

The Elements Of Place Identity In Malioboro Yogyakarta

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ABSTRACT: *Malioboro is the essential public space in Yogyakarta. It is the street corridor that holds the function as a place for tourist destinations, economical development, and community interaction. As a place for various activities, there will be a connection between the people and the place of Malioboro. The connection of those two influences in the forming of the identity on both subjects. Place identity is what makes the place identifiable. In relation with Malioboro as the important place in Yogyakarta, the research aims to know how was the formation of place identity in Malioboro and what are the elements that influence place identity in Malioboro. The research uses a mixed method to answer and give an overview about related problems. The result shows that place identity in Malioboro was formed dynamically and has several dimensions such as the function, the appearance, and the meaning. The elements that influence the place identity are the pedestrian path, entrance of Malioboro, Zero kilometer, and street lamp*

Keywords: *place identity, physical elements, Malioboro, Yogyakarta*

INTRODUCTION

Malioboro is one of the most important places in Yogyakarta. It is a public space in the form of a street corridor that has become the image of Yogyakarta. Malioboro has its own characteristic, it is located in the philosophical- imaginary axis and surrounded by commercial buildings.

Malioboro holds important functions as a main tourist destination, place for economic development, and center of society. This place has attracted a lot of people to come and considerably never empty. As a place for various activities, there is a connection between people and places in Malioboro. As Winston Churchill said, "we shape our buildings; thereafter they shape us". The connection of people and place influences in the forming of the identity on both subjects, which is called place identity.

Place identity is something that makes a place identifiable or recognizable (Peng J, Strijker D and Wu Q, 2020). Yet, people perceive and distinguish the identities of places differently by relying on various elements, such as physical characteristics, cultural qualities, historical connections, and experience - based relations (Peterson, 1988).

Thus, this research aims to know about how was the forming of place identity in Malioboro based on people perception and the dynamic process. Also to distinguish what elements that shape the identity of place in Malioboro.

LITERATURE REVIEW

Malioboro Street in Yogyakarta

Yogyakarta is a Special Region located in Indonesia which was established in 1756. The status of "Special Region" obtained from the historical background of Yogyakarta as a former part of Mataram Kingdom (Wibisono, 2001). Yogyakarta is known for its cultural characteristic. The location and plan of the city was arranged based on Javanese cosmological and philosophical aspects. The city was designed according to the imaginary

line from north to the south which started from Merapi month and ended up in the Southern Sea (UNESCO, 2017)

Malioboro street is one of the most attractive public spaces in Yogyakarta. This place has existed since the beginning of Yogyakarta, which then becomes an image of Yogyakarta. Malioboro refers to a linear urban space from Stasiun Tugu to the Zero kilometer. Malioboro is not only considered as a recreational area but also as a place for community and economic development. Malioboro street is surrounded by commercial buildings, some cultural buildings, and government buildings which encourage economic, cultural, and political activity (Cahya, Mahendra, and Damanik, 2017).

Public Space

According to Widyastuti (2013), public space is a constructed and/or natural area that is accessible to everyone which is for group or personal purposes. Public space has a lot of forms, it can be squares, pedestrian, streets, plaza, etc. The form of public space can be physically seen and has function for human activities. The activities on public space are based on three vital functions which are: meeting space, market place, and connection space which provides an area for people to interact (Gehl and Gemzoe, 2004).

Place Identity

Place identity is something that makes a place identifiable or recognizable (Peng J, Strijker D and Wu Q, 2020). Identification of certain distinctive physical and visual characteristics of a place may help to better understand the identity of the place (Carmona, Tiesdell, Heath, & Oc, 2003). According to Groote and Haartsen (2008), place identity is a combination of the process, elements and structures in places, and the concepts attributed to places.

RESEARCH METHOD

The study uses mixed method research including quantitative and qualitative methods with the aims to answer and give an overview about the certain problems. Primary and secondary data are collected by online survey and gathering the materials from reliable literature sources.

Quantitative data collection was carried out by conducting online surveys through Google Form. The purpose is to know which variables that influenced the most to the formation of place identity in Malioboro. The online surveys rely on some open questionnaires and rating scale questionnaires. The qualitative data collection purposes to figure out the process of the formation of place identity in Malioboro through historical analysis.

RESULT AND DISCUSSION

General Overview of the Respondents

Respondents in this research consist of 118 people with age range from 15-60 years old who have visited Malioboro. The respondents are 66% female and 34% male.

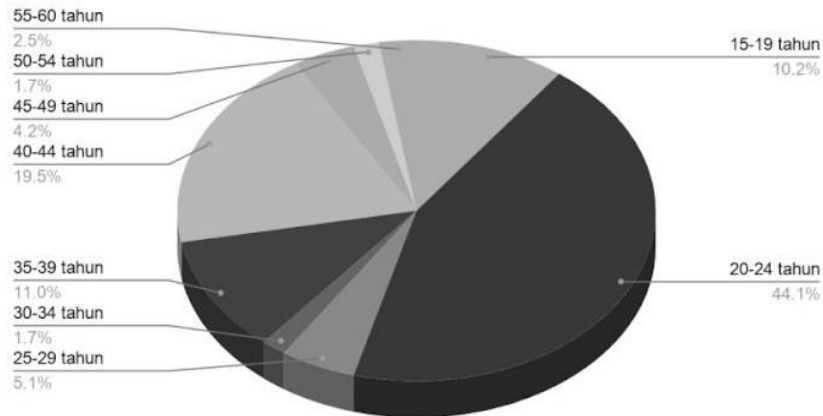


Figure 1. Age Diagram of The Respondents

Source: Author, 2020

The Image of Place Identity in Malioboro

Place identification is the important aspect of place identity because it proves that the place has its own identity and can be distinguished from other places. In first attempts, the respondents were asked to identify the visual of Malioboro using pictures without any textual clue. 97,5% respondents correctly identified the picture as Malioboro, while 1,7% respondents identified it as Yogyakarta and 0,8% respondents identified it as Tugu. The respondents who answer wrongly are the respondents whose origin in Yogyakarta but now domicile outside Yogyakarta.

Later the respondents were asked to give words or phrases that first come to their mind when thinking about Malioboro. The purpose is to know the image of place identity that is perceived by the respondents. The result then divides into three categories of place identity based on Haartsen (2003), which are socio-economic image based, visual-figurative image based, and socio-cultural image based. Socio-economic image based refers to how the area works, the visual-figurative image based refers to how the areas look, and the socio-cultural image based refers to what the area means.

Table 1. Image of Place Identity in Malioboro

Categories	Words or Phrases	Percentage
Socio-economic image	Shopping center, souvenir	55%
Visual-figurative image	Physical elements, character	20%
Socio-cultural image	As icon of Yogyakarta	25%

Source: Author, 2020

About 55% of the respondents wrote words or phrases that related with Malioboro as a shopping center or anything that related with economic activity. The result showed that socio-economic image based becomes the most image of place identity that is perceived by respondents. Yet, place identity is a dynamic process and it depends on the development of the place in that time. Today's place identity may be different or may be influenced by yesterday's place identity. Therefore further analysis is needed to know the dynamic process of place identity in Malioboro

The Process of Place Identity in Malioboro

The analysis of the dynamic process of place identity in Malioboro relies on the previous study of the Transformation of Jalan Malioboro, Yogyakarta: Morphology and the Dynamics of a Javanese Street by Bambang Hari Wibisono (2001).

Malioboro established in 1756 as linear space that linked from Keraton to Tugu Pal Putih. In this time, the linear space was defined by rows of waringin trees on the edge of the pathway. Some physical elements that can be found in this era are market and Kepatihan (Chief minister office). In this period, the socio-economic image is shown by the appearance of the market as a place for economic activity. However, the market in this period was designed in a simple way and not significantly influenced the visual-figurative image of Malioboro. The socio-cultural image of Malioboro also not really clear, but it can be seen from the symbolic meaning of the location which was designed in the cosmological axis from Merapi month to the Southern Sea that means *manunggaling kawula gusti* or the unity of the people and God.

Later development of Malioboro in 1830 seemed to be more permanent. There are some new physical elements that developed in this period. The function of Malioboro becomes more complex as the appearance of governmental and political buildings, market, and some of the commercial buildings (*toko* and *warung*). The socio economic image was developed by the economic activity and political activity in that time. The commercial buildings in this time were built on the edge of the street which strengthened the linearity of Malioboro and influenced the visual figurative image of Malioboro. In this time, Malioboro works for many activities including the ceremonial procession. These ceremonial procession influenced the forming of the cultural meaning in Malioboro.

There are some important physical changes in the development of Malioboro in the 1970s. The renovation program this time added a pedestrian function in Malioboro. Buildings on the edge of the street require a three meter setback on the ground floors. This development program changed the appearance of Malioboro street yet adding the new function as pedestrian area.

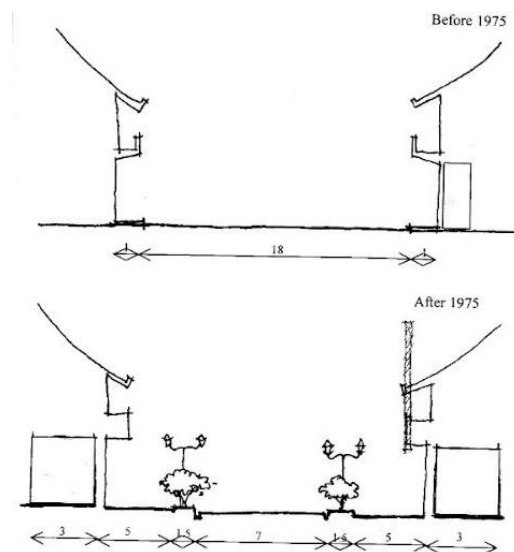


Figure 2. Setback renovation of Malioboro in the 1970s

Source: (Wibisono, 2001)

In 1984, the government prepared a Development Plan to provide a three metre track for non motorized vehicles on the west side of Malioboro. Also providing parking in the east side of Malioboro street for motor and bicycle. The development seems to be focused on mobility. During this time, street furniture such as street lamps were added.

The development of Malioboro after 2000 is more focused to achieve the function of Malioboro as a pedestrian area. Referring to Liputan 6.com, the government undertakes the grand development of Malioboro to be semi pedestrian. This development started from 2014 and planned to finish in 2021. The development started by revitalizing the parking area (2015), building underground toilets (2016), and revitalizing the street vendors (2018). This development influenced the current identity of Malioboro.

The place identity in Malioboro has undergone many development and dynamic processes. However some similarities still can be found during the development. The identity that can be seen since the beginning of Malioboro until the last development is the linearity image.

The Elements of Place Identity in Malioboro

Recognizing the physical elements is the easiest way to identify the place identity. In this research, the physical elements are divided into two categories. First is the location or the section of place which can be identified from five keys of physical elements by Kevin Lynch (1960), that are paths, edges, districts, nodes, and landmarks. Second is the smaller scale of physical elements that include street furniture, street lamps, etc.

Table 2. Image of Place Identity in Malioboro

Elements	Name	Influence to the place identity
Picture 1	Entrance of Malioboro	29%
Picture 2	Bringharjo market	6,90%
Picture 3	Commercial buildings facade	0%
Picture 4	Pedestrian path	31%
Picture 5	Malioboro Mall	9,30%
Picture 6	Zero kilometer	22%
Picture 7	Ketandan gate	0%
Picture 8	Node near Beringharjo market	1,20%
Picture 9	Vredeburg Fortress	0%

Source: Author, 2020



Figure 3. Physical Elements of Malioboro for Table 2 Source: (attached in the picture)

The data showed that the most element that influences the identity of Malioboro is the pedestrian path which has a value 31%. As the analysis from the dynamic of place identity, Malioboro has had a strong image of linearity since the first development. The linearity in Malioboro is represented by the path and edge elements.

Developing a pedestrian area has been the main focus in the last development of Malioboro. This development may have influenced the perception of people about Malioboro. Pedestrian paths in Malioboro nowadays support the function not only as a walkable area but also become a place for social meeting and commercial activity.

The other elements followed by the entrance of Malioboro and Zero kilometer which shows the nodes element. Nodes are easily noticed by the people and usually represent gathering space. The elements that influence in the forming of place identity in Malioboro are the elements that close with human activity. The more people get about what it is, the more people understand about its identity.

Table 3. Image of Place Identity in Malioboro (Small Scale)

Elements	Name	Influence to the place identity
1	Street lamp	81,65%
2	Street furniture	6,42%
3	Path coverage	10,09%
4	Facade	1,83%

Source: Author, 2020



Figure 4. Small physical elements of Malioboro
Source: (malioboro_insta on instagram, 2020)

The data for the small elements that influence the forming of place identity in Malioboro based on the respondents is the street lamp (81,65%). Street lamps in Malioboro have traditional ornament in it and have the sense of antique that differentiate it from the others. The street lamps are the most noticeable elements in Malioboro. The design of the street lamps is the same since first it was added which also influenced it as the forming factors of place identity in Malioboro.

CONCLUSION AND RECOMMENDATION

From the result that has been analysed, there are some highlights that can be found about how was the formation and what are the elements that influence the place identity in Malioboro.

1. The formation of place identity in Malioboro has undergone a dynamic process of development. The place identity in Malioboro is formed by several dimensions such as the function, the appearance, and the meaning. These dimensions categorize into three images of place identity which are socio economic image based, visual figurative image based, and socio cultural image based. The place identity that is perceived by more than half respondents in the socio economic image based.
2. The elements that influence the forming of place identity are the pedestrian paths, the entrance of Malioboro and Zero kilometers. While small scale elements that influence is the street lamp

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