

## Research Article

# Analyzing the Relationship Between Sense of Place and Behavioral Culture

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## Abstract.

Sense of place is a theory that originated in the field of humanistic geography and has expanded into various academic disciplines, such as environmental psychology and architecture. The definition of sense of place is the process of the relationship between humans and a place, resulting from a complete perception of environmental conditions, including both the physical and social settings that provide an experience of that place. Sense of place has three primary parameters: physical setting, meaning, and activities. However, these three parameters are no longer relevant to the current situation because the factors contributing to the sense of place are not solely based on these three parameters. After reviewing the literature and data, researchers have found that in some places, one of these parameters may not be considered, even though some of the community still perceives that region/area as having a strong sense of place. This is driven by the evolving behavioral culture of the community. Even a person's background and birth year can affect their sense of place. Gen Z and millennials, with their fast, efficient, and instant behavioral culture, may have different perceptions of the sense of place in a location compared to Gen X and baby boomers, who tend to prefer more traditional elements. After the analysis of various literature reviews, researchers presented the results in the form of a bubble diagram illustrating the relationship between the sense of place and behavioral culture.

**Keywords:** relationship, sense of place, behavioral culture, literature review

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## 1. Introduction

### 1.1. Background

A sense of place is a form of connection or relationship between individuals and a place (Punter, 1991). Therefore, it can be defined as the process of the relationship between humans and a place, resulting from a complete perception of environmental conditions, both the physical and social settings that provide an experience, thus generating an intentional status towards the place. Sense of place has three primary parameters: physical setting, activities, and meaning (perception) ([1]; Punter, 1991; Montgomery, 1998). The parameters designed by Punter (1991), Jorgensen [1], and Montgomery (1998) are continually evolving in the field of research, and this mutual development sharpens



the theory of sense of place. An example of something that contradicts the current theory of sense of place is the phenomenon that a low-quality physical setting doesn't necessarily result in a low sense of place. Other factors within the sense of place concept influence the level of attachment to a place. As cited in Tohjiwa's journal regarding the three typologies of settlements in the city of Bogor, it is stated that the urban identity of Bogor as a historical city is currently supported only by the physical artifacts from the royal and colonial eras, and is not supported by the meaning and activities within it [2]. However, the residents in the vicinity can still feel a sense of place, mainly from the physical setting. Meanwhile, in the journal written by Fauziah and Kurniawati, it is also mentioned that the cultural tourism activity spaces in Semarang's Chinatown, which have a high sense of place, have low intensity of use [3]. In this context, the characteristics and activities of users in the cultural tourism activity spaces in Semarang's Chinatown do not determine the strength or weakness of users' sense of place. What actually affects the strength or weakness of the sense of place are the physical, emotional, and functional aspects that refer to a place with unique characteristics, which tend to help users realize and develop a strong sense of place in these activity spaces. The current phenomenon includes the advancement of technology, where there is a sense of virtual place, as stated by Arman Arief [4]. However, this is contradicted by Meyrowitz (2011), who suggests that placeness is a concept arising due to technological advancements that create various virtual spaces that now serve as substitutes for physical spaces (Meyrowitz, 2011). These observations lead researchers to conclude that a strong sense of place does not necessarily require a good physical setting or intense activities in that place. Additionally, the impact of virtual spaces on the sense of place needs to be reevaluated. Through a behavioral culture approach, the parameters affecting the sense of place will be explored. This is the focus of the current research, which will analyze data obtained from a literature review.

## 1.2. Problem Statement

In this research, the researcher aims to understand the relationship between Sense of Place and Behavioral Culture by analyzing a journal literature review.

### 1.3. Objectives

The primary objective of this research is to sharpen whether the sense of place theories previously examined by experts are still relevant in the present context. This is substantiated by data in the form of an analysis of existing literature reviews.

### 1.4. Benefits

The benefit for the researcher is to sharpen the sense of place theory, thereby enhancing insights advancing and deepening knowledge, especially in the field of sense of place theory. As for the surrounding community, the benefit is to serve as a reference and an update on the current sense of place theories. This can be used as a reference in future research. Since this research involves critiquing and analyzing sense of place theories, it can also serve as material for evaluation and consideration in other research.

### 1.5. Scope of the Problem

1. Data is collected solely based on literature reviews, such as books, journals, and other scholarly works.
2. The in-depth analysis focuses on the relationship between the sense of place theory and behavioral culture.

## 2. Literature Review

### 2.1. Definition of Sense of Place

The theory of sense of place is a theory that originated in the field of humanistic geography, and it's a concept that has evolved in various areas of study, such as geography, environmental psychology, architecture, and planning. There are several definitions that describe the sense of place in depth. Hull (1992) and Vigo (1990) (as cited in Bott & Banning, 2000) explain the relationship between humans and a place, both in the physical environment and social settings, can be depicted as layered interactions between opportunities, meanings, and emotions. Additionally, the sense of place environment can also be described as an experience that an individual feels in a specific setting, allowing them to experience feelings of happiness, joy, and a

desire to take further action (Steele, 1981). In this context, the setting can encompass elements surrounding an individual, including physical and social factors (Shamai, 1991); Cross, 2001; Najafi & Mina, 2012; Hashemneshad et al., 2013). In conclusion, researchers can define a sense of place as the process of the relationship between humans and a place, resulting from a complete perception of environmental conditions, encompassing both physical and social settings, providing an experience that results in an intentional attachment to that place.

## 2.2. Process Sense of Place

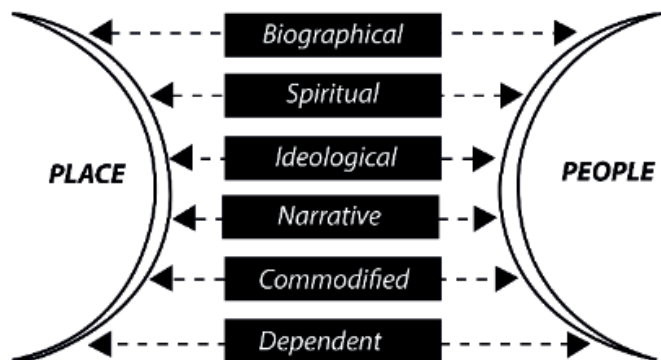
Cross (2001) explains that the process of a sense of place can be formed through six types of relationships, which are (see Figure 1):

- Biographical means relating to the chronological journey of life with historical and family-based connections.
- Spiritual refers to a sense of self-creation, where the connections are emotional and invisible.
- Ideological means the process aligns with ethics created in society or religion, and the connections are related to morality and ethics.
- Narrative means the process is formed through various stories, myths, family histories, politics, and fictional elements.
- Commodified means the relationship is formed through places that reflect self-actualization, lifestyle, and other places that represent something ideal, and the type of connection is cognitive-based on choices and desires.
- Dependent means the emergence of a sense of place usually occurs because there are no other options or due to economic factors, and the type of connection is materialistic.

The emergence of different senses of place is due to variations in each person's satisfaction with a place, identification, and attachment to a community (Hummon, 1992).

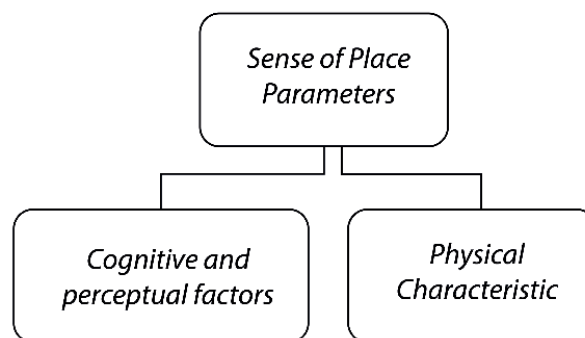
## 2.3. Factors of Sense of Place

Najafi and Bin Mohd Shariff (2011) state that there are two factors affecting the sense of place, one of which is related to humans, involving cognitive abilities and perceptual factors as observers (see Figure 2). As inhabitants of a place, human identity also



**Figure 1:** Process Sense of Place. **Source :** (Cross, 2001).

determines the identity of the place (Schulz, 1979). Besides humans, the spatial characteristics of physical arrangements are also crucial, especially in artificial environments or architectural forms. Quoting Steele (1981), it is stated that the factors contributing to the sense of place originate from cognitive (human perception itself) and physical characteristics.

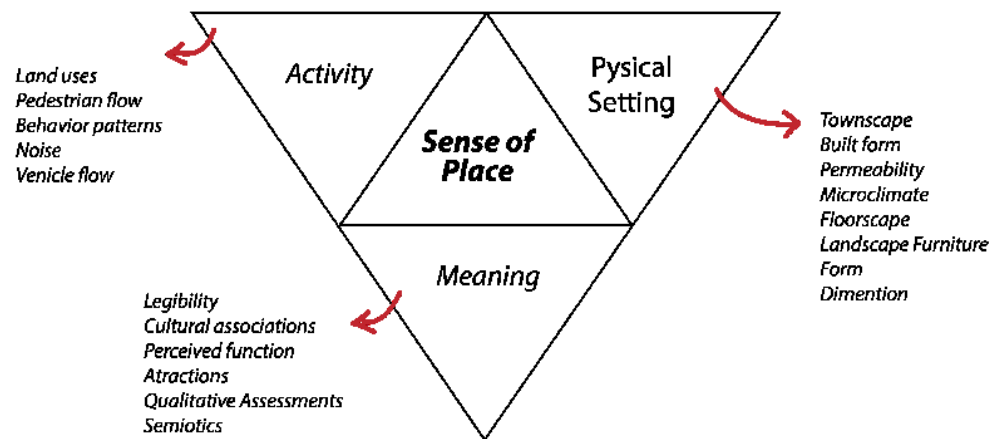


**Figure 2:** Sense of Place Factors. **Source:** (Steele, 1981).

## 2.4. Sense of Place Measurement Parameters

The parameters for measuring the sense of place are quite diverse (see Figure 3). However, this time, the researcher aims to combine the parameters used by Jorgensen [1], Punter (1991), and Montgomery (1998). These experts use three main parameters, which are activities, physical settings, and meaning or conception.

Citing from the journal by Bonifasia Yuniar Rifani, it is stated that the physical setting refers to physical objects or built forms. Activities refer to human actions that occur,



**Figure 3:** Sense of Place parameters. **Source:** ([1]; Punter, 1991; Montgomery, 1998).

while meaning encompasses perceptions, including assessments and significant characteristics [5]. The theory in the form of parameters from Jorgensen [1], Punter (1991), and Montgomery (1998) is supported by Carmona, Heath, Oc, and Tiesdell (2003) and Najafi, Syariff (2011).

## 2.5. What is Non Place/ Placelessness?

Nonplace or placeness is defined as a place that has lost its meaning or has no sense of place. There are three concepts of placeness, namely places affected by globalization with uniformity of form and also virtual space. In its development, Massey (2004) stated the need for a redefinition of sense of place. A new openness to a global sense of place is needed, without losing the spirit of locality.

First, Relph stated that there are several places called placeness that do not have special place characteristics or are difficult to identify as a place [6]. For example, places that have a kitsch/popular feel are related to mass communication, big business, and have central authority. Second, expressed by Joshua Meyrowitz (2011) who said that technological developments have encouraged the existence of various virtual spaces which now function as a substitute for physical space (virtual space). Third, there is the effect of globalization. Auge (2011) states that places that do not have character, especially local culture, can be said to have no sense of place, especially because of the similarity in shape.

In conclusion, the absence of a sense of place needs to be studied from the elements that form a sense of place, because if one of the elements, whether physical or social,

does not exist, for example in cyberspace, it can be said that a place does not have a sense of place.

## 2.6. Definition Behavioral Culture

The definition of behaviorism, according to Mursyidi (2019), is a learning theory that emphasizes human behavior as a result of the interaction between stimulus and response. Meanwhile, the definition of behavioral or behaviorism is one theoretical perspective that assumes that psychological issues are related to behavior without associating concepts related to consciousness and mentality (JP. Chaplin, 2002). Then, the definition of 'culture' according to Tylor (1832-1972) is that culture is a complex system that includes knowledge, beliefs, arts, morals, laws, customs, abilities, and habits acquired by humans as members of society. Malinowski (1884-1942) defined culture as human adaptations to their living environment and their efforts to sustain their lives in accordance with the best traditions. In this regard, Malinowski emphasized that human relationships with the universe can be generalized across cultures.

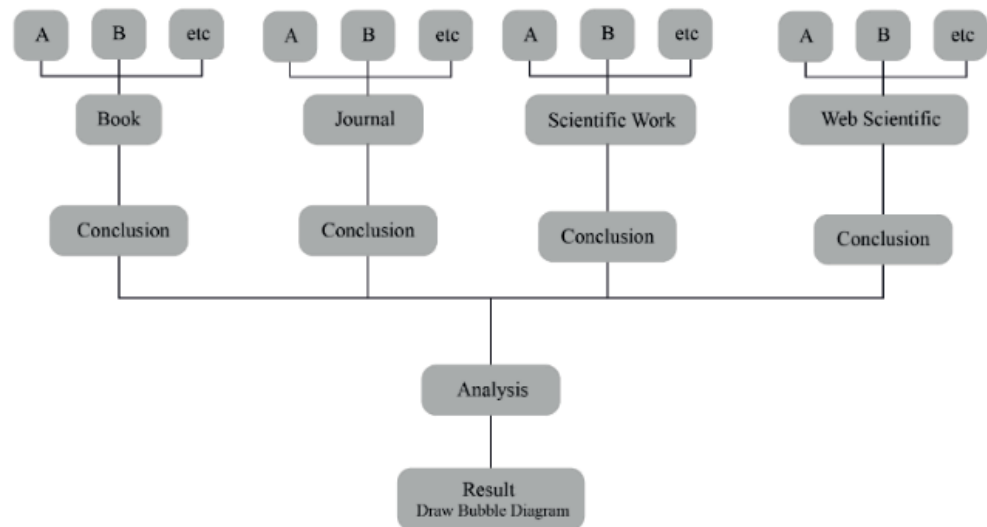
Therefore, based on the previous definitions of behavioral culture by experts, the researcher concludes that behavioral culture is human behavior resulting from the interaction of stimuli with their surrounding environment, and this interaction can lead to the development of a new culture (knowledge, habits, morals, laws, customs) within a place, which can also affect the surrounding environment.

## 2.7. Hypotheses

### 2.7.1. The Relationship Between Sense of Place Theory and Behavioral Culture

Previously, the researcher discussed the definitions, processes, formative factors, parameters, and placelessness (lack of a sense of place). Several literature reviews that were read earlier helped the researcher conclude that there are still many aspects that need to be connected and reexamined. This is because the sense of place is not only affected by the three primary parameters: physical setting, activities, and meaning. It is also affected by the surrounding environment, and one of the things that affect it is the behavioral culture of the stakeholders in the surrounding environment.

### 3. Methodology Research



**Figure 4:** Methods Used by Researchers. **Source :** (Researchers, 2023).

In the initial step, the researcher collected data through a literature review (sense of place theory, behavioral culture, and supporting research). Literature data was obtained from books, journals, and various other academic works. Afterward, the data was categorized, and conclusions were drawn based on the categories. Subsequently, the data was analyzed, resulting in a bubble diagram that illustrates the connections between different theories. Figure 4 depicts the full process.

### 4. Result and Discussion

Here are the brief and concise results of several literature reviews that can sharpen the relationship between the sense of place and behavioral culture:



TABLE 1: Table of Comparative Literature Reviews that Can Sharpen the Relationship between Sense of Place and Behavioral Culture.

No.	Title	Author (Year)	Method	Key Conclusion	Theoretical Foundation	Key Takeaways for the Journal
1	<b>Journal Identifikasi Aspek Sense of Place Kawasan Bersejarah Berdasarkan Prefensi Pengunjung</b>	Sidhi Pramudito, Yanuarius Benny Kristiawan, Yustina Banon Wismarani, Fabiola Chrisma Kirana Analisa (2020) [7]	Qualitative Exploratory (This research was conducted qualitatively and exploratively using the grounded theory approach. Data was collected through open-ended questionnaires.)	Sense of place is not solely formed by preserving its physical setting; it also requires an examination of human preferences as the actors involved. In this journal, respondents exhibit different preferences depending on their status. For example, students prefer a peaceful, natural, and relaxing atmosphere, while contemporary visitors (tourists) in the Sagan area tend to choose venues with functions for collaboration and social interaction, such as cafes and culinary facilities.	It turns out that a sense of place cannot be formed solely by relying on the physical aspects; individual preferences are also necessary. Furthermore, every individual has different tastes.	The preferences of each individual can shape different individual behavioral cultures. These differences in individual behavioral cultures can influence the assessment of a sense of place.
2	<b>Journal : Kajian Sebaran Ruang Aktivitas Berdasarkan Sense of Place (Rasa Terhadap Tempat) Pengguna di Pecinan di Pecinan Semarang.</b>	Annisa Nur Fauziah dan Wakhidah Kurniawati (2013) [3]	The researcher used a qualitative method with a case study approach. A case study is a type of research approach where an in-depth analysis is conducted on a single case.	Therefore, in this research in the journal, sense of place refers to the physical, emotional, and functional aspects that relate to the uniqueness of a place, which tends to be more helpful for users to realize and develop a sense of place compared to the user's experience of the place. Hence, it can be concluded that the intensity of space usage in activity areas is not strongly related to the sense of place.	In this journal, it is explained that the sense of place is the strongest when there is uniqueness in the physical, emotional, and functional aspects of the space. And the intensity of the continuous use of a space doesn't necessarily indicate a strong sense of place within it either.	Uniqueness in a place (both in terms of physical, emotional, and functional aspects) and the intensity of space usage are some of the individual tastes and preferences of humans that cannot be measured. Different tastes and preferences of individuals can shape different behavioral cultures. These varying behavioral cultures will affect the assessment of the sense of place.



TABLE 1: Continued.

No.	Title	Author (Year)	Method	Key Conclusion	Theoretical Foundation	Key Takeaways for the Journal
3	Journal : Comparing the Components of Sense of Place in the Traditional and Modern Residential Neighborhoods	Hanieh Azizi Ghoomi, Seyed-Abbas Yazdanfar, Seyed-Bagher Hosseini, Saeid Norouzian Maleki (2015) [8]	The method used is descriptive and literature review to examine the components that affect the sense of place. Thus, the components have been reviewed through a survey and quantitative methods using questionnaires. The sampling method used is the Multistage Cluster method.	On average, in a traditional environment, the most influential parameter on the sense of place is, firstly, the “meaning component,” secondly, the “social and activity components,” and thirdly, the “physical and visual components.” Whereas in a modern environment, the first influential factor on the sense of place is the “physical and visual components,” secondly, the “meaning component,” and thirdly, the “social and activity components.” Therefore, in traditional and modern societies, there are different patterns of evaluating something.	The most influential variable in determining the presence of a sense of place is also affected by the social status in the environment surrounding the studied object and by the questionnaire respondents and interviews that we prepare.	The social status of the respondents will significantly affect the parameters forming the sense of place that is the strongest. This is because social status can shape the social environment that affects human behavioral culture. And the different behavioral cultures of individuals will impact their assessments of the sense of place.
4	Journal : Multimodal and scale-sensitive assessment of sense of place in residential areas of Ankara, Turkey	Duygu Gokce, Fei Chen (2020) [9]	Quantitative data analysis	This study considers ‘place attachment’ as a measurable alternative to a sense of place. The authors identified the four indicators most commonly associated with sense of place from phenomenological literature: ‘place identity,’ ‘place dependence,’ ‘place affect,’ and ‘social bonding.’ Here are the results for the most dominant sense of place parameters, according to their findings.	Sense of place is affected by human emotions and the physical environment. Place attachment can be used as a measurement for a sense of place. The variables for place attachment include place identity, place dependence, sense of belonging, social interaction, social bonding, nature bonding, and familiarity. The dominance of each variable will vary depending on the place being measured.	 <p>The above image helps to expand the parameters of the sense of place, so it's not limited to just the three primary parameters (physical setting, activities, and meaning).</p>

TABLE 1: Continued.

No.	Title	Author (Year)	Method	Key Conclusion	Theoretical Foundation	Key Takeaways for the Journal
5	<p><b>Journal :</b> Local people's sense of place in heavily touristed protected areas: Contested place meanings around the Wulingyuan World Heritage Site, China</p>	<p>Jingyu Li , Arie Stoffelen, Erik Meijles, Frank Vanclay (2023) [10]</p>	<p>In the research within this journal, a mixed-method approach was used in a case study of the Wulingyuan Scenic Area and historical interest areas in China to investigate how the touristification and the resulting social and economic changes affect Place Attachment, both impacting the place, residents, and meaning.</p>	<p>The meaning of a place for residents should not be perceived as unchanging and static, but it will continue to evolve. Furthermore, the interpretation of a place by local communities is not homogeneous and solely based on their culture, but it is diverse and affected by changes in the local environment and economic processes. This journal demonstrates that tourism has many social impacts on local residents in Wulingyuan, both positive and negative, leading to changes in landscape values and their sense of place.</p>	<p>The meaning of a place is not only homogeneous within a culture but is also affected by changes over time in its surrounding environment (e.g., in their livelihoods and economy due to increased tourism). This leads to the development of the local community's sense of place over time.</p>	<p>Sense of place in a location is also affected by changes over different periods, the behavioral culture of the surrounding community will change as well. If the behavioral culture of the surrounding community changes over time, it will affect the sense of place.</p>
6	<p><b>Book :</b> The psychology of Place</p>	<p>David Canter (1977) [11]</p>	<p>In this book, the method used is the analysis or comparison of several theories and case studies, allowing Canter to develop the theory of sense of place. After gaining an understanding of the theory of sense of place.</p>	<p>Measurement of Sense of Place, according to Canter, involves 3 parameters, namely: activities, concept (meaning), and physical setting. Activities within the concept of sense of place refer to the activities that take place within a particular space, involving human activities within it. The concept refers to the meaning associated with an object, giving that object a history or significance. Physical setting refers to elements that can be seen and touched.</p>	<p>To measure a Sense of Place, there are 3 parameters: activities, concepts, and physical setting.</p>	<p>Here is a diagram illustrating the parameters of the Sense of Place used as an initial reference:</p> 

TABLE 1: Continued.

No.	Title	Author (Year)	Method	Key Conclusion	Theoretical Foundation	Key Takeaways for the Journal
7	<b>Book</b> : Theory of Attachment and Place Attachment. In Psychological theories for environmental issues (Page. 137-170)	In M. Bonnes, T. Lee, and M. Bonaiuto (Eds.) (2003) [12]	The method in this journal primarily involves comparing and contrasting various, as well as drawing connections between them. Then, it connects the common thread among them.	The relationship between humans and places is also essential to consider, particularly from a psychological perspective. The psychological functions performed by this relationship enhance individual well-being, serve various purposes at different stages of one's life, sustain the attachment over time, cope with grief in cases of loss, and more. The psychological functions of each type of attachment, the differences in the formation process, how they manifest in behavior, the characteristics of the attached objects, how attachments dissolve or change, and their psychological consequences should be identified. Thus, comparing interpersonal attachments can provide valuable contributions, but it doesn't necessarily imply a precise analogy.	Many similarities become apparent in identifying the aspects of the relationship between humans and places, one of which is psychological functions.	Psychological aspects in humans can also affect the sense of place in an object. This is because human psychological factors can affect changes in the behavioral culture of each individual. Therefore, it is necessary to reconsider the psychological aspects of the surrounding residents to determine the sense of place through behavioral culture.
8	<b>Journal</b> : <i>Kajian Sense of Place Pada Koridor Pasar Tomok Kabupaten Samosir</i>	Rinaldi Mirsa, Zakiah Fata Yati (2020) [13]	The research method used in this study uses a qualitative descriptive approach	The concept of a sense of place dramatically affects the process of forming a public space. A space becomes a place when it holds meaning in the local cultural context (Mirsa, 2019). The stronger the local culture, the more robust the sense of place that is created. The conclusion from the analysis above states that what primarily affects the sense of place is souvenir shopping and the Sigale-gale dance performances as the main activities. This is evidenced by the high frequency of visitors compared to other places	Within a sense of place parameter, everything is interconnected (meaning it is related to activities and physical settings, and vice versa). However, it appears that among these parameters, there is one that dominantly affects the sense of place.	The parameters within the sense of place may not have the same dominance according to the local community. Therefore, it is essential to cross-check this with the available field data. However, the three sense of place parameters (meaning, activity, and physical setting) are interconnected in shaping a 'place,' and these three elements cannot be separated.

TABLE 1: Continued.

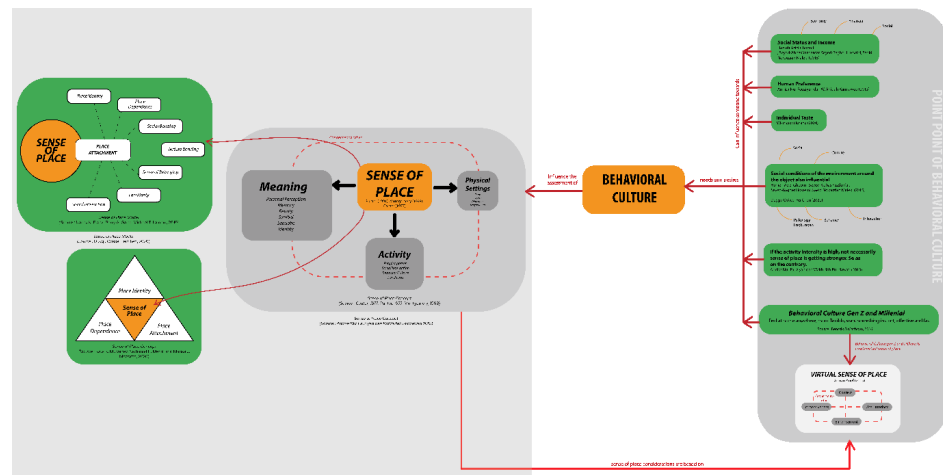
No.	Title	Author (Year)	Method	Key Conclusion	Theoretical Foundation	Key Takeaways for the Journal
9	<b>Thesis :</b> <i>Penciptaan Sense of Place dalam Lingkup Ruang Virtual Studi Kasus : Grand Theft Auto : San Andreas</i>	Arman Arief (2009) [4]	Analysis and observation in virtual space	The results showed that it takes more than physical and social elements in a virtual environment to make users feel a sense of place in a virtual space. Other factors needed are gameplay, user interface, game context, immersiveness, and enhancement tools. These factors will help create a virtual space that is not just an ordinary space but a place with a sense of place that users can immerse in.	In a virtual space, the measurement of a sense of place will be very different from physical space.	Sense of place in a virtual space includes user interface, immersiveness, and enhancement tools
10	<b>Journal :</b> <i>Website Berbasis Konsep Sense of Place Pasar Kreatif Kawasan Pariwisata</i>	Kusumowidag Rembulan, Rahadiyanti, Wardhani, Anggrianto (2023) [14]	Interviews and quantitative data analysis	Websites can serve as a promotional medium that contributes to the tourism areas in Indonesia, increasing the number of domestic and international tourists, becoming a trusted source of information for all parties, and boosting the potential of the local creative industry to strengthen the regional economy.	This journal does not extensively discuss whether a website can create a sense of place for a location. However, it briefly touches on the idea that a website with just images contributes primarily to promoting a place. There's a need to develop interactive features, such as virtual reality, which can depict the actual conditions of the environment.	A sense of place in a virtual space that contains photos or images does not necessarily mean there is a sense of place in it. There is a need for virtual reality (because there is interaction in it) to feel the things around you.

TABLE 1: Continued.

No.	Title	Author (Year)	Method	Key Conclusion	Theoretical Foundation	Key Takeaways for the Journal
11	<b>Theoretical Review</b> : <i>Teori Perbedaan Generasi</i>	Yanuar Surya Putra	Data Analysis	The results of the research show that there are significant differences in characteristics between Generation Z and other generations, with one of the main differentiating factors being their mastery of information and technology. For Generation Z, information and technology are already integral parts of their lives, as they were born in an era where access to information, especially the internet, has become a global culture. This has an effect on their values, perspectives, and life goals. The rise of Generation Z also poses new challenges for management practices within organizations, particularly in the field of human resource management.	Each generation has various differences based on the circumstances and conditions of their time. These differences can affect the behavioral culture of each generation.	The characteristics of each generation also affect the different behavioral cultures in each generation. These differing behavioral cultures contribute to different evaluations of a sense of place. Especially for Gen Z and millennials who have grown up alongside today's technology, many things have to be converted into virtual experiences, including the sense of place.

## 5. Conclusion

From the comparison table of several literature reviews (Table 1), the researcher concludes that there is a relationship between the sense of place and behavioral culture (see Figure 5). This is because each individual has different needs and desires. These different needs and desires are affected by social status, economic factors (financial, income, expenses), human preferences, personal desires, the birth of each generation, social circumstances, human psychology, thought patterns, and more. Thus, the different needs and desires of individuals also shape different behavioral cultures within



**Figure 5:** Bubble Diagram Between Connection Sense of Place and Behavioral Culture. **Source** : (Researchers, 2023).

each person. It is this diversity that results in the evaluation parameters within the sense of place, not being limited to just those three elements (meaning, physical setting, and activity). Instead, other factors, such as behavioral culture, affect them.

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