

BES: Journal of Built Environment Studies

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

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



STUDY ON PLACE ATTACHMENT OF STREET VENDORS TO THE TRADING SPACE IN ALUN-ALUN JEPARA

Aisyha Farah Dina Purba^{1*}, Dyah Titisari Widyastuti²

¹ Department of Architecture and Planning, Faculty of Engineering, Universitas Gadjah Mada, Yogyakarta, Indonesia

² Department of Architecture and Planning, Faculty of Engineering, Universitas Gadjah Mada, Yogyakarta, Indonesia

ABSTRACT

The old *alun-alun* of Jepara is the center of city activity and also used to be the center of street vendors activity. Since 2019, the local government decided to move all the street vendors activity into new *alun-alun* where is one kilometre away from the previous location. The majority of street vendor stated that the new location is not as comfortable as the previous location. It becomes their reason for illegally returning to trade in the old *alun-alun*. This research aims to examine how far is the place attachment influence for trading based on the preference of street vendors. The exploration of place attachment was based on three variables, i.e. attachment of person, process, and place. Qualitative research method was conducted through literature review, interview, and field observation. The result shows there is no influence of person and process in street vendors place attachment in trading. Only the physical and social form of place indicates the significant influence in place attachment. The factors of access, space shape and size, amenities, and attractiveness activity contribute to the place attachment in trading that is not found yet in new *alun-alun*.

Keywords:

Alun-alun, Place Attachment, Trading, Street Vendors, Jepara

ARTICLE INFO

Received 18 May 2021

Accepted 9 August 2021

Available online June 2022

***Corresponding Author**

Aisyha Farah Dina Purba
Universitas Gadjah Mada
Email: aisahpurba@gmail.com

1. Introduction

Jepara is currently under renewal image of the city. Jepara become existence because it has the island of Java Karimun, and become a transit point for tourist who want to go to the Java Karimun. This is done to improve the quality of life of people and encourage people to be able to enjoy the city. One of the developments consists of open public space. The crisis of open public space in Jepara is important to be developed considering the existing city is currently losing open public space. In accordance with Hamid Shirvani in his book *Urban Design Process* (1985) there are elements that shape the city. Land use, shape and mass of buildings, circulation and parking, open spaces, pedestrian paths, wayfindings and signage.

In the urban context, *alun-alun*¹ is categorized as an open public space. A place for community activities both passive and active in groups of people and individuals. *Alun-alun*, as element of the city, cannot be separated from the history of the city transformation. (Ikaputra, 1995).

Alun-alun is one of *catur gatra* elements of old city, besides palace, mosque and market. *Alun-alun* is rectangular in form, with two *beringin* trees in the middle and then there is the palace / kingdom / regent's office and there are mosque and market next to *alun-alun*. This concept was then

believed to be the concept that always underlies the formation of the old royal Javanese city (Ikaputra, 1995).

The location of the Jepara old *alun-alun* is in the center of government area with the Regent's office on the east side, the Great Mosque is on the south side of the old *alun-alun* and market in the west of the old *alun-alun*.

On the other hand, new *alun-alun* is not Javanese *alun-alun* that has the philosophy of *catur gatra*. It can be interpreted as the Javanese *alun-alun* it should be. It is a common public open space that used by public for daily activity.

This research is located in the city of Jepara, Central Java. Precisely at the two *alun-alun* in Jepara. This research was conducted based on the issue of removal of all public activities especially street vendors from old *alun-alun* to new *alun-alun* by city government. Initially, this transfer is not going well because some traders are still selling again at the old place in old *alun-alun*.

¹ Public open space that everyone uses to interact

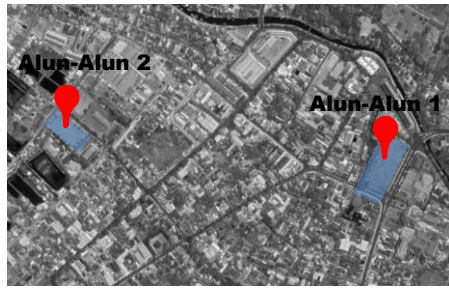


Figure 1. Position of Old alun-alun and New alun-alun
Source: Google Earth 2020

Based on a map from Google Earth, it appears that the distance between the two *alun-aluns* is around about 1 kilometre, old *alun-alun* has a bigger size than new *alun-alun*. Old *alun-alun* about 0,9 ha and new *alun-alun* about 0,67 ha.

Old *alun-alun* is surrounded by government buildings and other public buildings and is on the city main street. Meanwhile, new *alun-alun* is next to the beach, which is rarely accessed by public who do not have destination to the surroundings building. The bus terminal, which is one of buildings next to the new *alun-alun* is also not oriented towards *alun-alun* which makes new *alun-alun* less visible.



Figure 2. Enclosure at Old Alun-alun
Source: Author Analysis 2020



Figure 3. Enclosure at New alun-alun
Source: Author Analysis 2020

Nowadays, in accordance with new government regulations, old *alun-alun* only be used for government sacred events. District folk parties or other celebrations. New *alun-alun* has been reactive since the government decided to move all activities in old *alun-alun* to new *alun-alun*.

In the old *alun-alun*, other than March, April and August, there are no activities or events that are accommodated. Although the activity has been focused on the new *alun-alun*, it does not have a positive impact on street vendors. Then it becomes a reason for street vendors back to old *alun-alun* illegally.

According to McGee and Yeung (1977) there are three kinds of distribution patterns of traders, distribution

patterns, service patterns, and management patterns. Street vendors spread out in the edges of *alun-alun* follow the path of the *alun-alun* shape and the road pattern. The pattern of merchant services is a mobile trader who is localized. The emergence of street vendors in public open space is a common thing, but it can have a negative or positive impact.

At this time new *alun-alun* looks quite although fulfilled by street vendors, no visitors come.

The existing conditions between old *alun-alun* and new *alun-alun* looks quite different. Building and enclosure function next to the new *alun-alun* is not attracted people to come. Due to location factors, the condition of the square is poorly maintained and the square itself is not ready to accommodate activities.



Figure 4. Existing Condition of Old alun-alun and New alun-alun Jepara
Source: Google 2020

There are factors that make street vendors uncomfortable to trade in new *alun-alun*.

This research focus on this question:

1. How are the street vendors activity setting in new *alun-alun* currently and the activity setting in old *alun-alun* in the past?
2. What factors influence place attachment of street vendors to old *alun-alun*?

From the problems that arise in new *alun-alun*, it can be concluded that there is a place attachment of the street vendors to old *alun-alun*. The purpose of this research is to find out what setting activities in the old *alun-alun* and in the new *alun-alun*. What factors influence the place attachment of traders to the old *alun-alun*. After that it also aims to provide recommendations to the government regarding the new *alun-alun*.

2. Literature Review

2.1 The Principles of Public Open Space

Public open space as shared space, where people do functional activities and rituals within a community, both daily life and in celebration periodically, a place of society do personal activities and in group.

In the physical sense, public open space must be open to anyone who wants to express, can be related to economic, social or cultural content. According to Darmawan (2007) one of the functions of public open space is as an economic space for street vendors in trading their merchandise. The presence of traders in public open spaces can be an attraction. So that the presence of traders can be a reason for visitors to come back to the public open space itself.

Stephen Carr (1992) identified five basic principles for fulfill the needs of users of public open space.

1. Comfort: Comfort is an attribute of successful public space. Complete amenities make visitors feel at home and comfortable in open space.
2. Relaxation: Natural element like park, pond, vegetation can affect someone psychologically and be an attraction.
3. Passive attachment: organizing event regularly can

generate visitor interest.

4. Active attachment: social space can make social activity and be a place.
5. Accessibility: good accessibility can be success of public open space because it can be considered safe and comfortable.

The principle of public open space is studied to assess the quality of old and new *alun-alun* as well as to compare the both of *alun-alun*.

2.2 Activity Setting

Activity Setting in this research is a form of interaction between user and place. This is because one of the elements in place attachment is a social element that often appears in public open space. Identification of activity setting on *alun-alun* explained by theory Gehl (2001):

1. Type of activity: type of commodity, beverage or non beverage
2. Time activity: Trading time in the morning, noon or night.
3. Pattern of activity: Street vendors trade with cart or stall, settle or moving and provide dine-in facility or takeaway.

Layouts of a place is designed in addition to getting aesthetic appreciation, the layout is also designed to accommodate certain activities. This is called the activity setting that are informed from human behavior. John Lang, in his book *Creating Architectural Theory* (1987) said that human behavior has several specific goals and are distinguished from each other based on more specific actions or activities.

Activity setting theory is used to determine whether the activity setting on the old *alun-alun*, affect the place attachment of street vendor. Activity setting is identified by field observation and interview to found the result. All of the activities managed by mapping in a plan.

2.3 Place Attachment

Place attachment is defined as the development of affective bond or link between people or individuals and specific places. (Hidalgo and Hernandez, 2001). In this sense, the concept of place attachment is incorporated to examine, evaluate and understand the feeling that are connected to the place, as well as to reflect its value. It is found that the physical attributes and characteristics have a strong influence on the degree of attachment. This is split in three variables (Scannel and Gifford, 2010):

1. Process: included affect, cognition and behavior. Based on length time that a person spends to get involved a place.
2. Person: subject or people always having an attachment of individual or group, culture, family to place. It is specific to an individual which affects place attachment directly and indirectly.
3. Place: Social interaction and physical natural and built. Includes a culture factor, interaction factor, social factor, preference and satisfaction.

Lewicka (2011), indicated that socio demographic, physical and social predictors play key role in attachment. Place attachment theory is elaborated to get any factors that influences attachment to the old *alun-alun*.

2.4 Attributes And Elements Of Research Variables

This research was conducted based on three theories, ie., principles of public open space (Stephen Carr, 1992), activity setting (Gehl, 2001) and place attachment (Scannel & Gifford, 2010). The determination of the research variables and indicators is formulated from several theories and literature that have discussed human attachment and place.

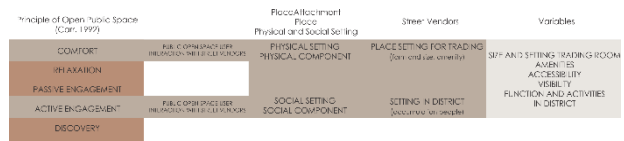


Figure 5. Dialogue between Theory
Source: Author Analysis 2020

Table 1. Research Variable

No.	Parameter	Variable	Indicator
1.	Activity Setting of Street Vendors	Location of Street Vendor	<ul style="list-style-type: none"> • Pedestrian ways attached to <i>alun-alun</i> • Pedestrian ways across <i>alun-alun</i>
		Time Activity	<ul style="list-style-type: none"> • Morning • Noon • Night
		Type of Activity	<ul style="list-style-type: none"> • Dine-in Spot • Takeaway
Place Attachment			
1.	Physical	Comfort	<ul style="list-style-type: none"> • Size and setting of the trading space • Amenities
2.	Social	Active Engagement	<ul style="list-style-type: none"> • Accessibility • Visibility • Function and activities in the area surrounding <i>alun-alun</i>

Source: Author Analysis 2020

3. Research Method

This study uses a qualitative method. Qualitative method is used to explain the phenomenon of behavior that occurs in a place without changing the natural conditions of the setting. This research using a main concept of place attachment. A bond between individual with a place that is *alun-alun* Jepara and street vendor.

This method is used to obtain deep and meaningful data. Through data collection methods it can explain how the research process takes place. The data used in the study are:

1. Literature study of the principles of public open space, setting activity theory and place attachment theory
2. Field observations were carried out in January in Jepara. Field observations made were observing the area of the old *alun-alun* and the new *alun-alun*, focusing on the existing conditions and surroundings, the location of traders and observe the activities on the *alun-alun* from morning to night.
3. Interview with street vendors in the new *alun-alun*,

(20 traders). The interview is conducted by asking how far the traders are attached to the old *alun-alun* and new *alun-alun*.

The method used to analyze data with deductive analysis, which is intended to review the properties that are temporarily running at the time the research is conducted and discuss certain events. Data obtained from literature studies, field observations and interviews obtained to arrange hypotheses.

The target respondent in interview is focusing on street vendor. To get more detailed and depth information on how street vendor engages with *alun-alun*. The questions asked in the interview are the type of merchandise, the street vendor past position in old *alun-alun*, what makes street vendors interested in old *alun-alun*?

4. Result and Discussions

Data collection to analyze street vendors' preferences and activities was carried out with a brief interview of 20 respondents. The chairman of the association of traders in *alun-alun* informed that it is known that the number of traders has decreased dramatically from 60 street vendors to 20 street vendors today.

4.1 Activity Setting of Street Vendors in The Old *Alun-alun* and The New *Alun-alun*

Street vendors activity observed on weekdays and weekends. Observation time in the morning, afternoon and evening. The following is the result of the mapping of street vendors' activities in the old *alun-alun* in the past and the new *alun-alun* at this time

Street vendors activity in *alun-alun* at weekdays not so crowded as in weekend (Friday – Sunday). In the morning time, there are several street vendors who trade in the old *alun-alun* stimulated by public activities in the square.

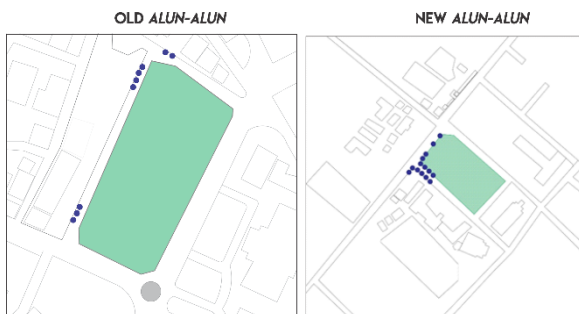


Figure 6. Street Vendors Activity in Morning Time at *Alun-alun*

Source: Author Analysis 2020

Street vendors have less activity in noon, there's no activity in old *alun-alun* and less activity in new *alun-alun*.

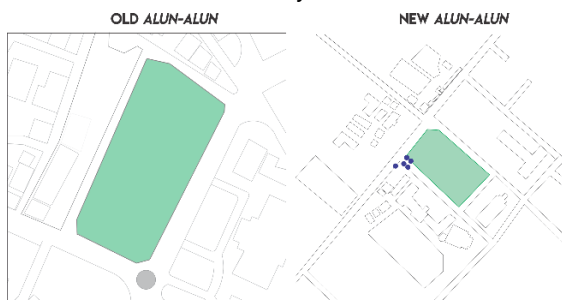


Figure 7. Street Vendors Activity in Noon at *Alun-alun*

Source: Author Analysis 2020

At night, street vendors activities were more crowded than in the morning and afternoon. The street vendors start to selling their merchandise from 4pm – night.



Figure 8. Street Vendors Activity in Night Time at *Alun-alun*

Source: Author Analysis 2020

Street vendors in old *alun-alun* use the cart and provide dine-in spot. Type of trader are beverage and non-beverage street vendors. Street vendors use the cart because it makes it easy for them to remove after trading. The carts are then stored in a storage area near the *alun-alun*. Street vendors activity time starts from 4pm - 6am, the time allowed by the government. Street vendors in new *alun-alun* use the cart but not all street vendors provide dine-in spot, because of the limited trading spot.

From the analysis of the activity setting theory, it can be identified the street vendor's position in old *alun-alun* and new *alun-alun*.

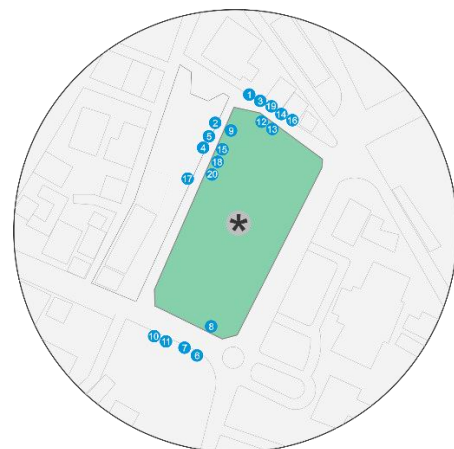


Figure 9. Street Vendors Deployment Point in Old *Alun-alun*

Source: Author Analysis 2020

In old *alun-alun* before, deployment point of street vendors has two types i.e.:

1. Across the old *alun-alun*

Street vendors in this area are food traders.

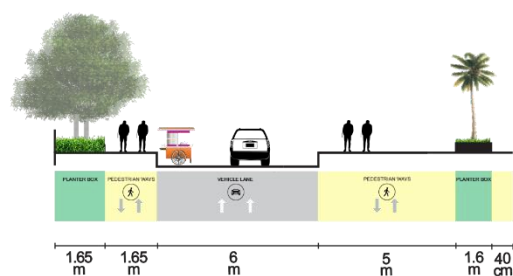


Figure 10. Type Location of Street Vendors in Old *Alun-alun*

Source: Author Analysis 2020

The existence of the enclosure and function of the surrounding buildings to the street vendor location provide space to dine-in spot, as well as, so that street vendor and visitors can feel comfortable toward climate. Street vendors in this area use the street-edge space to put the cart. The surrounding buildings also contribute to enhance traders' activities, many visitors come from Kartini museum, reading park and mosque.

2. Attached to old *alun-alun*

Street vendors in this area are dominated by children toys rental trader.

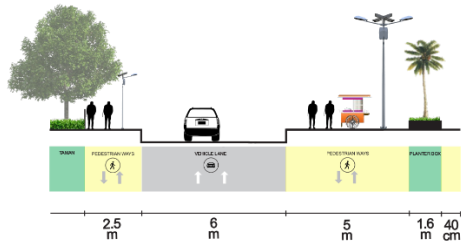


Figure 11. Type Location of Street Vendors in old *Alun-alun*

Source: Author Analysis 2020

Street vendors location on the pedestrian path attached to the *alun-alun* is dominated by non-beverage. The enclosure is formed by palm trees with a large selling area.

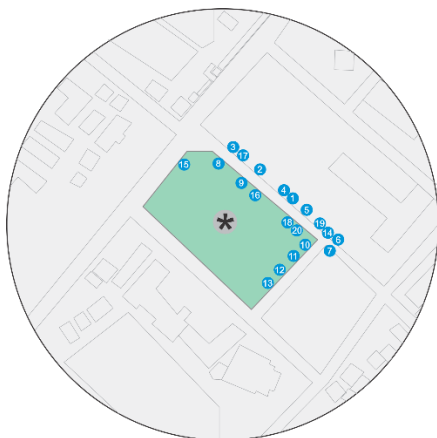


Figure 12. Street Vendors Deployment Point in New *Alun-alun*

Source: Author Analysis 2020

In new *alun-alun*, deployment point of street vendors has two types, i.e.:

1. Across the new *alun-alun*

Street vendors in this area are food traders.

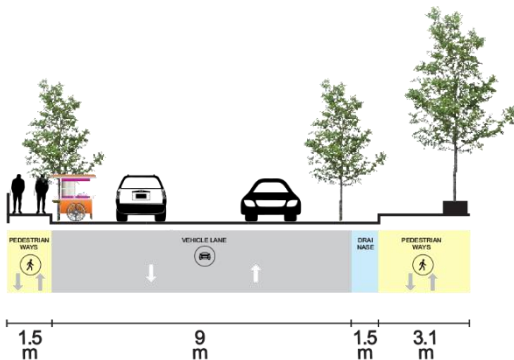


Figure 13. Type Location of Street Vendors in New *Alun-alun*

Source: Author Analysis 2020

Street vendors in this location are directly adjacent to the bus terminal fence, this makes the space for trading is very

limited, the traders use the part of street for their carts. The location of the tree and the cart is unorganized. Surrounding buildings is not profitable for street vendors activities. Some buildings do not facing *alun-alun* directly and others are empty buildings.

2. Attached to new *alun-alun*

Street vendors in this area are dominated by children toys rental traders.

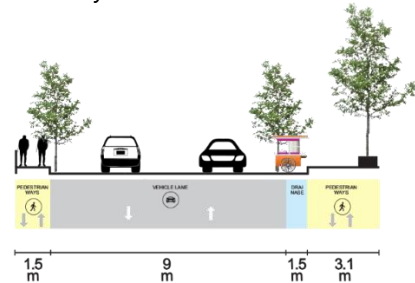


Figure 14. Type Position of Street Vendors in New *Alun-alun*

Source: Author Analysis 2020

It can be seen from Figures 9 and 12 that although the activity setting are different, the location for trading is still the same. Street vendors location on the pedestrian path attached to the *alun-alun* is dominated by non-food traders. Basically, it was the same as the activity setting in the old *alun-alun*, but in this new place street vendors use the part of street for putting their carts as in the old *alun-alun*. But the street vendors use the part of street for their cart. The width of the pedestrian path is not enough for trading space. The enclosure includes several little trees and the surrounding buildings do not contribute to traders' activities, because the bus terminal does not face the *alun-alun* and some buildings have no activity.

The patterns of distribution are still clustered. Distribution of street vendor positions is still dominated by toy rental traders both in the pedestrian path attached to the old *alun-alun* or the new *alun-alun*. Meanwhile, the street vendors that is in the pedestrian path across the *alun-alun* is dominated by food traders.

The distribution pattern in the old *alun-alun* is fairly evenly and specifically in front of the Jepara Regent's Office there is no trading activity to maintain the physical and visual quality of Jepara City. However, in the new *alun-alun* the area dominated by street vendors is on the east side because it is the main road with a high level of vehicle activity. Whereas for the west side of the new *alun-alun* the opposite occurs because access to building functions is less attractive and the width of the road is limited.

Based on things related to the analysis of the activity setting mentioned can show that the pattern of distribution in the old *alun-alun* where the activity setting is evenly different from the new *alun-alun* with the activity setting centered on one area namely the east side of the new *alun-alun*. This shows that the physical and visual qualities of the *alun-alun* affect the setting of activities that occur.

4.2 Place Attachment of Street Vendors

Based on the results of the theoretical dialogue there are 5 place attachment assessment indicators. These five indicators will be used to get the factors of traders' attachment to the *alun-alun*. The data used came from field observations and interviews.

Place attachment is the attachment between humans and

place, can occur due to physical factors, or factors of meaning. Stokhols, (1981) said that one of the principles of place attachment is place dependence, which is felt between humans and their environment. Attachment occurs because the space can meet their needs compared to other spaces. The principle of place attachment is carried out to identify what is the attachment between traders and old *alun-alun*.

From the place attachment theory, Scannel & Gifford (2010) said there are three variables that can assess the attachment of place between persons and place, i.e., person, process and place.

Five indicators are described as follows:

1. Size and setting of trading space: that is the position of the trading space and the size of the trading area. The location used by street vendors are in the pedestrian path attached to the *alun-alun* and the pedestrian path opposite the *alun-alun* and how large the part of the street is used.

2. Amenities: That is identifying the completeness of amenities, such as lighting, seating, trash, public toilets, shade and other things that are needed in the *alun-alun*.

3. Accessibility: That is ease of achievement. Pedestrian connectivity, access into and out of the area, and circulation around the area.

4. Visibility: That is legibility of street vendors for users of public spaces, positions in and out of buildings around, from the view corner of the *alun-alun*.

5. Functions and activities in the area: That is various functions and activities that are located in the *alun-alun*. Such as activities around *alun-alun* and the enclosure.

These five indicators are then used to compare the physical and social quality of the old *alun-alun* and new *alun-alun*.

Table 2. Comparison of size and setting of trading space in old *alun-alun* and new *alun-alun*

No.	Old <i>alun-alun</i>	New <i>alun-alun</i>
1.	Wide pedestrian and fulfill vegetation to support their trading, and No need to use the part of the street.	Narrow pedestrian with less vegetation. Also using the part of the street.

Source: Author Analysis 2020

Size and setting of trading space, according to them, space for trading is needed because become one of the convenience values for visitors. And to support them in trading. Data of the space for trading obtained from the results of interview. Table 2 shows a comparison of the physical qualities of the pedestrian path of the old *alun-alun* and the new *alun-alun*. The old *alun-alun* has a bigger and more comfortable trading space than the new *alun-alun*. Street vendors do not need to use the street because the size of the pedestrian is sufficient.

Table 3. Comparison of Amenities in Old *Alun-alun* and New *Alun-alun*

No.	Old <i>Alun-alun</i>	New <i>Alun-alun</i>
1.	Good lighting	Less Lighting
2.	Public Toilet	No Public Toilet
3.	Trash can	Less Trash Can
4.	Seats arranged neatly and well	Less Seat
5.	Good Park and Vegetation	No park
6.	Shelter Area	No Shelter Area
7.	Good Drainage	No Drainage

Source: Author Analysis 2020

Amenities is an important factor in public open space. Things that must be complete. According to Stephen Carr (1992), said amenities is the first point in the principle of public open space. The existence and completeness of the amenities greatly encourages the success of a public open space. Amenities data obtained from the result of interview. Tabel 3 shows a comparasion of the physical qualities of the completeness of amenities. Old *alun-alun* have a complete amenity and neatly arranged, this fact will make street vendors and visitors feel more comfortable. Besides, new *alun-alun* is lack of amenities.

Table 4. Comparison of Accessibility in Old *Alun-alun* and New *Alun-alun*

No.	Old <i>Alun-alun</i>	New <i>Alun-alun</i>
1.	Pedestrian paths that are interconnected	Pedestrian path still obstructed
2.	Informative	Lacking road markings

Source: Author Analysis 2020

Good access can be shaped by the location context on the city scale and circulation patterns. Table 4 shows comparison of social qualities of the accessibilities in old *alun-alun* and new *alun-alun*. It can be seen that *alun-alun* has a pedestrian path that is well connected and informative. Make it easy for visitors to interact. And the pedestrian at new *alun-alun* still obstructed and less information.

Table 5. Comparison of Visibility in Old *Alun-alun* and New *Alun-alun*

No.	Old <i>Alun-alun</i>	New <i>Alun-alun</i>
1.	All buildings are oriented to the square	Some buildings do not have access points leading to the <i>Alun-alun</i>
2.	Large visibility make a wider view	Good enough
3.	All view corner having a good quality	Less view corner

Source: Author Analysis 2020

Visibility of street vendors is one of the attractions of visitors. With its appearance and having the corners of a nice area visitors will be increasingly interested. Data of visibility obtain from the result of field observation. Table 5 shows comparison of social qualities of the visibility between old *alun-alun* and new *alun-alun*. Old *alun-alun* has a much better visual quality than the new *alun-alun*.

Table 6. Comparison of Function and Activity in the Area on Old *Alun-alun* and New *Alun-alun*

No.	Old <i>Alun-alun</i>	New <i>Alun-alun</i>
1.	Good Enclosure with city scale function	Not supported by enclosure of buildings surrounding the square
2.	Much activities	Less Activities

Source: Author Analysis 2020

Enclosure is one of the attractions of visitors, be a reason to visit a place. Table 6 shows comparison of social qualities of old *alun-alun* and new *alun-alun*. It can be seen that old *alun-alun* have an attractive enclosure. Meanwhile new *alun-alun* need more activities inside.

From the results of the analysis of the size and setting of the trading space, the area's amenity, accessibility, visibility and functions and activities in the area on the old *alun-alun* and the new *alun-alun*. We can find out the place attachments of street vendors to the *alun-alun* in Jepara with

an assessment of comfort and active connection. Both assessments are connected to physical and social conditions in *alun-alun* through the theory of place attachment, place. In the physical condition of the *alun-alun*, street vendors have more links with the old *alun-alun* and in terms of social street vendors also have more links with the old *alun-alun*.

Table 7. Collaboration Interview Result, indicators and Factors Result

No.	Respondence Answer for Old Alun-alun	Indicators	Factors
1.	Near Centre City	Accessibility	Access
2.	Crowded Visitors	Function and Activities	Attractiveness
3.	More Space for Sitting	Size and Setting of Trading Space	Shape and Availability of Space
4.	Complete Public Facilities	Amenities	Amenities
5.	Have a Shelter	Amenities	Amenities
6.	No Mosquitoes	Amenities	Amenities
7.	Wifi Area	Amenities	Amenities
8.	Comfort	Accessibility	Access
9.	Good Enclosure	Function and Activities	Attractiveness
10.	Wide Pedestrian	Size and Setting of Trading Space	Shape and Availability of Space
11.	Good View Corner	Visibility	Attractiveness

Source: Author Analysis 2020

It can be seen that the factors of attachment of traders to the old *alun-alun* are access, space shape and size, amenities and attractiveness.

The result is street vendor's attachment to old *alun-alun* is only influenced by physical and social space variables. Street vendors are bounded to these places, because of physical, circulation or visual form.

1. Access: The existence of central government buildings in the center of the city and the area that is easily accessible because located along city main street. Pedestrian path are interconnected.
2. Shape and Availability of Space: Width of pedestrian paths to support trading activities
3. Amenities: Good lighting, availability of public toilets, bins, seating, shelter, parks and good drainage.
4. Attractiveness: The existence of city-scale building functions, visual and the concentration of activities.

5. Conclusion

This research indicates the significance of the place attachment in shaping place identity. The physical attachment is reflected in the ability of place to fulfil users psychologically. In the context of open public space or *alun-alun*, the physical form of attachment plays a significant role in creating distinctive atmosphere.

From the description above it can be concluded that the activity setting of street vendors is enough to influence the existence of the *alun-alun*, in terms of the type of activity, time of activity and position of the trader. The street vendors have an attachment to the place with the old *alun-alun* due to four factors. Namely (1) Access, location that is in the center of the city, easily accessible and well-connected pedestrian paths. (2) Space and shape, proportion of the

needs of the right trading space for street vendors. (3) Amenities, completeness of amenities which is fulfilled for street vendors and visitors. (4) Attractiveness covered by city-scale buildings that can be an attraction for the square.

Based on the results of the study there are some recommendations to be followed up, (1) The district government of Jepara needs to reorganize the new *alun-alun* as one of Jepara's public open spaces. The arrangement of the new *alun-alun* adjusts to the presence of street vendors to harmonize the function of open space as a center for social interaction and supporting the economic sector. (2) Rearranging the area around the new *alun-alun* for attractiveness.

6. References

- Altman, I. and Low, S.M. (1992). *Place Attachment*. New York: Plenum Publishing Corp.
- Carr, S., Francis, M., Rivlin, L.G., Stone, A.M. (1992). *Public Space*. Cambridge: Cambridge University Press.
- Darmawan, E. (2005). *Analisa Ruang Publik Arsitektur Kota*. Semarang: Universitas Diponegoro.
- Dinas Komunikasi dan Informatika Kabupaten Jepara. (2018). *Kegiatan Kabupaten Jepara*. Retrieved from: www.jepara.go.id
- Dinas Komunikasi dan Informatika Kabupaten Jepara. (2018). *PKL Alun-alun Jepara Siap Pindah Lokasi*. Retrieved from: <https://jepara.go.id/2018/12/29/pkl-alun-alun-i-jepara-siap-pindah-lokasi/>
- Gehl, J. (2001). *Life Between Buildings: Using Public Space*. Copenhagen, Denmark: The Danish Architectural Press.
- Gunawan, Ikaputra, Nindyo, Bakti. (2014). Pengaruh Kolonialisme pada Morfologi Ruang Kota Jawa Periode 1600–1942. Seminar Nasional Riset Arsitektur dan Perencanaan. Yogyakarta
- Hidalgo, M.C. and Hernandez, B. (2001). Place Attachment: Conceptual and Empirical Questions. *Journal of Environmental Psychology*, 21(3), 273–281.
- Ikaputra. (1995). *A Study on the Contemporary Utilization of the Javanese Urban Heritage and its Effect on Historicity* (Dissertation). Osaka University.
- Lang, J. (1987). *Creating Architectural Theory*. New York: Van Nostrand Reinhold Company.
- Lewicka, M. (2011). Place Attachment: How Far Have We Come in the Last 40 Years? *Journal of Environmental Psychology*, 25(4), 381–395.
- McGee, T.G. and Yeung, Y.M. (1977). *Hawkers in Southeast Asian Cities: Planning for the Bazaar Economy*. Canada: IDRC Ottawa.
- Project for Public Space. (2009). *What Makes a Successful Place?* Retrieved from: <http://www/pps.org/references/grplacefeat/>
- Scannel, L. and Gifford, R. (2010). Defining Place Attachment: A Tripartite Organizing Framework. *Journal of Environmental Psychology*, 30(1), 1–10.
- Shirvani, H. (1985). *The Urban Design Process*. New York: Van Nostrand Reinhold Company.