SENSE OF PLACE KAWASAN WISATA PASAR UBUD

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Abstract. The Ubud Market area has become the main attraction as a tourist destination in Bali. This study wants to examine further the perception of visitors to service-scape in the tourist area of Ubud Market. The exploratory research is a qualitative study with a case study method. Methods of collecting data using in-depth interviews, observation and documentation. The research objects are the Ubud Market and the Jalan Karna corridor in the adjacent area. In the Ubud Market area, the results of the study show that physical factors that influence the sense of place, namely architecture, area, merchandise, focal points, and areas of trading with pickup trucks. While the social factors are history, the symbol of the banyan tree, the character of traders and visitors, and trade and transition activities.

Keywords: Physical Factors; Social Factors; Karna Street; Ubud Market; Sense of Place.