

Conference Paper

House As Work Place in Ubud Tourism Area

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Abstract

The Balinese traditional houses in Ubud tourism area have an important role as a place for shelter, socializing and performing religious rituals. Due to the modernization and development of tourism, residential units also developed into a commercial function resulting in tendency shifts and changes in residential land use. The purpose of this article, to describe the use of occupancy for commercial functions as well as its impact in the community in Ubud area. This research uses qualitative method and the paradigm used is naturalistic. The functions of space in the house are modified and adjusted to suit the present conditions, but some are retained. A commercial function can support incomes, which increased well-being and housing consolidation. Adaptations and modifications were carried out on land that has not been used previously, such as the area of the front and the back of the residential units. The mindset of the people due to modernization seemingly affecting the way people thinking in utilizing their residential lands, which is more likely to see the economic reason.

Keywords: house, commercial functions, land use, Ubud-Bali

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1. Introduction

A residential unit which also serves as a commercial unit is a phenomenon often found in the development of settlements in Bali today. Balinese residence serves as a shelter, socialize with families, and perform cultural activities and rituals. However, due to modernization and implication of tourism industries, it leads to an additional function namely a workplace or commercial place. As stated by Randall [1] commercial function on a residential unit become a necessity of modern society today. Budihardjo [2] explain a residential unit as a shelter also acts as a place for socialization process. A process where an individual introduced to social values and norm, as well as a place for a human, meet their necessities. This necessity of life in accordance with the higher human civilization is not only limited to the need for self-preservation but also increases in demand for higher values, such as the need to socialize with other humans, the need for self-esteem, the need for security and the need for self actualize. The necessity of lives nowadays also influenced by modernization, which leads people to become more

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consumptive and enlarge opportunity to open commercial functions in the residential area.

Historically, a distinct division of residential unit as a dwelling place and workplace or commercial culminated in the 1920s Congress Internationaux d'Architecture Moderne (CIAM) [3] stated that urban designers provide an obvious understanding of the difference between a place for shelter, a place to work, a place to tour, and trade. However, in the 2000 era, the distinct division of the spatial functions was no longer used in the doctrine of formulating a plan. It also applies to Bali and Ubud tourist areas in particular, which directly deal with the tourism industry, thus causing the rapid process of internalization of commercial functions in the dwelling. Ubud is a unique village, especially in terms of culture. Ubud's potentials, such as the harmonious life of cultural arts, customs, and religion, make Ubud's distinctive attraction and characteristic compared to other regions of Bali. These potentials attract domestic and foreign tourists to come to Ubud. According to Picard[4] in contrast to beach resorts, Ubud serves double as settlements and tourist destinations. Ubud area attracts more tourists to view Bali in its artistic and ceremonial image.

Like most villages in Bali, Ubud was originally an area of agricultural settlement. With the growth of the tourism industry open opportunities for local communities to participate in commercial activities to increase revenue from this sector. The tourism industry has an impact on the agrarian sector, especially land/land issues as an effort to meet the demands of tourism facilities [5]. Community involvement in tourism can be seen from the type of lodging offered by local people in the form of a homestay. The number reached 206 units spread in a residential area around Ubud. This inn is generally a family business managed independently in the neighborhood.

Kellet and Tipple [6] disclosing Renting of Rooms (inns and the likes) is one part of home-based enterprises that can raise household economic income. Due to the increase in tourist visits, thus lead to home-based enterprises especially homestay prospects become more promising but also competitive. Promising because in terms of the market share of tourists with the type of backpacker tends to favor lodging with this type, especially for young tourists. Competitive because between one owner with another owner will always try to provide the lowest price with the best service. Both in terms of spatial arrangement, the atmosphere of space to the quality of materials used in building.

The complexity of interest in the space of one site area would cause a shift, assimilation of the values of space owned by society. If this is allowed without any effort to synchronize with local cultural and architectural values, this will lead to the vagueness

of cultural identity on the pattern and space value of the traditional residential area. It is also interesting to explore how the main function of residence as a dwelling place related to its additional function as commercial. Pursued by the need for land efficiency, but also an obligation to provide comfort for living while considering potential income. The values of the local culture are also inseparable from the efforts of the community to balance self-interest, the family will be a place to live that has been inherited from generation to generation with the development of home function as a commercial function.

The development of most residential areas for each family, affecting behavioral adaptation. The pattern of residential space and settlement environment in a macro context. Settlements which initially provide ample spaces for social and environmental functions are now turning out to be the kiosks and places of support for tourism activities. The problem arises when the availability of circulation and parking facilities limited when the area in front of residential units is full of commercial buildings/facilities. High density and distress in the settlement environment become part that can not be separated in the daily life of society. Ubud tourism area case selected because the configuration of residential units of each family is not only close to the center of tourism activity, but also located in the area situated in the outskirts area of Ubud tourism activities. What type and how they manage commercial function in Ubud, especially the settlement neighborhood of Padangtegal Tengah interesting to explore, related to the various types of commercial functions contained therein. Research that emphasizes the commercial function of the dwelling has not been much discussed, thus providing a broader opportunity to be explored in more depth in a study.

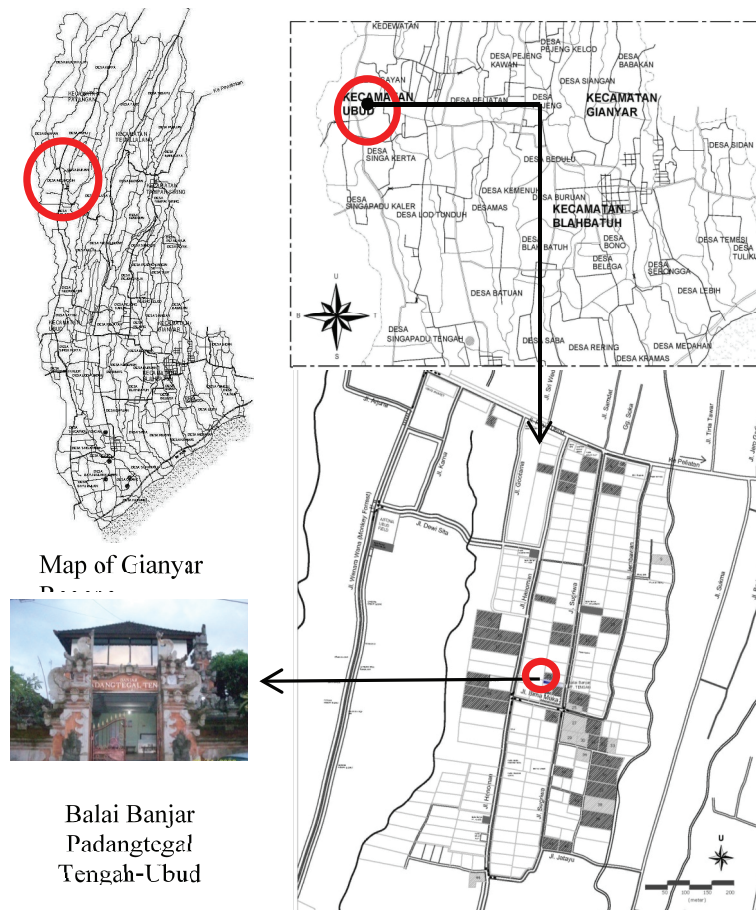
This research uses qualitative method and the paradigm used is naturalistic. The research location is located in Banjar Padangtegal Tengah, Ubud. The type of data used consists of qualitative data and quantitative data. The data sources categorized as primary data obtained directly in site and secondary data. Data collection is done by observation, interview, literature study and documentation. Data analysis used is a qualitative method which consists of data reduction step, data presentation, and conclusion drawing. Case determination using the purposive technique. Type and management were obtained from the observation of all residential units in the study area (44 unit), then 9 cases in the analysis to explore phenomena, in terms of capacity and composition of land use for commercial functions. Furthermore, the research theme was carried out with related themes and analyzed to obtain a description of the trend of occupational transformation.

The Padangtegal Tengah neighborhood is one of thirteen administrative areas located in the Ubud Village area. With the number of “song” (residential units) reached 44 units with 144 families. Thus the average residential unit consists of 3-4 household heads. The distribution pattern of residence in this “Banjar” neighborhood is spread, not clustered. Historically, “krama” (a member of) Banjar Padangtegal Tengah is part of Peliatan Traditional Village associated with the process of religious ritual, custom, and culture, but officially is administrative part of the Ubud village. The development of residential land use in this study area certainly has several variants in terms of type and character, the land composition used as a commercial function, as well as the amount of space used for commercial functions in each residential unit. The following **Figure 1** will explain the locations of this study.

2. Type and Management of Commercial Functions in the Padangtegal Tengah Neighborhood, Ubud

In order to identify the type of commercial function in occupancy in the study area, the survey was conducted sequentially (one by one) in each residential unit with a total of 44 residential units. From these stages, we will know whether there is a commercial function in each residential unit. With this, we can further analyze how the tendency of commercial management function conducted by the community. Besides, we also collect some data related to the capacity of commercial function derived from the building floor area occupied as well as ratio of land use between commercial and dwelling function in each residential units. In **Figure 1**, we provide information about distribution map of residential units in the study area.

In **Figure 1** above, a residential unit marked with a black shading is a residential unit with commercial function in it, while the gray shade shows units without commercial function in it. Meanwhile, a residential unit located in different “Banjar” (neighborhood) is marked with a white plot. As a part of Ubud tourism area, Padangtegal Tengah settlement area influenced by Ubud tourism impact. This can be seen from the community involvement in the tourism work field, development of the profession type, and the development of land use in each residential unit of society. The commercial function of this study can be classified into several categories: a) homestay, b) restaurant, c) shop, d) art shop, e) laundry, f) tour agent, g) parking, h) paint studio, i) tukang banten (offering maker), j) others (pharmacy, studio, tailor, catering). Residential units in this study were mostly occupied by more than one family, an average of 3-4 households. Based on the field data, the number of residential units in the Padangtegal Tengah



Legends :

- Residential unit with commercial function
- Residential unit without commercial function
- Residential unit of another neighborhood

Figure 1: Study area in neighborhood of Padangtegal Tengah, Ubud.

Ubud neighborhood is 44 units. Of the total, 35 residential units use part of its land as a place for commercial functions. Identification of residential units based on the results of the field survey can be seen in the following figure.

Figure 2 shows that most of the residential units in the study area have a commercial function. About 80% of residential units have commercial functions in their area and only 20% that does not. The area that has no commercial function, they tend to have a commercial unit outside their residential unit. They have a commercial function on a larger scale, so their residential unit is the only function as a residence while the source of income comes from commercial functions elsewhere. Overall, the total number of commercial functions in the study area there are 97 units of the commercial function. As for each type of commercial function they are numbered as follow, art shop: 28

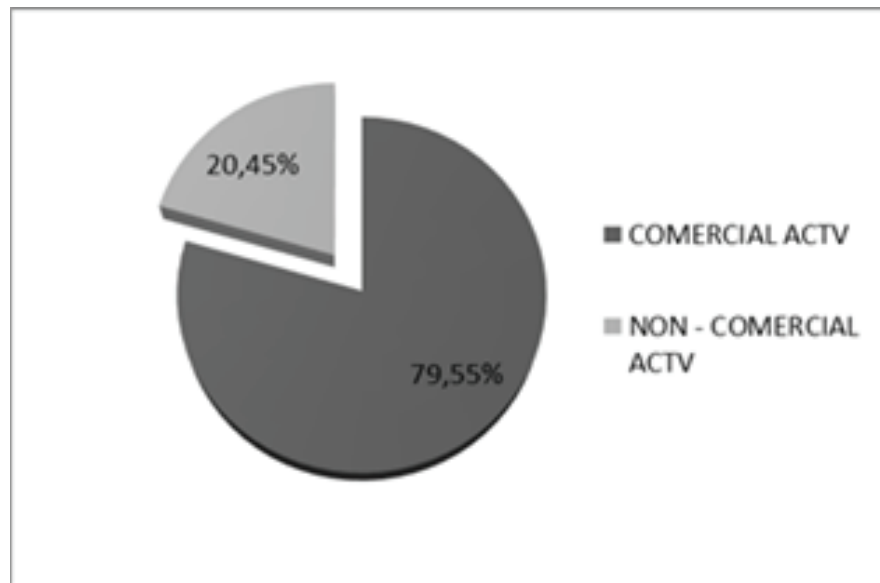


Figure 2: Percentage of residential unit with and without commercial activities.

units, shop/warung: 24 units, homestay: 11 units, art painting studio: 8 units, restaurant: 5 units, Tour agent: 4 units, parking lot/garage: 4 units, “tukang banten” (offering maker): 4 units, laundry: 2 units, others: 7 units. Other activities include pharmacies, internet, dance studio, tailors, catering, livestock, and course place. In terms of unit number of commercial function, art shops are the most favorite to be managed, followed by shops, and homestays. The following **Figure 3** show the percentage of the type of commercial function found in the study area.

Tourists usually come to the Art shop as they are its regular consumers. Meanwhile, Shop/Stall tend to serve local communities. Though not uncommon, sometimes tourists also spent time in the Shop/Stall. Statistically speaking, 28.87% of commercial function in the study area is Artshop which sells handicrafts to tourists, 24.74% is Shop/Stall. These two combined results in more than 50% compared to other commercial functions. Those numbers indicate that house which is commercially functioned as Art shops and Shops/Stalls are preferred and more comfortable to develop by the house owner or leased to others. As for these functions, it is essential to develop them in the area near the main road in order to provide adequate access. The front area of the house (also known as *telajakan*) is the most potential area and tend to be much simpler to be transformed to support those commercial activities. In the context of space in urban architectural design, *telajakan* is an area designed to widen sight distance, building safety, provide intimacy, as well as Balinese traditional green open space [7]. Nonetheless, based on financial motives, it cannot be helped that the conversion into commercially function area will still prevail since it is more beneficial to the house owner.

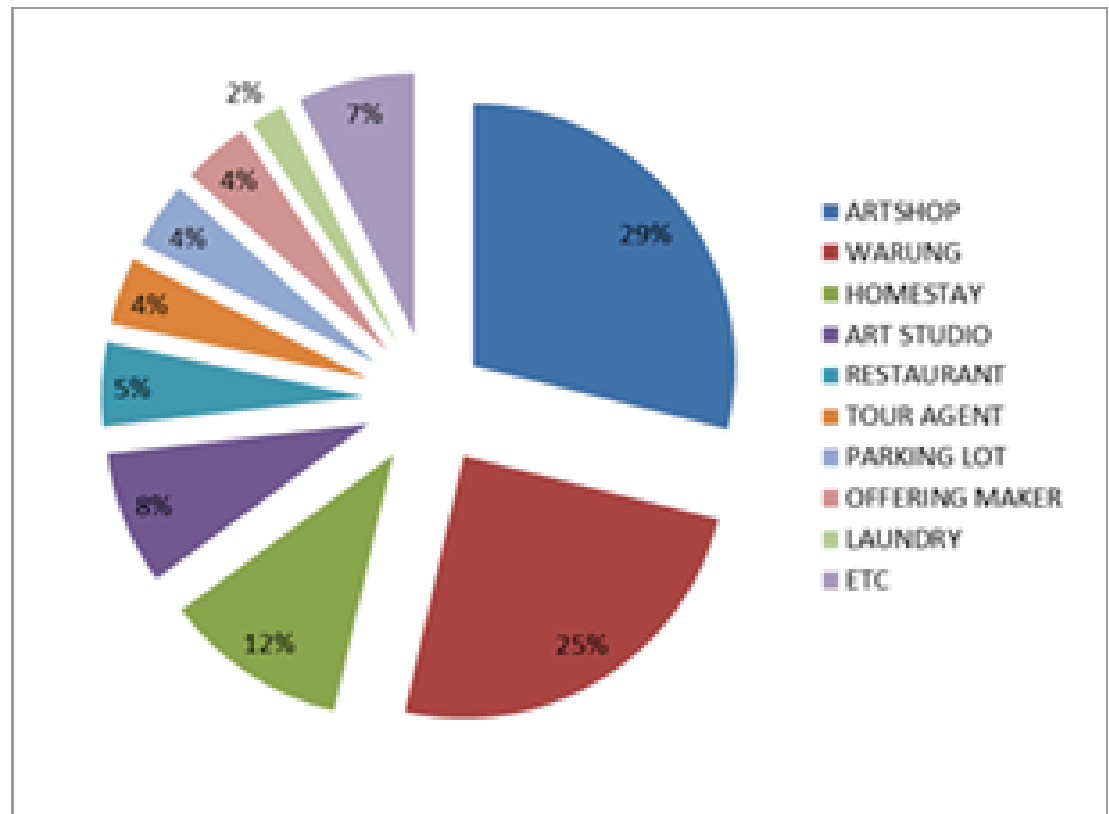


Figure 3: Percentage of commercial function in study area.

The presence of Art shops and Shops/Stalls found in the study area affects the existence of *telajakan*, which is essentially functioned as Balinese traditional open green space, as the unique characteristics of Balinese residential area. The transformation has a positive impact on the financial income of its owner albeit reducing its environmental value. Moreover, traffic jam and lack of proper parking space emerged as a potential drawback. Homestay contributes to 12% of the overall commercial functions proportion in the study area. Although Homestay needs more extensive space and cost higher than the other commercial functions, it is still an appealing alternative for the house owner. Mostly, house owners transformed their back area into Homestay area.

Figure 4 provides an example of commercially house-transformed in the study area. The house owner opted to alter his back area into a homestay. Commonly, homestay transformed residential unit tend to have the under-utilized land capacity, mostly in its back area. Normally, the residents have already met their needs within their current residential area. Thus, they tend to alter the excess capacity of their house into commercial areas. Warnata [8] stated that factors such as home family intimacy is the main reason for tourists in desiring to experience homestay. Cultural curiosity (especially Germans, Spanish, and Hollands) also have a major part in luring tourists for homestay.

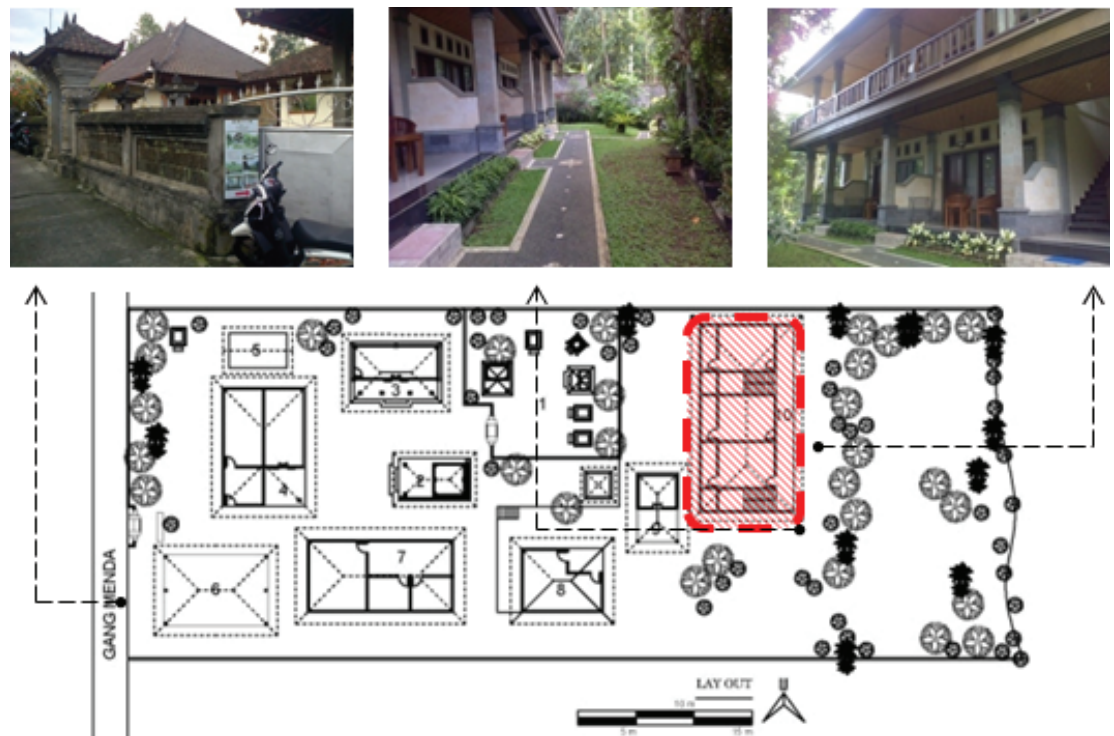


Figure 4: Commercial function as a homestay.

Furthermore, Ubud with its close proximity to Balinese natural tourism only enhanced its attractiveness. Accessibility does not seem to affect people when they decide to create a commercial function in their residential unit. It only determines the type of the commercial function. On a road segment with high activity, art shop and shop/stall are being built on roadside since they need accessibility. On the other side, a residential unit with low accessibility tends to choose to make homestay at their backyard.

The same phenomenon also observed by Rasmien Adi [9] in his case study of Banjar Legian Kaja Daerah Wisata Kuta, many cattle are abandoned because of shifting in field of work from agriculture to the tourism business. As for how the community manages their commercial function, from 35 residential unit with 97 unit of commercial function, 55% manage with lease system and 45% by self-management. The following chart on **Figure 5** shows percentage of a management system of all commercial unit in the study area.

Commercial function with lease system mostly found in an art shop. From a total of 28 unit, only one art shop managed directly by the building owner. This is quite an interesting fact because most people prefer only to provide the place by lease it per year as they found it more efficient than managing it themselves. By doing this, the building owner still gets income but with less business risk. This commercial function does not become their main income source. Thus they choose to not manage it by themselves. In

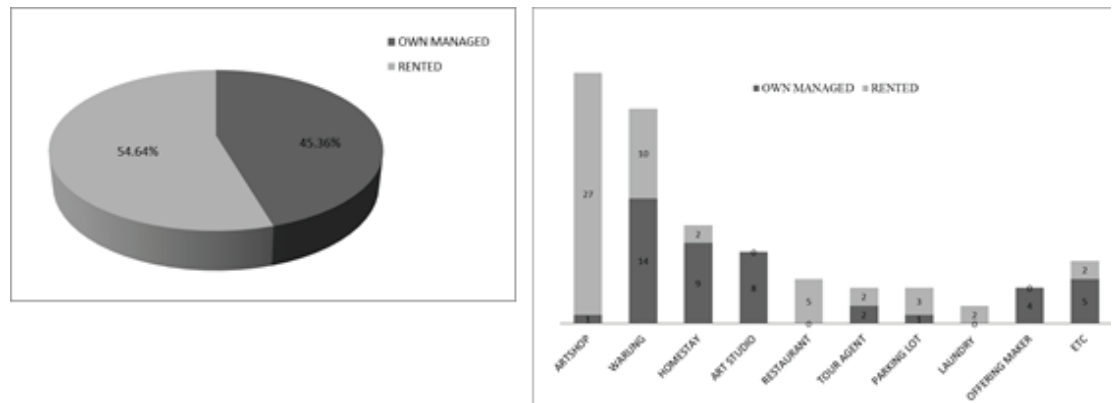


Figure 5: Percentage of management system of all commercial unit in study area.

many related studies by Gough & Kellet, income generated by room/building rental is a common thing done by people with low-level income in an urban area. While in tourism developed area, this activity mostly is done by people with moderate level income and have a permanent job.

Tipple, A. G. also mentioned room/building rental as passive activities, which is done by many people in a developed country, by not directly manage this commercial function. Considering that the investment costs low enough compared with the rental income, they will get. This phenomenon creates an opportunity. Thus people transform their yard to become a rental building space. Tourist visits triggering market demand for this rental building business. **Figure 5** shows the composition of the management system of commercial function by type in the study area. Compared with similar studies, there is a difference in commercial function type and their management system. Our study area which is a tourism developed area has a significant influence on the type of commercial function created by the community.

3. Utilization of Residential Area for Commercial Function and the Impact to Neighborhood

The distribution of these residential units is unique since it is evenly distributed between one unit and another. Residential units along Hanoman Street, Sugriwa Street, South Gootama Street, Menda Street are chosen as the case study since they all have different density and activities which beneficial in our attempt to explore the relationship between unit distribution and commercial function utilization.

Those cases described above are based on data gathered from the survey, interview, document, and building mass composition sketch for commercial and domestic functions. Those selected cases represent residential units with diverse commercial

building function that is built and managed by the respective residents. The following **Figure 6** shows land utilization according to its commercial function from each case:

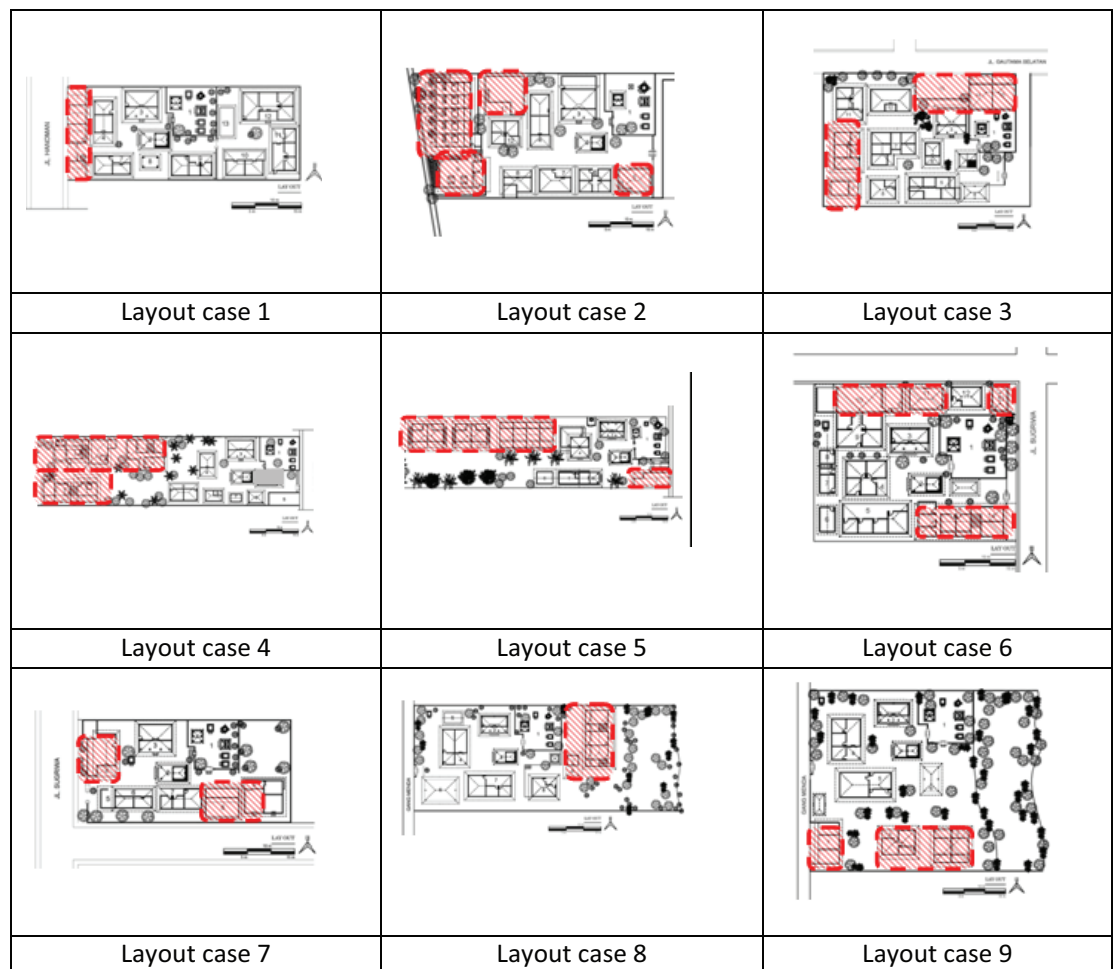


Figure 6: Layout plan case of residential area with commercial function.

According to the data, on average 19% of the unit is transformed into the commercial function while the rest are maintained for domestic activities. This number indicates that commercial function transformation in residential units has been widely accepted by the community in the area of the case study. The balance of residential units as a shelter and as a workplace or business area is also expressed in Kellet and Tipple (2000) study.

It is likely to vary depending on the income and aspiration of their household and their neighbors, the profitability and nature of the economic activity, alternative opportunities for making a living and many others variables.

The role of commercial function transformation either as the main or additional source of income which has positively affected the local economy could easily be seen from the quality of the residential unit. The fact that the capacity of commercial functions is almost

comparable to those domestic functions illustrates that the commercial function, other than as a source of income, is also a new dynamic in Balinese sociocultural development, especially in the neighborhood of Padangtegal Tengah Ubud. The community adapts the commercial function through spatial functions transformation. Most transformation occurs at the unit's barrier wall (*panyengker*) in with art shop, shop/stall, or other commercial functions replaced the access hallway as the dominant factor.

Moreover, the back area (*teba*) also has high potential to be utilized as a commercial function. The barrier wall (*panyengker*) which was designed initially, *sekala* (tangible realm) and *niskala* (intangible realm), to be the physical boundary and also as a form of protection from negative phenomena is replaced by the commercial function so that, consequently, local cultural values are increasingly fading

Furthermore, there is no significant religious and cultural ritual changing in the main area, which consists of *merajan*, *bale dangin*, and *bale daja*. Each documented case shows that there is no intention to alter the main area of the unit, hence the value of the main area. For example, Case 2 and Case 8 shows that the front part of *merajan* is transformed to accommodate the commercial function. However, there is also an adequate gap and the *panyengker* wall between the commercial function and the *merajan*.

Warnata (1998) stated that paradigm shift and the increasing complexity of space management to meet the rising demand of social prestige enhancement through business opportunities, especially non-agrarian business, are the key factors causing the architectural diversity in Ubud Cultural Village. It is vastly apparent in the neighborhood of Padangtegal Tengah Ubud. Consistent with Warnata (1998), the increasing complexity of space management for domestic activities caused by technological advancement is positively related to the increase of commercial function transformation.

The highest commercial function transformation is shown in Case 3 in which 37% of the capacity is transformed into commercial function. Five households occupy the unit in Case 3 with a comparably large potential back area which makes the capacity function in this unit higher than the other. Similarly, in Case 4, it is calculated that 30% of the unit is transformed into a commercial function. However, the unit is occupied by four households with homestay as its main commercial function

From many cases of land use, case 1 has a capacity of 8 percent which is the smallest. Land area utilized only at the front. According to our respondent, the core building and the backyard have all been used as residential, considering there are four families reside in this residential unit. Due to a limited area, only the front yard utilized as an art shop. The following is an excerpt of an interview with a respondent on Case 1.

“...Now our backyard area already full with building for residence, because I have three other brothers and all of us married. I use revenue from leasing the art shop building for school fees and also for building improvement...”

In line with Gough and Kellet's [10] study on housing consolidation, with the existence of commercial function, there is a symbiotic relationship between residential units as a dwelling place and as a place to generate income. This has an impact on improving the quality of occupancy. The cases in their study also show a tendency of quality improvement of the residential unit with the existence of commercial functions in it. Revenues generated from commercial functions in addition to being used for daily needs are also used to improve buildings in residential units.

In terms of the environmental arrangement, residential units with commercial functions tend to develop better, which can be seen from the shape of building and material used in that building. For example, in case 3 and case 5, each day, so environmental conditions strived more organized. It is also found in other cases, especially residential units with commercial functions such as homestay. The productivity of a commercial function in the form of homestay is strongly influenced by the tourist season, as is found by Gough and Kellet in their research in the developing world of Colombia. During high season (July-August) the homestay owner even could not fulfill the room demand from tourists. This means at the peak of the season income also higher than in other months. The environment and building quality are undoubtedly one of the requirements to increase the tourist's rate to visit the homestay. So, it will be better if part of revenues from these commercial functions used to improve the quality of building and environment.

It is judging from some components of the settlement from Doxiadis [11] shells interpreted as the room space of building including groups that reach the scale of settlements, villages, towns and physical agglomeration of the region as a place for human dwellings. In this case, the building space as the object of study includes residential units. The impact in the residential space of the community is evident from the development of the utilization function. Previously unutilized land is now utilized for commercial functions or functional shifts from residence already used only for dwelling place now modified for dwelling and commercial functions. The growth of commercial functions in the residential units of the community in the study area would have an impact on the surrounding road network. Space utilization on the front of the residential unit as a commercial function in the form of the art shop, shop/stalls need a parking lot. However, due to the development of commercial functions arise sporadically, in the end, access roads are used as parking spaces that lead to road congestion which

impacts the transportation of Ubud tourist area. With the increased volume of vehicles on the road, the growth of commercial activity on the front of residential land triggered traffic density.

In relation to the impacts on nature and the environment, utilization of non-financially productive area in front and rear of residence for commercial activity will reduce open space and green areas. Residents and communities which referred to as content by Doxiadis, influenced by the existence of commercial functions in residential units. Occupants as subjects within the scope of their residential units, tend to respond to the phenomenon of tourism development from a financial point of view as a benchmark. From their perspective, the existence of a commercial function will increase income and improve the welfare and the quality of their life. In some case, to keep house owner privacy related to the existence of commercial function, there is an attempt to divide the circulation path between residents and tourists for residential with homestay as a commercial function. In addition to these impacts, local wisdom related to hierarchical of space such as *utama-nista* and *hulu-teben*, become somewhat ambiguous, as each space is seen as financially valuable. The core cultural elements are still preserved, but adjustment and modification are done in each space that has not been utilized before. The development of tourism, modernization, and technology developments seem to affect the public perspective that tends to discern economical value in their way to use their space.

4. Conclusion

Overall, the total number of commercial functions in the residential unit found in the study area is 97 units. This amount is classified into several types of commercial functions that are mostly related to tourism and non-tourism activities. It is known that 80% of the 44 residential units observed have commercial functions in their residential units. Commercial functions most favorited to be managed art shop, followed by shops, and homestay. There are several reasons as to why the community decides to create this commercial function, i.e., the potential of untapped strategic land, the opportunity to increase the family economy by passive income, and on the other side owner can carry out his profession but still earn additional income from the commercial functions that are leased. As for how the community manages its commercial function, from 35 residential unit with 97 unit of commercial function, 55% operate with lease system and 45% by self-management. As for why some owner choose the lease system mostly because

the owner has an occupation outside and their lack of time available to manage the place.

Occupants of residential units and the community are influenced by the existence of commercial functions in residential units. Occupants as subjects within the scope of their residential units tend to respond to the phenomenon of tourism development from a financial point of view as a benchmark. There is a perspective and experience from the community that with the existence of a commercial function will increase income and improve the welfare and the quality of their life. However, in addition to these impacts, local wisdom related to hierarchical of space such as *utama-nista* and *hulu-teben*, become somewhat ambiguous, as each space is seen as financially valuable. The function of space values in the core areas of residence is still maintained, but adjustment and modification are done in each space that has not been utilized before. Modernization and technological developments seem to affect the perspective of people who tend to discern economical value in their way to use their space. For related research, it is better to conduct with the broader scope of the settlement area and more selected cases. Quantitative methods of research can also be done to obtain a more comprehensive research results.

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