

## The Influence of City Image Elements on Place Attachments in the Braga Street Area, Bandung City

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### Abstract

The Braga Street Kota Tua area is one of the historical icons in the city of Bandung, which is famous for being a commercial and exclusive center. Old buildings with European-style architecture are the main attraction for tourists both from outside the city and abroad. These characteristics cause the Braga Street Kota Tua area to have an identity so that the city can give a sense of place or a distinct impression to people visiting. This study aims to determine how much influence the city's image has on place attachments in Braga Street, Kota Tua Bandung. This study used a qualitative Mix Method and continued with the quantitative. The results showed that from the elements of the city's image, the five elements, namely landmarks, paths, districts, edges, and nodes, Braga Street in the Kota Tua area of Bandung received a high rating from the respondents, reflecting that Braga Street has been known and has become an iconic place in the city of Bandung. The results also show a place of attachment between individuals around the Braga Street area, both functionally (dependence) and emotionally (identity) simultaneous effect on Place attachment.

*Keywords: City Image Elements, Place Attachment, Braga Street, Kota Tua, Bandung City.*

### A. INTRODUCTION

The city is seen as a summary of the process of life's journey between humans and their environment, socially, culturally, economically, and in other aspects. The city always produces different meanings and values in each of its developments. When viewed again, each value over time has become an identity and factor that has shaped the city to become what it is today (Purwantiasning & Kurniawan, 2017). his identity. Hauge (2007) describes place identity as the dimension of self that determines an individual's identity concerning the physical environment. Meanwhile, Chow & Healey (2018) argue that place identity must be specific and capable of distinguishing one place from another. A place with a strong identity will have a strong character, so even just by hearing the name, the place can be immediately identified.

Each city has its characteristics and uniqueness that distinguishes a city from other cities, especially cities that have historical areas (Karim et al., 2014). The landscape that is created should pay attention to the local wisdom of a place to reflect the identity so that the city can give a sense of place or a distinct impression to people who come (Rahman, 2015). Nevertheless, along with the times and technology, the

image of the city-owned by city is getting faded by modernization because planners often miss planning a city without paying attention to the spirit of place in the city (Schulz, 1980). According to Schulz (1980), the spirit of the place reflects the uniqueness of a place. Lynch, in his book *The Image of the City* (1960), states that there are five elements of a city image, namely landmarks, paths, edges, nodes, and districts. Place Attachment is a positive bond between individuals and a certain place (Altman & Low, 1992). When visiting a place, some individuals usually tend to move and spend time in certain places regularly (Setiati et al., 2015).

The Old City area of Bandung is an example of a city that has a colloquial typology that can be seen from the remaining architectural and landscape formations in this area (Wardhani, 2012). However, with the rapid development of the times, currently, the Old City of Bandung seems to have lost its spirit of place, where the historical value of this area is fading due to the development of the city that is not well planned and does not consider the spirit of place in the area. Buildings in the Braga Street area, Kota Tua Bandung, which characterize ancient buildings, are not well maintained, even in a worrying condition (Rahman, 2012). In addition to reducing the beauty, this also reduces the interest of tourists considering Braga Street is one of the favorite historical tourist attractions visited by many local and foreign tourists. The congestion due to a large number of street vendors and vehicles parked on the shoulder of the road can cause the spirit of place in the Braga Street area, which was once a comfortable economic, trade, and office area, to be disturbed (Permata et al., 2015).

Therefore, the reason the researcher chose the title of the study was to find out how much influence place attachment has between individuals and the historic area by using the elements that form the image of the city so that it can be seen what elements form the image of the city have the most influence on place attachment in the Braga Street area. The Old City of Bandung and later can be used as a reference for improving the image of the area.

## **B. METHOD**

This research is classified as qualitative research because it describes the characteristics of city image elements in Braga Street and Kota Tua and analyzes them using descriptive analysis. This research is quantitative because it uses multiple linear regression analysis to determine the effect of city image elements on place attachment. The population in this study were all visitors who visited the Braga Street area, Kota Tua Bandung—determining the sample in this study using the accidental sampling technique and determining the number of samples using a linear time function of 132 people. The data collection method is survey and observation. Furthermore, the data analysis is carried out using multiple linear regression with SPSS 21 software tools.

## **C. RESULT AND DISCUSSION**

### **1. Overview of the Braga Street Area of the Kota Tua in Bandung City**

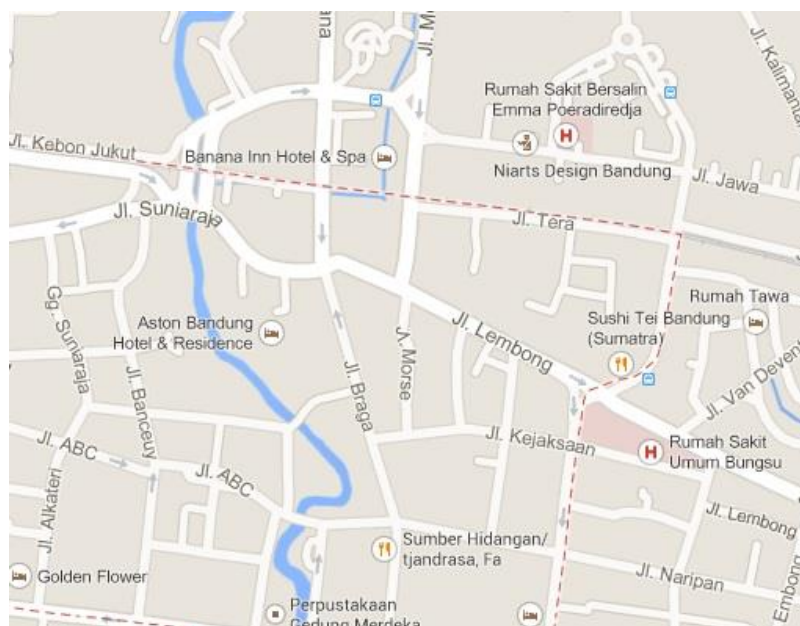
Bandung's history is inextricably linked to its identity as a city with the allure of European tourists and commerce during the Dutch colonial era. One of them is the Braga region and its environs, which are taken from the major road, namely Braga Street, and were formerly extremely renowned for their identity as an elite hub of fashion and trade. The name of this street has been well known since the reign of the Dutch East Indies. Until now, the street's name is still maintained as one of the mascots and a tourist attraction in the city of Bandung, formerly known as Paris van Java (Sudaryanti & Rosita, 2015).

Initially, the Braga Street area was haunted or vulnerable. As reported from various sources, Braga Street is a small street in front of a quiet settlement; that is why it is called *Jalan Culik* because it is quite vulnerable, also known as *Jalan Pedati* (*Pedatiweg*) in the 1900s. *Jalan Culik* is a term from Pak Haryoto Kunto's book *Face of Bandoeng Tempo Doeloe*. However, since the existence of the coffee warehouse around 1812-1814 at the current City Hall location, Braga Street has become a fairly busy route for transporting coffee. Coffee from plantations in the northern area of Bandung is stored in coffee warehouses, then transported by cart to the *Groote Postweg* (present-day Asia-Africa Street) via *Bragaweg* (present-day Braga Street). Therefore, the Braga Street area developed to be modern before other areas. Since the early 1900s, the area's development has become more rapid with the establishment of many shops, trading businesses, and hotels mainly for Europeans. In historical records, Braga Street was visited by Queen Elizabeth II's father and was once used as the headquarters for British troops, which was visited directly by Lord Mountbatten, Commander of the Allied Forces in Southeast Asia (Rachmayanti et al., 2021).



**Picture 1 Braga Street in the 1920s**

To accommodate government officials who relocated to Bandung from Batavia, the Governor-General of the Dutch East Indies J. P. Van Limburg Stirum created a residential neighborhood for almost 10 years beginning in 1916. In addition to making Braga one of the busiest and most prominent areas in both the Dutch East Indies and beyond the Dutch East Indies, this population growth has had a tremendous impact. While this win lasted from 1920 to 1942, the Dutch East Indies joined the Second World War in 1942, which meant that fashion and other economic considerations were no longer significant. Since the proprietor had moved to Europe, he left this region to become gloomy and neglected until the New Order period. The multi-purpose Braga City Walk complex was built in the early 2000s, although it has not been able to bring back the area's previous luster. There are still a lot of abandoned and neglected structures in this region (Meliana et al., 2021).



**Figure 2 Map of Braga Street, Kota Tua, Bandung**

Elements of the image of the city in the Braga Street area obtained from the results of discussions with experts (Lynch, 1964) include:

a. Landmark

The iconic landmarks in the Braga area consist of the Braga Citi walk, the landmark building, and Jelekong Village. The overall assessment of the landmarks in the Braga Street area can be seen in Table 1 below:

**Table 1 Landmark Assessment**

Landmark	f	%
Braga City Walk	110	83.33
Gedung Landmark	7	5.31
Jelekong Vilage	15	11.36
<b>Total</b>	<b>132</b>	<b>100</b>

From the assessment results, it was found that Braga City Walk was included in the high class with a percentage of 83.33%, so the visitors to the Braga Street area assume that the landmark with the highest value is the Braga City Walk.

b. Path

Paths in the Braga Street area are Jalan ABC, Jalan Naripan Jalan Lembong, and Jalan Suniaraja. The overall assessment of the path can be seen in Table 2:

**Table 2 Path Assessment**

Path	f	%
ABC Street	77	58.33
Naripan Street	34	25.76
Lembong Street	12	9.09
Suniaraja Street	9	6.82
<b>Total</b>	<b>132</b>	<b>100</b>

ABC Path is included in the medium class with 58.33%. However, the visitors to the Braga Street area consider that the path with the highest score is Jalan ABC.

c. Node

The nodes in the Braga Street area consist of Naripan and Lembong. The overall assessment of the nodes can be seen in table 3.

**Table 3 Node Assessment**

Node	f	%
Naripan	109	82.58
Lembong	23	17.42
Total	132	100

Naripan nodes are included in the high class with 82.58%, so the visitors to the Braga Street area assume that the node with the highest value is Nariman.

d. District

Districts in the Braga Street area include the Red District, Braga City Walk, and the Bandung Indonesia Bank building. The overall assessment of the district can be seen in Table 4.

**Table 4 District assessment**

District	f	%
Red District	11	8.33
Braga City Walk	109	82.58
Bank Indonesia Bandung	12	9.09
Total	132	100

District Braga City Walk is included in the high class with a percentage of 82.58%. Visitors assume that the district that has the highest score is the Braga City Walk district.

e. Edge

Edge in the Braga Street area consists of the Cikapundung River, Jalan Asia Afrika and Jalan Perintis Merdeka. The overall assessment on Braga Street can be seen from table 5.

**Table 5 Edge Rating**

Edge	f	%
Cikapundung River	24	18.19
Asia Afrika Street	96	72.72
Perintis Kemerdekaan Street	12	9.09
<b>Total</b>	<b>132</b>	<b>100</b>

Edge Asia Africa is included in the high class with 72.72%. Visitors consider that the edge with the highest value is the Asia-Africa Road.

**2. Visitors' attachment to Braga Street, Bandung City Area**

a. Place Dependence

Place Dependence is a functional bond between individuals in the area of Braga Street Kota Tua Bandung based on the ability of the place to facilitate certain activities. In the overall Place Dependence measurement results, the average indicator of all question items is 3.21, which means they tend to agree that they have functional ties to the Braga Street area.

b. Place Identity

Place Identity is an emotional bond between an individual and a place, in this case, the Braga Street area, Kota Tua Bandung, based on the individual's description of a physical environment. In the results of the Place Identity measurement, which are explained as a whole, the average indicator of all question items is 3.18, which means they tend to agree that they have emotional ties to the Braga Street area.

**3. Multiple Linear Regression Analysis**

a. Classical Assumption Test

The classical assumption test that was carried out, namely normality, heteroscedasticity, and multicollinearity tests, met the requirements, so the assumptions were met.

b. Test f (Simultaneous)

Tests for Landmarks, Path, Nodes, Districts and Edges on Place Attachment using the F test in table 6 show the findings below:

**Table 6 Test Results f**

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	3.175	2	1.586	19.742	000 <sup>b</sup>
1 Residual	10.372	129	.078		
<b>Total</b>	<b>13.547</b>	<b>131</b>	<b>-</b>	<b>-</b>	<b>-</b>

Landmark and Node have a significant influence on Place Attachment simultaneously, according to the findings of the simultaneous test with the F test, which found that the estimated F value (19.742) is larger than the F table (3.066) or the significance value (0.000) is less than alpha (0.050).

c. Coefficient of Determination (R<sup>2</sup>)

A correlation coefficient (R<sup>2</sup>) was calculated between the Landmark and Node variables to determine their impact on the strength of emotional attachment to a location.

**Table 7 Results of the Coefficient of Determination**

Model	R	R Square	Adjusted R <sup>2</sup>	Std error
1	.482 <sup>b</sup>	.232	.221	.283162

Suppose the value of the coefficient of determination is close to 100%, the greater the influence of the independent variable. The R Square value of 0.232 indicates that the Landmark and Node factors have a significant impact on the Place Attachment variable, which is 23.2 percent.

d. t-test (Partial)

The following partially presents the results of testing the effect of the Landmark, Path, Node, District, and Edge variables on Place Attachment using the t-test.

**Table 8 Partial Test**

Model	t	Sig.
(Constant)	-.971	.327
Landmark	4.978	.001
Node	3.349	.000

From the results of the t-test can be seen the following results:

- 1). The partial test between the Landmark variable and the Place Attachment variable yielded a t count (4.978) greater than t table (1.978) or a significance value (0.001) smaller than alpha (0.050), indicating a significant relationship between the two variables.
- 2). The partial test between the Node variable and the Place Attachment variable yielded a t count (3.349) more than the t table (1.978) or a significance value (0.000) smaller than alpha (0.050), indicating a significant relationship between the Node and Place Attachment variables.

e. Multiple Linear Regression Results

Using the stepwise method, the results of the multiple linear regression equation between Landmark and Edge against Place Attachment. The equation model is presented as follows:  $Y = -0.642 + 0.497X_1 + 0.397X_3$ .

These equations can be described as follows:

- a. The constant value (a) of -0.642 indicates that without the influence of Landmarks and Nodes, the Place attachment value is -0.642. Alternatively, it can also be said that without these factors, the condition of Place attachment is negative or not good.
- b. The Landmark coefficient value of 0.497 implies that every unit increase in Landmark value affects the Place attachment value of 0.497. The Place connection improves as the landmark improves.

- c. The Place attachment value of 0.397 is affected by every unit rise in the Node value, indicating that the better the node, the greater the Place attachment.

#### D. CONCLUSION

In general, the Braga Street Kota Tua area of Bandung has several impressive buildings that have been preserved in the area; then the area has quality buildings that are still solid from the past to the present and routes that are still in use; application of the five elements of the city image on the road Braga Kota Tua Bandung which has been studied has a common thread in each case study in the area. With a t count value of  $0.497 > t$  table (1.978) and a significance value of 0.001, which is less than the alpha value of 0.05, the measurement findings from multiple linear regression analysis indicate that landmarks have a substantial influence on place attachment. Landmarks have considerable effect due to their qualities, identities, values, or significance, as well as their visual distinction. The Node variable has a substantial effect on place attachment, with a t value of  $0.397 > t$  table (1.978) and a significance value of 0.000, which is less than 0.05. Node has a considerable impact due to its distinctive shape as a meeting place, its specific purpose, and its status as an activity switching point. Landmarks and Nodes have a substantial influence on place attachment simultaneously, as the computed f value (19.742) exceeds the f table (3.066) or the significance value (0.000) is smaller than alpha (0.050). The landmark and node variables have a 23,4 percent effect on Place attachment.

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