


Integration of modern architecture in the development of culinary tourism in bili-bili through social behavior theory analysis

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Article Info	ABSTRACT
<p>Keywords: Culinary Tourism, Modern Architecture, SWOT Analysis, Social Behavior Theory, Gowa Regency</p>	<p>This comprehensive study explores the development of culinary tourism at the Bili-Bili Reservoir in Gowa Regency, with a special focus on integrating modern architecture into the rich tapestry of local culture and environment. The research adopts a dual approach, employing SWOT analysis and social behavior theory, to gain a multifaceted understanding of visitor dynamics and environmental interactions. This qualitative study is grounded in extensive interviews with a diverse group of stakeholders, including tourists, local vendors, regional government officials, and members of the surrounding community, providing a broad spectrum of perspectives on the current state and potential of the area. These strategies collectively aim to capitalize on the identified strengths and opportunities while mitigating the weaknesses and threats. The ultimate goal is to elevate the Bili-Bili Reservoir's status as a tourist attraction and to make a meaningful contribution to the local economy. This research highlights the critical role of local community involvement in achieving sustainable development and underscores the potential of a holistic approach that synergizes cultural, social, and architectural elements. The findings and recommendations of this study offer valuable insights into achieving sustainable tourism growth, emphasizing the need for a balanced and integrated approach to the development of culinary tourism at the Bili-Bili Reservoir. This approach not only aims to boost tourism but also seeks to preserve and celebrate the unique cultural heritage of the Gowa Regency, ensuring that the development is both economically beneficial and culturally respectful.</p>
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INTRODUCTION

Every region has its own unique characteristics that differentiate it from others. These differences are not only evident in physical aspects but also in the social and cultural aspects of the local community. Interestingly, these distinctive traits of each area are valuable assets that need to be carefully preserved and developed. Tourism is one of the fields that can be utilized to explore and maximize the potential of each area. Through the development of tourism, not only the uniqueness and existence of a region's specialties are maintained, but it also provides an opportunity to stimulate economic growth. This creates a beneficial synergy between cultural preservation and local economic advancement [1].

The integration of modern architecture refers to the process of combining the principles and design elements of modern architecture with the current context, needs, and technology. Modern architecture, which has evolved since the early 20th century, emphasizes simplicity, the use of industrial materials like concrete, steel, and glass, and efficient functionality. The integration of modern architecture is about finding a balance between the legacy of modern design and current needs, values, and technology. This approach creates buildings that are not only aesthetically pleasing but also relevant, sustainable, and functional in a contemporary context.

In his book, Ching (2000) emphasizes that harmony in architecture can be achieved through the arrangement of interrelated components, which goes beyond the mere application of geometric rules. The essence of his view is that to create a harmonious and integrated architectural composition, it is necessary to apply principles of order that align with visual concepts. According to Ching, there are six basic principles that must be considered in architectural arrangement: axis, symmetry, hierarchy, datum (reference), rhythm, and transformation. All these principles play an important role in creating balance and harmony in architectural design, ensuring that each element not only functions individually but also contributes to the overall aesthetics and functionality of the building [2]. The culinary area at Bili-Bili Reservoir, located in the heart of Gowa Regency, South Sulawesi, offers a unique and appetizing culinary experience that reflects the richness and diversity of the local culture. Here, visitors can enjoy a variety of traditional dishes characteristic of Gowa, rich in flavor and aroma. Set against the backdrop of the reservoir's natural beauty, this culinary area is the perfect place to enjoy specialties from the city of Makassar and various types of grilled fish seasoned with local spices. Traditional cooking methods, such as using clay frying pans and grilling over charcoal, add a special taste to the food.

More than just a dining spot, the Bili-Bili culinary area also offers a cultural experience, where food is not only served as a dish but also as part of the local community's traditions and stories. This makes Bili-Bili Reservoir not just a natural tourist destination but also a center of culture and culinary interest for both domestic and international tourists, adding a new dimension to tourism in Gowa Regency. Tourism has a multiplier effect that arises from this sector, impacting not only community income but also other important aspects. First, the tourism sector can contribute to reducing unemployment through the creation of various new jobs. Second, tourism also plays a significant role in environmental preservation, often involving the protection and maintenance of natural resources that attract tourists. Lastly, tourism contributes to the preservation and love of local culture, as promoting local culture becomes an integral part of the tourism experience, enriching the experience of tourists and helping to preserve local cultures and traditions [3].

Gowa Regency, bordering directly with the provincial capital, is a frequently visited location by both local and international tourists, especially on weekends or holidays. The attraction of Gowa Regency lies not only in its proximity to the provincial capital but also in various interesting tourist spots in the area. These include the charming Malino mountains, the iconic Bili-Bili dam, the historically rich Balla Lompoa traditional house, and the historic graves of the Gowa kings. From 2011 to 2014, there was an increase in the number of

tourists, both local and foreign, staying in hotels in Gowa Regency, from 15,577 tourists in 2011 to 25,796 tourists in 2014. This indicates significant tourism growth in Gowa Regency [4]. Nearly all tourists usually take time to sample the unique culinary delights of the destinations they visit. Essentially, culinary tourism is an activity that involves numerous people seeking a unique food experience, often as a form of entertainment. As a crucial segment of the tourism industry, culinary tourism aims to attract tourists by introducing them to the local specialties that are a major attraction of a region [5].

A tourist destination is defined as a unique geographical area, situated in one or more administrative regions, characterized by several key elements [6]. These elements include tourist attractions, supporting tourism facilities, adequate accessibility, and the interaction between the local community and tourists. All these components are interconnected and play a vital role in creating and enriching the tourism experience [7]. The tourist areas in South Sulawesi, with their natural allure not found in similar tourist sites, represent an important tourism asset that warrants attention. Professional management of these tourism assets is essential, particularly in terms of planning and organizing with an eye towards environmental and cultural considerations. Such a mindful approach ensures that the unique charm and value of these destinations are preserved and enhanced, contributing significantly to the overall appeal and sustainability of the tourism sector in the region [8].

The primary issue encountered in the culinary area of Bili-Bili Reservoir in Gowa Regency relates to suboptimal infrastructure development. A key concern is that the majority of buildings in this area have been constructed according to the financial capabilities of the local community, which often results in simple structures that do not meet the standards of modern tourism. Consequently, the quality and aesthetics of buildings in this area vary greatly, tending to be less appealing to tourists seeking a more authentic and comfortable culinary experience. Additionally, basic facilities such as public toilets and parking areas are inadequate. The public toilets, often poorly maintained, pose hygiene and comfort issues for visitors. This situation not only negatively impacts the visitor experience but also diminishes the area's appeal as a culinary tourism destination. The suboptimal condition in managing and organizing the culinary tourism area can lead to various problems.

These issues not only impact the physical aspects of the culinary area but also influence the day-to-day activities in this tourist spot. Therefore, it is crucial to evaluate and develop effective strategies for the development of the culinary tourism area to maximize its potential and address existing challenges [9]. Architectural design, aiming to meet human needs, should be grounded in both basic and emotional human requirements. A behavioral architecture approach in design focuses not only on basic needs but also considers the emotional aspects of users. Relevant spatial behavior theories that can be applied in this research include anthropometry (measuring human body dimensions), proxemics (understanding human space usage), privacy (the need for personal space), and territoriality (the control and use of space by individuals or groups) [10].

The limited parking area is a significant issue, particularly during peak visitation times at the Bili-Bili Reservoir culinary area. Poorly managed parking not only causes inconvenience for visitors but also results in potential revenue loss for the area. Effective

parking management could serve as a significant additional source of income for the region. The development of adequate parking facilities is a crucial aspect in improving the accessibility of a destination. Well-organized and sufficient parking facilities can address the issue of illegal parking and ensure the security of visitors' vehicles. Additionally, efficient and structured parking layout planning is important for effectively managing traffic flow, thus preventing congestion around the destination area [11]. This situation underscores an urgent need for investment and improvement in infrastructure in the Bili-Bili Reservoir culinary area. Such investment would not only enhance visitor comfort and satisfaction but could also contribute to increasing income for the local community. With greater focus on infrastructure and facility development, Bili-Bili Reservoir has the potential to evolve into a culinary tourism destination that is not only popular but also sustainable. The emphasis on improving these fundamental aspects would significantly boost the overall appeal and functionality of the area, benefiting both tourists and the local economy.

This research is focused on the development of culinary tourism at Bili-Bili Reservoir, incorporating modern architecture, utilizing SWOT analysis, and based on social behavior theory. The aim is to identify how improved infrastructure and environment can influence the social behavior of visitors, encourage positive interactions, and enhance the cultural tourism experience. By integrating the local cultural aspects of Gowa Regency, the research proposes strategies to enhance tourism appeal, contribute to economic growth, and support cultural preservation, while considering the impact of the physical environment on the behavior and social interactions of visitors.

METHOD

SWOT Analysis

SWOT analysis is a method used for systematically identifying various factors to formulate strategies. This analysis aims to maximize strengths and opportunities while minimizing weaknesses and threats. The process is closely related to the development of an organization's mission, objectives, strategies, and policies. In SWOT analysis, it's important to analyze the current conditions, known as situational analysis, considering both internal factors (strengths and weaknesses) and external factors (opportunities and threats). This analysis assists in comparing and balancing these internal and external factors in strategic planning [12]. SWOT, an acronym for Strengths, Weaknesses, Opportunities, and Threats, is recognized as an effective evaluation tool for analyzing specific business situations or projects [13].

Qualitative Method

The qualitative research method is influenced by the naturalistic-interpretive paradigm of Weber, the post-positivist perspective of critical theory, and postmodernism developed by thinkers such as Baudrillard, Lyotard, and Derrida, as explained by Creswell in 1994 (in Soemantri 2015). This style of qualitative research focuses on constructing and understanding reality, emphasizing processes, events, and authenticity. In qualitative research, the values and perspectives of the researcher often become an explicit part of the analysis, involving a relatively limited number of subjects. Therefore, qualitative research typically involves in-depth thematic analysis. Qualitative researchers are usually directly

engaged in interactions with the reality they investigate, allowing for a deeper and more contextual understanding of the research subject [14].

Social Behavior Approach

According to Setiawan 1995 (as cited in Fakriah 2019), there are five variables that influence human behavior, which are important in the context of architectural design. First, 'Space', which includes the function and use of space. Second, 'Size and Shape', concerning scale and proportion. Third, 'Furniture and Layout', related to the organization of space and circulation. Fourth, 'Color', which plays a role in creating atmosphere and influencing behavior. Fifth, 'Sound, Temperature, and Lighting', related to environmental conditions. These variables are analyzed to develop design strategies with a behavioral architecture approach [15]. For this study, interview respondents include 40 randomly selected individuals, encompassing visitors, vendors, local government, and the surrounding community, to gain a broad and diverse understanding of the dynamics at the research location.

RESULTS AND DISCUSSION

SWOT Analysis of Bili Bili Culinary Area

In this discussion, emphasis is placed on the integration of architectural, social, and cultural factors that influence the development of culinary tourism. This approach is undertaken to ensure that each strategic aspect is thoroughly analyzed, considering its relevance to the long-term objectives of the project. The SWOT matrix is a vital analytical tool in the strategic planning process, especially in the context of developing the Bili-Bili Reservoir area. This matrix is designed to combine and analyze the identified SWOT elements, providing a clear view of various strategies that can be adopted. The four main strategies integrated into this matrix include:

Strengths - Opportunities (S-O) Strategies:

1. Leverage the unique culinary diversity and natural backdrop to attract more investments for infrastructural improvement.
2. Utilize the cultural and historical potential of Gowa Regency in promoting and integrating modern architecture into the culinary experience.
3. Capitalize on the increase in tourist visits to promote sustainable tourism practices that protect natural resources.

Strengths - Threats (S-T) Strategies:

1. Utilize the uniqueness and diversity of the culinary experience to counteract the declining environmental quality and maintain the area's attractiveness.
2. Leverage Gowa's cultural and historical appeal to differentiate from other tourist destinations and counteract increasing competition in the tourism sector.
3. Adapt to changing tourist preferences by continually updating and enhancing the culinary experiences offered.

Weaknesses - Opportunities (W-O) Strategies:

1. Address infrastructural inadequacies by seeking investments specifically targeted at improving parking and sanitary facilities.

2. Improve the quality and consistency of building structures by adopting modern architectural designs and principles.
3. Utilize opportunities in cultural preservation to enhance the overall experience in the culinary area.

Weaknesses - Threats (W-T) Strategies:

1. Tackle infrastructural weaknesses to prevent further decline in environmental quality and attractiveness due to hygiene and comfort issues.
2. Develop effective parking management solutions to cope with increasing competition and ensure visitor satisfaction despite infrastructural challenges.
3. Continuously adapt to evolving tourist preferences by improving infrastructure and culinary experiences.

These strategies aim to optimize the strengths and opportunities of the Bili-Bili culinary area while addressing its weaknesses and threats, ensuring a sustainable and prosperous development of this unique culinary tourism destination.

Table 1. SWOT Matrix for Bili-Bili Culinary Area

	(Opportunities)	(Threats)
<div style="display: flex; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); margin-right: 10px;">Internal</div> <div style="border-left: 1px solid black; border-bottom: 1px solid black; width: 100px; height: 100px; margin-right: 10px;"></div> <div style="writing-mode: vertical-rl; transform: rotate(180deg); margin-right: 10px;">Eksternal</div> </div>	<ol style="list-style-type: none"> 1. Investment and Infrastructure Improvement: Enhancing the infrastructure can significantly improve the comfort and appeal of the area. This includes upgrading facilities like roads, parking, public restrooms, and utility services to meet the expectations of visitors. 2. Integration of Modern Architecture: Adopting modern architectural designs can enhance the aesthetics and functionality of the buildings in the area. This involves incorporating contemporary design elements that blend with the local cultural context, thereby creating a visually appealing and practical environment for visitors. 3. Cultural Preservation: Promoting local culture as part of the culinary experience can add significant value. This includes showcasing local 	<ol style="list-style-type: none"> 1. Declining Environmental Quality: Issues related to cleanliness and comfort can diminish the area's attractiveness. Maintaining high standards of hygiene and providing comfortable facilities are crucial to preserving the area's appeal. 2. Increased Competition in the Tourism Sector: Competition from other tourism destinations offering better experiences poses a significant threat. It's essential to continuously innovate and improve the offerings of the Bili-Bili

culinary traditions, crafts, music, and other cultural aspects that offer a unique and authentic experience to tourists.

4. Sustainable Tourism

Development: Focusing on sustainable tourism practices to protect natural resources. This involves developing tourism in a way that is respectful and mindful of environmental and cultural sustainability, ensuring the long-term viability of the area as a tourist destination.

culinary area to stay competitive.

3. Changing Tourist Preferences:

The evolving tastes and expectations of tourists represent a challenge. Staying attuned to these changes and adapting accordingly is key to attracting and retaining visitors.

Strengths	Strategi S - O	Strategi S - T
<p>1. Unique and Diverse Culinary Experience: The Bili-Bili Reservoir area offers a unique culinary experience that reflects the diversity of the local culture. This includes a variety of traditional and authentic dishes that showcase the rich flavors and culinary heritage of the region.</p> <p>2. Attractive Natural Background: The natural beauty of the reservoir enhances the culinary experience. The picturesque setting of the area, with its serene water and lush surroundings, adds to the appeal of dining and spending time in this location.</p> <p>3. Cultural and Historical Potential: Gowa Regency is rich in culture and history, which can attract tourists. The area's historical significance and cultural depth provide an</p>	<p>Utilizing the uniqueness of local culinary and culture as a means to attract investment and improve infrastructure is a strategic approach to enhancing the appeal and functionality of the Bili-Bili Reservoir area. This tactic not only aims to upgrade the physical aspects of the area but also to enrich the overall visitor experience by showcasing the unique local flavors and traditions.</p> <p>Leveraging the natural and cultural backdrop to integrate modern architecture and support sustainable tourism development is another key strategy. By blending contemporary architectural design with the area's natural beauty and cultural heritage, the Bili-Bili Reservoir can offer a harmonious and aesthetically pleasing experience that aligns</p>	<p>Capitalizing on the area's cultural and historical potential to differentiate it from competitors and attract tourists, despite increasing competition, is crucial. Emphasizing the rich history and cultural depth of Gowa Regency can make the Bili-Bili Reservoir stand out as a destination that offers more than just culinary delights, but also a deep cultural immersion.</p> <p>Utilizing the increase in visitor numbers as a way to adapt to changing tourist preferences by offering a diverse and unique experience is essential. By continually adapting and offering</p>

additional layer of interest for visitors, making it more than just a place for culinary indulgence.

4. Increase in Tourist Visits:

There has been significant growth in the number of tourists visiting Gowa Regency. This increase indicates a growing interest in the region as a travel destination, which could be further leveraged to boost the culinary tourism sector.

with sustainable tourism principles.

varied experiences that cater to evolving tastes, the Bili-Bili Reservoir can maintain its attractiveness and relevance as a top culinary tourism destination.

Weaknesses	Strategi W - O	Strategi W - T
<p>1. Suboptimal Infrastructure: The current infrastructure, including parking facilities and public toilets, is inadequate. Improving these facilities is essential to address the issues related to building quality and ineffective parking management.</p> <p>2. Varied Building Quality: The buildings in the culinary area are simple and inconsistent in quality. Investments are needed to upgrade these structures, aligning them with the expectations of visitors and enhancing the overall aesthetic appeal of the area.</p> <p>3. Ineffective Parking Management: Current parking issues cause discomfort for visitors. Developing a more efficient parking management system is vital to improve visitor satisfaction. This involves not only expanding parking spaces but also implementing smart parking solutions to streamline the parking process.</p>	<p>Improving Infrastructure to Solve Building Quality and Parking Management Issues Investing in Parking and Public Toilet Facilities for Cultural Preservation and Sustainable Tourism Development</p>	<p>Enhancing Cleanliness and Comfort of the Environment to Prevent Loss of Attraction Due to Declining Environmental Quality Developing More Effective Parking Management to Address Increasing Competition and Changing Tourist Preferences</p>

Development of Bili Bili culinary tourism

The discussion surrounding the development of culinary tourism in Bili-Bili, which has been analyzed using both SWOT analysis and the social behavior theory, provides valuable insights into potential interventions that could effectively harness the synergy between local assets and tourism initiatives. It involves a comprehensive examination of internal and external factors that can be strategically aligned to stimulate sustainable tourism growth while concurrently enhancing the socio-economic well-being of the local community. This development approach is characterized by the incorporation of modern architecture, which is defined by the utilization of fundamental geometric elements such as lines, planes, and volumes, creating an overall sense of symmetry. Additionally, it emphasizes the seamless integration of indoor and outdoor spaces.

The architectural design presented here ingeniously combines the uniqueness and diversity of culinary offerings by featuring a diverse array of restaurants on multiple levels. This innovative design is in direct response to the burgeoning market opportunities in the region. Furthermore, the design thoughtfully incorporates elements from the natural environment to accentuate the reservoir's inherent natural charm, resulting in a visually captivating experience for visitors. The inclusion of thatched roofs as an integral part of the architectural design serves to reinforce the area's identity, aligning perfectly with the broader goals of cultural preservation, which adds an extra layer of appeal.



Figure 1. Illustration of the Bili Bili Culinary Area

This design combines the uniqueness and diversity of culinary offerings through a variety of restaurants at each level, responding to the increasing market opportunities. Additionally, the design integrates natural elements to highlight the natural appeal of the reservoir, creating a positive visual experience. The use of thatched roofs as part of the design also strengthens the area's identity, aligning with the preservation of culture that adds an additional allure. This design has the potential to influence the social behavior of visitors, such as increasing visit duration and encouraging deeper participation in the culinary experience, in line with the principles of social behavior theory in the context of sustainable culinary tourism development.

The use of prefabricated materials ensures uniformity and precision, with a structure characterized by a grid system and construction integrity. The principle of simplicity is reflected in the minimalist and functional design, avoiding excessive decoration. Modern materials such as concrete, steel, glass, and metal are openly used, while natural lighting and ventilation are maximized. This architecture integrates buildings with their environment, considering the climate and local character, and encourages technological innovation and individual architects' creative expression [19]

CONCLUSION

The integration of modern architecture into the tourism and culinary experiences of the Bili-Bili Reservoir area holds immense potential for creating an appealing environment that not only attracts tourists but also preserves the rich tapestry of local cultural values. This approach involves harmoniously combining culinary distinctiveness, indigenous knowledge, and cutting-edge technology, ultimately transforming the area into an enticing and sustainable destination. The SWOT analysis conducted reveals several strengths, including the diversity of culinary offerings and the natural beauty of the area. However, it also highlights weaknesses in the existing infrastructure that require immediate attention. On the other hand, social behavior theory offers valuable insights into how harnessing the local uniqueness can influence visitor behavior, encouraging deeper engagement in the culinary experience. To fully unlock this potential, strategic measures are essential. These include leveraging local strengths to attract investments, making substantial improvements in infrastructure, and proactively adapting to changes in social behavior patterns. With a thoughtful and well-executed strategy, the development of culinary tourism in this area has the potential to serve as a successful model for seamlessly blending modernity with local wisdom. Such an approach can significantly contribute to economic growth and the preservation of the region's rich cultural heritage.

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