



THE STUDY OF YOUTH'S PERCEPTION AND
PREFERENCE LEVEL TOWARDS THE SUBURBAN
YOUTH CITY

BY

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ABSTRACT

The migration of youth towards the urban cities are related to several factors. In dealing with this matter, the government had proposed a Youth City concept to attract youth in residing the suburban area. It emphasizes on the allocation of affordable houses, efficiency in the medium of travel, the availability of facilities as well as employment opportunities. The study further aims to identify the youth's perception and preference level towards the suburban factors and characteristics, influencing them to live in the suburban Youth City. Therefore, there is a need to justify the relationship between the youth's background and their preference living in an area, youth's awareness towards the suburban Youth City concept, and identify the suburban factors and characteristics which influences youth's interests to live in the suburban Youth City. A quantitative data approach had been used with the collection of the questionnaire survey. The sample size for this study is 120 respondents comprises of bachelor's degree students studying in their final year from various public universities which are International Islamic University Malaysia (IIUM), University Malaya (UM) and University Teknologi MARA (UiTM). The main finding reveals that the respondent's preference to live in the urban or suburban area varies based on their background and life transitions. The majority of respondents prefer residing in the urban area after graduating, regardless of their gender, place of origin and current house, location and shifted their preference towards residing the suburban area once they are married. Furthermore, several respondents were initially unaware with the Youth City concept, but apparently 75% of respondents express interests living in the suburban Youth City after the concept had been explained. Both group of respondents that are interested and uninterested towards living in the suburban Youth City mostly agreed with the factors and characteristics of the suburban area. Thereby, increment in the suburban projects that upholds the concept of Youth City while constantly promoting the idea among young people are recommended. The awareness and encouragement for young people to live in the suburban area will be initiated, consequently reducing the overpopulated situation in the urban cities and capitals.

خلاصة البحث

ترتبط هجرة الشباب إلى المدن الحضرية بعدة عوامل. في التعامل مع هذا الأمر، قد اقترحت الحكومة فكرة مدينة الشباب لجذب الشباب للإقامة في منطقة ضواحي المدينة. وتؤكد على تخصيص المساكن بأسعار معقولة، والكفاءة في المواصلات، وتوافر المرافق، فضلا عن فرص العمل. وتهدف الدراسة أيضاً إلى تحديد مستوى إدراك الشباب وتفضيلهم تجاه العوامل والخصائص في الضواحي، والتأثير عليهم للعيش في ضواحي مدينة الشباب. ولذلك، هناك حاجة لتبرير العلاقة بين خلفية الشباب وتفضيلهم للعيش في منطقة ما، ووعي الشباب تجاه مفهوم ضواحي مدينة الشباب، وتحديد العوامل والخصائص التي تؤثر في مصالح الشباب للعيش في ضواحي مدينة الشباب. وقد استخدم نهج البيانات الكمية مع جمع الاستبانة المسحية الاستطلاعية. وحجم العينة لهذه الدراسة هو 120 طالبا من المستجيبين من طلاب درجة البكالوريوس الذين يدرسون في السنة النهائية من الجامعات العامة المختلفة والتي هي الجامعة الإسلامية العالمية ماليزيا (IIUM)، وجامعة مالايا (UM) وجامعة (UiTM) Teknologi MARA. أظهرت النتيجة الرئيسية أن تفضيل المستجيبين للعيش في المناطق الحضرية أو الضواحي يختلف باختلاف الخلفية وتحولات الحياة. وغالبية المستجيبين يفضلون الإقامة في المناطق الحضرية بعد التخرج، بغض النظر عن جنسهم، وموطنهم الأصلي، والبيت الحالي، والموقع، ويجولون تفضيلاً نحو الإقامة في منطقة الضاحية عندما يتزوجون. وعلاوة على ذلك، لم يكن عديد من المستجيبين في البداية على دراية بمفهوم مدينة الشباب، ولكن يبدو أن 75٪ من المستجيبين يعبرون عن اهتمامهم بضواحي مدينة الشباب بعد شرح هذا المفهوم. وكلتا المجموعتين من المستطلعين الراغبين في العيش في ضواحي مدينة الشباب والراغبين عنها يتفقون في الغالب مع عوامل وخصائص منطقة الضواحي. وبناء عليه، ينصح بالتوسع في مشاريع الضواحي التي تدعم مفهوم مدينة الشباب مع الترويج الدائم للفكرة بين الشباب. وسيتم البدء في الوعي وتشجيع الشباب للإقامة في منطقة الضواحي، وبناء عليه تقليل الوضع السكاني في المدن والعواصم الحضرية.

APPROVAL PAGE

I certify that I have supervised and read this study and that in my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as a dissertation for the degree of Master of Urban and Regional Planning.

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DECLARATION

I hereby declare that this dissertation is the result of my own investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at IIUM or other institutions.

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This thesis is dedicated to my parents, my husband, and my family for the understanding, patience and love, thus kept me going strong.

Alhamdulillah

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LIST OF ABBREVIATION

JPBD	<i>Jabatan Perancangan Bandar dan Desa</i> (Department of Town and Country Planning)
KBS	<i>Kementerian Belia dan Sukan</i> (Ministry of Youth and Sports)
KPKT	<i>Kementerian Perumahan dan Kerajaan Tempatan</i> (Ministry of Urban Wellbeing, Housing and Local Government)
MDHS	<i>Majlis Daerah Hulu Selangor</i> (Hulu Selangor District Council)
MYP	The Malaysian Youth Policy
NBOS	National Blue Ocean Strategy
PPRT	<i>Program Perumahan Rakyat Termiskin</i> (Housing Project for Hardcore Poor)
SSM	<i>Suruhanjaya Syarikat Malaysia</i> (Companies Commission of Malaysia)
UNESCO	UN Educational, Scientific and Cultural Organization

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

This preliminary chapter includes several sections that gives a general overview of the study. The main content of the overall research is further emphasized in this chapter. Section 1.1 explains the focus of the study, followed by the research background in section 1.2. Section 1.3 outlines the problem statement, while section 1.4 includes both the aim and objectives that comprises of three points respectively. Based on the objectives developed, the research questions in section 1.5 are formulated, followed by the scope of study that is presented in section 1.6. Afterward, section 1.7 highlights the significance of this research, whereas section 1.8 as the final section, presents the study structure.

1.2 FOCUS OF THE STUDY

As the young people decide to move into urban areas in hope for a better life, chasing proper employment and education, the major urban drift leads to the deficiency of growth and development in the suburban and rural areas. Overpopulation and congestion arise, pressuring the limited resources and existing services in the capitals. There are listed factors that contribute towards the migration of youth which mainly involves the location of the area, allocation of affordable houses, efficiency in the medium of travel, availability of facilities and services, provision of activities, followed by employment opportunities. Despite the fact that people find these basic infrastructures and facilities inadequate in the suburban and rural area, it has an equal potential as the urban area to be developed as a township succeeding youth's necessities

and demands. The deliberation is to study the strength of the suburban factors and characteristics while giving attention to the factors and characteristics that still need to be enhanced in order to gratify the lifestyle of young people. The opinion and view of the younger generation matters and this research highlight the perception and preference of youth towards the factors and characteristics of the suburban area, influencing them to reside the suburban Youth City.

1.3 RESEARCH BACKGROUND

The Malaysian government has introduced a new concept of Youth City located in the urban fringe in order to reduce youth's migration from the rural to urban cities, thus acting as a pull factor for them to settle down while having the chance to develop the economy in the suburban area. The establishment of the Youth City focuses on 'Youth' which has been delineate by the United Nations as an individual between the age of 15 to 24 years old, for the numerical purposes, without the preconception to other definitions by the Affiliate States (United Nations Department of Economic and Social Affairs, n.d). Additionally, the UN System through the passing of Security Council Resolution 2250 on Youth, Peace, and Security has further defined 18-29 as the age of youth (UN Habitat, 2016).

Youth city focuses on Millennial more than the previous generation. This generation has high expectations and is driving force in Malaysia's economy for the following years and the impact has been predicted to be huge. Their upbringing has involved so much with the availability and the presence of technology, acting as the first generation of digital natives. Their affinity for technology is followed by the instant and easy access towards data and information which largely assist them in their daily routine. As they were born during a time of technological change and economic

disruptions, they develop a different attitude and experiences based on these situations, contrary to their parents. Youth nowadays are slower to marry and have the eagerness to move out on their own, even showing a different attitude towards home and vehicle ownership.

Above and beyond, Millennial possesses greater imaginary vision which they have a wider financial independence and gain competence in accomplishing greater purposes in the future. They are known for their needs in socializing, and they prioritize the proximity to family and friends. They sought for a contented place to stay within a safe neighborhood that is accommodated by public spaces with the proximity to their workplace. Youth prefer staying in an area where all the basic facilities are located nearby that includes public transportation, commercial centers, recreational facilities and other supporting amenities. Regardless, their preferences are inclined towards the attributes in urban centers that will lead to the overpopulation of the major cities worldwide.

From the allocation of affordable houses, public transportation, towards the wide ranges of facilities and activities, this youth-friendly city concept is intended to attract young people to reside in the suburban areas. It is similar to a mixed development that has an integration of residential areas, public amenities, and working prospects. It is believed that the existence of this suburban Youth City can somehow reduce the issues and problems that are encountered by young people with the opportunities that are widely opened for them. By clustering the township, economic prosperity can be achieved, besides acting as a boost for other developers to develop suburban areas or implementing Youth city concepts on their projects. Further explanation regarding the concept of Youth city will be stated in Chapter 2.

1.4 PROBLEM STATEMENT

There are struggles that young people commonly face, which includes finding a decent house that they can afford to live in, finding practicality in their mode of travel, in search of good amenities, difficulties in finding a job, and several other reasons. Most of them seek these opportunities in metropolitan cities, and though the number of migrants is in a demeaning state, less effort has been done to influence youth settling in the urban fringe.

1.4.1 The Youth's Preference Towards Living in the Urban or Suburban Area Varies Based on Their Background Profile.

An individual's background plays a major role in their decision to live in the urban or suburban area. For an instance, the preferences by gender, the place of origin and the current house location may influence their decision to reside. Pisman, Allaert and Lombaerde (2011) remarks that every so often, the planners tried to comprehend and distinguish the residential migrations based on the background or the socio-economic of the residents. Moreover, their interests to reside may vary based on their present situation which is either after finishing their studies, after having their own family and on their thoughts to where they would settle down in a long term. Thomas, Serwicka and Swinney (2015) mentioned that urban residents are more likely to be young, single students or professional, whereas residents in the suburban areas were individuals aged more than 30 that have children, followed by individuals in their 55s that resides in the rural hinterlands. Therefore, where do youth prefer to live based on their background and life transitions? Furthermore, there is a need to identify whether youth from different background are inclined to reside in the suburban Youth City. Thus, are youth from different background interested towards living in the suburban Youth City? Is

there any relation between the youth's background and their interest to live in the suburban Youth City?

1.4.2 The Youth's Awareness Towards the Concept of Youth City is Low.

Young people may be unaware with the implementation of the Youth City concept. The awareness of youth must be further identified to encourage them in residing the suburban area for the mere future, once the potential suburban Youth City or other residential areas that upholds the similar concept are completed. Thus, are youth aware towards the concept of the suburban Youth City? Additionally, it is significant to recognize whether young people are interested or uninterested in the idea of living in the suburban Youth City. Even though an individual shows interest in residing the suburban Youth City, the particular person may still prefer residing the urban area after graduating or vice versa. Therefore, where do youth prefer to live based on their interest and disinterest towards living in the suburban Youth City and their life transitions?

1.4.3 The Interest and Perception of Youth Towards Living in the Suburban Youth City are Related to the Suburban Factors and Characteristics.

The interest and perception of youth towards living in the suburban Youth City are related to the suburban factors and characteristics. Due to the deficiency in several of the suburban factors, the government starts to focus on the development of the suburban area, the infrastructures, and its technology development. The current condition of the suburban area that is preferred by the young people are to be identified in terms of its factor of location, the provision of affordable housing, the medium of travel, the provision of facilities and activities, as well as the chances of employment. For an instance, countless young people with families would yearn to stay in the outlying

suburban due to the spacious homes that it offers, however, they have fewer choices when it comes to their career and profession. Hence, what are the factors and characteristics of the suburban that influences youth's interests and perception to live in the suburban Youth City? Are youth agreeing towards the suburban factors and characteristics in influencing their interest and perception to live in the suburban Youth City?

1.5 AIM AND OBJECTIVES OF THE STUDY

1.5.1 Aim

The aim of this research is to identify the youth's perception and preference level towards the suburban factors and characteristics, influencing youth to live in the suburban Youth City.

1.5.2 Objectives

In achieving this study, the objectives are:

1. To study the relationship between the youth's background with their preference living in the urban or suburban area.
2. To identify the youth's awareness towards the suburban Youth City concept.
3. To identify the factors and characteristics of the suburban that influences youth's interests and perception to live in the suburban Youth City.

1.6 RESEARCH QUESTIONS

The research questions are as follow:

1. Where do youth prefer to live based on their background and life transitions?