

## **THEMATIC CONCEPT ON THE PHYSICAL ELEMENT OF OPEN SPACE TOWARDS PEOPLE'S PLACE ATTACHMENT IN THE CITY OF BANDUNG**

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**ABSTRACT:** *Open space is one of the most important element that had a role in increasing the index of happiness of a city. Then, the government of Bandung offer the thematic concept that applied to the physical elements of open spaces to attract public attention. The study aims to determine the effect of thematic concept to people's place attachment to public open spaces, and to find out the factors that affect the attachment. The research method used mixed methods through questionnaire survey involving 300 park visitors and in-depth interview, while the data were processed using statistical analysis. The result showed that the respondents's attachment to the thematic parks are not strong enough, as shown by the low percentages of total accumulation of respondents's place dependence and place identity to the thematic parks. Meanwhile, the factors that affect respondents's attachment to the thematic park in general are spatial behavior and vegetation elements.*

**KEYWORDS:** Open Space, Place Attachment, Thematic Concept

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### **INTRODUCTION**

In Indonesia, the existence of public open space has being the focus of government's attention. Not just the quantity, but the quality of public open space were also considered related to its major influence to the various aspects of people's life. As an effort to improve the quality of public open space and attract people to visit, the Government of Bandung offer thematic concept that applied to the physical elements of public open space in the city of Bandung. The open space is known as thematic parks. The thematic concept is not only applied to the existing one, but also applied to the abandoned areas. So far, there are 15 thematic parks in the city of Bandung: Pasupati park, Lansia park, Tongkeng park, Film park, Kandaga Puspa park, Vanda park, Fitness park, Foto park, Musik park, Persib park, Cibeunying park, Balai Kota park, Pet park, Gesit park, and Super Hero park.

The thematic parks known have contribute in improving the index of happiness of a city as much as 6.8%. But on the other hand, the presense of these thematic parks is contrary to the concept of public open space in general. Carr (1992:19) stated that the public space should be used for a variety of activites (responsive), and can be used by the public from all social, economic and cultural background (democratic). But these principles seems not visible at the thematic parks. This is caused by the thematic branding concept that used in the park which has indirectly created a segmentation for both park users as well as the activities in the park. Thematic branding is not just applied to the naming level, but in some parks are also formed in the visualization level through applying the branding concept to the layout setting and the physical elements of parks.

The impact of thematic branding concept is assumed will restrict public's freedom to acces the park with certain themes. It is feared may affect people's attachment to the thematic parks. As stated by Vidal *et al.* (2012:79) that if a place changes, then the community's interaction with

the surrounding environment will change; this condition would then modify the process of attachment and identity to the place. This emotional attachment and identity concepts of place called place attachment. The phenomenon of place attachment in this study is important to note because the positive attachment to the existence thematic park will have lasting impact on the sustainability of thematic parks use as public open space in the city of Bandung.

To see the trend of people's attachment to the thematic parks, then the pilot study through reviewing the frequency and the duration of people's visit to the thematic parks has been done. Measuring tool at this pilot study based on Halpenny's dissertation (2006:214) which stated that place attachment can be predicted by the frequency and the duration of visits to a place. The pilot study of this research has shown a contradictory results. The park with strong visualization of thematic concept tends to have low frequency of visit and quite short duration of visit compared to the park that do not have strong visualization of thematic concept. The result of this pilot study then used as a basis hypothesis that the presense of thematic concept has an influence on people's attachment to the thematic parks.

This study is useful as evaluation to the thematic parks program of Government of Bandung, which will determining the sustainability of the thematic concept that applied to the open space in the city of Bandung. This evaluation will be very useful for the government's consideration in order to bring the open space that is not only great in numbers, but in the terms of quality is also meet the expektations and needs of the community. As stated by Altman and Low (1992:183) that planners should be sensitive and aware of the attachment between people and their environment, because through understand this attachment, planners will be able to solve the problem in the public space by keeping environmental aspects that are important as a part of people's attachment relationship.

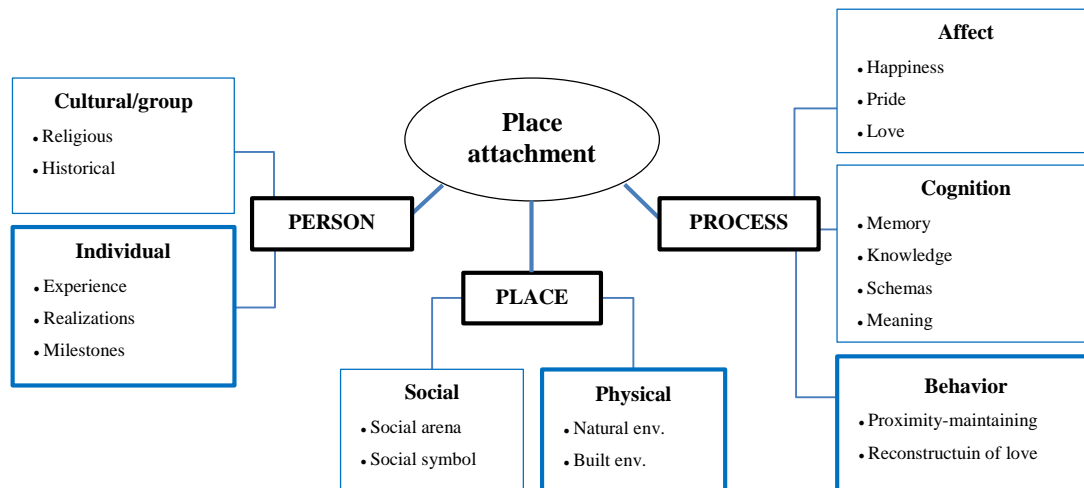
## LITERATURE

Based on Setiati (2015:1), many previous studies referring place attachment in two basic form: as an emotional bond and as a relationship of dependence-identity of place. Setiati (2015) mention that place attachment as an emotional bond refers to the definition given by Altman and Low (1992), in which place attachment can be understood as the relationship developed in a particular place from time to time through repeated positive interactions. While the definition of place attachment as an attitude of dependence on the place (place dependence) and identity of the place (place identity) mentioned by Setiati (2015) refers to the concept of Vaske and Kobrin (2001) and Williams and Roggenbuck (1989). This references stated that the dependence on the place is understood as the importance of an individual attached to the use of particular place, while the identity of the place understood as a dimensions of self that determines the identity of individual in relation to the physical environment.

Research of place attachment phenomenon in the thematic park is not only interesting to study, but it is also very important to do considering that the place attachment research related to the design and space still hard to found (Setiati, 2015:2). Attachment to the design and space is closely related to how the physical setting of the place. According to Manzo (2003, 2005) in Scannell and Gifford (2010:5), the physical setting that gives meaning to an individual may vary, either in the form of the built environment such as: houses, roads and special buildings; as well as the natural environment such as: lakes, parks, forests, and mountains. Physical setting of thematic park in this research formed by hardscape (visual functional elements; visual non-

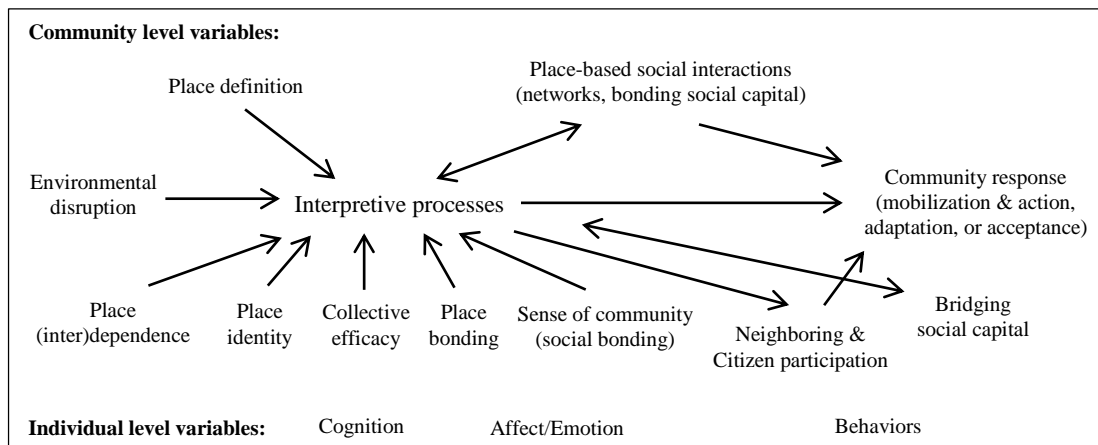
functional elements) and softscape (trees, shrubs, bushes, and cover crops plant). Mentioned by Hajmirsadeghi *et al.* (2012:53) that both hard landscaping and soft landscaping is an important factor in creating the character of a place; thus in this case the presence of hardscape and softscape in the thematic parks has potential to affect public interest visually and spatially which lead to create attachment relationship to the physical environment.

The basic theory that used in this study is a multidimensional concept of place attachment filed by Scannel and Gifford (2010) to understand and trigger the dimensions of place attachment that will be used in this study. In this study, the person dimension restrict at the individual level; while the place dimension confined to the physically attachment; and the psychological process is restrict to the behavior attachment (spatial behavior). As mention by Scannel and Gifford (2010), at the individual level, the place will be more meaningful motivated by personal experience and memory (Twigger-Ross and Uzzell, 1996; Manzo, 2005); while individual is not tied directly to the physical features of a place, but rather the meaning that was created by the physical features (Stedman, 2003); and behavior attachment known to be expressed through action and refers to the desire to stay close to a certain place (proximity-maintaining).



**Figure 1.** The tripartite model of place attachment (Scannel and Gifford, 2010)

This study also used a disruption-response framework by Mihaylov and Perkins (2014) to strengthen the theoretical framework which shows the relationship between affect, cognition, and behavior of individuals and communities to a place as a result of changing environment. But in the context of this research, the framework will be used focused on how changes in the environment affect the acceptance in the individual level, which used place definition, place dependence, place identity, and place bonding dimension in the interpretive processes of environmental disruption.



**Figure 2. Model of disruption-response framework (Mihaylov and Perkins, 2014)**

From Mihaylov and Perkins (2014) model, the dimensions that affect the acceptance of environmental disruption at the individual level can be understood as:

1. *Place definition* is the stage to define the environmental disruption to be a degree/level of disruption from a place defined: Are the changes occur inside or outside the place? Whether the changes in accordance with the place?
2. *Place dependence* is the dimension that together with place identity affect the interpretation of environmental disruption. In this dimension, environmental changes were evaluated at the level of individual cognitive: Does the change increase or decrease the use of the place? Are there alternatives place accessible for such use?
3. *Place identity* is the symbolic dimensions of the place, whether the place can provide the functions of meaning about who they are. Place identity relates to the negative attitude shown towards environmental changes. At the stage of the interpretive processes in this model, place identity affect the positive/negative attitude of environmental changes associated with the place and its use.
4. *Place bonding* is an important dimension in this model because it has a negative correlation to the acceptance of environmental change (Devine, Wright, and Howes, 2010; Vorkinn and Riese, 2001). Place bonding has functions similar to place identity toward environmental changes. Strong emotional attachment to a place produces a strong negative attitude to environmental disruption.

Indrawan (2002:53) defines a theme as a place that has character built and nurtured by unique and distinctive elements. Indrawan (2002) explained that the theme need to be specific to create a place phenomenological evocative. In relation to the thematic parks, Ilmiajayanti and Dewi (2015:23) stated that the terms of this thematic park aiming to differentiate between the park with each other parks. Thematic parks in this case mentioned has a similar function to the other city parks, the theme concept of each park is the only one that sets it apart. These themes are a place branding to open space in Bandung that created by the government. Place branding can be understood as an identity shaped place, both geographically and culturally. It is known that

the branding to the place can add the appeal of the place (Rainisto, 2003:12) and making the public more aware to the location of the place (Rainisto, 2003:44).

Meanwhile, according to Kavaratzis (2009:26), the most application of place branding is the visual element, which in this study, the place branding can be observed visually in the physical elements of the park, either in visual functional elements or in visual non-functional elements. Application of the thematic concept on the physical elements of the park is one form of place branding toolkit presented by Truemen and Cornelius (2006) in Kavaratzis (2009:32) as a presence: a form of architecture, iconic symbols, and the environment awoke in providing a clear visual environment for users and a differentiator from other places.

## METHODOLOGY

This research was conducted by using a mixture of quantitative and qualitative approaches (mixed method research). This mixed approach is used to produce a more comprehensive research facts so that the results of the analysis and conclusions of the research will be better than just using one approach (quantitative/qualitative). This research through two stages of design research conducted by the sequential procedure. Based on Creswell (2003:16), this procedure seeks to elaborate on the findings from one method to another method. In the early stages of this study begins by involving quantitative approach, through distribute the questionnaires to a large sample of respondent so that the result are expected to represent the population conditions; followed by a qualitative approach, through in-depth interviews to get better respondents perspective about research variables. The purpose of this strategy is using a variety of qualitative descriptive data to explain the quantitative data that tends to be numeric.

The population of the research subjects were the people in the city of Bandung, which is based on the Bandung Strategic Data Publication 2015, the population of Bandung is 2.470.802 inhabitants. This kind of population is classified in the category of finite population, so to determine the number of samples that can represent the population can be used Slovin formula quoted from Sevilla *et al.* (1960:182).

$$n = \frac{N}{1 + N(e)^2}$$

n = Number of samples

N = Total population

e = Error tolerance

Based on the formula above, the number of samples used in this study with error tolerance = 10% is as follows:

$$n = \frac{2.470.802}{1 + 2.470.802 (0.1)^2} = \frac{2.470.802}{24.709,02} = 99.995 \approx 100 \text{ respondents}$$

The population object of this study is all the thematic parks in Bandung, which amounted to 15 parks: Pasupati park, Lansia park, Tongkeng park, Film park, Kandaga Puspa park, Vanda park, Fitness park, Foto park, Musik park, Persib park, Cibeunying park, Balai Kota park, Pet park, Gesit park, and Super Hero park. Meanwhile, the park sample selected based on the results of the pilot study that indicates the level of respondent's visit to the parks. The high level of visitation to the park indicated that respondents have a strong attachment to the park. Thus, the park with the highest visitation selected as a case study in this study, which the election also consider the segmentation of park branding. The case study in this study are Lansia park (Elderly park) that represent user-oriented, Musik park (Music park) that represent community and activity-oriented, and Balai Kota park (City Hall park) that represent place-oriented. The visitation of respondent to the thematic parks on pilot study based on the park orientation can be seen in Table 1.

**Table 1. The visitation of respondents to the thematic parks on pilot study**

No	Orientation	Thematic park	Visitor per month
1	User	Lansia park	93 respondents
2	Community and Activity	Musik park	70 respondents
		Film park	69 respondents
		Super Hero park	66 respondents
		Foto park	40 respondents
		Fitness park	40 respondents
		Pet park	34 respondents
		Kandaga Puspa park	26 respondents
		Persib park	22 respondents
		Gesit park	16 respondents
3	Place	Balai Kota park	78 respondents
		Pasupati park	61 respondents
		Cibeunying park	48 respondents
		Vanda park	36 respondents
		Tongkeng park	11 respondents

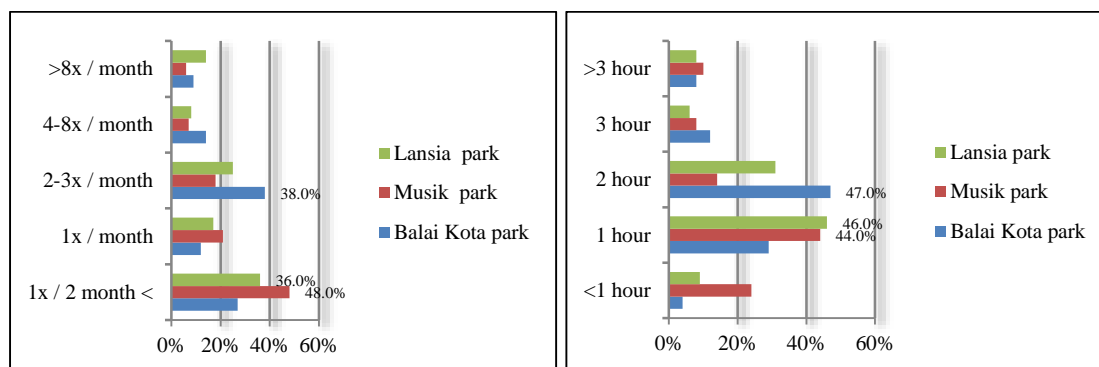
The primary data in this study were collected by distributing a questionnaire to explore the level of respondent's attachment to the thematic concept that applied to the physical elements of open space. The questionnaire used in this research refers to the Williams and Roggenbuck's place attachment statement items. Questionnaires was assessed by measuring devices in the form of 5 point likert scale to measure the satisfaction level of respondents to the research variables. Questionnaires are distributed directly by the researchers to the park visitors who meet the characteristics as respondents. Besides through questionnaires, primary data were also obtained through in-depth interviews to the park visitors.

The results of questionnaires regarding to the characteristics of respondents, the characteristics of respondent's visitation to the park, the respondent's preference about hardscape and softscape in the park, as well as the spatial behavior of the respondents were analyzed using descriptive analysis. Meanwhile, the data of respondent's level of place attachment consisting of place dependence and place identity dimensions were analyzed quantitatively by using coefficient of determination analysis and hypothesis testing (t test). Multiple linear regression analysis performed to define the value of place attachment via equation of independent

variables used in the study. The coefficient of determination analysis was conducted to determine the influence of the independent variables, either together or partially to the respondent's place attachment towards thematic parks. While, the partial hypothesis testing was conducted to determine how significant the effect of each independent variables to the respondent's place attachment.

## RESULTS/FINDINGS

The frequency of visits of respondents in Lansia park and Musik park is dominated by the visitation of one time in every two months or more with a percentage of the visit by 36% and 48%. While the frequency of visit of respondents in Balai Kota park is dominated by the visitation of 2-3 times in a month with percentage of visits by 38%. Based on the low level of frequency and duration of visits to the Lansia park and Musik park indicates that the level of respondent's place attachment is not strong enough to both parks. While the high level of frequency and duration of visits to the Balai Kota park indicates that the level of respondent's place attachment is stronger than Lansia park and Musik park.



**Figure 3. The frequency and duration distribution of respondents visits to thematic park**

Related to the respondent's preferences to the visual elements of thematic parks, it's known that the respondents of Lansia park tend to be attracted to the passive visual functional elements that do not involve a lot of interaction/movement, such as decks and benches which predominantly used by respondents simply to chat and enjoy the visual of parks. Instead, the respondents of Musik park and Balai Kota park tend to be more attracted to the active visual functional elements that involve a lot of interaction/movement, such as basketball courts, children's playground, and sport facilities. But in general, respondents tend to have higher interest on visual non-functional elements than visual functional elements in the parks. Meanwhile, related to the respondents preferences of vegetation element in the park is known that respondents tend to be drawn to the existence of a bush with informal planting pattern that grown massively because it provides a powerful dynamic and natural space characters.



(a)



(b)



(c)

**Figure 4. The highest percentages of visual functional elements (a), visual non-functional elements (b), and vegetation elements (c) in Lansia park, Musik park, and Balai Kota park based on respondents preferences**

Related to the spatial behavior of respondents in thematic parks, it's known that the personal space of respondents in Lansia park tend to be quite extensive, ranging from the intimate distance to the public distance; while in the Musik park and Balai Kota park, respondents have limited personal space, which is only at social and public distance. This condition is also associated with the physical setting and possession of a favorite bench as the main element in the park that form respondent's territoriality. The more choices of physical setting available in the park gives more opportunities to the respondents to form a specific territorial accordance with his or her needs.

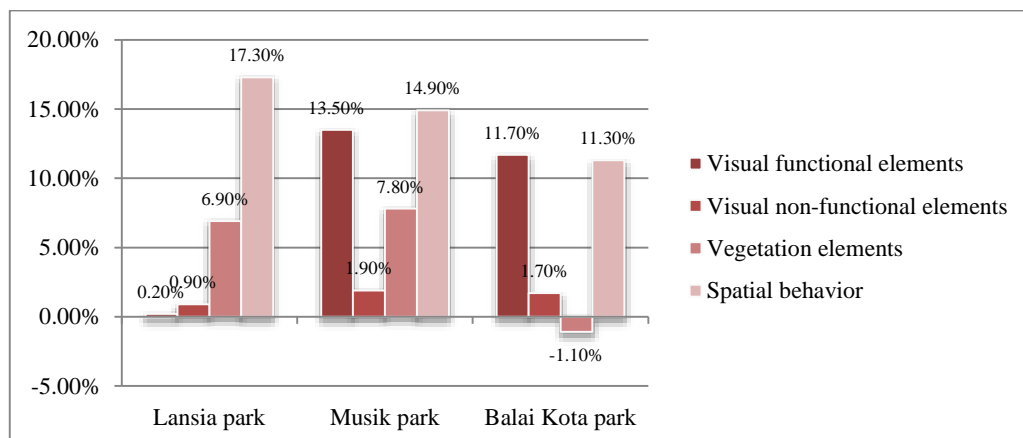
By using software of SPSS 19 then a coefficient determination on each case studies obtained. Here is presented the coefficient determination in each case studies:

**Table 2. Coefficient determination in the Lansia park**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Lansia park	.504 <sup>a</sup>	.254	.223	.55600
Musik park	.619 <sup>a</sup>	.384	.358	.50588
Balai Kota park	.487 <sup>a</sup>	.237	.205	.50260



Based on the table above it can be seen that the independent variables together affect the dependent variable in the Lansia park amounted to 25.4%, in the Musik park amounted to 38.4%, and in the Balai Kota park amounted to 23.7%. It can be interpreted that the rest of 74.6% in Lansia park, 61.6% in Musik park, and 76.3% in Balai Kota park is the influence of other variables that not examined in this study. Meanwhile, in order to determine the value of each independent variable can be obtained by multiplying the value of beta and the value of zero order on the coefficients output of SPSS. Here is presented a graph that contain the value of each independent variable in the formation of respondent's place attachment in each case studies:



**Figure 5. The value of independent variable in the formation of respondent's place attachment in each case studies**

In addition, to answer research questions about the factors that affect visitor's place attachment on each case studies, it can refer back to the results of partial hypothesis test (t test) and partial determination coefficient analysis. Analysis of partial hypothesis test (t test) was used to determine which variable have significant effect and no significant effect on visitor's attachment to the thematic parks. Meanwhile, the partial determination coefficient analysis used to determine the percentages of influence value of each variable on visitor's attachment to the thematic parks. Factors affecting the visitor's place attachment can be seen in the following table:

**Table 3. Factors affecting the visitor's place attachment at the thematic parks**

Thematic park	Visual functional elements	Visual non-functional elements	Vegetation elements	Spatial behavior
Lansia park	No significant effect (0.2%)	No significant effect (-0.9%)	Significant effect (6.9%)	Significant effect (17.3%)
Musik park	Significant effect (13.5%)	No significant effect (1.9%)	Significant effect (7.8%)	Significant effect (14.9%)
Balai Kota park	Significant effect (11.7%)	No significant effect (1.7%)	No significant effect (-1.1%)	Significant effect (11.3%)

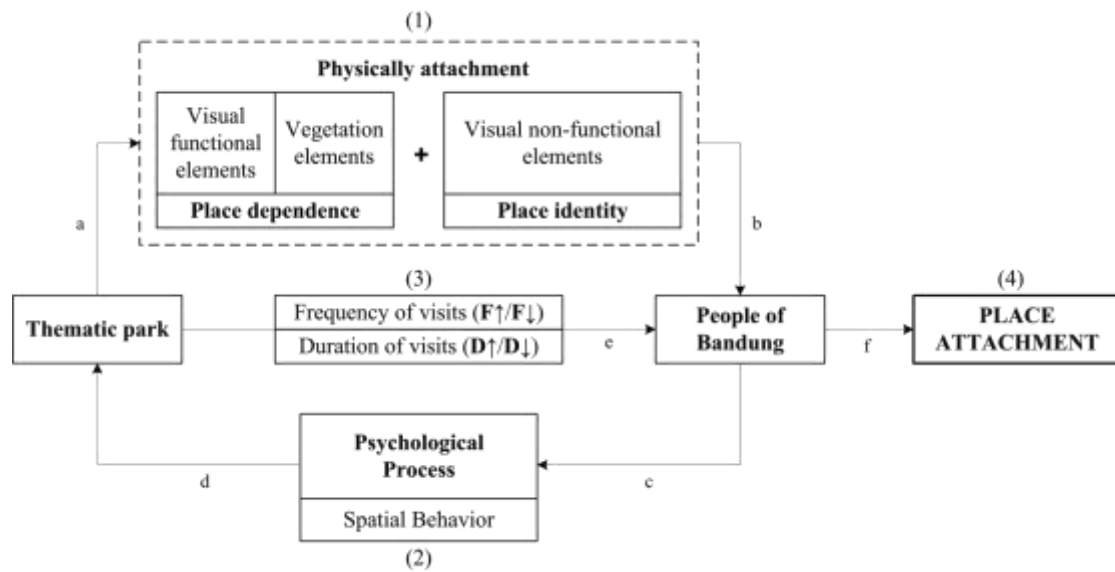
Based on the table above it can be seen that:

- 1) Visual functional elements affects only the visitor's attachment in Musik park and Balai Kota park.
- 2) Visual non-functional elements have no effect on visitor's attachment, both in Lansia park and Music park, as well as in Balai Kota park.
- 3) Vegetation elements affects only the visitor's attachment in Lansia park and Musik park.
- 4) Spatial behavior has an influence on visitor's attachment in Lansia park, Musik park and Balai Kota park.

So in this case it can be concluded that the spatial behavior have very strong influence on the creating of visitors attachment to the thematic parks, where the good spatial settings from various physical and vegetation elements in the park can create a positive experience and memory. But the other hand, the presence of visual non-functional elements are known to not have an influence on the creating visitor's attachment to the thematic parks. This could be due to the influence of thematic branding that adopted to the parks in Bandung that does not have an identity as expected by the people of Bandung, so the existence of thematic park does not give special meaning to the community.

## DISCUSSION

To summarize the results of analysis, then a framework that combining the concept of multidimensional place attachment of Scannel and Gifford (2010) and the concept of disruption-response of Mihaylov and Perkins (2014) has been created on the following framework:



**Figure 6. Model of place attachment framework in thematic parks in the city of Bandung**

The model of place attachment framework above divided into four main stages:

### (1) Place dependence dan Place identity

Thematic parks as a place dimension in this framework formed by the physical elements (visual functional elements; visual non-functional elements) and vegetation elements as a fundamental element forming an emotional attachment physically. In this case, the visual functional elements and vegetation elements provides the enabling conditions of intended use of visitor to the park (place dependence); whereas visual non-functional elements provides self-identity as a cognitive substructure associated with ownership ties to the thematic parks (place identity).

The level of place dependence and place identity in this framework is the stage where the thematic park evaluated at the level of individual cognitive which affecting the visitor's initial impression. The value of the visual functional elements, visual non-functional elements, and vegetation elements on this framework was obtained through a partial determination coefficient analysis to determine the influence of each elements in creating the respondent's attachment to the thematic parks. While the value of place dependence and place identity is obtained by calculating the total of respondent's score percentage about the condition of its place dependence and place identity to the thematic parks.

### (2) Place definition

At this stage, the setting of physical elements of thematic parks will be redefined into a degree of conformity. When the physical elements of the thematic parks can accommodate the expected use and can provide self-identity it will form a positive response; which will be seen/shown from the spatial behavior in the thematic parks. At the individual level, a positive spatial behavior will create a positive experience and memory, so in this case the thematic parks will be considered more meaningful for park visitors. On the contrary, when the thematic parks are not able to accommodate the use and provide self identity, the thematic parks will be judged not meaningful for park visitors. The value of spatial in this

framework was obtained through a partial determination coefficient analysis to determine the effect on visitor's attachment at the thematic parks.

### **(3) Place bonding**

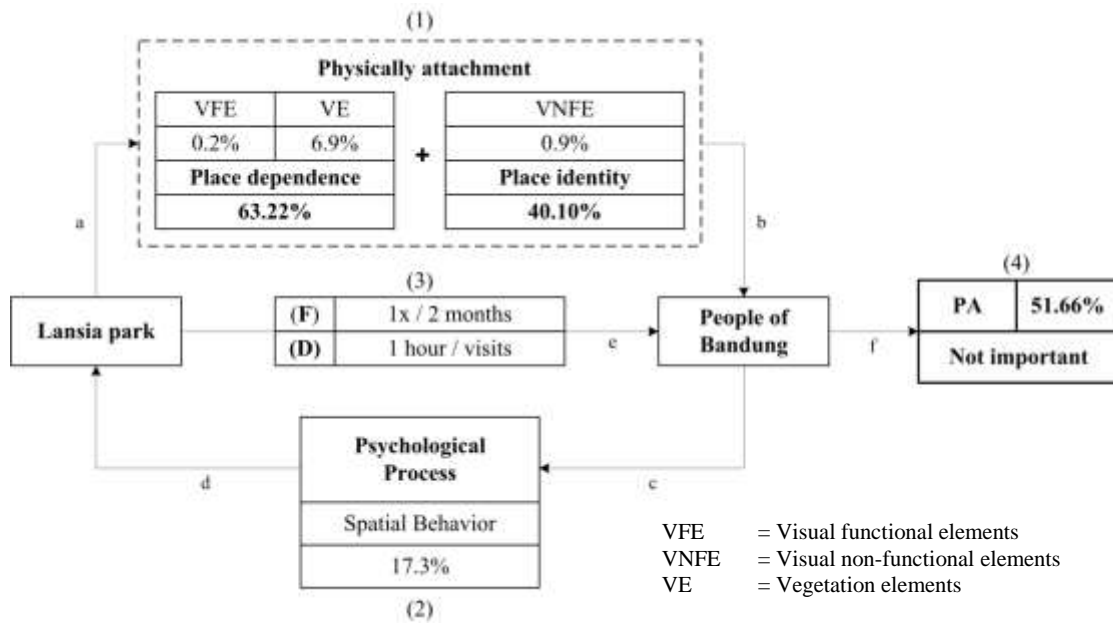
Spatial behavior of visitor to the park were positive then be shown through his desire to remain close to the thematic parks, which if responded positively, the frequency and duration of public visits to the park will be high and rising consistently, whereas if the response is negative, the frequency and duration of public visits to the park will be low or even declining significant.

Through the repeating process of positive response or negative response, it will affect or not affect the form of people's attachment to the thematic park. This stage is very important to note because it serves as an evaluation that indicates the acceptance of park visitors to the application of various thematic concept of the physical elements in the parks. The frequency and duration of visits to the thematic parks in this framework was obtained through the descriptive analysis that has been done in the previous section.

### **(4) Individual response**

At this stage would be known the form of people's attachment to the thematic parks in Bandung. This value is obtained through the accumulation of the total value of visitor's place dependence and place identity to the park. Then the visitors will respond this form of attachment through different attitude. The acceptance of the thematic park can be addressed by increasing the use of the park, either increase the frequency of visits and long duration of the visit in the park. Meanwhile, the denial of the theme parks can be addressed in the form of an indifference to the park or to act individually to oppose the government's policy towards the implementation of the thematic concept of open space.

This place attachment framework is used to answer research questions about how the effect of the application of thematic concept to the physical elements to people's attachment. This framework is then applied to the case study to determine how much the influence that occurs and to obtain a better understanding of the phenomenon. Place attachment framework in Lansia park can be seen in the following figure:



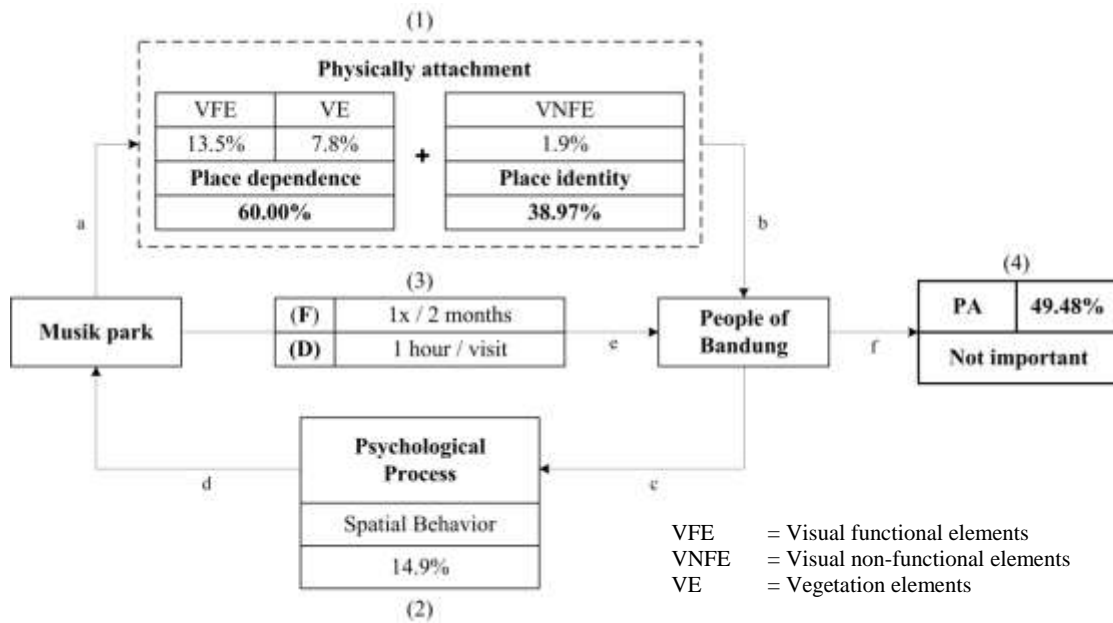
**Figure 7. Model of place attachment framework in Lansia parks**

In Lansia park, place dependence dimension more stronger created by the presence of vegetation elements with a percentage amount of 6.9%. Based on observations and interviews with sources, it is known that the presence of vegetation elements in the form of trees with irregular distribution pattern instead provide an exciting experience for visitors because it gives the impression of a powerful natural space. This condition also supports the use of majority of visitors who visit the park to exercise. While the place identity dimension in the park is influenced by the presence of visual non-functional elements with the percentage amount of 0.9%. This low value of percentage indicates that the presence of visual non-functional elements have not been able to provide the function of identity for park visitors.

A very low percentage of the visual functional elements, visual non-functional elements, and vegetation elements indicates that the Lansia park has not been able to accommodate the use and provide identification as expected by the park visitors. This then affect the value of the spatial behavior that tend to have low percentage amount of 17.3%, whereas this percentage can be interpreted that the park in considered not quite meaningful for park visitors. This negative response seen from the low frequency and duration of public visits to the park, which is the number of visits to the park only one time in two months or more, and the duration of the visit in the park just over one hour.

Overall, this condition indicates that the people had no emotional attachment to the Lansia park. Evidenced by the low percentage of place attachment that obtained by calculating the total accumulated percentage values of place dependence and place identity dimension, amount of 51.66%. Based on Narimawati (2007:84) in Setiati (2015:94), the percentage value is included in the category 'are not important', or it can be interpreted that the existence of the park with the thematic concept of elderly user are not considered important by the society in Bandung.

Meanwhile, place attachment framework on Musik park can be seen in the following figure:



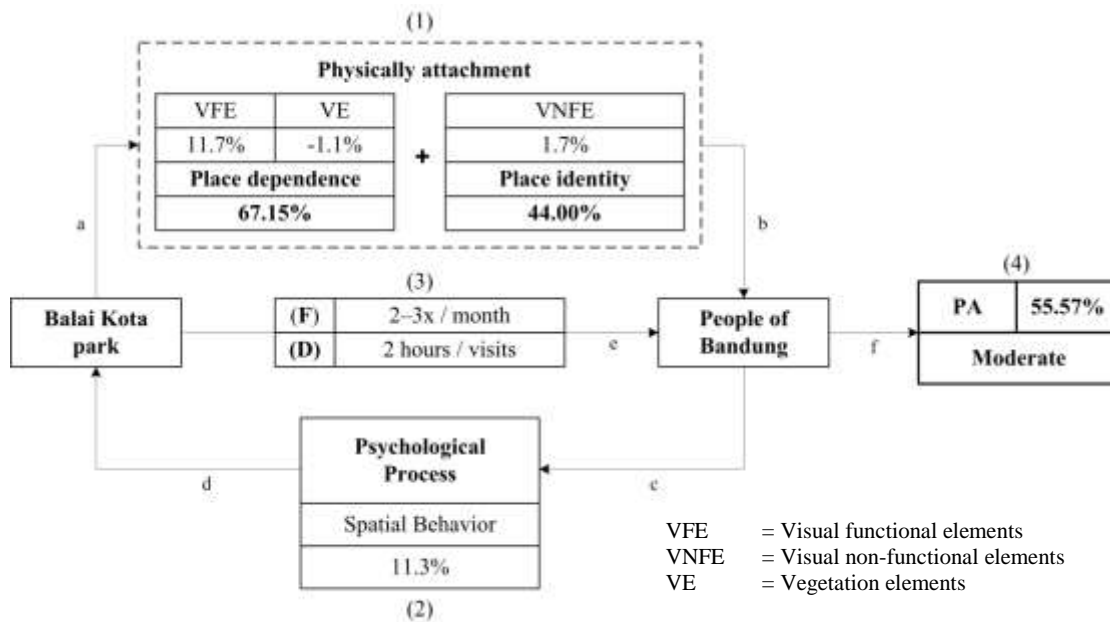
**Figure 8. Model of place attachment framework in Musik parks**

Unlike in the Lansia park, place dependence dimension at the Musik park more stronger created by the presence of visual functional elements with a percentage of 13.5%. This suggests that the various of visual functional elements at the park managed to provide an exciting experience for park visitors. Based on the in-depth interviews with visitors in the Musik park, it is known that this condition is linked to the fulfillment of the visitor's expectations to the presence of visual functional elements that support the use of the park in accordance with the branding; such as the availability of bench that resembles an amphiteater and plaza to perform the music. While place identity in the park is influenced by the presence of visual non-functional elements with a low percentage, around 1.9%. This suggests that the visual non-functional element at the Musik park has not been able to provide the function of strong identity for park visitors.

A low percentage of the visual functional elements, visual non-functional elements, and vegetation elements indicates that the Musik park has not been able to accommodate the use and provide identification as expected by the park visitors. This then affect the value of the spatial behavior that tend to have low percentage amount of 14.9%, which can be interpreted that the park in considered not quite meaningful for park visitors. Similarly in the Lansia park, a negative response is evident from the low frequency and duration of public visits to the park, which is the number of visits to the park only one time in two months or more, and the duration of the visit in the park just over one hour.

Overall, this condition indicates that the people had no emotional attachment to the Musik park. Evidenced by the low percentage of place attachment that obtained by calculating the total accumulated percentage values of place dependence and place identity dimension, amount of 49.48%. Based on Narimawati (2007:84) in Setiati (2015:94), the percentage value is included in the category 'are not important', or it can be interpreted that the existence of the park with the thematic concept of music communities and activities are not considered important by the society in Bandung.

Meanwhile, place attachment framework on Balai Kota park can be seen in the following figure:



**Figure 9. Model of place attachment framework in Balai Kota parks**

Similarly to the Musik park, in the Balai Kota park, a stronger place dependence dimension created by the presence of visual functional elements with a 11.7% percentage. This suggest that the presence of visual functional elements at the park managed to provide an exciting experience for visitors. It can be caused due to the availability of various types of visual functional elements in the Balai Kota park, so it can accommodate a variety of expected used by park visitors. While the place identity dimensions in the park is influenced by the presence of visual non-functional elements with a low percentage, around 1.7%. this suggests that the visual non-functional element at the Balai Kota park have not been able to provide the function of a strong identity for park visitors.

A low percentage of the visual functional elements, visual non-functional elements, and vegetation elements indicates that Balai Kota park has not been able to accommodate the use and provide identification as expected by visitors to the park. This condition then affects the value of the spatial behavior that tends low with the percentage amount of 11.3%, which can be interpreted that the park is considered not quite meaningful for park visitors. However, a negative response of visitor in Balai Kota park is not indicated as bad as happens to the Lansia park and Musik park. It shown by the frequency and duration of visits to the park as much as 2-3 times in a month, and duration visit in the park for 2 hours. This phenomenon shows that the Balai Kota park is considered meaningful for the society than the Lansia park and Music park.

The conditions above shows that people have an emotional attachment to the Balai Kota park, but this attachment is not strong enough. Evidenced by the percentage of place attachment that obtained by calculating the total accumulated percentage values of place dependence and place identity dimension, amount of 55.57%. Based on Narimawati (2007:84) in Setiati (2015:94),

the percentage value is included in the category 'moderate/normal', or it can be interpreted that the existence of the park with the thematic concept of place considered normal by the society in Bandung.

So in this case it can be concluded that: although it is not yet reached the attachments form that are considered important or very important, the branding concept with the segmentation of the place is known to be more acceptable to people of Bandung in comparison with the branding concept that segmented on user, community, and activity.

### **Implication to Research and Practice**

The result of this study also can be developed for cross-scientific research, such as architecture, landscape architecture, urban and regional planning, or environmental psychology. For the development of architecture, it can refer to these results as materials to investigate the existence of a physical element of thematic parks to be designed more integrated with the used branding and also integrated with the surrounding. For the development of landscape architecture, it can refer to these results as materials to investigate the existence of a vegetation element to make it look more visually appealing. For the development of urban design and regional planning can refer the results of this study to be used in the design of macro space so that the thematic space in Bandung can be integrated with the involvement of land-use systems, transportation systems, and another components of urban planning. For the development of environmental psychology can refer to these results as a material to get better understanding about the attachment relationship that created between people's behavior and the physical environment in order to plan and design a better thematic space.

### **CONCLUSION**

Based on the study and analysis in the previous section, the following conclusions answer the research problems:

1. The application of thematic concept that segmented on the user in Lansia park, as well as the application of thematic concept that segmented on communities and activities in Musik park is not considered important by the people of Bandung. This condition is associated with the presence of known physical elements that are not able to accommodate the expected use by the visitors of the park as well as the selection of park branding that tend can not represent the identity of the people of Bandung. Meanwhile, the application of thematic concept that segmented on places considered normal by the people of Bandung. This condition can be interpreted that the park with branding based on place is more social acceptable than the park with the segmented branding on the users, communities, and activities.

This condition not just because the park can accommodate the expected use by visitors, but the park branding elections with place orientation is easier to show the society identity, geographically and culturally, which this orientation does not restrict the freedom of public to access the park. Overall, it is known that the application of the thematic concept on the physical elements of the park with segmented branding on user, community and activity have not been able to form public's attachment to the thematic park. But, the application of the thematic concept on the physical elements of the park with place orientation, potentially could form a positive emotional attachment towards thematic parks.



2. Factors that influence people's place attachment to the thematic parks in the city of Bandung in this study is focused on factors that affecting physical attachment. From all the three case studies, spatial behavior has the most powerful influences compared with other variables in forming visitors's attachment to the thematic park. In this case, it is understood that the good spatial setting of physical elements and vegetation elements in the park can create a positive experiences and memories of visitors so it can give deep meaning to form stronger emotional attachment to the park.

### Future Research

The results of the analysis indicate that the place attachment of male respondents were more strongly against the Lansia park and Musik park because both parks is allegedly better to meet the intended use of the male respondents compared to the female respondents. Vice versa, the place attachment of the female respondents allegedly Balai Kota park because the park is expected to be more able to meet the intended use of female respondents. However, the factors that affect the attachment of respondents to this gender-based in the thematic parks need to be studied further in subsequent research.

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