

Palangka Raya City Residents' Perceptions of the New Icon of the Bundaran Besar

Edi Burga Satria¹, Frederikus Vieri Harjum², Saputra Adiwijaya³, Muhammad Zusanni Batubara⁴, Osi Karina Saragih⁵, Willy Manao⁶

^{1,2,3,4,5,6} Faculty of Social and Political Sciences, Department of Sociology, Palangka Raya University

Article Info

Article history:

Received June, 2024

Revised June, 2024

Accepted June, 2024

Keywords:

Bundaran Besar

Palangka Raya

Community

Cultural

Festival

ABSTRACT

The Grand Roundabout stands as a pivotal landmark in Palangkaraya, recently undergoing significant renovation and augmentation with new elements. This research employs a survey method, distributing questionnaires across various segments of society to acquire a comprehensive understanding of their perspectives. Findings indicate that the majority of Palangkaraya residents welcome these changes, considering their efforts to beautify the city and enhance tourism appeal. Overall, the new icon of the Grand Roundabout is deemed successful in representing Palangkaraya's modern and dynamic identity, although some aspects still require improvement. The renovation includes the addition of artistic and structural designed elements to reinforce the city's visual identity and attract more tourists. To grasp societal views, the survey method was utilized, reaching out to local residents, merchants, and tourists visiting the city. Research results show that most respondents positively embraced the changes at the Grand Roundabout, perceiving this new icon as a step forward in enhancing the city's aesthetics and tourism allure. Local communities express pride in the Roundabout's new appearance, considered more modern and reflective of Palangkaraya's progress. Many believe that the renovation brings a fresh ambiance and enhances the city's overall aesthetics. However, the survey also reveals some critiques and concerns. There are concerns regarding the renovation's impact on traffic around the Grand Roundabout, especially during peak hours, which could potentially lead to congestion. This research provides valuable insights for policymakers in designing and implementing similar projects in the future.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Name: Edi Burga Satria

Institution: Faculty of Social and Political Sciences, Department of Sociology, Palangka Raya University

Email: ediburgasatria17@gmail.com

1. INTRODUCTION

The new icon of the city of Palangka Raya is a large roundabout which is the center of the road in the city of Palangka Raya [1]. This large roundabout is the new icon of the

city of Palangka Raya which was renovated to beautify, beautify and add to the aesthetics of the large roundabout with its characteristic talawang (shield) shape. decorated with colorful lights and added with pictures,

typical Dayak carvings (regional characteristics) which make it a new breakthrough or new color for the city of Palangka Raya, which is called the beautiful city [2].

Basically, this big roundabout is the zero point for the development of the city of Palangka Raya, from here the planning of the city of Palangka Raya began with a vision for an administrative and economic center in Central Kalimantan itself. Along with the development of the era, the big roundabout, known as the icon of the city of Palangkaraya, the capital of Central Kalimantan, has become a silent witness to the development of the city and the social and cultural changes of the people of Palangkaraya [3]. The big roundabout of the Palangkaraya city icon plays an important role in maintaining local identity and culture. Various events, art exhibitions and local cultural festivals are often held around this roundabout, making it a vital public space for social interaction and cultural expression. The Palangka Raya Grand Roundabout is an iconic landmark located in the center of Palangka Raya, the capital of Central Kalimantan Province, Indonesia. This roundabout is the meeting point of several main roads in the city and functions as an orientation and reference center for local residents and tourists [4].

The Big Roundabout was originally built as part of a grand plan to develop the city of Palangka Raya by Indonesia's first President, Soekarno, who had a vision of making Palangka Raya the nation's capital. The design reflects the spirit of modernization and development that was envisioned at that time. In the middle of the Big Roundabout there is a monument which is often used as a backdrop for various community activities and official events. Apart from that, this area is also surrounded by gardens which add beauty and comfort for visitors. The Grand Roundabout not only functions as traffic, but also as a public space that is often used for social and cultural activities, including state ceremonies, festivals and sporting events. Overall, the Palangka Raya Grand Roundabout is not only an important symbol

for the city, but also reflects the history and development of Palangka Raya as a dynamic and historic city.

2 METHODS

The research was carried out at the big roundabout in the city of Palangka Raya, Central Kalimantan province, this research was carried out on March 23-April 2024. The big roundabout is an icon of the city of Palangka Raya or a conservation area in Central Kalimantan with potential, ecosystem, culture and tourism which continues to experience management developments his. The government and society have their respective roles in managing these icons so that their uniqueness is maintained.

This research is research that uses descriptive methods with a qualitative approach. Data collection was carried out through observation, interviews and documentation. To determine respondents, a purposive sampling method was used. According to Sugiyono, purposive sampling is a technique for determining samples by considering certain factors. This purposive sampling technique was used because it is suitable for use in quantitative research, or research that does not make generalizations. A sample of 20 sources from various backgrounds and ages was surveyed. In its implementation, it applies the main principle of respecting, protecting and maintaining the confidentiality of research sources (Respect for Privacy and Confidentiality).

3. RESULTS AND DISCUSSION

3.1 Public Perception

Perception is the experience of an object, event, or relationship obtained by inferring information and interpreting messages. Perception gives meaning to sensory stimuli. Perception is the process of understanding or giving meaning to information about a stimulus. Perception is experience obtained through deduction and interpretation of phenomena, events or relationships [5]. Perception is an important

concept in psychology because human perception gives rise to perceptions about their lives [6]. Community perception can be summarized in the environmental reactions or knowledge of a group of people who interact with each other because they have values, norms, ways and procedures which are shared needs in the form of a sustainable and binding system of customs. There are several factors that influence a person's perception, namely knowledge, experience and perspective. Perception is also related to the way a person sees an object through different concepts or methods by using the sensory organs they have and trying to interpret the object. Based on research conducted on March 23 2024, several results were obtained by taking 20 samples from three categories: MSME actors, the community and the young generation at the research location.

The new Big Roundabout is viewed differently by MSME entrepreneurs, the general public, as well as school children and students, where MSME entrepreneurs generally assess the new logo in terms of its economic potential and impact on their business. They see new landmarks as an opportunity to increase visitor numbers and revenue from sales of local products or services. This new icon gives them the opportunity to promote their business through events or festivals organized around the icon. The emergence of new signs often accompanies improvements to urban infrastructure, which helps improve accessibility and customer comfort. Society tends to have more diverse and broader views depending on social and economic background. Many residents are proud of the new logo, which can become a symbol of progress and identity for their city. The public can also consider social impacts, such as traffic jams or changes to the surrounding environment, which can have positive or negative impacts depending on the application of the icon.

Students view it from the perspective of educational and social experiences. Whether in a historical, cultural, or scientific

context, a new logo can be a source of inspiration and learning. Elementary school and college students can benefit from a new logo for social events, extracurricular activities, or educational programs, and they often feel proud and closer to their city if they have a well-known, recognizable logo. By understanding the points of view of these three groups, we can see how the new logo for the city of Palangkaraya brings various positive impacts as well as challenges that need to be overcome in order to provide maximum benefits to all levels of society. They will focus on whether the large roundabout was designed with occupant comfort in mind, such as providing green space and recreation space. If the community is involved in the planning and maintenance of large roundabouts, the community will see added value, thereby creating a sense of shared ownership and responsibility. Pupils and students will look at sustainability from an educational and inspirational perspective. They will appreciate initiatives that allow them to learn about sustainability and environmental protection through educational projects or programs around large roundabouts. They will feel involved if there is a program that involves them directly in the care and maintenance of large roundabouts, for example through extracurricular activities or school projects. A sustainability logo can inspire them to contribute more to environmental protection and sustainable urban development.

To ensure that the public's perception of the sustainability of this main roundabout is positive, clearly communicate to the public the sustainability measures implemented and their long-term benefits. Organizing educational programs that involve the community, especially school children and students, to understand the importance of sustainability, and involving the community in the planning, implementation and maintenance of large roundabouts to create a sense of ownership, such as supporting children in the community to do so. . This is done to bring the new symbol to life through actions or activities. Regular monitoring and

evaluation also needs to be carried out to ensure that sustainability practices are effective and to gather input from the community for further improvements. Through this strategy, it is hoped that the Palangka Raya City Grand Roundabout will not only become an attractive icon but also become a credible example of sustainability, and bring long-term benefits to all levels of society.

3.2 Benefits of the Palangka Raya City Icon for the Community

Palangkaraya City Signs provide various benefits for the local community, including: Local Identity and Pride: City Signs help strengthen the community's identity and pride in their city. By having a widely recognized symbol, citizens feel more connected and prouder of where they live: city symbols act as tourist attractions and can increase visitor numbers. This has a positive impact on the local economy by increasing tourism revenues. Economic Improvement: As tourism grows, many other industries also benefit, sep meaning trade, hotels and other services. This helps create new jobs and improve the local economy. Promote culture and history: City signs often have historical or cultural significance. Through these signs, local residents and tourists can better understand and appreciate the local cultural and historical heritage. Social centers: Landmark buildings in cities are often centers of social and community activities. This encourages social interaction between residents and strengthens community ties. Infrastructure Improvement: The presence of a city icon often triggers improvements and development of the surrounding infrastructure. This includes improving roads, public facilities and recreation spaces, thereby improving people's quality of life. City Branding and Marketing: City logos are an effective branding tool for marketing cities outside the region, whether for tourism purposes, investment or other business opportunities. Therefore, the symbols of Palangkaraya City have an important role in

all aspects of people's lives, from economic, social, cultural to infrastructure.

3.3 Management and Utilization

The Big Roundabout in Palangka Raya has various benefits for the local community, both from a social, economic and cultural perspective. Social Activity Center: The Big Roundabout is often the location for Car Free Day every Sunday morning. People gather here to exercise, enjoy local snacks and watch performing arts. This creates a space for social interaction that strengthens the sense of community.

City Icon and Pride: The Big Roundabout is one of the symbols of the city of Palangka Raya which was designed by President Soekarno. The existence of this icon increases residents' sense of pride in their city and protects important historical heritage. Tourist Attraction and Investment: This location is a tourist attraction that attracts many visitors. This encourages local economic improvement through the tourism sector. Apart from that, the development of the Grand Roundabout and the surrounding infrastructure is also expected to attract investment from outside, strengthening regional economic development. Infrastructure Development: The revitalization of the Grand Roundabout is part of a larger effort to improve the city's infrastructure. This project is expected to not only improve the aesthetics of the city but also provide better facilities for the community, such as green open spaces and better road access.

Cultural Center and Festivals: The Big Roundabout is also often used as a location for various cultural events and festivals, such as the Isen Mulang Cultural Festival. This provides an opportunity for communities to celebrate and promote the richness of local culture, which also has a positive impact on tourism.

Overall, the Palangka Raya Grand Roundabout functions as a center of activity that improves the quality of life of residents, promotes tourism, and supports regional economic growth.

4. CONCLUSION

The existence of this big roundabout is very useful nowadays, where this roundabout provides an illustration of the success of society in the modern era. The community is greatly helped by the existence of the roundabout, both in terms of economics and culture. The community is also becoming more skilled in managing urban areas in Palangka Raya. The community and the government feel the results of this. The construction of this roundabout. Several objectives for the construction of this large roundabout are: To realize the Strategic Settlement Development of Central Kalimantan Province, as well as the Arrangement of Buildings and the Historic Area Environment, without losing the historical and local values typical of Central Kalimantan, To fulfill/increase the need for public facilities/ public areas in the City of Palangka Raya and creating a new icon in the Big Roundabout Area of Palangka Raya as the embryonic historical area of the City of Palangka Raya, to provide Public/General Space Facilities and Green Open Space which have the potential to become new tourist attractions and to generate socio-economic activities for the community Palangka Raya

City and Central Kalimantan Community in general.

Public perception of the new icon of Palangka Raya City is a complex and varied subject. Some people may be happy with the new icon, considering it a symbol of progress and a new identity for their city. They may see it as a positive step in improving the image and attractiveness of Palangka Raya City as a tourist or investment destination. However, there are also those who may be skeptical or even against these changes. They may consider it a waste of budget or a misplaced priority in managing public resources. Some may also feel that the new icon does not properly reflect local values or the history of their city. Additionally, perceptions of new icons can be influenced by factors such as education, socio-economic background, and political views. Individuals who are more involved in the icon-building process may have more positive perceptions than those who feel neglected or uninvolved. To reach deeper conclusions about public perceptions of the new icon of Palangka Raya City, broader and in-depth research is needed, including opinion surveys, interviews and analysis of the broader social, cultural and political context

REFERENCES

- [1] N. P. D. A. Permanasuri, "Persepsi Masyarakat Terhadap Pemanfaatan Ruang Terbuka Publik Sebagai Kegiatan Olahraga (Studi Kasus: Jalan Katamso, Kota Palangka Raya)," *J. Sangkareang Mataram*, vol. 9, no. 2, pp. 12–18, 2022.
- [2] R. Rosmalia, S. Sarbi, and A. Al Yakin, "Persepsi Masyarakat terhadap Pengelolaan dan Pemanfaatan Alun-alun di Kota Polewali Kabupaten Polewali Mandar," *J. Peguruang*, vol. 2, no. 2, pp. 296–300, 2020.
- [3] E. S. Rahayu, "ARAH PERKEMBANGAN RUANG PUBLIK PADA BUNDARAN BESAR DAN JALAN YOS SUDARSO PALANGKA RAYA," *J. Perspekt. Arsit.*, vol. 10, no. 01, pp. 45–55, 2015.
- [4] A. Aspuan and R. N. Nugraha, "Persepsi masyarakat terhadap pengelolaan Taman Wisata Alam Telaga Warna Kabupaten Bogor Provinsi Jawa Barat," *J. Inov. Penelit.*, vol. 3, no. 6, pp. 6593–6598, 2022.
- [5] N. Ahmad and S. Haron, "Perceptions of Malaysian corporate customers towards Islamic banking products & services," *Int. J. Islam. Financ. Serv.*, vol. 3, no. 4, pp. 1–16, 2002.
- [6] B. A. Diamond, "Perceptions of retail service quality at supermarkets in the context of the Covid-19 pandemic in South Africa." 2023.