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BASIC SOCIO-CULTURAL SCIENCE: ASPECTS OF HUMAN BEHAVIOR AS INDIVIDUAL AND SOCIAL BEINGS IN THE SPHERE OF COMMUNITY LIFE IN BIG CITIES

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Abstract

Public space is a part of the city which is very important in city life. As a public open space, the community can carry out many activities both individually and in groups. The characteristics of a person as an individual and as a social being, it is interesting to study how humans maintain their privacy in public spaces that are open to all. Therefore, the purpose of this study is to provide an overview of how humans manifest their nature as individual beings in social space in public spaces, so that the benefits of this research are that urban planners are expected to be able to use the urban planner's attention to community needs. nature as a user of this room. A qualitative literature review approach is used as a research method, ie. based on a literature review based on various relevant theories and research articles, it was concluded that human nature as an individual being and as a social being are two forms in the public space, namely personal. outer space) is a virtual space that surrounds the body and territory of each individual, formed according to certain conditions but can still be disturbed by other individuals, so that the human defense is not massive. Territory is also influenced by two factors, namely the economy and culture. formed according to certain conditions but can still be disturbed by other individuals, so that the human defense is not massive. Territory is also influenced by two factors, namely the economy and culture. formed according to certain conditions but can still be disturbed by other individuals, so that the human defense is not massive. Territory is also influenced by two factors, namely the economy and culture.

Keywords : Scope, Social beings

Introduction

Humans are essentially social beings, in which basically every life cannot be separated from the influence of interaction, socialization and communication. Humans as social beings means that humans need other people in their social environment as a means to socialize. Humans are social creatures who live in groups. The essential nature of a human being is that apart from being an individual being, he is also a social being. According to Effendi (2010) in Purwantiasning (2017) the individual is the elaboration of the words "in" and "divided" which can be interpreted as a unit, cannot be separated, and cannot be divided. This means that humans as individual beings are a unity between physical (physical) and spiritual (psychological) aspects that cannot be separated.

In the private space, humans can easily actualize themselves as individual beings, but in open spaces such as big cities, of course, there are several challenges in how humans maintain their individualism amidst the high demands of social interaction. The purpose of this research, among other things, is to broaden the reader's horizons and to prove that apart from being known as social beings, humans also have individual nature that is inherent in each human being and how humans maintain their individual character in the midst of social space, especially big cities, which of course have many inhabitants and different levels. social interaction is increasing.

Research Methodology

This study used a qualitative method with a literature review approach. The literature used is the main source, namely the writing of the author, see for himself, experience and do the writing. Primary sources can be in the form

of notebooks, theses, final research reports and results of surveys/interviews and others. Existing literature can be supported by secondary literature, namely dictionaries, manuals, textbooks, directories and others. There are three guidelines for selecting literature to be used in research, including: Basic social and cultural sciences (Dr. Teuku Muttaqin Mansur, MH, Dr. Sulaiman, SH, MH, Dr. M. Adli Abdullah, SH, M.CL., Hasbi Ali, S.Pd., M.Si.). To keep research relevant. Featured Journal articles are articles that contain research papers on the topic. Aspects of human behavior in the public sphere, especially in the context of human nature, both personal and social beings.

Result & Discussion

Human and Room

Humans do not perceive space only, but also with their environment. When there are other people in the room, each creates a certain distance whose magnitude depends on the quality of the relationship between these people (Sarwono, 1995). Emotional connection is a concept of personal space that affects the level of privacy of people who make up their personal space. This concept fulfills two basic functions of personal space, namely: Data protection (privacy) and communication (social). The proximity zone depends on the relationship and the activity being carried out. This form is referred to as Proximum, which is divided into 4 qualities including: intimate distance, personal distance, social distance, public distance (Halim, 2005).

Aspects of human behavior as individual and social beings in the public sphere

Human behavior in the environment is the result of human interaction with the environment, which includes individual and social emotions. Analyzing privacy and social needs requires a behavioral approach. This concept refers to a set of behaviors consisting of three parts, namely: physical (design), social (use) and culture. These three problems are evident from the following research papers. Research approach Al-Bishaw et al. (2015) regarding the design of the old city in an Arab-Islamic city based on Islamic values, women's privacy is applied as a standard. . In general, women have special values and needs for privacy, security, and comfort. Windows and doors are positioned so that women can watch the road without being able to see. There is a dead-end street that women usually use to enter the market or square so they can move freely without being seen. Public spaces are easily accessible for women, but access to restaurants, sports facilities and parks is limited or not possible at all. In addition, the timing of different use of public space also plays an important role in gender segregation. Individual differences in room behavior are also influenced by many other factors such as: culture, age, gender, etc. All in all that certain distances can be used in certain types of relationships. aggregate level Following Chermayeff and Alexander (1963), Deddy has Halim (2005). The level of personal space to public space with 6 (six) spectra as follows:

1. Single personal space dedicated to one person (personal space).
2. The private area of the family or small group associated with the group (household, lodging etc).
3. Large group private space connected to a secondary group (Management Data protection management on behalf of all residents of the apartment building).
4. Large group public areas, including large group interactions with the community (street vendors).
5. Semi-public urban areas that are controlled by the government or institutions that have access if necessary to the public (banks, post offices, airports, city halls).
6. Urban public areas, characterized by shared ownership and full public access (Parks, malls and highways).

Judging from the spectrum above, personal space is dynamic with dimensions that can change. People need more personal space in urban public spaces, such as parks, squares, etc. compared to semi-public areas in the city. within the districts in the city's semi-public need for more personal freedom over public spaces and so on. There will be tension and anxiety when this situation is present by other people, especially those who are not yet known (Hadi, 1991). The same applies to personal space to avoid tension and maintenance of personal space, individuals limit their space in territorial space (Haryadi & Setiawan, 2014).

Conclusion

Personal space and realm are human privacy spaces in realizing human qualities as individuals. Although they are the same, the difference is that personal space is a virtual space that surrounds people while territory is formed according to certain conditions. Other people could intrude in this area, so this human's defense wasn't massive. The area is influenced by 2 (two) issues of public space. First the economy. The public quality of public space used as a place for shopping is decreasing. This was because merchants used territory to defend their goals in the space. Quality degradation turns public space into private space, which usually disrupts environmental activities. Second, culture. The same culture in public space reduces the individual space of each person. This makes territorial space

increasingly unnecessary for their activities within the same group, indicating that people's privacy is still the most important thing for them when using public spaces. Even in certain cultures and religions, keeping a distance to avoid interactions, especially between women and men, is a form of self-defense against privacy.

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