



BEST: Journal of Built Environment Studies

P-ISSN: 2746-9077 E-ISSN: 2746-9069

Journal Home Page: <https://journal.ugm.ac.id/v3/BEST>



USER'S PERCEPTION OF PUBLIC SPACE AT MALIOBORO STREET AFTER REVITALIZATION USING PLACEMAKING APPROACH

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ABSTRACT

Public open space has functioned as a development image and livability of a city. Malioboro is the most famous street in Yogyakarta with various activities and users. Malioboro street is a corridor that has been revitalized. One of the revitalization purposes is developing a public space that should accommodate all users with their activities. This research will be concentrated on the revitalization of Malioboro as a public space. Placemaking is used as an approach to find out the process of forming public space that has already formed at Malioboro street after the revitalization. So, the research aims to find out that process. The method is quantitative approach, which is a questionnaire to know the user's perception (merchant, tourism, and communities) of the placemaking. Aspects of placemaking are from Project of Public Space (PPS) with four variables: uses and activity, comfort and image, access and linkage, and sociability. Furthermore, the data will be analyzed to find out the placemaking process. The result of this research will be how far the process of the public space that occurred in the revitalized Malioboro street.

Keywords:

Perception, Public Space. Placemaking

ARTICLE INFO

Received 18 May 2021

Accepted 9 August 2021

Available online June 2022

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1. Introduction

Public space is a space in a city space that can be freely accessed by every level community of the city. Yogyakarta City RTRW Regulation NO. 2 of 2010 said that the Malioboro street corridor is a secondary collector road. This street's function can develop an image of the city from this city, promoting tourism and providing space for pedestrians and the city's public open space.

The presence of public open space in Malioboro street after revitalization in the middle of the city serves to revive Yogyakarta's town by itself. This is support by a statement from Jacob (1961), where the street space reflects the state of a city. Based on research, The Malioboro street after revitalization has the highest average visitor compare to Tugu Pal Putih, and 0 km, Sari, Munandar et al. (2018).

Because of increasing the visitor's interest to Malioboro street in 2014, Daerah Istimewa Yogyakarta issued the governor regulation no 36 / Tim / 2014, which states the revitalization of the Malioboro road corridor. The purpose of this revitalization to make the real public open space in Yogyakarta and provide the pedestrian more like to walk.

Because of the Malioboro Road corridor's revitalization,

this corridor should have succeeded in creating a public space that could better accommodate all the activities and community. It can be exciting research. The researcher can again review whether the renewed design element can redefine the real public open space, or are there other factors that need to be improved to create a public space in the streetscape area, especially for the user's activity in the Malioboro street.

Placemaking is the method of creating a public space as a forum to all communities by engaging the relationship between users and the public space, Project of Public Space (2010). This process is vital to find out whether the Malioboro street is alive. Because of that, this research aims to find out the placemaking process and the amount of placemaking in the Malioboro road corridor after revitalization. Placemaking can be used as an alternative in improving the quality of space in research objects.

2. Literature Review

The city's public space is a space that can be accessed by every community so that it functions as a forum to accommodate its users in carrying out various kinds of

activities, both economic, social, and cultural Project of Publik Space (2010). Based on this understanding, the public space must function to accommodate the activities carried out by its users, while the function of open space includes Hakim (2003):

a. Social Function

A public space that functions as a place for socializing, playing, exercising, getting fresh air, a place to wait, creating a means of cleanliness, health, and harmony.

b. Ecological Function

Public space serves as a place to balance the ecosystem, for example, as an appropriate absorption and as a green open space.

The activity's user's interest triggers various activities that can be carried out, especially in public open spaces. Human behavior in free public space is divided into (Gehl, 1996):

1. Type of activity:

a. Necessary activity

Routine activities carried out by humans and took place does not affect the environmental conditions; for example, users do activities related to work.

b. Optional Activity

Activities that take place and depend on the physical condition of the environment, weather, etc. For example, activities looking for inspiration in the Malioboro street corridor in the afternoon or morning

c. Social Activity

Activities carried out together, such as talking, making passive contact such as listening, and seeing between users who do not know each other.

2. Time

Morning, noon, afternoon, and night

3. Activity Patterns

Human activities in outer space can be grouped into living patterns and moving patterns Ashihara in Zulestari, (2014)

a. still to observe around

b. Move

4. Classification of activities based on age

5. Gender

Based on the criteria for the quality of public space, according to Carr (2003), among others:

a. Comfort, one of the mandatory indicators in determining the success rate of physical corridor space. The length of time the activity performer is at one point is used as an indicator of a person's comfort level towards a corridor. Comfort can be influenced by environmental mitigation in the form of natural factors that affect comfort temperature and wind speed, physical comfort supporting elements in the way of street furniture elements, psychological convenience, comfort, space for social interaction, and its time activities.

b. Relaxation is still related to psychological comfort where this condition is formed so that happy and healthy conditions can be achieved, which can be achieved by the presence of elements of plant and water.

c. Passive engagement of passive activities such as sitting and or observing the surrounding conditions is strongly influenced by the surrounding conditions or surrounding enclosures.

d. Active engagement, the existence of social interaction between users of activity.

e. Accessibility, some activities support the perpetrators of activities such as pedestrian paths, crossings, and intermodal.

Table 1. Definition Placemaking

Sources	Definition
Saptorini (2018)	Placemaking is a process of forming public spaces where there is the interaction between individuals and communal, which has to do with the physical environment during activities.
Cresswell, 2004; Carmona et al. 2010; Roe 2014.	Placemaking is the process of increasing the meaning of a space-based on changes that can be measured in the form of changes in design and not measurable in the way of context, history, processes, connectedness, and meaning.
Martin, 2013; Tobias & Muler Wahl, 2013	Placemaking is the meaning of a place that is formed based on the identity of public space.
PPS	The process of creating a space becomes a public space as a forum for all communities by strengthening the relationship between the users and the existing public space. Placemaking refers to the cooperation of physical, cultural, and social elements that can define a place that can accommodate it.

That Placemaking refers to the cooperation of physical, cultural, and social elements that can define a place that can accommodate activities in it so that the definition, in general, is a process of changing a space into a place, or space into a place so that it is more fun, interest and more able to have meaning by the user of the space.

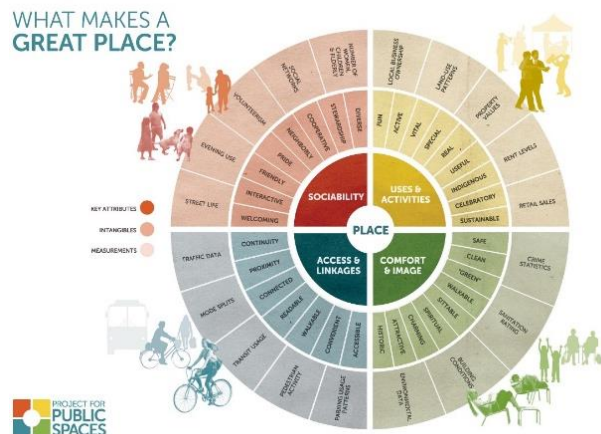


Figure 1. Placemaking by PPS

Source: <http://pps.org/article/what-is-placemaking>

From figure 1 explained that placemaking form project for public space divide by four variables:

- a. Comfort and image (safe, clean, green, walkable, sittable, spiritual, charming, attractive, historic)
- Reflecting local identity and culture

- There is room to sit, useful lighting elements, landscapes, and street furniture provide convenience and comfort
 - Performers comfortable activities in the space provided
- b. Access and linkage
(connected, proximity, continuity, accessible, convenient, walkable, readable)
- Ease to reach and easy to find
 - Sidewalks accommodate and provide pedestrian comfort
 - Provides various choices of types of transportation
- c. Uses and activity
(active, fun, vital, unique, real, useful, indigenous, celebratory, sustainable)
- variety of activities
 - Activities on the ground floor edge sidewalk open and invite visitors
- d. Sociability
(welcoming, interactive, friendly, pride, neighborly, cooperative, stewardship, diverse)
- the community can carry out joint activities
 - social interaction.

3. Research Method

The research location is in the Malioboro street corridor after revitalization. This research uses qualitative and quantitative methods. The qualitative approach is obtained by using behavior mapping with place centered mapping so that it can be known what types of activities and physical settings are used. Quantitative which are obtained from the questionnaire at the research location at night where the activities in the corridor at night occur at the busiest activities compared another time.

The questionnaire was distributed to 3 groups of users of different activities. Based on data from UPT Malioboro is 2018, the user of activities in the observation corridor is divided into three types, including user as Visitors, user as seller, and user as a community. There were 60 respondents in the research in which 20 people were involved in each activity. With the profile of the respondent, the position and activities are as follows:

Table 2. User Variable

User	Activity
Visitor	Observe
	Talking
	Eating
	Taking photo
Seller	Selling food
	Selling non-food
Community	Cycling
	Art Community
	Pedicab worker
	Delman worker

Question of the questioner related to how placemaking is in the revitalization of the Malioboro corridor. They can find out placemaking efforts in the observation corridor.

The distribution of questionnaires is with a random sampling method in a closed questionnaire type. Based on this, the variables in this study are as follows.

Table 3. Placemaking variable

Parameter	Variable	Code
(Uses & Activity)	- active	U 1
	- fun	U 2
	- special	U 9
Comfort & Image	- safe	C 1
	- sittable	C 7
	- attractive	C 8
Access & Linkage	- readable	A 4
	- walkable	A 5
	- accessible	A 7
Sociability	- diverse	S 1
	- interactive	S 7
	- welcoming	S 8

The placemaking is chosen through a theoretical approach related to public open space with the location of research conditions. The scoring method uses four scales from Linkert:

- Placemaking is low when the value range of 0 % - 25 %, shows that starting from the absence of placemaking occurs in the observation corridor so that the corridor is only useful as space.
- Less Placemaking, the value range of 26 % - 50 %, refers to the tendency of placemaking which can only meet the needs of one activity performer and physical elements that are still not supported in the formation of placemaking in the street corridor after the revitalization of Malioboro as a public space.
- Enough Placemaking Value range of 51 % - 75 % shows that the tendency of placemaking that occurs can only meet the needs of 1-2 activity users and physical elements that have helped the formation of placemaking, or have been able to meet the needs of public space for all users but have not been supported by physical elements that maximum.
- High Placemaking The range of values of 76 % - 100 % which addresses the Malioboro street corridor has been able to meet all placemaking variables as a corridor of public space for all activity users, both visitors, sellers, and activity users and supported by physical elements that have helped all activity users.

4. Results and Discussions

Malioboro Corridor is a famous corridor in the city of Yogyakarta. This street's location is right in the heart of the city of Yogyakarta, where it is located linearly from the Sultan's Palace to the Yogyakarta Monument and Mount Merapi. This corridor became a historic area that later developed into the image of Yogyakarta's city with a variety of functions. Based on data obtained from Badan Pusat Statistik Yogyakarta, from 2011 to 2015, there was an increase in the number of tourists and will continue to grow each year. Therefore, the diversity of activities is higher and

causes increased space requirements so that the idea of revitalization in this corridor.

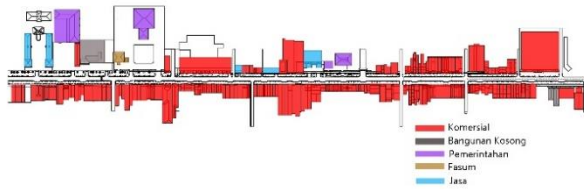


Figure 2. Land – Use Revitalized Malioboro street

Source: Researcher analysis

Malioboro Corridor itself has a length of 1 km located in the sub-district of Sosromenduran, Yogyakarta. This corridor on the north side is limited by the communal vehicle parking of Abu Bakar Ali to the south of the road bordering the intersection of Jalan Reksobayan. Along the research corridor, six intersections allow seepage of activity at each intersection, including the junction of Sosrowijayan Street, Representative Street, Dagen Street, Pajeksan Street, Ketandan Street, and Remujung Street.

In the Malioboro corridor, there is a government function with the Kepatihan office now turned into the Governor's office, and also the dominance of the commercial function with the power of small shopping buildings, malls, and even markets, then supported by the service function of hotels and banks, both regional and national banks. So that over time, this corridor develops into the main corridor that meets social, economic, and tourist destinations.

4.1 Activity

After revitalization experiences, the Malioboro street corridor compares with morning, noon, and afternoon situation, activity at night more peak. Data is taken on weekends by mapping using behavior mapping (place centered mapping); the following information is obtained. Activity in Malioboro is divided by 3 types: necessary activity, optional activity, and social activity.

a. User as Visitors

All visitors doing optional and social activities, optional activities are like looking around, eating, and taking photos. And talking is social activities. Activities that occur from 08:00 PM to 09:00 PM are dominated by 92% of visitors doing social activities like talking with visitors and other user activities. Then only a few do the viewing activities see as much as 4%, and the rest do the activities of eating and taking photos.

Table 4. Visitor Activity Data

	Look around	Talking	Eating	Taking Photos
Total	109	2254	54	28

Based on table 4, the social activity becomes a dominant activity, so addressing the corridor's function based on existing theories does function as a corridor with social functions.



Figure 3. User Activity

Source: Researcher documentation

Based on the results from the figure.3, a visitor of the Malioboro street visitors perform various activities with a variety of positions. The position carried out by visitors is by sitting, standing, moving, and silent places with a variety of diverse activities.

b. Seller

From the data table. Five users as a seller at night 69 % of sellers sell their wares with food types, and 31 % of traders sell non-food items. The most of food seller is placed in some space compared with non – food seller.

Table 5. Seller Activity Data

	Food	Non - food
Total	126	56

Based on the type of activity carried out by the user as a seller, the position carried out in selling is in one place on the pedestrian ways or moves along the observed corridor.



Figure 4. Seller activity at night

Source: Researcher documentation

c. Community

Users community at 08.00 PM – 09. 00 PM, there is 4 types of organization in this street, pedicab community, Delman community, street art performance, and other community. In that time, activities are dominated by becak communities who work as much as 44 % of the total community. The bicycle community also carries out a lot of activities on the revitalized Malioboro street. Bicycle communities are 36 % of all user communities; this community can be dominant because there is some bike community from Jogja. That triggers another user, mostly user – a visitor to rent and try that bike.

Table 6. Users as Community Data

	Pedicab	Delman	Art - Community	Bicycle - community
Total	151	52	18	126

From the results at the Malioboro street after revitalization for community users also found two types of the same position during the activities carried out by community such as pedicabs, Delman, art – city, and bicycle – communities while on the Malioboro corridor. Most position of this user is placed or moving. For pedicab and Delman, there are moving at Malioboro street. But the bicycle community stay and move on the pedestrian way then make a conflict between pedestrians and bikers.



Figure 5. Placemaking by PPS
Source: Researcher documentation

4.2. Physical Setting

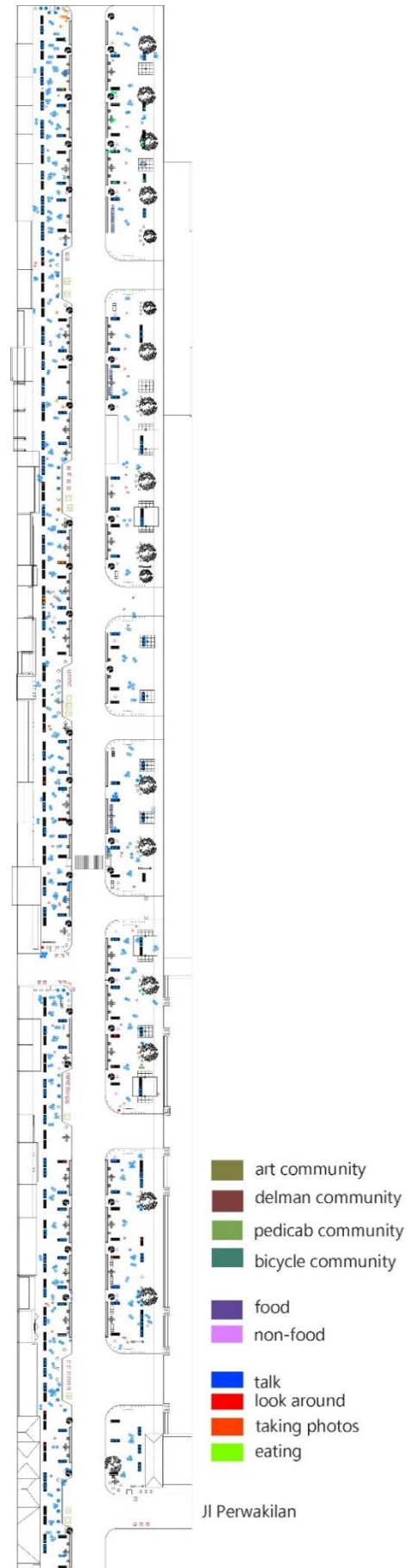


Figure 6. Place Centered Mapping in segment no 1
Source: Researcher analysis

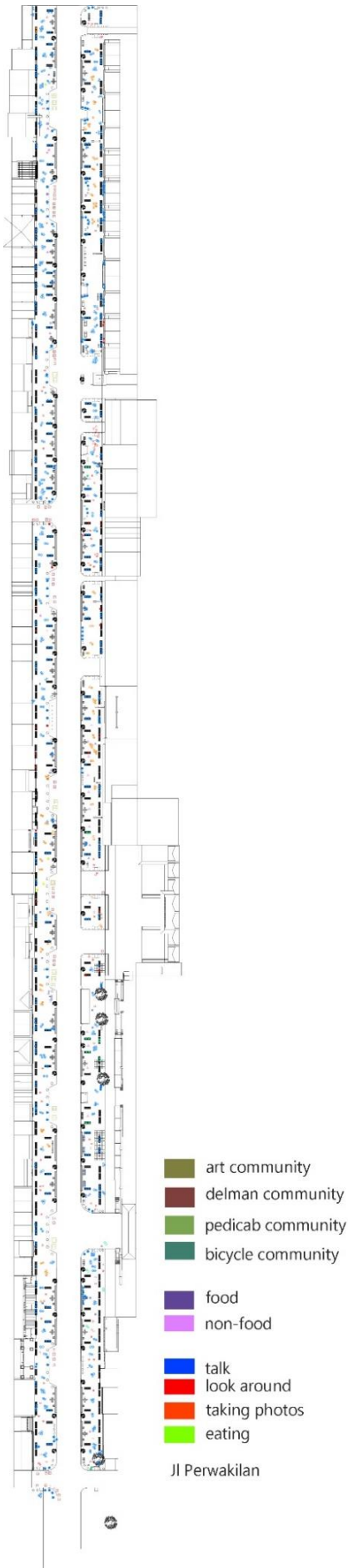


Figure 7. Place Centered Mapping in segment no 2
Source: Researcher analysis

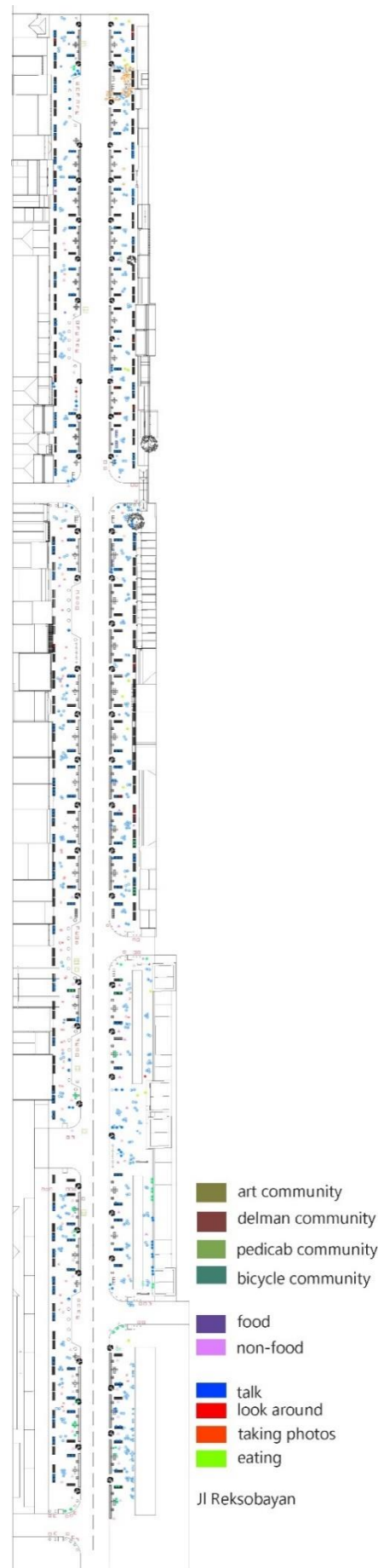



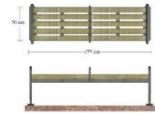
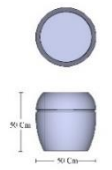
Figure 8. Place Centered Mapping in segment no 3
Source: Researcher analysis

Place centered mapping was cut into three parts to clarify the data obtained in the existing by considering dividing based on the intersection points that exist along the Malioboro corridor.

a. Place centered mapping – visitors


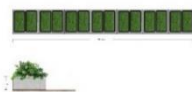
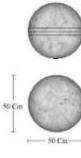
Based on the table of types of activities carried out by the user of the activity, the place-centered mapping results can be seen the distribution of visitors indeed with social activities where the activities are carried out with various positions by visitors, namely sitting, standing, and moving. The physical settings used by visitors to social activities include:

Table 7. Physical Setting for Visitor

No	Type	Picture
1	Long chair with backrest	
2	Long chair without backrest:	
3	Round chair	

However, at Malioboro street found that other physical settings were used by visitors to do their social activity. Pedestrian lights, bollards, and vegetation are more utilization of physical settings options that are dominantly used by visitors to do their activities.

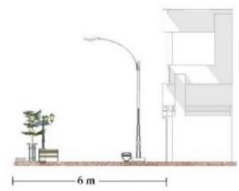
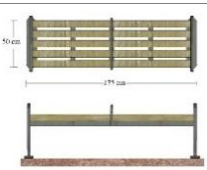
Table 8. Utilization of physical Setting for Visitor

No	Type	Picture
1	Pedestrian lamp:	
2	Barrier vegetation:	
3	Bollard:	

b. Place centered mapping – seller

Based on the results of place centered mapping, it can be seen that users as a seller do the most activities in the pedestrian ways with a moving position, and when in a stay position seller using physical settings such as benches and lighting when doing activities.

Table 9. Physical Setting for User Seller

No	Type	Picture
1	Pedestrian ways	
2	Long chair without backrest	

The conditions at the research location found the use of space used by the user as a seller to sell their stuff—utilization of the area contained in the empty spaces between the backrest bench.



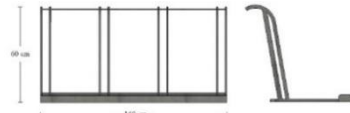
Figure 9. Utilization space from a user as a seller
Source: Researcher documentation

At Figure Nine shows that users use space in the space in the Malioboro corridor after revitalization.

c. Place centered mapping – community

Bicycle community is the most dominant activity from community. The physical location used is a bicycle rack.

Table 10. Physical Setting for Community

No	Type	Picture
1	Bicycle rack	

Because of no bicycle path in the pedestrian ways at Malioboro after revitalization, the bicycle community

utilizes pedestrian ways to conduct their activities and empty spaces between vegetation used by the community to place their vehicles. Other activities come from the art community. The art communities do their performance with the utilization of space between a chair with backrest and pedestrian lights.

Table 11. Utilization Physical Setting for Community



No	Type	Picture
1	Pedestrian ways	
2	Vegetation	

Figure 10 below shows various spatial uses; after the conditions in the different spatial benefits are used by community users.



Figure 10. Utilization space from the bicycle community
Source: Researcher documentation

Although bike racks are available, there are many users as a community who use space to put the bicycles used, also for social activity, space utilization.

4.3 Placemaking

4.3.1 Uses and Activity

The result from the uses and activity aspect in Malioboro street after revitalization, the active variable has the highest score; more than 88 % of people agree that this location is active. It is seen from the various activity happened in the corridor from morning. There are many different activities and know that talking with others is more dominant. Variable fun has lower score all the participant has the same score, but the lowest score is on a seller. Because the seller comes to this location every day for working.

Table 12. Visitor - uses and activity placemaking perceptions

	Active U 1	Fun U 2	Special U 3
Total	70	53	37
Score	88 %	66 %	46 %
Code	high	enough	less

Table 13. Seller – uses and activity placemaking perceptions

	Active U 1	Fun U 2	Special U 3
Total	74	58	52
Score	93 %	73 %	65 %
Code	high	enough	enough

Table 14. Community - uses and activity placemaking perceptions

	Active U 1	Fun U 2	Special U 3
Total	66	59	55
Score	83 %	74 %	69 %
Code	high	enough	enough

Chart (figure. 11) from tables 12, 13, and 14. From that chart, visitors have the lowest score for variables, which means the visitor has less attachment.

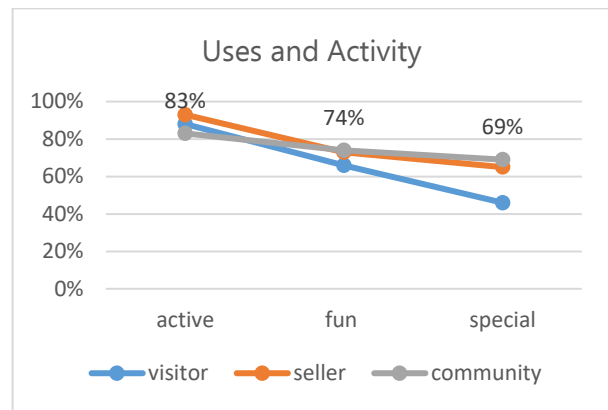


Figure 11. Uses and activity chart

Source: Researcher documentation

4.3.2 Comfort and Image

In this aspect, from comfort and activity, the result is safe the highest score the core is 76 % peoples agree that Malioboro street after revitalization is safer than before. Therefore, the physical setting that affects the variable safe is a pedestrian lamp. When the night has come, pedestrian ways in Malioboro get enough light from that lamp. Then the sittable variable score was enough because visitors most use the chair, but because many visitors come in some part, visitors cannot find chairs to sit. And the seller has no space to sit when the condition is full by visitor.

Table 15. Visitor - comfort and image placemaking perceptions

	Safe C 1	Sittable C 7	Attractive C 8
Total	66	48	40
Score	83%	60%	50%
Code	high	enough	less

Table 16. Seller - comfort and image placemaking perceptions

	Safe C 1	Sittable C 7	Attractive C 8
Total	64	51	50
Score	80 %	64 %	63 %
Kode	high	enough	enough

Table 17. Community - comfort and image placemaking perceptions

	Safe C 1	Sittable C 7	Attractive C 8
Total	53	49	40
Score	66 %	61 %	50 %
Code	enough	enough	less

Chart (figure. 12) shows that the community in safe and attractive shows the lowest score than the visitor and seller. Most bicycle communities feel unsafe because this corridor did not have a bike path to make this community feel safe.

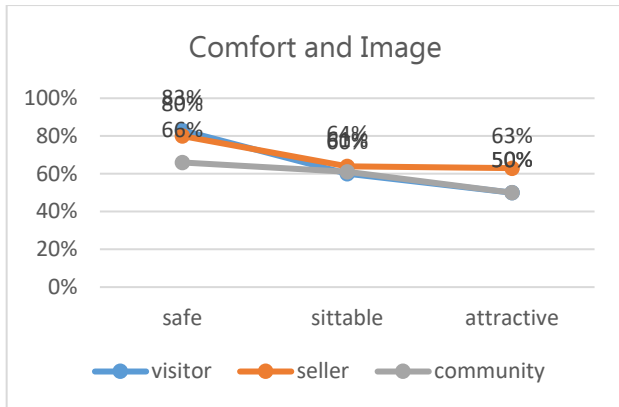


Figure 12. comfort and image chart
Source: Researcher documentation

4.3.3 Access and Linkage

From the results of the physical setting of the existing pedestrian ways in revitalization of Malioboro street. It is by the standards issued by Permen Pekerjaan Umum No. 30 / 2006, wherein the current pedestrian ways have a width of 6 - 7 meters with a pedestrian way net path of 2.5 m. This has met the standard space requirements of pedestrian ways, which are only 120 cm wide. However, the results from existing found that the walkable and accessible variables only have enough placemaking values, with an index score of 62%.

Table 18. Visitor - access and linkage placemaking perceptions

	Readable A 4	Walkable A 5	Accessible A 7
Total	64	56	39
Score	80 %	70 %	49 %
Code	high	enough	less

Table 19. Seller - access and linkage placemaking perceptions

	Readable A 4	Walkable A 5	Accessible A 7
Total	49	57	53
Score	61 %	71 %	66 %
Code	enough	enough	enough

Table 20. Community - access and linkage placemaking perceptions

	Readable A 4	Walkable A 5	Accessible A 7
Total	53	44	38
Score	66 %	55 %	48 %
Code	enough	enough	less

Walkable Variable in visitor's perspective has the highest score (Figure 13) score because the physical setting for pedestrians fulfills the standard and makes pedestrians more comfortable than others.

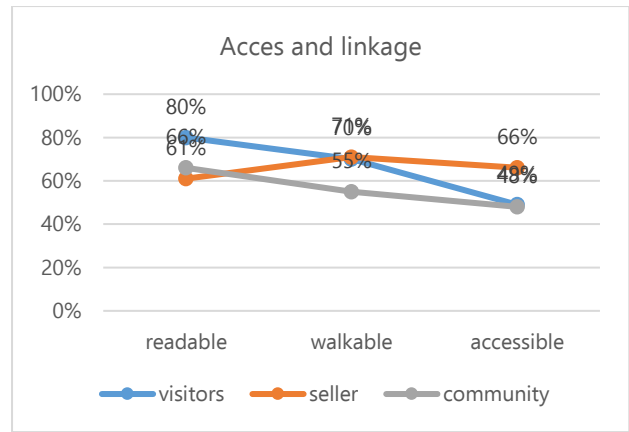


Figure 13. Access and linkage chart
Source: Researcher documentation

In the existing conditions on Malioboro street, it was found that there were conflicts between visitors and users as a community, especially bicycles. Where on the pedestrian ways, there is a bicycle rental that is Jogja bike, but there is no bicycle lane; Malioboro revitalization design has the aim of increasing pedestrian interest. The bicycle community sometimes makes use of space along with pedestrian ways.

While the accessible variable has an index value of 54 % with enough placemaking value but in a low index, it is directly proportional to walkable because it is influenced by conflicts between 2 users of the same activity.

4.3.4 Sociability

In the aspect of diverse variable sociability, it has the highest index value with a score of 75 %. The highest welcoming variable is based on the visitor's perspective because the observation corridor functions as a public social space to freely conduct activities on the observation corridor. The welcoming aspect by traders and communities has a lower value than visitors because the UPT already limits it in Malioboro.

Table 21. Visitor sociability placemaking perceptions

	Diverse S 1	Interactive S 7	Welcoming S 8
Total	67	57	37
Score	84 %	71 %	46 %
Code	high	enough	less

Table 22. Seller sociability placemaking perceptions

	Diverse S 1	Interactive S 7	Welcoming S 8
Total	65	59	46
Score	81 %	74 %	58 %
Code	high	enough	enough

Table 23. Community sociability placemaking perceptions

	Diverse S 1	Interactive S 7	Welcoming S 8
Total	60	59	42
Score	75 %	74 %	53 %
Code	enough	enough	enough

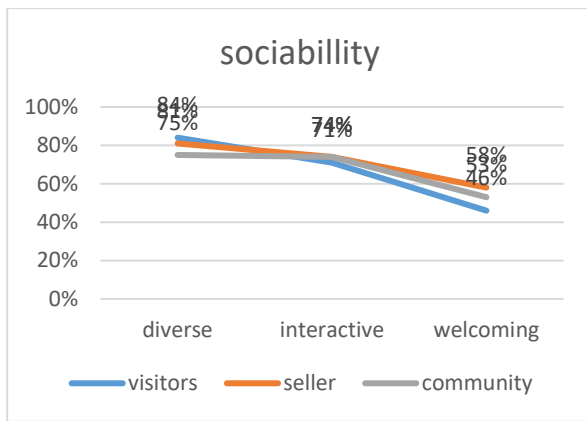


Figure 14. Sociability chart
Source: Researcher documentation

5. Conclusion

The observation corridor based on the theory shows that the Malioboro road corridor after revitalization is indeed a social function. It depends on Government regulation of Daerah Istimewa Yogyakarta no. 36 / TIM / 2014. This revitalization aims to create a public space it is in line. Types of activities that occur in the Malioboro corridor after revitalization.

The types of activities that occur varied, pedicab, and *delman* traders and community are included in the kind of activities necessary activities with activities carried out routinely because of work. There are optional activity activities carried out by several visitors. Mainly social activities often occur in the Malioboro corridor after revitalization. Related to the time of the observing corridor, the corridor starts active at 07.00 AM. The peak of activity during the Malioboro corridor occurred at night, so that moves in the observing corridor became more crowded at night so that the most action was at night at 08.00 PM.

Based on the existing data, there are three types of activity users in the observation corridor, i.e.: visitors, seller, and community users. For community users themselves, it has been defined in UPT Malioboro, where the types of community: pedicabs, *delman*, and art community. At existing, a bicycle community is found to be dominant so that community user activities. This corridor can accommodate three types of activity, necessary, optional, and social. The necessary activity mostly by seller, pedicab, and *delman* worker. The optional activity mostly by bicycle community.

Types of physical settings used by the user of various activities allow visitors to use backrest chairs, chairs without backrest, and a half seat to conduct social activities. Signage is of interest to attracting visitors to optional activities. Visitors also take advantage of other physical settings such as pedestrian lights, buffer vegetation, and bollards to support their activities.

The physical settings used by a user in carrying out their activities are pedestrian ways, which are dominated by the types of food sellers. Space utilization occurs when the physical setting of the pedestrian lamp also the space between the backrest chairs.

Community users who dominate the activities at night are pedicabs and bicycles; the bicycle community uses

physical settings such as bicycle racks. Then there is space in the shade vegetation area and pedestrian ways; in this pedestrian, there is a conflict with pedestrians because there are no bicycle lanes in the Malioboro corridor after revitalization. The results of the placemaking evaluation have an average index score of enough values on all users of the activity.

The uses and activity aspects have the highest value on active variables that are busy with various activity users' activities and types. The element of comfort and image has the highest value on the safe variable because the pedestrian lamps' physical arrangement is evenly distributed in the observed corridor to have enough light that makes the user feel safe. The readable variable has a high score index on the access and linkage variable. The free index has a lower index because of the conflict between the visitor and the acting community. Diverse variables have the highest index because various activity users are in the Malioboro corridor after revitalization.

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