

*Investigating Sense of Place at Historic Commercial Street
Corridor: Visitor Perception of Social Aspects*

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ABSTRACT: A strong social relationship between people and place can trigger the various sense of activities which can strengthen the bonding itself. In this study, the social aspect which is The Ampel Street Corridor, religious heritage area in Sarabaja, Indonesia is an area with a strong identity and has bonding relationship with its visitors. This study aims, first to reveal the types of relationship between visitor and place. Second, to confirm the scale of sense of place that could be achieved in this location. Third, to find social aspects that is essential for experiencing place and creating sense of place. The nature of this research is qualitative. The data collection techniques are by interviews, focus group discussion, visual observation, and documentation. The result of this study, first relationship types found are biographic, social, spiritual, ideological, narrative, commodified and independent. Second, scale of sense of place could be happened for visitor are: knowledge of being located in place, belonging to a place, attachment to a place, identifying self and place goal, involvement in a place and sacrifice of place. Third, the social aspect that create sense of place are history and memory, spiritual, religious atmosphere, lifestyle attributes, interaction and activity features, and the creation of Arabian merchants.

Keywords: Social factors, sense of place, street corridor, religion, culture, people-place interaction