

## The Importance of Street Art in Rejuvenating Urban Tourism in Bandar Hilir, Melaka

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### Abstract

**Objective:** Street art is typically done in public locations and conveys a strong political or social message. Historically, street art has been associated with deviating from standard traditions in subjects or artistic forms. Graffiti motifs, such as huge bubble text or smaller decorative scripts, are frequently used in artists' works. Many know that street art is a piece created illegally; the urban planner's scale and duration are often crucial variables in making street art. Artists commonly use spray paint and stencils to paint big surfaces, such as walls, in a short amount of time. The research focused on Bandar Hilir Melaka's street arts and the transformation of unappealing street stores into a distinctive reflection of Melaka as a historical city. This research aimed to discover how important street arts are in Bandar Hilir from a tourism standpoint. The study's goal, however, is to look at the situation from the perspective of local tourists and conduct an observation analysis. The researchers used Nvivo 12 to analyze the study's data, providing a framework for model content configuration and insightful information. The information was gathered by interviewing 18 people using simple sampling and observation techniques. To produce the original model, qualitative data were analyzed using thematic analysis, which included the construction of codes and themes, as well as enlarged ideas for the literature of each main theme and five themes. Findings: At Bandar Hilir, the primary themes of street art are accessibility in walking, followed by serenity, the landscape environment, family togetherness, and the image established by street art. Finally, the street art characteristics of the streets significantly impact the tourism business. Determining the relationship between tourism activity and walkability on-street culture is critically important in the tourism business, and it helps Bandar Hilir maintain its vitality.

**Keywords:** Street Arts, Walkability, Solace, Family Togetherness and Tourism Image.

**Introduction**

Street Art is not new in Malaysia, and it is an approach to reforming road expressions. Melaka's historical city has chosen a few urban areas as road expressions. The visual road expression seems to be a contribution to the tourism economy and the ability to attract more tourists to visit the city. The approach of road expression bonds with local traditional culture and has its interpretation behind the painting of an urban area. The travel industry has some goals to engage the street arts as an instrument to rejuvenate urban inheritance, interpretation behind, and the painting of an urban area. The travel industry has set some goals to set up the street arts as an instrument to rejuvenate the urban inheritance and interpretation behind the painting of an urban area. The travel industry set some goals engaging the street arts as an instrument to rejuvenate urban inheritance, local artists, and local artists' talent. The output of painting for the promotion of the tourist destination and the promotion of the tourist destination and for the promotion of the tourist destination and of the advance of tourist road street art is an instrumental and political age. As stated by Ball, et al (2007), the role of street arts has a very powerful influence on the individual through visual communication. It is visually appealing and stunning to the viewers, the positive reflection occurs through colorful characterization (Baron, et al.,1986) and mostly in large drawings on huge walls. Street art is disclosed in various methods, including spray color and paintbrush (Baran, et al., 2008). The local communities are growing to appreciate street art space, which is the life of tourist tourists.

**Literature Review**

The tourism industry is not solely about the economy and commerce; the industry domain incorporates art as resourceful to attract tourists to the destination (Berrigan, et al., 2010). The beauty of art is full of speculative abstracts and viewers and an extremely contextual form of art as its root derives from affiliating with a town, a road, a block, or a barricade. The context of art always interchanges with constitutional art of a systemic nature, such as town planning, architecture, and urban design is deliberately constructed for the public. The street art, the idea of the construction, was unplanned and opposite the prevailing area, the transformation of the space is temporary and impermanent (Ewing, et al., 2009). Another form of art defines situational art because it implements temporary modifications (Gebel, 2009). Briefly, street art is temporary as diverse types of aesthetic activities involve illegal and legal activities in the public area (Frank, et al., 2005). Street art has historically derived from illegal activities intended to create illegal images to express their feelings towards the authorities. Street art exists in urban areas from the view of urban formalities with multiple decency and purposes such as alteration, modification, or acclimation.

**Street Art Verse Vandalism in Tourism**

The starting point of usage painting, doodling, drawing appliances, and appearing on the walls are illegal and associated with living in a centrality, with good and impaired quality of life (Gómez, et al., 2010). Life in the major cities is usually a symbol of development and expansion town planning regulations et al., 2005). The street arts with the deliberate planning are essential with the concept of heritage or old town in Melaka, some; approaches of street arts as to overshadow unpleasant views gaze while cruising along Melaka River and the stairs, stairs, facades of heritage buildings were covered with n to make it more greenery and a blank wall coated with a mural and arts and easily visible from far (Handy et al., 2010). The point of street art is like a patch covering anything unattractive that needs to be hide (Johnson, 2010)

art allows the creativity of the artists to communicate directly with the public with event contents while enhancing and beautifying the areas (Hillier, 1999). Many critics and argue the masterpiece of the street arts argue the masterpiece of the street arts if the street artists do not apply for permission from the property owner to restart their drawing, and any enhancement must h the owner's favor (Kaczynski, et al., 2009). Suppose the street artists avoid getting approval from another hand. In that case, many street artists don't have the authorization to construct the piece (Koohsari, et al., 2013), which consequently grants it as vandalism (Kim & Sohn, 2002). Street arts need a proper procedure and attribute of skills (Kim & Sohn, 2002). Street arts need an adequate performance and good quality of his, and the property owner has the paint the wall (King, et al., 2011). A mutual understanding between parties is essential to prevent honour, and the property owner has a right to paint the wall (King, et al., 2011). A mutual understanding between parties is essential to prevent honour, reputations, and conflicts (Lackey et al., 2010). The street with legal enactment needs to legitimise the street art act and permit (Lee, et al., 2008). The property owner has a right to paint the wall (King, et al., 2011). A mutual understanding between parties is essential to prevent honour, and the property owner has a right to paint the wall (King, et al., 2011). A mutual understanding between parties is essential to prevent conjurations and conflicts (Lackey, et al.,2009). The street with legal enactment needs to go through with legitimizing street art act and permit (Lee, et al., 2008). It seems that street art follows lawsuits on remarking street art identifiable form of artwork.

### **Tourists' Behavior in the Illusory Space**

Tourists consider street artworks to be imaginary regions where they can take photographs for remembrances and flashbacks while visiting a tourist site. Tourists appear to be entrants who are now engaging in street artworks and snapping photographs (Leslie et al., 2007). The behaviour's push variables included release components, personality traits, and self-esteem (Li et al., 2008). Tourists' behaviour is characterized by disengagement, which refers to individuals' decision to avoid daily activities in favour of travelling to one of several alternative destinations, the desire to visit new places to gain new experiences and learn new things, and the desire to boost one's own self-esteem (Long et al., 2012). The desire to improve one's self-esteem is referred to as "seeking for self-esteem."

### **Pedestrian and Walking Space**

The capacity of tourists to walk to a little road has become a key influence in urban neighbourhoods. Due to its geographical space and health benefits, the community in Melaka's urban metropolis has begun to emphasize the importance of being able to access facilities by walking. The ability to walk to neighbouring areas improves accessibility, and the convenience of being able to reach multiple destinations affects people of all ages, including children and senior citizens (Prins et al., 2009). Furthermore, it bridges the gap between rich and poor communities who have the option to walk and use public transportation (Owen, et al., 2007). Walking on a regular basis as a habit helps to keep environmental impact to a minimum (Owen, et al., 2004). Walking has the advantage of reducing traffic congestion.

### **Walkability as an Alternative**

Melaka's visible street art is significant due to the city's walkable environment and urban planning. Melaka's walkability streets, as well as the activities in Bandar Hilir, contribute to the city's vibrant and prosperous urban environment. As a cultural heritage site, urban

heritage design considers not only the outward surroundings of spatial design but also the support of activities that contribute to walkability, as seen in Melaka streets. Several studies have found that walkability and tangible efforts are inextricably linked to free space pattern characteristics. The increased usage of exercise in leisure time, as well as traffic congestion, has prompted the public to consider walking as a viable choice. For example, in the Middle East, walkability is an important attribute and attractiveness.

### Roads Connectivity

The availability of the road's connectedness as an alternative method connecting residents' public places and adjacent areas creates many possibilities rather than a single way every day. Melaka's urban space has a mix of low-density and high-density crossings, resulting in a plethora of direct route options. The high-density roads in Melaka connectedness are alternatively established in ranges with vast arterial street layouts connected to Melaka city by automobiles, such as from Ayer Keroh or Alor Gajah streets to Melaka Bandaraya, and frequently enclose the local public and high-density roads. Melaka's high-density area has a lot of open space for parking, and the public domain is heavily used by road transportation for parking.

### Methodology

This study chose a qualitative approach for this research, and observations and thematic methods are extremely helpful in obtaining an understanding of the specific surrounding in the tourism area, as well as the true behavior of tourists visiting Bandar Hilir's street art. This study's method includes both a participating and non-participating environment. The researcher was using visual observation as part of the situation, analyzing the influence of tourists' behavior in the street art setting, and for non-participant observations, the researcher used visual observation as part of the situation, analyzing the influence of tourists' behavior and attitude with the street art configuration in Melaka urban city along Melaka River, Kampung Jawa, Little India, and Melaka River Park and Cruise.

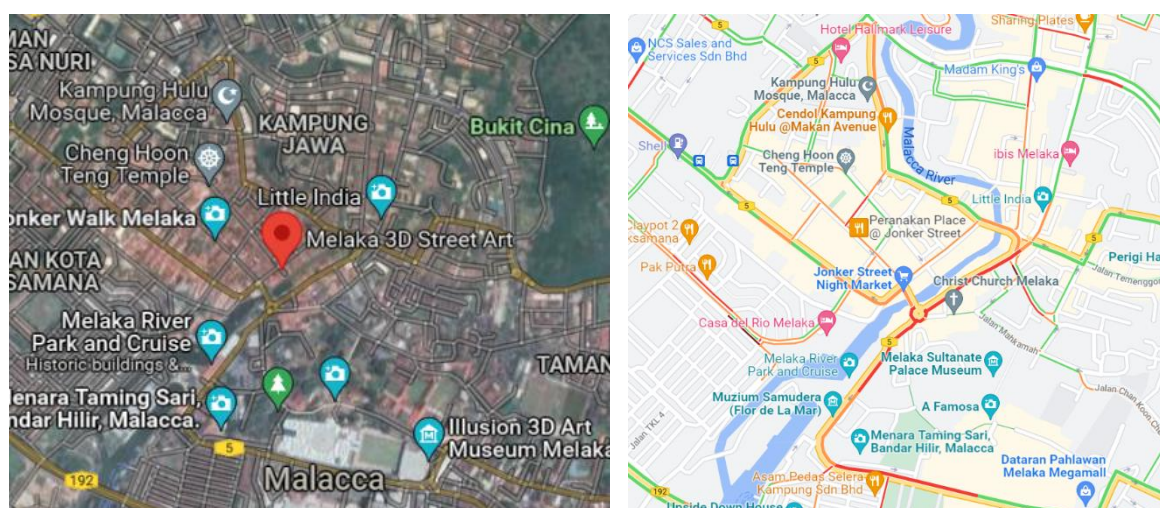


Figure 1: Location of Study Area

Source: Google Map

From the day, direct participants conducted in-depth interviews with visitors who visited street art who were randomly selected during the survey, and 18 tourists agreed to be interviewed during the session. All of the statements made during the interview were recorded and examined, as shown in Figure 2. The purpose of the phone was to record the visual aspect of street art. The data were analyzed using the NVivo 12 software's thematic approach, and then analyzed in real-time.

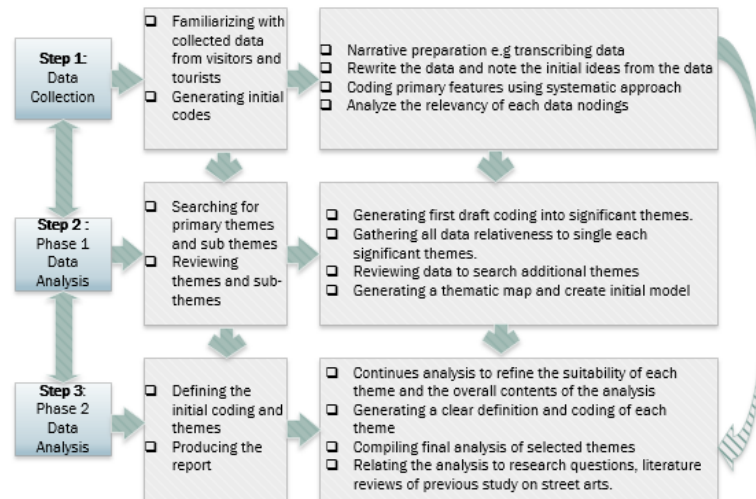


Figure 2.0: The Procedures Thematic Qualitative Analysis

The researchers should be able to describe at least three justifications for word counting to have a clear view of the data pattern (Thompson et al., 2003). Analyzing qualitative data is a complex process that requires sight thinking and inconsistencies occur in between, during the coding process, reflect some ideas of coding transcript the in-depth interviews figure 3.0 shows some words count for domain analysis (Thompson et al., 2003). When conducting a content analysis, codes such as the symbol, references contained in the word, relationships, or semantic relationships can be researched and explored deductively, inductively, or abductively.

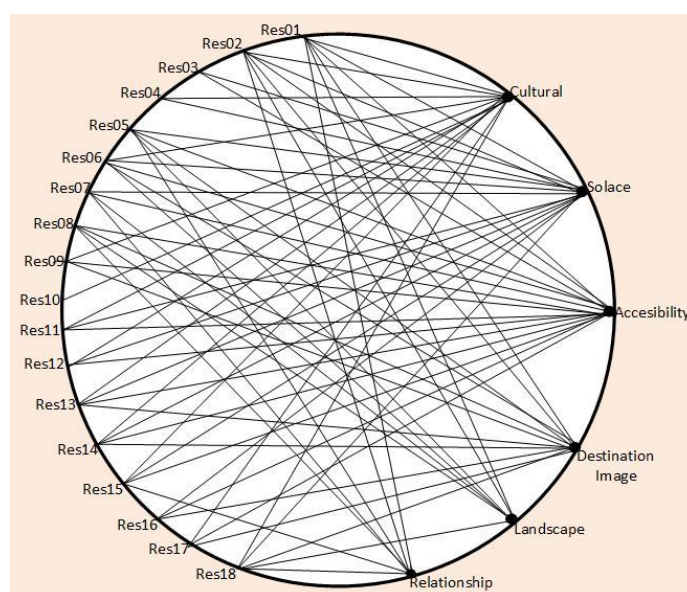


Figure 3.0: Grouping Analysis for Thematic Searching

## Results



Figure 4.0: The Thematic Qualitative Analysis

### Accessibility to Street Art Areas

According to the results of the qualitative investigation, the fundamental theme of street art in urban Melaka is accessibility to the street, as indicated in figure 4.0. The essential condition for street art is physical or built accessibility in Melaka city, where the street art is displayed. Tourists are not inhibited by different impediments to reaching any place in Melaka due to overcrowding and parking issues. In the Melaka heritage-built and external environment, accessibility engages in tourism activities by making it easier for locals and tourists to access a particular physical space or street art location (Richiardi et al., 2013). The provision of walking steps, stairs, and a path lane for locals and visitors, as well as suitable lighting along the walking route guiding path, and a signboard for visual information, make tourism experiences more accessible to tourists. The decision-making process of locals and tourists concerning street art locations in Melaka is described by walking accessibility. Another cause is the abundance of options available due to unrestricted accessibility, which determines several travel motivation qualities sequentially. Except for mobility control orders (MCO) owing to Covid-19, the impact of ease of accessibility can attract nearby hotels or boutique hotels to overbookings. The earnings from the night markets in Bandar Hilir pay for the area's walking accessibility and use of facilities. The night markets are enticing to the point of being addictive.

### The landscape of the Street Art Environment

The directing role of this street art is the remembrance of function done by residents' daily routine activities in the areas in this district, like other heritage "old-town" perspectives such as staircases, exteriors of houses sheltered with plants, and artisan and handicraft shops in the ground areas. The picture of street art on the wall attracts tourists to Bandar Hilir Melaka; the gaze of large-scale paint and the spatial image beautify the surroundings; and because the street environment frequently supports street art, it is known as environmental art. The panorama of street art and ecology are inextricably linked.

The street artist develops their own, and the contributions forms are temporary and transitory. The magnitude of works focusing on societal culture at Bandar Hilir and the history of Melaka measured by cultural awareness and dealing with the link with Bandar Hilir Melaka is what makes street art artists unique (Jaafar, et al., 2017). At Bandar Hilir, the images were formed in massive size on large surfaces, dominating the surrounding landscape. The "intermediation" tactics are likely the most environmentally friendly, targeting specific locations and insignificant "single-use" goals. Some agencies use street art as a marketing strategy, creating tours as part of the itinerary, advertising it as a setting of Bandar Hilir city authenticity, with a time bringing the experience of location and art. As a result, street art becomes an area of intervention, commercialized culture intake instead of only economical and physical commercialized activities. In a roundabout way, the street art in Bandar Hilir Melaka has become a part of the city's tourism branding.

### **Street Art and Cultural**

Street art and cultural heritage characteristics of the Melaka cannot be separated; the culture which meant for tangible culture quickly spreading and circling in social media and media users as a convergence culture. Contemporary culture as displaying street art and culture has become a trend for the young generation and become part of circulation on the internet, but less highlight the artists behind those arts. His specialize and behind those works less come across in socially sensitivity, by domestic tourists maybe it is familiar to local and domestic tourists and visitors. Sometimes the street art artists' works become serious, for example, the project known as Women Empowerment which was set up in the poorest countries in the world. They portray a photo of women on the wall and become a transparent, obvious approach to revealing the local culture, the portraits change the areas into a person. The cultural field in street art is less nameable or visible on the surface visible on the surface contribution of street art is indicated as a portion– overall connection. Nameless illustrator as a portion– overall connection. Nameless illustrates the connection of language to form realism without describing categorizing classifying enables street art to avoid any connection to politics and posture and more towards national unity and cohesion among multi races in Malaysia. Street art turns symbolic cultural value into e value because street arts offered additional advantages from tourism activities and pull in hundreds of visitors when the arts are posted and captured online or on social media. The kind of activity in the innovative able walking tour for tourists and visitors to Bandar Hilir Melaka. The narrative explanation from the tourist's guide from a carefully selected planned itinerary significantly the cultural arts sound important and the artist's works have greatly been appreciated by the publishes the cultural and street arts to be held as belonging to Bandar Hilir Melaka.

### **Street Art and Tourism Image**

The image formed by street arts is part of tourism tactics, and the image created by street arts has developed as a prevailing tourism destination image and a manner of sense of place. The public becomes observers and commentators, creating an impact on the locations and types of street artworks. The image of street arts reflects marketing practices reflected in packages and tours promoted by social media, and the public becomes observers and commentators, creating an impact on the locations and types of street artworks. The size of street art comprises those within walking distance, displaying a variety of stories, images, and themes. The importance of a prominent and high-profile public location in the creation of a street art image is important, as is organized strolling. Tourism products in marketing use a

variety of complex infrastructures, including social media, attractive websites, public or government blogs, calendars, booking systems, schedules, and public rating websites. The power to resent the image knowledge of the screen, as well as tourists' knowledge of the screens, contribute to the effectiveness of tourism image. The usage of multi-language as a major aspect of walking distance as an instrument of the street art information, entertainment, and education is another crucial issue to consider when creating an image. The marketing picture generated by the Ministry of Tourism was based on expert advice and is thus seen as plain and authoritative, demonstrating the effectiveness of using images in stories to convey a sense of belonging to street art (Evans, 2016).

### **Street Art and Education**

The number of captions that can be discovered on any street art education walking the knowledge in such a way as to oppose the street arts. Some education has an anonymous angle, but it can be deemed to create little artistic merit at times. Street art displays few Melaka culture and makes tourists educated and stand out from external surface environments, and street art can indirectly attribute, leaving tourists with some education marks outside the scope of tourism discourse and the artists' works remarkable fame. To make the artistic worth, a meticulous approach to select photographs in front of tourists is required. The omission of the educational message is implied by the reflection of street arts. The tour guides recognize that what is to be explained will be reflected. Only with visual material from signed influential followers on social media, by mentioning the name of the street and place, can the street art and education at Bandar Hilir be directly empowered. The subjective nature of knowledge depends on how everyone assesses it based on their own experiences and interests. Similarly, the reality of Bandar Hilir's cultural treasures has developed an educational value in the form of street artists. Local history, costumes, races, and political systems can all be used to adjust instruction. Micro-economy activities related to small-scale companies and daily activities also encourage education and creativity. In other words, street arts create a sense of knowledge that may be used for both creative and commercial purposes. Indirectly, the demands of street art and muralism might be welcomed in the Bandar Hilir creative circuit, typically as part of public-private partnerships to stimulate the production of many more artists and venues to teach young artists to get involved in street arts.

### **Street Art and Family Togetherness**

To detect family emotions and their ties to each member's thoughts, sights and behaviours, street art creates a sense of family togetherness. Family unity fosters and recognizes the family's strength, values, and unique features. The impact of street art on early reactions to family togetherness and good sentiments among family members, particularly among youth and children, contributes to emotional internal and external well-being. The youth were educated about the impact of racism and oppression, as well as sentiments of rage, grief, and frustration, through a single piece of art. Every single art exhibit on the street art wall is shaped by the family's reaction to the behavioural connection. And they have a direct impact on the local population in Bandar Hilir and other states (Caspi et al., 2012). This distinguishes street art, which shapes the nation and national unity in a variety of ways. The most difficult stage in shaping the family was adolescence, and acceptance is contingent on one's history to confirm the positive symbolic value of the street artists are well-known for addressing young designers and teens to communicate their emotions. Street art influences discussions about



self-management, with a focus on the ability to express emotions in a good light. Street art reflects feelings, and the youngsters express themselves when they have undergone an emotional event. The importance of expressing oneself through art, such as music, dance, acting, or short filmmaking. Within the family system, family togetherness is overcoming social community at a large scale and healing social problems (Ball et al., 2008). Family unity and a constructive community can be ty can be moulded to overcome challenges (Ferrell, 2016). The primary goal is to spend time with family, and street art is a form of expression.

By exploring pieces that respond to situations, street art has the power to build a family's sense of awareness and empathy (Lovasi et. al., 2008). Family interactions in the form of a specific location, result in meaningful family bonds in memory and a stronger bond between each member. Figure 5.0 depicts the basic model for street art from a tourism perspective.

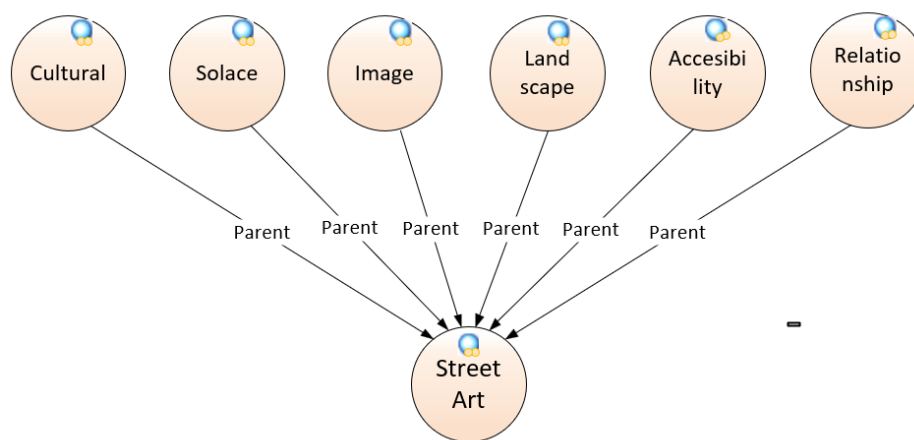


Figure 5.0: Macro Level Street Art Model in Melaka Urban City using Nvivo12

## Conclusion

To conserve street arts in Melaka's Bandar Hilir, a video demonstrating local cultural street arts innovation and effectiveness was shot. The street arts help to showcase the creation and approach of street art to local tourists and the public, promoting the worth of artists' craftsmanship. The work of local artists should be shared on social media to aid in the promotion of street arts by local governments and travel companies (Hallin, 2012). Single-way strategies for action at the action level are urgently needed, as is cultural gratitude training for young people with strong personalities and recognition of significant milestones in the growth and development of indigenous communities, as well as encouragement to pursue various strategies for heritage preservation. Another crucial feature that evolves tourists' understanding is the accessibility and revelation of awareness and visuals through the media. Emotional worth, connected trade, and symbolic relics are all enhanced by the landscaped surroundings. Local artists unite to produce and preserve street art at Bandar Hilir, gaining education through travel. The impact of street arts on academic studies is widened by family unity and education. Another aspect of the growth of aesthetic street arts is the homogeneity, which encourages an extension of local relationships with local culture and history.

### Recommendations

Because street art in Bandar Hilir can attract more tourists and deliver more benefits to the local economy, local authorities should take new initiatives to make the dead street, alley, and location livelier and generate more revenue for the local businesses. Following that, the street art in Bandar Hilir, particularly in Sungai Melaka, is the oldest. As a result, the street art in this area is shoddy and unappealing. As a result, upgrading street art can be accomplished by painting new street art or repainting existing street art to make it more beautiful and appealing. Not only that, but the amenities and safety must also be upgraded; according to the researcher, there is no illumination at night in these areas, and facilities such as public toilets and prayer rooms/places are far away.

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