



Locality in Restaurant Preferences as an Alternative Family Recreative Tourism in Yogyakarta

Stefani Natalia Sabatini and Christmastuti Nur*

Department of Architecture, Faculty of Architecture and Design, Duta Wacana Christian University,
Yogyakarta-Indonesia
stefanisabatini@staff.ukdw.ac.id*, christmas@staff.ukdw.ac.id

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Abstract—The location of culinary services (including restaurants) has now become an alternative for recreational tourism that is popular with the community. On the other hand, cities need regional identity, one of which can be obtained from the sustainability of local values. This paper aims to find the role of locality in restaurant preferences as an alternative to family recreational tourism in the Special Region of Yogyakarta (DIY). Data was obtained through a survey via online questionnaire at the end of 2022 with a total of 115 respondents. As a result, it was found that the number of respondents who explicitly chose a restaurant based on the appearance of the locality aspect was not significant. Even so, the data shows that the restaurants that are favorite by respondents to visit with their families in order to achieve recreational goals tend to have elements of locality, especially in the material and shape aspects. This is thought to be influenced by the character of the majority of families who are invited to enjoy the restaurant by respondents, namely the parents of pre-elderly and elderly respondents who are influenced by nostalgia factors in their preferences as consumers.

Keywords: Family; locality; restaurant; recreational tourism; Yogyakarta; design

I. Introduction

Currently, for community segments with a certain social level in Daerah Istimewa Yogyakarta (D.I.Y.) Province, the eating culture has shifted, and eating out has become a family recreation trend (Wardiyanta et al., 2019). Culinary tourism is one of the three family-favorite tourist activities besides shopping and enjoying natural scenery (Ingkadijaya et al., 2016). Research on 200 families in Sleman, Yogyakarta, shows that people use diners and restaurants as a resource for entertainment, to experience new and fun experiences, to gain social interaction, and to try new foods (Wardiyanta et al., 2019).

The prolonged pandemic conditions and online activities have increased people's desire to enjoy leisure time outside. Even so, under limited conditions, recreational activities at crowded tourist

sites are considered risky. Consequently, places to eat within proximity (within the same province) are an option for visiting to meet recreational needs. In Yogyakarta, many restaurant developers have responded well to this condition, marked by the emergence of many new thematic restaurants in recent years. When choosing a restaurant, the atmosphere of the restaurant is one of the determinants of preference by customers (Septiyanti et al., 2018), in addition to price, service quality, and image of the restaurant (Abdullah et al., 2011 in Erinda et al., 2016).

On the other hand, cities need regional identity, which can be obtained from the sustainability of local values. Meanwhile, for cultural values to survive and continue, these values must be by needs and become practical solutions in society. (Oliver, 2006 in Hidayat, 2011) including, for example, functions that are in demand by the

community such as recreational restaurants. This paper aims to find the role of locality in restaurant preferences as an alternative to family recreational tourism in the Special Region of Yogyakarta.

II. Method

This study is explorative. Data was obtained through a survey via online questionnaire at the end of 2022 with 115 respondents in total. Questionnaires were distributed through proximity to related respondents or convenience sampling. The character of the respondents is limited to the age of 17 and over, lives in D.I.Y. Province and has a track record of eating with family in D.I.Y. Province. The data were then analyzed using the content analysis method and produced qualitative data. The result then attempted to be interpreted based on the context of the respondent's character, additional data related to objects by online observation via video logs on Youtube, and related literature.

III. Results and Discussion

Characteristics of Respondents

The characteristics of the respondents are as follows. The majority of the respondents were women (64%). The age range of the respondents was 18-47 years, with 38% being 18-25 years old, 43% being 26-35 years old, and 19% being 35-47 years. More than half of the respondents are workers (46% employees and 11% self-employed), while the rest are students and university students (31%), domestic workers (11%), and job seekers. The economic level of the respondents varied; 27% income less than IDR 1,000,000.00 per month, 29% income of IDR 1,000,000.00-IDR 2,500,000.00 per month, 34% income of IDR 2,500,000.00-IDR 5,000,000.00 per month, and the remaining 10% earn more than IDR 5,000,000.00 per month. The majority of respondents live in Sleman Regency (45%), followed by Yogyakarta City (32%), Bantul Regency (22%), and one respondent lives in Gunung Kidul Regency. More than half (52%) of respondents have lived in DIY for more than 20 years, the remaining 16% have lived for 11-20 years, 14% have lived for 6-10 years, and 18% have only lived for 1-5 years.

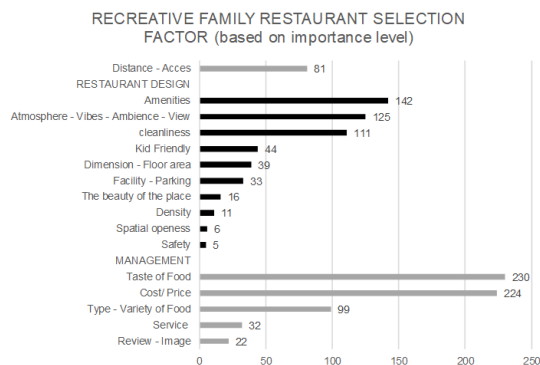


Figure 1. Graph of Restaurant Preference Factors as an Alternative to Family Recreational Tourism

Locality in Atmosphere Factors Expected by Respondents

Based on the question of "the order of things that are considered essential in choosing a recreational restaurant for the family", selected factors are mentioned by the respondents. The essential things in considering restaurant selection (preference) for family recreational tourism, as shown in Figure 1, are related to restaurant management, namely taste of food (most significant) and price. Even so, restaurant's layout and design are also considered significantly as a preference factor. Factors included in these aspects are amenities and comfort; atmosphere/ambience (fourth most significant); cleanliness; conditions that are friendly, fun, and safe for children; spacious place; completeness of facilities, especially ease of parking; the beauty of the space; relief conditions (not crowded); open space with access to a garden or outdoor area; and security. The study also shows that the desired side activities, besides eating, to do in restorants with the family for recreative purpose by the respondents are not related to local traditions matters. The data shows that the desired activities are more informal and casual; the most answers are "chat" and discussion.

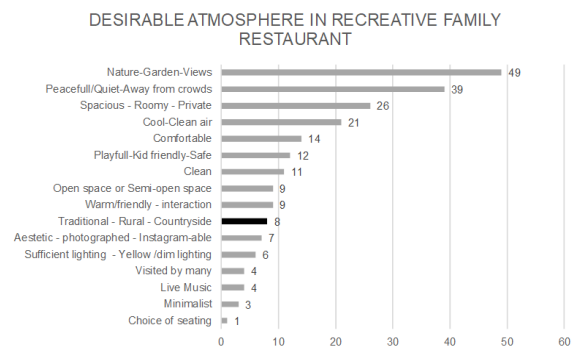


Figure 2. Graph of Expected Atmosphere Factors in Restaurants as Alternatives to Family Recreative Tourism

Based on the results of the questionnaire, it was found that no local value emerged as an important consideration in choosing a restaurant for family recreational tourism, additional activities that one wanted to do in a restaurant with the family apart from eating, as well as the expected facilities at the restaurant. However, the locality factor appears even with a small amount of data on the mood question.

Significant factors from the atmosphere of the restaurant that are expected as an alternative to family recreational tourism (see Figure 2) include; have access including views to natural things (49 data); peacefull/quiet, away from the crowd, and not in a rush (39 data); spacious and roomy space, quite apart from other visitors so they can get privacy (26 data); as well as cool temperatures and clean air (21 data). Locality appears even though the amount of data is less than 10% (8 data) with keywords; traditional, rural, Javanese (1 data), and Sundanese (1 data). Apart from that, in a clearer way, locality values can be seen through the physical manifestation of the choice of restaurant by

respondents.

Recreational Family Restaurant Object Preferences in Yogyakarta

The choice of the restaurant by respondents was represented by asking the name of the restaurant in D.I.Y. Province which they felt was suitable for eating with family and had the recreational effect that

1. never been visited but planned to;
2. have been visited and will be recommended; and
3. have been visited and is the family favorite.

From these questions, 251 restaurant names emerged as answers. To see the trend of restaurants that respondents are interested in, the assessment process is carried out by summarizing the number of

points from the three previous questions. Points are obtained by multiplying the number of data that mentions the name of the restaurant by;

- 1 poin if the data is obtained from questions (1) never been visited but planned to;
- 2 poin if the data obtained from question (2) have been visited and will be recommended; and
- 3 poin if the data is obtained from question (3) have been visited and is the family favorite.

From this process, 40 (forty) restaurant names with the most points were obtained with the distribution as shown in Figure 3. Restaurants with the most points include; Mang Engking (Central) Gubug Makan, Warung Kopi Klotok, Waroeng Raminten, Westlake Resto, and Banyumili Resto.

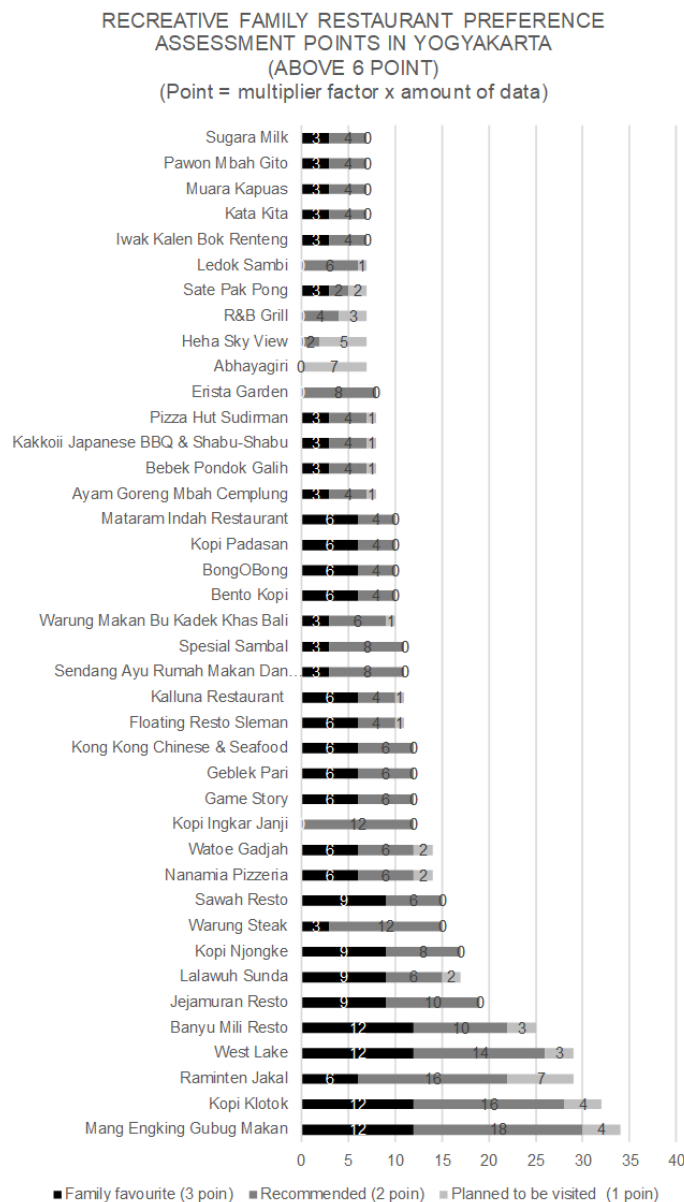


Figure 3. Graph of Expected Atmosphere Factors in Restaurants as Alternatives to Family Recreative Tourism

Table 1. Table Of The Existence Of Javanese Shape And Element (Material) Applications In 20 (Twenty) Restaurants For Family Recreative Tourism With The Most Preference Assessment Points

No	Restaurant object	roof shape										Material								
		Java					Non Javanese					Inorganic								
		a) Joglo	b) Limasan	c) Village	d) Mosque	e) Tajug or Tarub	f) Sundanese	g) Modern	h) hidden	i) Wood	j) Bamboo	k) Reeds	l) Natural stone	m) Bricks	n) Clay tile	o) Metal tile	p) Asphalt tile	q) plastering (walls/concrete)	t) Steel	u) Glass
1	Mang Eneking Eats Hut											l	l							
2	Clotok Coffee			c		l			i			l	m	n						
3	Raminten Jakal	a				l			i			l	l	m	n					
4	West Lake		b			l			i			l	l		n					
5	Banyu Mili Resto				e	l	f		i			l	m	n						
6	Jeiamuran Resto		b			l			i			l	m				q			
7	Sundanese law							g	i			l	m							
8	Njongke Coffee	a				l			i	j	k	l			o				t	
9	Steakhouse									h							q	t		
10	Paddy Resto			c		l			i	j		l		n	o			q	t	
11	Nanamia Pizzeria							g	i			l					q	t	u	
12	Watoe Gadjah	a	b	c		l			i	j	k	l	l	n						
13	Broken Promise Coffee	a	b			l			i			l		n						
14	Gamestori Board Game & Cafe	a	b						i			l		n						
15	Pari geblek			c		l		g	i	j		l		n	o				t	
16	Kong Kong Chinese & Seafood			c		l						l			o		q	t		
17	Floating Resto Sleman		b			l		g	i	j		l								
18	Kalluna Restaurant								h	i		l	l							
19	Sandang Ayu Restaurant and Fishing			c		l				j		l			o					
20	Sambal Special			c		l			h	i		l		n						
SUMMARY							14						19							

Locality Aspects of Recreational Family Restaurant Object Preferences in Yogyakarta

The application of cultural values can be seen as a sign of locality in building objects, including in this study, restaurants. This value can be traced from its transformation in buildings, for example by the "ATUMICS" method, through several aspects, including traditional objects (Artefact), manufacturing processes (Technique), use/function (Utility), elements of objects (Materials), symbols symbol (Icon), concept (Concept), and shape (Shape) (Nugraha, 2012 in Suriastuti et al., 2014). In shape, for example, based on the type of roof, Javanese traditional houses are grouped into five

namely joglo, limasan, village, mosque, and tajug or tarub (Ismunandar, 1997 in Firlando & Wiyatiningsih, 2018). In terms of materials, the materials that are often used in Javanese houses, especially in rural areas, are organic materials, namely wood, bamboo and leaves (Hardiyati et al., 2013). The shape and material aspects were then checked for existence in 20 (twenty) restaurants for family recreational tourism with the most preference rating points. As a result, as shown in Table 1, the majority of restaurant objects chosen by respondents apply Javanese roof shapes (14/20 data) and use a lot of organic materials (19/20 data) which characterize the locality of buildings with Javanese culture.



Figure 4. Restaurant with Javanese-styled roof and material: Kopi Klotok (32 poin), Raminten Jakal (29 poin), Westlake Resto (29 poin).
 Sumber: <https://travel.kompas.com/>, <https://www.tripadvisor.com/>, <https://www.dejogja.co.id/>



Figure 5. Restaurant with roof style and material not fully in Javanese style Mang Engking (34 poin), Banyu Mili Resto (25 poin), Jejamuran (19 poin). Sumber: <https://www.tripadvisor.com/>, <https://traveloka.com/>, <https://www.jogjakita.co.id/>



Figure 6. Restaurant with Modern style: Waroeng Steak Perumnas (15 poin), Nanamia Pizzeria Prawirotaman (14 poin), Kalluna (11 poin). Sumber: Wied Tasmie (Google Review), <https://www.tripadvisor.com/>, <https://liburanyuk.co.id/>

Some of the restaurants in Table 1 do show roof characteristics and materials that are suitable for roofs and materials that are often used in Javanese buildings (Figure 4). Even so, if you look at restaurants with high scores but not too many Javanese characteristics (Figure 5), a tropical and traditional atmosphere can still be felt as local characteristics at the regional level. Restaurants with a modern style (Figure 6) are also included in the list in Table 1 but with lower points than buildings with characteristics and materials that indicate locality.

Of the seven aspects of "ATUMICS", the two aspects that have been examined (Material and Shape) have not shown a deeper application of cultural values. These values cannot be examined because of the limited observation media. Direct observation in the future will facilitate a more comprehensive assessment and analysis of building elements. For a deeper study of locality, it is also necessary to look at *intangible aspects* because locality is not just a design style but a basic architectural process (Pratiwi et al., 2022).

FAMILY AGE RANGE RECORDED IN RECREATIVE RESTAURANT PREFERENCES FOR FAMILIES

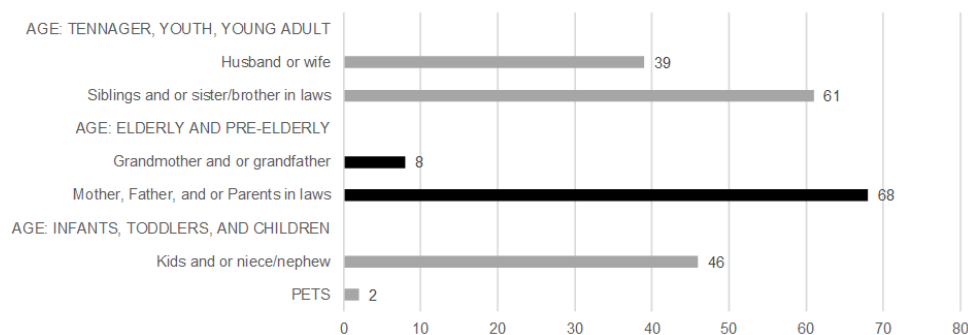


Figure 7. Age category as respondent's requirement to enjoy restaurant as recreation alternative

appear in restaurants for family recreational tourism with the most preference rating points, which may also be due to the age range of the families invited to enjoy the restaurant by the respondents. The majority of respondents invited their parents (highest score) and siblings or in-laws to eat at restaurants for alternative tourism (Figure 7). This locality preference is possible because of nostalgia. Nostalgia in the consumer behavior can make consumers choose consumption with stimuli in the form of artifacts, images (visuals), or stories that are positively related to the past (Rahma et al., 2017). It is possible that the respondent's parents or in-laws, as well as the respondent's siblings or in-laws, have positive memories of spaces with regional characteristics of Javanese and Indonesian localities. In this case, locality and tradition might appear as practical solutions in family restaurant design strategy. Therefore, it can sustainably maintain its existence (Oliver, 2016 in Hidayat, 2011).

Proposed further studies

Discussion point D: "Locality Aspects of Recreational Family Restaurant Object Preferences in Yogyakarta", shows factors that are happened to be coincidental. There is no significant explicit data from respondents stating that the atmosphere design with local aspects is the basis for choosing a recreational restaurant for families. Therefore, further studies to confirm these findings are needed.

IV. Conclusion

From the above study, it was found that there were respondents who did not directly and explicitly choose a restaurant based on the emergence of locality aspects in the restaurant. Even so, other considerations, including preference factors in the form of the presence of natural elements and openness, tend to direct respondents to choose restaurants which, if viewed in fact, have elements of locality, especially in the Material and Shape aspects. This is possible because the majority of family character factors involved in eating activities at restaurants are in the pre-elderly and elderly age range which are influenced by nostalgia factors in their preferences as consumers.

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