

Community Perceptions of the Framing of Kampung Texas, Bandar Lampung

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Indri Safitri*

Universitas Islam Negeri (UIN)
Raden Intan Lampung
indrisftr7@gmail.com

Khomsahrial Romli

Universitas Islam Negeri (UIN)
Raden Intan Lampung
khomsahrial@radenintan.ac.id

M. Apun Syaripudin

Universitas Islam Negeri (UIN)
Raden Intan Lampung
apunsyaripudin@radenintan.ac.id

*) *Corresponding Author*

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ABSTRACT

Purpose: This study aims to analyze the perceptions of the surrounding community toward the framing of Kampung Texas in Bandar Lampung, an area that has long been associated with negative social stigma, such as crime, brawls, and begging activities. It also seeks to understand how changes in the social conditions of the area are interpreted by the community amid the persistent historical framing attached to the area.

Method: This study employed a descriptive qualitative approach through field research. Data were collected through structured interviews, non-participant observation, and documentation. Informants were selected using purposive sampling and consisted of eight individuals, including one neighborhood association (RT) head, two residents of Kampung Texas, and five members of the surrounding community.

Findings: The results show that community perceptions of Kampung Texas are shaped by direct experiences and social narratives that have developed within the surrounding environment. The historical framing that has long been associated with the area continues to influence how people perceive it, despite improvements in the social conditions of Kampung Texas. Individuals with a higher level of interaction with the area tend to have more positive perceptions that are more consistent with its current conditions, whereas those with limited interaction continue to maintain negative stereotypes. These findings indicate that social framing embedded in the collective memory of the community tends to persist even when social realities have undergone transformation.

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INTRODUCTION

Residential areas are not merely spaces where people live but also possess social identities shaped through experiences, interactions, and various forms of information circulating within society. The identity of an area develops through a long social process involving social experiences, community interactions, and collective perceptions that emerge within the social environment (Masyrurroh, 2020). Such identities subsequently shape how people assess and perceive the

environment in question. When an area is continuously associated with certain characteristics, particularly negative ones, an image and stigma emerge that influence how society perceives the area. The continuous association of an area with negative characteristics can create a social image that develops into a stigma attached to the area.

In the study of *spatial stigma*, an area may acquire negative representations through processes of labeling and stereotyping, causing it to become known as dangerous, problematic, or unworthy of visitation. Such stigma is not only related to the material conditions of an area but also to its history, social narratives, and representations that develop around it (Dev et al., 2023). Thus, stigma toward an area is a product of social construction formed through communication processes and the repeated reproduction of meanings.

Similar phenomena can be found in many cities in Indonesia. Several densely populated residential areas are frequently given negative labels, such as crime-ridden neighborhoods, beggar communities, drug-infested neighborhoods, and areas associated with street robbery. According to data from Statistics Indonesia (Badan Pusat Statistik (2024), there are 3.373 locations classified as slum residential areas in Indonesia, some of which are also associated with negative social labels within the community. Such labels generally develop as a result of particular incidents that are subsequently and repeatedly associated with the area in the course of social life (Silaturrahma et al., 2026). Consequently, the stigma surrounding an area that develops within society may no longer reflect its actual conditions (Tasari & Mardiana, 2026).

Conceptually, this process can be explained through the concept of stigma proposed by Goffman (1963), referring to a label attached to an individual or group that causes them to be perceived differently and tend to be viewed negatively. It can also be understood through the concept of framing described by Entman (1993), which refers to the process of selecting and emphasizing certain aspects of reality in ways that shape how society understands and interprets a phenomenon. In the context of residential areas, social framing can explain how particular experiences, information, and narratives shape people's perceptions of a specific area.

One area in Indonesia that has experienced such a phenomenon is Kampung Texas, located on Jalan Ikan Platis, Pesawahan Subdistrict, Teluk Betung Selatan District, Bandar Lampung City. The term "Texas" is not the administrative name of the area. The area is currently also known by the local community as Kampung Stasiun Lama, while it was previously known as Kampung Trimandiri and Setoplok, a name derived from the term *stop lokomotif* (locomotive stop). Based on an interview with M (76), a resident of Kampung Texas, the term "Texas" began to be known among the local community in the early 1990s. However, to date, there are no official documents or historical records that definitively explain the origin of the name. Information concerning the name "Texas" has been transmitted through oral narratives among residents and passed down through the collective memory of the community. Some residents associate the emergence of the term with the conditions of the neighborhood at that time, which were perceived as harsh and frequently affected by conflicts, although there is no single explanation regarding the original reason for the use of the name.

This condition demonstrates that the identity of an area is not always formed through administrative designation but can also emerge through a social process in which people attribute particular meanings to a space. In the context of Kampung Texas, the use of the name has become part of the process of constructing the area's social identity, which subsequently influences how people from outside the area understand and assess it. Thus, the name of an area does not merely function as a geographical marker but can also serve as a symbol carrying particular representations and perceptions within society.

For many years, Kampung Texas has been known by some residents of Bandar Lampung City as an area associated with various social problems, including theft, inter-neighborhood brawls,

gambling, drug abuse, and a high number of beggars originating from the area. This perception cannot be separated from the area's structural conditions, as the settlement has developed on land owned by PT Kereta Api Indonesia, with residential growth occurring through self-help initiatives by migrant communities without secure legal tenure. The area is inhabited by approximately 170 households distributed across two neighborhood units (RTs), with most residents working in the informal sector. This condition is consistent with the findings of Dev et al., (2023) which indicate that uncertainty regarding residential legality is one factor contributing to the formation of spatial stigma, as legal status and settlement conditions also influence how outsiders assess an area.

However, the researcher's initial observations conducted from November 2025 to May 2026 indicate that the current conditions of Kampung Texas do not entirely correspond to the negative image that has long circulated. Residents engage in social activities similar to those found in other residential areas, relationships among residents appear relatively close, and the physical and social environment demonstrates changes compared with its past condition. This change in the area's image has also been reported by local media through a Teras Lampung (2014) report entitled “Dulu Texas Menyeramkan, Sekarang Aman” (“Texas Used to Be Frightening, Now It Is Safe”), indicating a shift in the public representation of the area. Nevertheless, some members of the community surrounding Kampung Texas continue to perceive the area as risky and as a place that should be avoided. This condition indicates a gap between changes in the area's social reality and the persistence of a negative frame within the collective memory of the community.

Several previous studies have examined the relationship between residential areas, social perceptions, and spatial stigma. Research involving the community of Kampung Texas has also been conducted previously. One such study examined the “Social and Religious Life of Migrant Communities in Kampung Texas, Pesawahan Subdistrict, Teluk Betung Selatan District.” Islami (2021) concluded that the social life and religious activities of the community were relatively positive despite the area's negative image among the surrounding community. This study demonstrates that negative stigma does not necessarily correspond to the actual social conditions of a community.

Oktarini et al., (2022) examines residents' perceptions regarding the environmental quality of slum settlements along the banks of the Musi River in Palembang, demonstrating that these perceptions are influenced by direct experience, socio-environmental conditions, and information circulating within the community. Meanwhile, Riauroikha et al., (2023) examined negative stereotypes toward Kampung Bugis in Tanjungpinang City and found that the actions of particular individuals could be generalized, thereby creating a negative image of the community as a whole. Furthermore, research conducted by Dev et al., (2023) demonstrated that *spatial stigma* in the informal settlement of Kaula Bandar, Mumbai, is not produced solely by outsiders but can also influence how residents perceive their own community.

Based on these previous studies, several aspects require further investigation. First, most previous research has focused on the *insider* perspective, namely how residents understand their living environment and how they respond to the stigma attached to their area. The perspective of the surrounding community as *outsiders*, who also contribute to the formation, dissemination, and persistence of stigma toward an area, has received relatively limited attention. Yet, the process of stigma formation does not occur solely within a community but also through interactions and communication between the area and its surrounding social environment.

Second, previous studies have tended to view spatial stigma as a relatively persistent phenomenon, while the dynamics of changing perceptions toward areas that have undergone social transformation have received less attention. In the context of Kampung Texas, changes in the area's conditions do not automatically eliminate the negative frame that was previously established. This

highlights the importance of understanding the factors that lead some members of the community to change their perceptions while others continue to maintain their previous views.

This study offers novelty in three aspects. First, it examines Kampung Texas, Bandar Lampung, as a case of changing social representations of an area that has experienced transformations in its identity and image over time. Second, this study extends previous research by connecting the *insider* and *outsider* perspectives, thereby providing a more comprehensive understanding of the formation and persistence of spatial stigma. Third, this study integrates Entman (1993) concept of *framing* with Rakhmat (2018) theory of perception to explain how the intensity of social interaction may contribute to differences in people's perceptions of the same area.

Based on the background and research gap described above, this study aims to: (1) analyze how the surrounding community constructs perceptions of the social framing of Kampung Texas, Bandar Lampung; (2) explain differences in perceptions between members of the community with high and low levels of interaction with the area; and (3) identify the factors that cause the negative framing to persist despite changes in the area's social reality.

METHODS

This study employed a descriptive qualitative approach through field research. A qualitative approach was used to understand the meanings, experiences, and interpretations provided by informants regarding a particular social reality, while the descriptive design was used to present the findings within their field context without manipulating the conditions under investigation (Sugiyono, 2020). The focus of the study was the perceptions of people living around Kampung Texas regarding the social framing of the area.

The research was conducted in Kampung Texas, located on Jalan Ikan Platis, Pesawahan Subdistrict, Teluk Betung Selatan District, Bandar Lampung City, Lampung Province. This location was selected because Kampung Texas has a strong history of negative framing, while the area's current social conditions indicate changes that need to be understood through the experiences and perspectives of the surrounding community. The selection of this location was expected to provide an understanding of how the image of an area is formed, maintained, and transformed in public perception.

The research data consisted of primary and secondary data. Primary data were obtained directly from informants who possessed relevant knowledge or experience related to the research focus (Sugiyono, 2020). Informants were selected using purposive sampling based on the following criteria: (a) being at least 18 years old; (b) being aware of the existence of Kampung Texas; (c) having interacted or engaged in activities in or around the area; (d) having a perception of the image of Kampung Texas; and (e) being willing to provide information openly.

Based on these criteria, the study involved eight informants, consisting of five residents living around Kampung Texas, two residents of Kampung Texas, and one head of a neighborhood association (RT) in Kampung Texas. The eight informants were selected to obtain perspectives from individuals with different levels of proximity and interaction with the research object. Informants from within the area were included to provide information about the social conditions and changes in Kampung Texas, while residents from the surrounding area were included to examine how the framing and image of Kampung Texas are perceived by people living outside the area.

Secondary data were obtained from various sources relevant to the research, including books, scientific journals, previous research findings, and other documents related to the research topic. Secondary data were used as supporting and comparative materials for the primary data obtained through field research (Haryoko et al., 2020).

Data were collected through semi-structured interviews, non-participant observation, and documentation. Semi-structured interviews were conducted directly with the informants using an interview guide consisting of questions prepared in accordance with the research focus. This technique allowed the researcher to develop follow-up questions based on the informants' responses, enabling a more in-depth exploration of their experiences, views, and assessments of the image of Kampung Texas (Adeoye-Olatunde & Olenik, 2021). Non-participant observation was conducted by observing environmental conditions, community activities, and social interactions occurring in Kampung Texas and its surrounding areas without directly participating in the activities being observed. Meanwhile, documentation was used to complement the research data through the collection of photographs, field notes, and other supporting documents related to the research object.

The data obtained were then analyzed qualitatively through the stages of data reduction, data display, and conclusion drawing. During the data reduction stage, the researcher selected, categorized, and focused the data obtained from interviews, observations, and documentation in accordance with the research objectives. The interview data were then organized into themes and categories relevant to the research focus, including historical framing, social narratives, changes in perceptions among the surrounding community, and interactions between Kampung Texas and the surrounding community.

Subsequently, the data were presented in narrative form to facilitate the understanding and interpretation of the research findings. Data display was conducted systematically to help the researcher identify patterns, relationships, and tendencies emerging from the field data as a basis for drawing conclusions (Moleong, 2016). Statements from informants were used to strengthen the empirical evidence of the research findings. To maintain the confidentiality of the informants' identities, codes were used to identify them.

The final stage involved drawing conclusions based on the patterns, relationships, and meanings identified in the field data. The analysis was conducted continuously throughout the research process to ensure that the findings accurately represented the perceptions of the surrounding community regarding the framing of Kampung Texas in accordance with the social conditions observed in the field (Rijali, 2018).

The trustworthiness of the data was maintained through source and methodological triangulation. Source triangulation was conducted by comparing information obtained from the neighborhood association (RT) head, Kampung Texas residents, and members of the surrounding community. Meanwhile, methodological triangulation was conducted by comparing data obtained through interviews, observations, and documentation. The use of multiple data sources and data collection techniques was intended to obtain a more comprehensive understanding and enhance the credibility of the research findings (Creswell & Poth, 2018).

RESULTS AND DISCUSSION

Kampung Texas is a densely populated residential area located on Jl. Ikan Platis, Pesawahan Subdistrict, Teluk Betung Selatan District, Bandar Lampung City. The area is situated on land owned by PT Kereta Api Indonesia (KAI) and has developed into a self-established settlement inhabited by migrant communities. Administratively, Kampung Texas consists of only two neighborhood units (RTs), namely RT 026 and RT 027, with the following population data.

Table 1. Population Data of Kampung Texas, Bandar Lampung, 2025

RT	Number of Households	Male	Female
026	104	175	184
027	66	135	132

Source: Pesawahan Subdistrict Administrative Records

Based on observations of the environmental conditions, Kampung Texas appears densely populated, with houses situated close to one another along the neighborhood roads. The roads within the area are relatively narrow; however, community activities proceed normally, as in other residential areas. Most residents work as casual laborers, scrap-material collectors, traders, fishermen, and daily wage workers. Social relations among residents are generally harmonious, characterized by close communication and a strong sense of social concern.

The neighborhood borders Kampung Masjid, Kampung Agen, Kampung Gubuk Serok, and Kampung Toblok. The name “Kampung Texas” itself has undergone several transformations since the area was first inhabited. It was initially known as Setoplok (*stop lokomotif* or “locomotive stop”), and was later officially designated as Kampung Trimandiri by the government. The area was also known as Kampung Stasiun Lama and is now widely known as Kampung Texas, a designation that emerged organically among local youth during the 1990s. This naming dynamic is not merely a semantic shift but reflects a transformation of the area's social identity that directly influences how the surrounding community interprets and assigns meaning to the area (Rakhmat, 2018).

Over time, Kampung Texas became associated with negative stigma among the surrounding community. The area was frequently associated with criminal activity, inter-neighborhood brawls, a large number of beggars originating from the area, and an environment perceived as neglected and frightening. This framing was also reflected in local media coverage, which reported that Kampung Texas was formerly known as a frightening area but had subsequently undergone changes toward becoming safer and more conducive to community life (Teras Lampung, 2014).

This indicates that Kampung Texas has experienced a transformation in its framing among the public, from an area that was previously perceived negatively to one that has gradually come to be viewed as undergoing social change

Community Perceptions

1. Perception Formation Based on Direct Experience and Social Narratives

According to Rakhmat (2018), perception refers to experiences concerning objects,

events, or relationships that are acquired through the process of drawing conclusions from information and interpreting messages. Perception is influenced by two main factors: personal factors, including past experiences, motivations, and personality, and situational factors arising from information received by individuals and the context of their environment. In this process, individuals undergo three stages: selection, organization, and interpretation of the stimuli they receive.

The surrounding community of Kampung Texas forms its perceptions through two primary channels. First, direct experience, namely what individuals see and experience themselves when they are in or around the area. Second, social narratives, namely stories and information obtained from people in their social environment, including friends, neighbors, and family members. Rakhmat (2018) emphasizes that direct experience produces stronger perceptions that are more difficult to change than perceptions formed through indirect information because it involves sensory and cognitive processes simultaneously. Perceptions formed through direct experience tend to be more deeply embedded because individuals personally experience the objects or events they observe (Sobur, 2019).

Differences in sources of information result in differences in the quality and depth of perceptions formed among community members. This is consistent with the principle proposed by Littlejohn & Foss (2017) which suggests that the type and intensity of exposure to a social reality directly influence the accuracy and complexity of the resulting perception. Individuals with more intensive and sustained exposure, for example because of geographical proximity, tend to develop deeper and more accurate perceptions than those who obtain information primarily from the surrounding social environment.

2. Deeply Rooted Historical Framing

Members of the surrounding community share a similar initial perception of Kampung Texas, namely a negative image originating from the area's historical conditions. Before undergoing changes, Kampung Texas was perceived as an area with relatively high levels of criminal activity, including theft, inter-neighborhood brawls, drug abuse, and a large number of beggars originating from the area. These narratives spread widely throughout the community through word-of-mouth communication over many years.

This is consistent with the statement of one informant who described the long-standing negative image of Kampung Texas in the public perception. Informant R, a resident living around Kampung Texas, stated:

“That neighborhood used to be known for brawls. When lost items were found in that neighborhood, many people assumed that they had been stolen by its residents, along with other social problems. So, whenever people heard ‘Kampung Texas,’ they immediately thought negatively.”

This statement demonstrates that negative perceptions of Kampung Texas did not arise solely from people's direct experiences but were also reinforced by assumptions and narratives that developed collectively. Repeated information concerning various social problems subsequently formed a dominant understanding of the area's identity.

As explained by Entman (1993), this negative framing operates by emphasizing particular

aspects of the reality of Kampung Texas, particularly those related to criminality and social problems, while other aspects, such as harmonious social relationships among residents, receive less attention. The framing that developed over a long period subsequently became a basis for community members to interpret new information about Kampung Texas.

Rakhmat (2018) explains that past experiences are among the strongest factors shaping individual perceptions. Such experiences form cognitive schemas that individuals use to interpret new information they receive. In this context, negative perceptions of Kampung Texas were formed through social experiences and historical narratives that continued to circulate within the community. Consequently, these perceptions tended to persist and were difficult to change even though the area's social conditions had undergone changes.

3. Transformation of Perceptions

This study found that the transformation of perceptions among the surrounding community occurred unevenly. Changes in perception were associated with the intensity of individuals' interactions with the area. Some community members who had frequent interactions with Kampung Texas stated that their perceptions were no longer as negative as they had been in the past. They acknowledged improvements in the area's social conditions over the years, as reflected in the reduction of criminal incidents and the decreasing number of beggars.

Based on the observations, people living in areas directly adjacent to Kampung Texas demonstrated the most noticeable changes in perception. Their interactions and involvement in everyday life around Kampung Texas enabled them to obtain information directly and continuously, allowing their perceptions to gradually change in accordance with current social conditions.

"Kampung Texas is not as bad as it used to be. The people are much better now, and things like brawls have decreased significantly. In fact, I hardly ever hear about them anymore." (Informant W, resident living around Kampung Texas)

This change in perception demonstrates that people's views are not fixed but can shift when individuals acquire new experiences and information. Kotler & Keller (2016) explain that perception is formed through the processes of selecting, organizing, and interpreting various forms of information received by individuals. In the context of Kampung Texas, people's direct experiences of the area's current conditions serve as a factor encouraging the development of new understandings of the area.

People living in areas directly adjacent to Kampung Texas demonstrated the most noticeable changes in perception. Geographical proximity and daily interaction enabled them to obtain information based on direct experience rather than solely on historical narratives circulating within the community. This is consistent with Rakhmat (2018) who explains that experience and the intensity of exposure to an object are important factors in the formation of individual perceptions. When new experiences acquired by community members no longer correspond to their previous understanding, a process of adjustment to previously established perceptions occurs.

However, changes in perception did not occur uniformly. Some community members who had no direct relationship with the area continued to maintain their previous views of Kampung Texas. This condition can be understood through Goffman (1963) concept of stigma, which suggests that negative labels attached to a group or area can persist over long periods even when its actual conditions have changed. Thus, the negative image of Kampung Texas was formed not only by past social conditions but also through the transmission of narratives that continued to circulate within the community.

In addition to direct experience, changes in perception were also influenced by the declining circulation of negative information about Kampung Texas. Based on the interviews, several informants stated that they increasingly rarely heard reports of brawls, criminal activity, or social conflicts that had previously been frequently associated with the area. This shift in narratives indicates a change in framing within the community. Entman (1993) explains that framing operates through the process of emphasizing particular aspects of reality. Whereas criminality previously played a dominant role in shaping the image of Kampung Texas, new narratives have increasingly emerged that highlight changes in the area's social conditions.

The findings of this study are also related to local media coverage through an article entitled “Dulu Texas Menyeramkan, Sekarang Aman” (“Texas Used to Be Frightening, Now It Is Safe”) (Teras Lampung, 2014), which described changes in the public image of Kampung Texas. However, based on the observations and interviews conducted in this study, the transformation of perceptions was not influenced solely by media coverage but was more strongly shaped by the direct experiences of community members who observed changes in Kampung Texas in their everyday lives. Thus, changes in perceptions of Kampung Texas constitute a gradual process shaped by the interaction between social experiences, changes in the area's conditions, and shifts in the narratives circulating within the community.

4. Persistence of Negative Perceptions and the Phenomenon of Misperception

The transformation of perceptions among the surrounding community toward Kampung Texas did not occur uniformly. Some community members began to recognize changes in the area's social conditions, while others continued to maintain negative perceptions that had developed over many years. Based on the interviews, several informants who rarely interacted with the area continued to associate brawls occurring around the area with Kampung Texas, viewing them as an indication that the area had not fully changed.

However, based on observations and field verification through interviews with Kampung Texas residents and community members who had high levels of interaction with the area, the brawls referred to by the informants did not involve residents of Kampung Texas. Rather, they involved other neighborhoods located around the area. This finding indicates a discrepancy between perceptions circulating within the community and the factual conditions identified in the field. It demonstrates that the historical image of an area can influence how people understand and interpret social events occurring in its surrounding environment.

The persistence of these negative perceptions was also influenced by the low intensity of interaction between some community members and Kampung Texas. Individuals without

direct experience of the area tended to rely more heavily on historical information and previously established narratives. Tyler & Slater (2018) explain that social stigma can persist through processes of representation that are continuously produced and reinforced in everyday social life. In the context of Kampung Texas, limited direct interaction has led some community members to continue using past images as the basis for assessing the area's current conditions.

Furthermore, Entman (1993) explains that framing that has developed over a long period tends to exert a strong influence and is not easily changed even when actual social conditions have changed. In the case of Kampung Texas, narratives concerning criminality and social problems that have circulated for many years remain more prominent in the memories of some community members than the positive changes that have occurred. Therefore, although the social conditions of Kampung Texas have changed, negative perceptions continue to persist among some members of the surrounding community due to the strength of historical narratives and their limited direct experience with the area's current conditions.

Factors Influencing Community Perceptions

1. Intensity and Type of Interaction

Based on the research findings, the intensity and type of interaction with Kampung Texas constitute one of the main factors influencing patterns of perception among the surrounding community. Community members who have a higher intensity of interaction because they live in areas directly adjacent to Kampung Texas tend to have more accurate perceptions and to be more receptive to changes in the social conditions occurring in the area. Conversely, community members with limited interaction tend to maintain negative perceptions that have developed over a long period.

This condition is reflected in interviews with members of the surrounding community who have direct interactions with Kampung Texas. One informant stated:

"People who frequently interact with or live near Kampung Texas are more up to date with what is happening there. There were indeed many negative things associated with the neighborhood in the past, but things are much better now, and we can see that directly when we visit the area or talk with its residents. If someone never visits or interacts with the residents, I think their perception is still based on the old stories." (Informant A, resident living around Kampung Texas)

This condition demonstrates that experience and social interaction play an important role in the formation of community perceptions. Mulyana (2017) explains that meanings attributed to social conditions are formed through processes of interaction and communication experiences that take place continuously within the community. Conversely, limited direct experience may make individuals more susceptible to forming perceptions based on stereotypes and social narratives that develop without direct verification. Thus, differences in the level of interaction between community members and Kampung Texas contribute to differences in the perceptions that develop within the surrounding community.

2. Economic Factors

In addition to social interaction, economic conditions also constitute one of the factors

influencing community perceptions of Kampung Texas in the past. Based on the interviews, several informants associated the emergence of various social problems in the past with the limited economic conditions experienced by some residents.

"Maybe the reason there was so much criminal activity in Kampung Texas was because of the economic situation. As we know, the neighborhood was inhabited by migrants, and many of them initially did not have stable jobs, so some people wanted to make money through instant means." (Informant R, resident living around Kampung Texas)

This statement demonstrates that community members interpreted the emergence of social problems in Kampung Texas as a consequence of economic limitations and employment instability experienced by *some* residents of the area in the past. Perceptions of these conditions subsequently contributed to the formation of a negative image of Kampung Texas among the surrounding community.

This finding is consistent with Fathy (2019) who explains that social capital plays an important role in *fostering* social inclusivity and supporting community empowerment, particularly among communities experiencing economic and social limitations. In this context, improvements in the economic conditions of residents through government assistance, social activities, and student involvement have also contributed to changes in community members' social behavior. These changes have gradually influenced the perceptions of the surrounding community toward Kampung Texas.

Conclusion

Based on the findings of this study concerning the perceptions of the surrounding community toward the framing of Kampung Texas in Bandar Lampung, it can be concluded that community perceptions are formed through a complex process of social interaction influenced by direct experience, social narratives, and historical framing that has become deeply rooted over time. The negative framing attached to Kampung Texas continues to exert a strong influence on the image of the area, particularly among community members who lack direct experience and rely more heavily on information obtained from their social environment.

The findings also indicate that although the social conditions of Kampung Texas have undergone changes in a more positive direction, including a decline in social conflicts and improvements in environmental order, these changes have not yet been sufficient to fully displace the negative perceptions that were previously established. Conversely, community members with direct experience and interaction tend to develop more positive perceptions that are more consistent with the actual conditions observed in the field.

Thus, this study demonstrates that perceptions are dynamic but remain influenced by historical framing and the level of individuals' social involvement. These findings contribute to the study of social communication and framing, particularly by providing an understanding of the formation and persistence of spatial stigma in the context of urban communities. The changes in perception identified in this study occurred organically, driven by direct observation by community members and a decline in the circulation of new negative narratives, without active communication efforts from Kampung Texas residents toward the surrounding community. Therefore, future research is

recommended to examine more structured communication strategies for transforming framing at the community level, given that passive changes in perception tend to occur more slowly and may not reach all segments of the community.

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