divided into two parts, namely positive and negative impacts[31]. Positive impact, changing one land use to another land use can be an advantage if the new land use is more productive than the original land use[28][32].

These positive effects include.

- **a.** Economic impact for the government, These impacts include increased tax revenue for the government and can spur economic growth in the city[9][33] .
- **b.** Economic impact on society[24]

Negative impact, The negative impacts that may arise tend to be experienced by social and environmental aspects. These impacts other

a. Environmental Impact [33]
- Impact on infrastructure, where a new activity will result in changing the need for infrastructure facilities.
- The impact of lowering the groundwater table, due to the increasing need for clean water.
- Impact of waste (waste) generated by these activities, especially if not managed properly.
- Impact of non-uniform building heights .
- The impact of traffic jams due to the large number of passing vehicles and irregularly parked vehicles .

b. Social impact [34]

The impact of the non-conformity with the surrounding activities, for example the level of noise and vulnerability in the area tends to increase so that the comfort of the occupants is disturbed.

c. Economic impact

The increase in land and building tax in the study area has caused several buildings with residential functions to pay taxes at commercial rates, because they are located in the same block

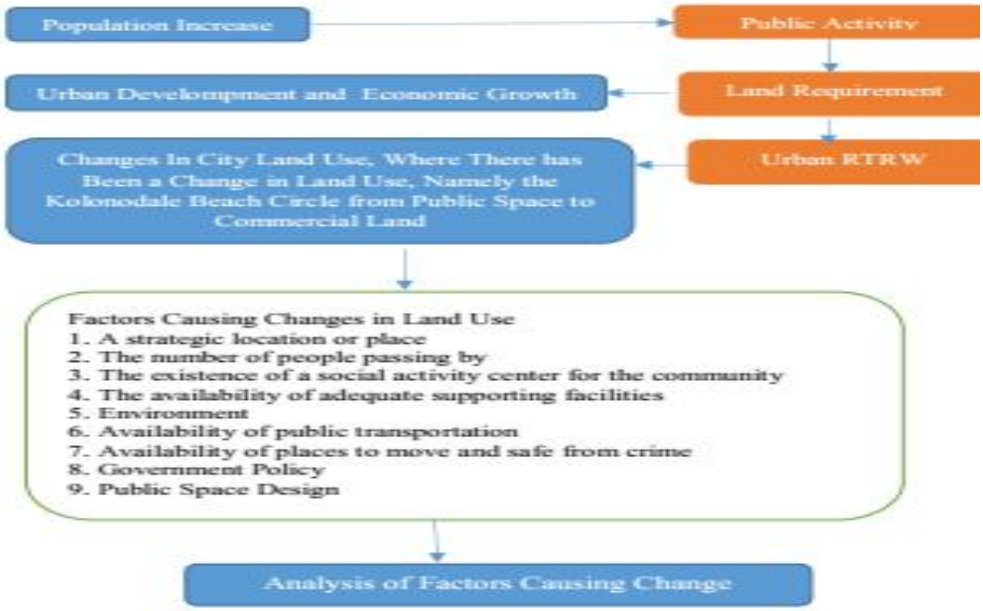

Fig 1, Framework

III. RESEARCH METHODS

In this urban planning improvement research, quantitative research is used in this study

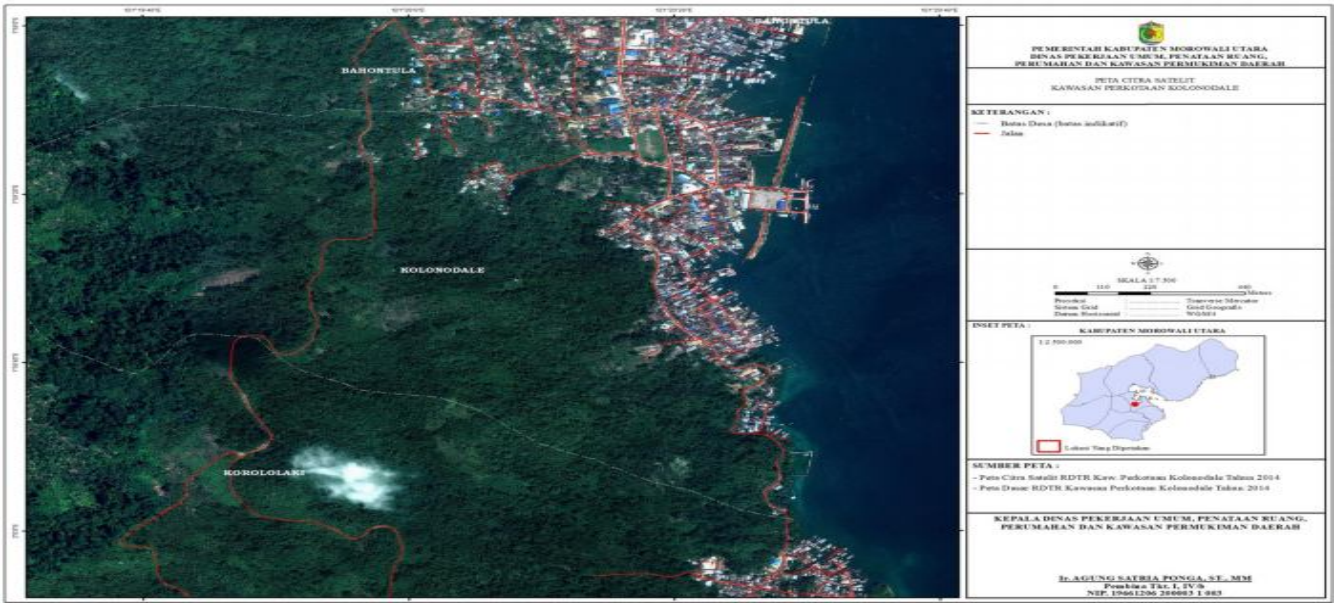

Fig.2 Sattelite Map of Kolonodale

Types of research

Research on changes in the use of public spaces for commercial purposes in cities is quantitative research the quantitative research method is one type of research whose specifications are systematic, well-planned and clearly structured from the start to the making of the research design.

3.1 Research Location and Time

This study takes the point of Ring Road Kolonodale Beach City Kolonodale which is an alternative road connecting the city with other areas around the city. The description of the research location can be seen in the following figure.

3.2 Overview of Research Objects

The planning area externally covers the Petasia District as part of the North Morowali Regency with the coverage of four villages, namely Kolonodale Village, Bahoue Village, Bahontula Village,and Korololama Village. Geographically, Petasia District is located at 121^0 24 '00 "- 121^0 42' 00" East Longitude and 01^0 05'00 "- 02^0 05'00" South Latitude. Internally, the RDTR planning area and the Zoning Regulations cover the Urban Area Share (BWP) whose delineation is based on the criteria for the part of the district that has urban characteristics. In the preparation of the Colonodale Detailed Urban Spatial Plan, (Source: Draft Final Report on Detailed Spatial Planning and Zoning Regulations for the Kolonodale Urban Area, North Morowali Regency).

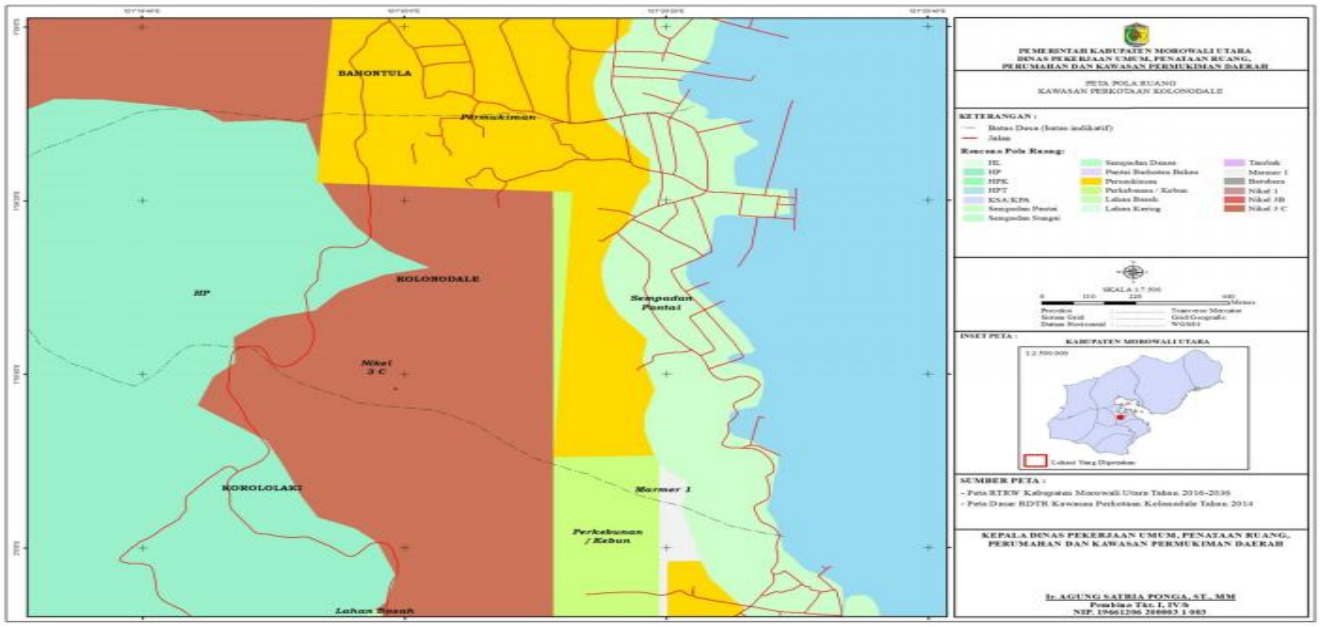

Fig.3 Kolonodale Spatial Pattern Map

IV. RESULTS AND DISCUSSION

4.1 Analysis of Research Results

The results of the validity test of Research on Changes in the Use of Public Space in the statement items are declared valid for all statements from the two groups of respondents.

Table 1, Validity Test Results

No. Statement Items	Merchant Respondents			Visitor den response		
	r Count	r Table	Information	r Count	r Table	Information
1	0.347	0.202	Valid	0.302	0.202	Valid
2	0.276	0.202	Valid	0.379	0.202	Valid
3	0.315	0.202	Valid	0.311	0.202	Valid
4	0.372	0.202	Valid	0.523	0.202	Valid
5	0.337	0.202	Valid	0.607	0.202	Valid
6	0.31	0.202	Valid	0.386	0.202	Valid
7	0.465	0.202	Valid	0.488	0.202	Valid
8	0.425	0.202	Valid	0.474	0.202	Valid
9	0.288	0.202	Valid	0.484	0.202	Valid
10	0.33	0.202	Valid	0.514	0.202	Valid
11	0.405	0.202	Valid	0.305	0.202	Valid
12	0.536	0.202	Valid	0.556	0.202	Valid
13	0.532	0.202	Valid	0.431	0.202	Valid
14	0.387	0.202	Valid	0.395	0.202	Valid
15	0.468	0.202	Valid	0.442	0.202	Valid
16	0.589	0.202	Valid	0.377	0.202	Valid
17	0.661	0.202	Valid	0.355	0.202	Valid
18	0.727	0.202	Valid	0.63	0.202	Valid

The validity test in this study was carried out by correlating the score of each item statement addressed to the respondent with the total score for all items. The correlation technique used to test the validity of the statement items in this study is the Pearson Product Moment correlation . If the correlation coefficient value of the statement item being tested is greater than the r table , it can be concluded that the statement item is a valid construct . In this study, researchers tested the answers of 99 respondents Respondents were involved, with a confidence level (confident interval) of 95% or a level of significance (α) = 0.05 , so that the r table value was 0.202 . To find out the results of the validity test of each statement on the research questionnaire, it can be seen in the following table:

The results of the validity test of Research on Changes in the Use of Public Space in the statement items are declared valid for all statements from the two groups of respondents have a calculated r value greater than the value of r table, each statement item on this variable is still used in further research.

4.2 Reliability Test Results

The results of the reliability test of the Research on Changes in the Utilization of Public Spaces were declared valid for the items. The results of the questions are always consistent because a variable is said to be reliable or reliable in the answer. The instrument reliability coefficient is intended to see the consistency of the answers to the statement items given by the respondent. Reliability testing is carried out on statement items that are included in the valid category. In this research, reliability testing is carried out on the types of statements that are included in the valid category. Testing the instrument is done only once in reliability testing. Then research on changes in the use of public spaces was analyzed using the Alpha Cronbach method. The then research on changes in the use of public space was analyzed using the Alpha Cronbach method and the results of the questionnaire were said to be reliable if the reliability coefficient was positive and greater than 0.6. Statistical calculations were carried out with the help of SPSS 26 . computer program. The reliability for each indicator, the results are presented in the following table :

Table 2, Reliability Test Results

No.	Respondent Group	Cronbach Alpha (a)	Cronbach's Alpha Required	Ket.
1	Traders	0.826	0.6	Reliable
2	Visitors	0.713	0.6	Reliable

From the results of the Spearman Rank correlation test, the relationship between traders and visitors' statements obtained the sig value. in the amount of 0.009. Because the p-value is less than 0.05 , the relationship between the two statements is considered to have a correlation. While the correlation value obtained is 0.38 , which means that the correlation value is in the interval 0.21 to 0.40, so it can be concluded that the correlation of the statements of the two groups of respondents is in the low correlation category.

4.3. Factors Factors Affecting Public Space Utilization Changes Due Commercial Activity

To obtain data on the factors that influence changes in the use of public space due to commercial activities in the City of Kolonodale using 9 (nine) factors consisting of several indicators to be used as analysis tools in this study, which are described as follows. The results of the frequency analysis of the respondents 'answers above indicate that the location or strategic location factor has an effect on changes in the use of public space due to commercial activities in Kolonodale City , this can be seen from the results of the analysis above which indicate that the average value of respondents' responses traders to this factor is 3.81 and the average value of visitor respondent responses to this factor is 3.70 so that the results of the calculation of the responses of the two groups of respondents clearly show that the location or strategic location factor is in the interval of 3.41 - 4 , 20 , makes this factor into the high classification, which means that the factor has a major influence on changes in the use of public space due to commercial activities in Kolonodale City .

The results of the frequency analysis of respondents' answers listed in the table above indicate that the factor of the number of people passing by in the area has an effect on changes in the use of public space due to commercial activities in the City of Kolonodale . The average response of merchant respondents to this factor is 4.16 and the average response of visitor respondents is 3.97, which means that the average value of the responses of the two groups of respondents is in the interval 3.41 - 4.20 which is included in the high category, which means that these factors have a major influence on changes in the use of public space due to commercial activities in Kolonodale City, especially the Kolonodale Beach Ring Road area.

Based on the results of frequency analysis of respondents as have researchers outlined above shows that the presence of the center of social activity for people in the area of Ring Road Beach Kolonodale become one of the influential to the change of use of public space as a result of commercial activity in City Kolonodale particular area Ring Road Beach Kolonodale, this can be seen from the average value of the responses of the two groups of respondents about this factor, which is the average value of the responses of the merchant respondent group of 4.19 and while the average value of the responses from the group of visitor respondents is 4.12. of course, the average value of the two groups of respondents in response to these factors is in the interval from 3.41 to 4.20 which these values into the higher classification, so that it can be said that these factors have a big impact on the change of use of public space as a result of commercial activity d i Kolonodale city especially Kolonodale Beach Ring Road.

Based on the results of the analysis put forward by the researcher in the frequency table above, it shows that the factor of the availability of adequate supporting facilities is one of the important factors that encourage changes in land use for commercial activities, this is based on the average value of responses from the group of merchant respondents who reach 4, 06 and for the group of visitor respondents who reached 3.92 which means that the factor of the availability of adequate supporting facilities is in the interval 3.41 - 4.20 so that this factor is included in the high classification, which means that these factors have a major effect on changes in space utilization. the public due to commercial activities in the City of Kolonodale, although by using the road as a parking area.

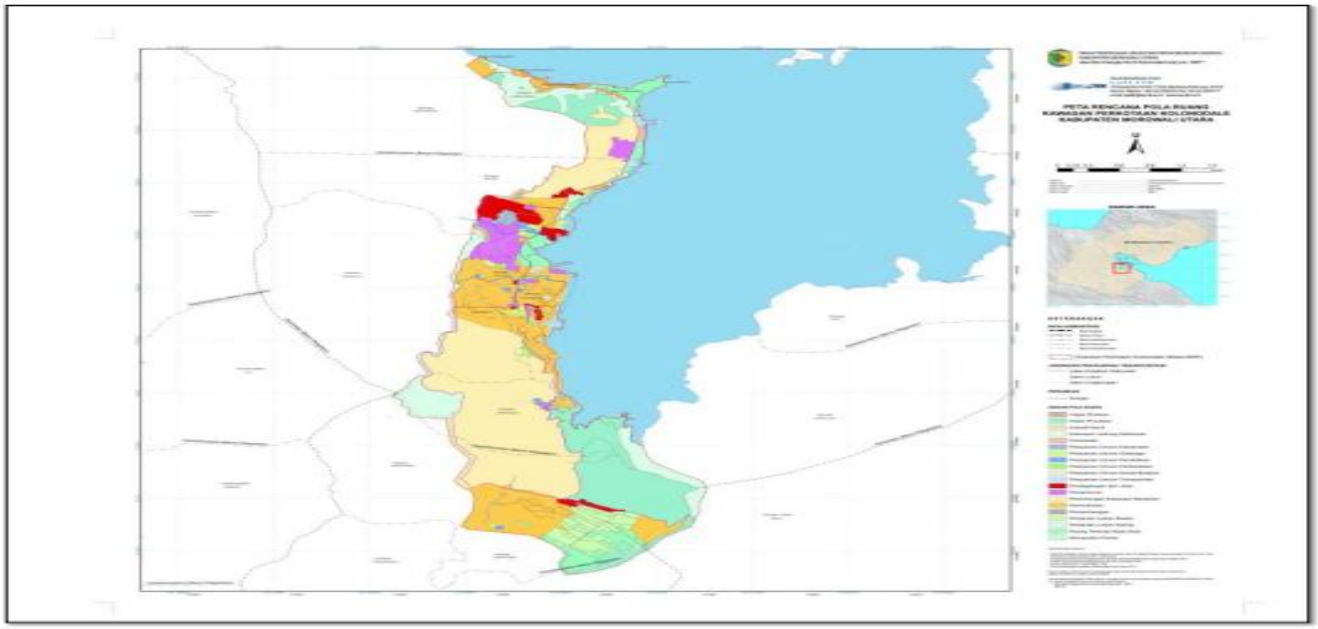

Fig. 4 Kolonodale Spatial Pattern Map

In the results of the questionnaire analysis described in the frequency table above, it shows that the average value obtained from the two groups of respondents on this factor as stated above is 3.83 for the average value of the merchant respondent's statement and 3, 78 for the average value of the visitor respondent's statement, of course, the magnitude of the average value shows that environmental factors are in the interval 3.41 - 4.20 so that this factor is included in the high classification, which means that these factors have a major influence on changes in the use of public space due to commercial activities in the City of Kolonodale

Based on the results of frequency analysis of respondents' answers as described above indicate that the availability of public transport in the area of Ring Road Beach Kolonodale become one of the influential to the change of use of public space as a result of commercial activity d i City Kolonodale especially the area Roundabout Turkish Kolonodale, it can seen from the average value of the responses of the two groups of respondents about this factor, where the average value of the responses of merchant respondents reached 3.86, and the average value of the responses of visitor respondents reached 3.90 which means that the responses of the two groups of respondents to this factor Both are in the interval 3.41 - 4.20 , where this value is included in the high classification, so it can be said that these factors have a major influence on changes in the use of public space due to commercial activities in Kolonodale City, especially the Kolonodale Beach Ring Road area.

The results of the analysis of the frequency of answers from the two groups of respondents above indicate that the factor of availability of places to move and safe from crime also influences changes in the use of public space due to commercial activities in Kolonodale City , where the results of the analysis above indicate that the acquisition of an average value the answers of the respondent traders to this factor are 3.81, while the average value of the visitor respondents' answers to this factor is 3.86 so that the results of these calculations clearly show that this factor is in the interval 3.41 - 4.20 , making This factor is classified as high, which means that the factor of availability of places to move and safe from crime has a major effect on changes in the use of public space due to commercial activities in Kolonodale City. Based on the results of the analysis of the respondents' answers as described in the table above, it shows that government policy factors also influence changes in the use of public space due to commercial activities in the City of Kolonodale , where the results of the analysis show that the average value of the responses of the merchant group of respondents about the factors. This is 3.61 and the average value of the response from the respondent group of traders about this factor is 3.76, which means that the average value is in the interval 3.41 - 4.20 so it is included in the high category, which means that these factors has a major effect on changes in the use of public space due to commercial activities in the City of Kolonodale, especially the Kolonodale Beach Ring Road area.

Based on the results of the analysis presented by the researcher in the frequency table above, it shows that the design factor of public space is one of the factors that encourages changes in land use for commercial activities in Kolonodale City, especially in the Kolonodale Beach Circle Area, this is based on the average value of responses from the two groups of respondents to these factors, where the average value of the respondent's responses to traders about this factor is 3.56, where this value is in the interval 3.41 - 4.20 which means it falls into the high category. Meanwhile, in contrast to the responses of merchant respondents, the average value obtained from the responses of visitor respondents only reached 3.26 indicating that this average value was in the interval 2.61 - 3.40 so it was classified as moderate. Thus, the researcher considers that the design factor of public space is quite influential on changes in the use of public space due to commercial activities in the City of Kolonodale

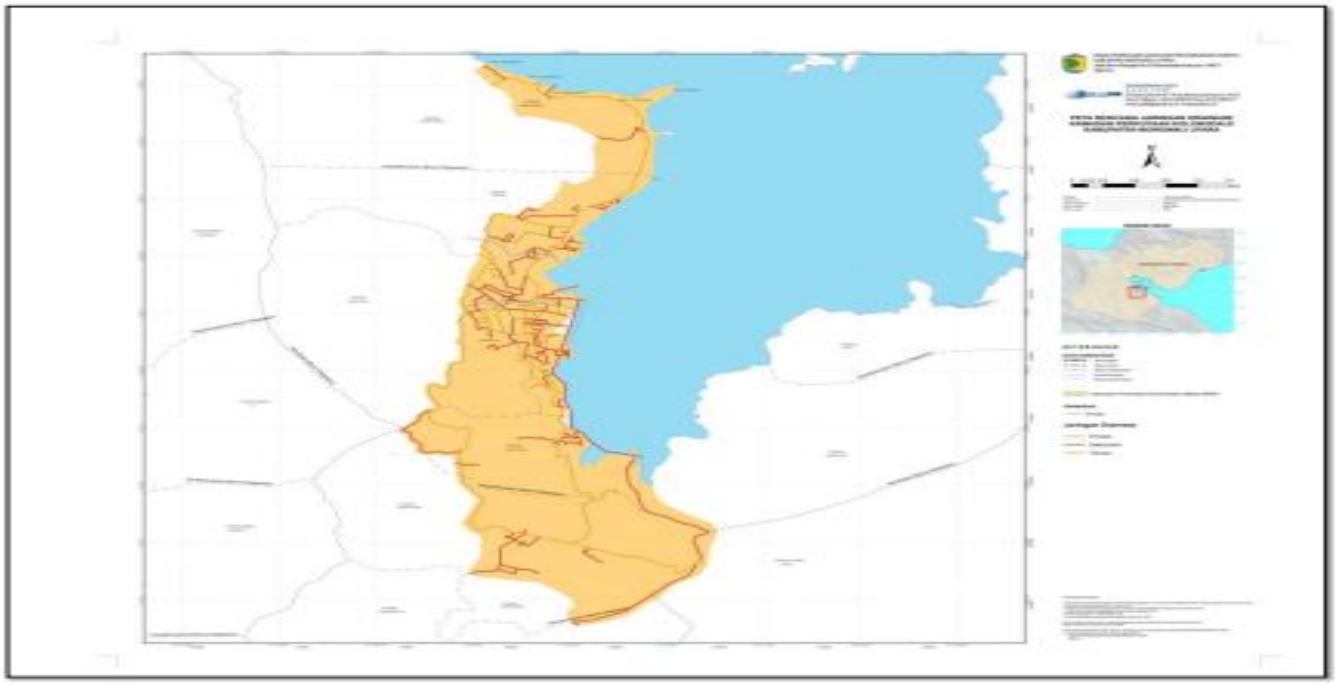

Figure 5, Kolonodale Development Plan Map

The results of the interviews show that so far there have been no efforts from the Regional Government specifically to control various commercial activities in the Kolonodale Beach Ring Road Area. So far, the only efforts made by the Regional Government are socialization and written notification to business actors who utilize Kolonodale Beach Ring Road area, however, the effort was not followed by firm action against the violation. Efforts to notify through socialization activities have actually invited resistance from the local community, which until now has increased commercial activity in the area

4.4 Discussion

Factors Affecting Changes in Use of Public Space Due to Commercial Activities ,research investigators as has been described in the previous section, there are nine factors shown to affect change in the utilization of public space into space for commercial activities by a number of people who live in the area, where nine of those factors are:

1. The strategic location or location factor , where the position of the Kolonodale Beach Ring Road area is in the city center, and is close to other busy public facilities so that business actors are interested in carrying out commercial activities in the area
2. The factor of the number of people passing by , thus providing a great opportunity for buying and selling, because the existence of buying and selling activities in the area makes it easy for people to decide to buy goods or services. This is one of the considerations for the local community to carry out commercial activities in the area.
3. The factor of the existence of a social activity center for the community , because in the area there are often social activities such as the Clean Sea Movement, sports activities such as walking, gymnastics and cycling. In addition, this place is also a gathering point for city people to carry out various social activities such as recreation, which is adjacent to the Tomori Bay beach with a view that attracts the public's interest to visit.
4. Factors availability of adequate support facilities , such as parking lots that are considered widely by making use of the road, safe location, as well as their facilities more like electricity and clean water sources make businesses interested in conducting commercial activities in the area of the .
5. Environmental factors, which in this case are the presence of local communities who are interested in consuming certain goods and services marketed by business actors in the area, as well as the socio-economic conditions of these business actors which force them to choose to trade by utilizing existing land in the area. the area.

6. The available factor of public transportation , of which the Kolonodale Beach Ring Road is one of the alternative routes connecting Kolonodale City with its surrounding areas, causing this area to be busy with various vehicle activities, so this is used by some of the surrounding community to carry out commercial activities, because According to them, by selling in the area, prospective buyers will be easier to find.
7. The factor of the availability of a place to do activities and safe from crime , in which this area has a large enough space , some of which can be used for commercial activities and is considered safe from criminal practices.
8. The government policy factor, which is meant by this factor is the absence of government efforts to revitalize the special area for SMEs making business actors prefer to carry out commercial activities in the Kolonodale Beach Ring Road area .
9. The design factor of public space, where the location has an open design, so that in that location there are no permanent buildings such as shophouses or housing, as well as shade or shady places in some places, making the area feel comfortable to be used by the perpetrators. business to carry out commercial activities in the area.

From the results of research in the field, it can be seen that the attitude shown by business actors in the region so far is still beyond what was expected, they do not pay attention to this prohibition. They continue to carry out their activities as usual. Enacting control of vehicles parked carelessly, appealing not to throw garbage in the sea and preparing trash containers, enforcing sales times from 15.00 to 24.00 WIB. With such conditions, of course there must be a firm stance from the government by controlling commercial activities in the area . Publisher done for the creation of order, the beauty of the city and the public convenience of road users in ring road Kolonodale Beach the

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of research and discussion, which have been described previously, the following conclusions can be drawn :

1. From the research results, it is found that the nine factors used as an analysis tool in the research are proven to influence changes in the use of public space, in this case the Kolonodale Beach Ring Road area due to commercial activities, of which the nine factors are the location or strategic location factor passersby, the factor of the existence of a social activity center for the community, the availability of adequate supporting facilities, the environmental factor, the availability of public transportation, the availability of places to move and safe from crime, government policy factors, to the design factor of public spaces. The factor that most influences changes in the use of public space due to commercial activities is the factor of the existence of a social activity center for the community both on the merchant side and on the visitor side. The frequent social activities held in the area have become a gathering point for people from all regions in Kolonodale City, so that business people are interested in buying and selling goods and services in the area.
2. To overcome changes in the use of public space The local government has made several efforts, including socializing activities to traders about the prohibition of selling on public roads. This outreach activity was carried out through direct appeals through the socialization of local regulations regarding the prohibition of changing the function and pattern of road use , by directly visiting traders to convey the prohibition and through leaflets given to traders in the area . However , business actors in the region do not pay attention to the prohibition, they are still carrying out their activities as usual

5.1 Suggestions

1. In order to increase regional income to support the development of the area, the City of Kolonodale should pay attention to the uses and functions of an area so that land uses do not overlap .
2. The government should formulate a firm policy or regulation regarding this violation, followed by taking action such as demolition or relocation.
3. Commercial activities in the area should comply with government regulations and policies governing land use change
4. It is expected that the future will be conducted further research on the factors influencing the change of use of public space for commercial purposes with the scope of broader research.

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