

A Placemaking Approach to Assessing the Resilience of the *Kelompok Tani Jambu, Gemblakan Atas Kampong*

Steffany Hartono¹, Wiyatiningsih²,
Gregorius Sri Wuryanto³

^{1,2,3} Magister of Architecture, Universitas Kristen Duta
Wacana Yogyakarta.

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Abstract

Gemblakan Atas Kampong, Suryatmajan, is one of the kampongs in the Malioboro area that produces processed guava products marketed at culinary festivals in Yogyakarta City. *Kelompok Tani Jambu* conducts the production process on one of the kampong roads. The road, which initially functioned as a circulation route, has changed its function to become a production space for processed guava. The change in the function of the kampong road has the potential to cause conflicts of interest between kampong. Based on this background, this study aims to identify social interactions between residents and *Kelompok Tani Jambu* on the kampong road used as a production space for processed guava. Placemaking will be used as a theoretical framework to assess the resilience of the *Gemblakan Atas* community, Suryatmajan. The identification of the placemaking process uses a table that crosses the characteristics of placemaking with space interfaces related to social interaction in public spaces. Community resilience is measured based on the social and physical capital owned by *Kelompok Tani Jambu*. The results showed that the residents of *Gemblakan Atas* kampong and *Kelompok Tani* were actively involved in forming a public production space on the kampong street. The production space formed by *Kelompok Tani Jambu* got a good response from the community. This is the physical and social capital of the resilience of *Kelompok Tani Jambu, Gemblakan Atas Kampong*.

Keyword: *Kelompok Tani Jambu; Gemblakan Atas Kampong; Placemaking; Space Interface; Sustainable Livelihood Frameworks.*

Introduction

Malioboro area is the leading tourist area for the city of Yogyakarta. This area centers economic and tourism activities in the same complex (Pratama, 2022). This case makes the Malioboro area contribute much local revenue (Handoko, 2023).

Gemblakan Atas Kampong is one of the kampongs around the Malioboro area. This

kampong is located in one of the alleys on the edge of Mataram Road. (Pemerintah Kota Yogyakarta, n.d.-a). *Gemblakan Atas Kampong* has guava processing potential that can support tourism activities in Yogyakarta City. The idea of processing guava originated with Lurah Suryatmajan, who realized the high poverty rate in Yogyakarta City. In 2020, he held a "*jambuisasi*" program (Eko, 2022). The program encouraged the community to plant guava tree seedlings, stipulating that one family heads one guava tree. When the program was first established, all kampongs in Suryatmajan Sub-District participated in the *jambuisasi* program. However, until now, only RW03, *Gemblakan Atas Kampong*, has

Correspondence: Steffany Hartono
Magister of Architecture, Universitas Kristen Duta
Wacana Yogyakarta
E-mail: steffanyhartono@gmail.com



maintained the guava tree cultivation. The condition of the guava plantation can be seen in Figure 1.b. below. There are signs of ownership of *Poktan Jambu* on some guava trees (Figure 1.c.). Initially, the guava fruit produced was only for personal consumption. However, as time goes by, the community developed processed guava until it had a selling value based on market desires. The target market for processed guava in *Gemblakan Atas Kampong* is food festivals, tourist arrivals, and cooperation with municipal cooperatives. The marketing results of processed guava can reach one million rupiah every month (Widyaningrum, 2022).

Figure 1. Existing Condition of Gemblakan Atas Kampong
a. Entrance of Gemblakan Atas Kampong; b. Guava Plantation
c. Guava Tree Ownership Sign
Source: Author, 2023.



The people who process guavas are members of *Kelompok Tani Jambu (Poktan Jambu)*, comprising 25 members. *Poktan Jambu* is divided into several processing divisions based on their expertise in processing guava. They use space according to their activity patterns. Generally, the activities of preparing, processing, and packaging processed guava products are carried out in the division coordinator's house. However, the processing of guava sauce is an interesting object to observe because the processing activities are carried out outside the division coordinator's house, precisely on the kampong road in front of the coordinator's house.

Figure 2. Condition when Processing Guava Chili Sauce.
Source: Author, 2023.



The road, which initially functioned as a connecting space and transportation

infrastructure (Arifuddin, 2022; Calfin Daniel Pilok, Pingkan P. Egam, 2016), has shifted to become a production site in *Gemblakan Atas Kampong*. The road, which was initially used according to its function, is interpreted differently by the people of *Gemblakan Atas Kampong*. *Poktan Jambu* interpreted the road as a place for the production of processed guava with a variety of activities that can be accommodated.

Two previous articles have similarities with the article being compiled. Alauddin & Pramitasari, (2023) in his article entitled: *Pendekatan Placemaking untuk Peningkatan Kualitas Kali Pepe di Kawasan Pusat Kota Surakarta*, and Hardi & Pramitasari, (2023) in his article entitled *Penilaian Placemaking di Ruang Terbuka Publik Kawasan Jam Gadang Bukittingi*. Both articles take placemaking theory as the main theory. The first article takes the leading indicators of the four placemaking characteristics as its research parameters. Meanwhile, the second article uses the sub-indicators of the four placemaking characteristics as its assessment parameters.

Unlike the two previous studies, this study will discuss two of the four placemaking characteristics: sociability and uses & activities. These characteristics were chosen because of the dominance of phenomena in the field that lead to the two things above.

Placemaking theory will be crossed with space interface theory to prove that the object of study is included in the category of a good place as a production space.

On the other hand, the sustainability of *Gemblakan Atas Kampong* will be seen based on their social and physical capital. Two of the five capitals in the Sustainable Livelihood Framework will be tested on *Poktan Jambu*.

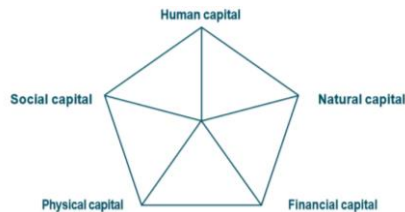
The purpose of this study is to assess the resilience of the community of *Gemblakan Atas Kampong*, Suryatmajan, through the process of placemaking on the kampong road used by the *Kelompok Tani Jambu* as a space for the production of processed guava.

Literature Review

The Sustainable Livelihood Framework (SLF) emphasizes the sustainability of a built environment based on its capital (Ghazali, 2023).

Five capitals must be owned in order for a built environment to be sustainable. The five are shown in Figure 3 below.

Figure 3. Sustainable Livelihood Frameworks Capital
Source: (Department for International Development, 2001).



As shown in Figure 3, a built environment will be sustainable if it has five capitals: human capital, natural capital, financial capital, physical capital, and social capital (Department for International Development, 2001; Wijayanti et al., 2016). Based on these five sustainability capitals, this study will focus on two sustainability capitals, namely social capital and physical capital. This is based on the phenomena found in the study location.

Social capital is the social resources of a built environment that can sustain it when there are shocks in life. Social capital manifests in good relationships between members of the community and the social institutions that oversee them, membership in formal groups that make a built environment well-accepted in the community, and trusting relationships between built environments to expand community social access (Ayu et al., 2022; Department for International Development, 2001).

Meanwhile, physical capital consists of basic infrastructure and production goods to support the sustainability of the built environment (Department for International Development, 2001; Parmawati, 2019). Productive housing is one of the physical capital owned by *Kelompok Tani Jambu*. This type of house allows residents to carry out economic and domestic activities (Johan Silas dalam Seliari & Wiyatiningsih, 2018). Limited land forces users to act creatively to fulfill their domestic and economic needs. The phenomenon of expanding production spaces in public spaces occurs in the typology of kampongs (Marsoyo, 2012; Rivandi, 2021). In Gemblakan Atas Kampong, the expansion of production space occurs on one of the kampong roads.

The word "road" has a variety of different meanings in English. Roads emphasize the function of roads as connecting routes and transportation spaces (Calvin Daniel Pilok, Pingkan P. Egam, 2016; Kostof, 2005).

Meanwhile, streets are public spaces that cannot be separated from their social, cultural, economic, and political contexts (Jacobs, 1961; Putri & Damayanti, 2020). In Indonesia, the word "road" is interpreted as land transportation infrastructure with all road parts, surrounding buildings, and equipment intended for traffic (UU No. 38 Tahun 2004, 2004). The meaning of the streets is sometimes different, depending on the perspective of the people who use the road itself. This study will discuss the phenomenon of street meaning through placemaking theory. Placemaking refers to the process of shaping public space to increase its value or what is commonly referred to as a good place (Project for Public Spaces, 2016). There are four characteristics that define a place that meets the criteria of a good place (Project for Public Spaces, 2016; Victorya et al., 2017), as shown in Figure 4 below.

Figure 4. Placemaking Characteristic
Source: (Project for Public Spaces, 2016).

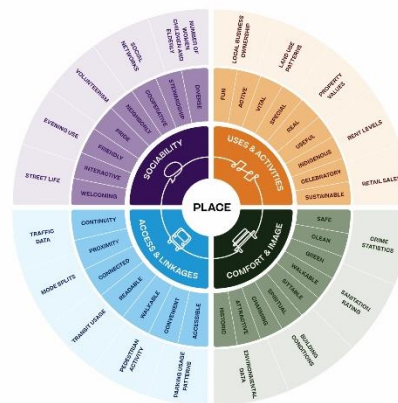


Figure 4 shows four groups of placemaking characteristics according to the Project for Public Space book. Based on this grouping, this study will discuss two of the four placemaking characteristics above. Two placemaking characteristics were chosen for this study because they align with the findings in the field, which show that the characteristics of sociability and uses & activities are more common than the characteristics of access & linkages and comfort & image.

Sociability is characterized by a place becoming a favorite for many people to gather and carry out various activities (Habibullah & Ekomadyo, 2021; Project for Public Spaces, 2016). This is also related to the placemaking characteristic that emphasizes visual contact, although physically not always in the same space (Whyte, 2001). Interactive characters create environments where

information, entertainment, and experiences can be shaped by individuals (Muna & Nursanty, 2021; Subitmele, 2023).

The uses & activities characteristic occurs when people have a reason to return to a place. The activity of seeing and hearing becomes an essential form of communication between users of public spaces (Gehl, 2010). One of the sub-character that will be discussed in this article is extraordinary. The uniqueness of a place will invite people to return to that place (Project for Public Spaces, 2016).

According to Gehl (2010), several things can attract people's interaction in a space, such as the presence or absence of dividing walls, the presence or absence of differences in space elevation, a person's physical distance, and a person's walking speed. The placemaking theory crossed with the space interface theory is shown in Figure 5 below.

Figure 5. Placemaking and Space Interface Crosses
Source: (Gehl, 2010; Project for Public Spaces, 2016), with the author's preparations, (2023).

	To Invite	To Repel	Keterangan
USES & ACTIVITIES Special in environment values	No Walls	Walls	The fewer barriers, the better people see and hear.
	On One Level	Stacking, Several Level	People see and hear better when they are at the same height level.
	Face to Face Orientation	Back to Back Orientation	The fewer barriers, the better people see and hear.
SOCIALITY Interactive in street life	Short Distances	Great Distances	Experiences can formed through people strolling with the human scale of a city.
	Low Speed	High Speed	Experiences can formed through people strolling with the human scale of a city.

Figure 5 shows the crossover between placemaking theory and space interface theory. The result of the crossover says that the fewer barriers a space has, the easier it is for social interaction to take place within the space.

Singapore is one of the countries that applies the placemaking process to its open spaces. Spatial planning based on the concept of placemaking continues to be carried out as the Singapore community and government realize the need to create attractive, thriving, and sustainable spaces in the future. Such spaces can help communities to overcome challenges together (Tng, 2021). One space that applies the placemaking process is the Void Deck Gallery. The space is filled with the results of thoughts expressed in works of art from the local community. However, the

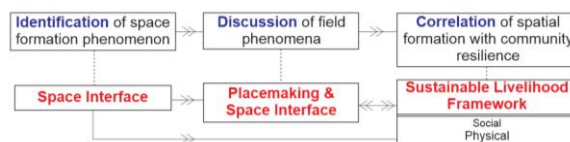
development of the space still needs to be fully realized and still requires discussion to realize it in the future (Chang, 2022).

Method

This research took place in RW 03, Gemblakan Atas, Suryatmajan, with Poktan Jambu as the object of observation. Poktan Jambu has 25 members from 15 households, consisting of 18 women and 7 men. *Poktan Jambu* routinely produces processed guava on certain occasions, such as when a culinary festival, food bazaar, or official meeting is held.

This study will discuss the phenomenon of placemaking in Gemblakan Atas Kampong and relate it to the local community's resilience level. The research mechanism is divided into three stages, as illustrated in Figure 6 below.

Figure 6. Method Frameworks
Source: Author, 2023.



As shown in Figure 6, the first stage was to identify the phenomenon of production space formation in *Gemblakan Atas Kampong*. Data on the phenomenon was collected through interviews, observations, and field documentation. Interviews were conducted with the coordinator of *Poktan Jambu* to find out the origin of the formation of *Poktan Jambu*, the division of production tasks, and the identification of spaces used to accommodate production activities. Interviews were also conducted with farmer group members to find out about social life, space formation, and space utilization carried out by the local community. The observation was carried out at a unique observation point, namely the processed guava production space that occurs on the kampong streets. While documentation is done to take visual data related to the object of study.

The second stage is framing phenomena in the field using a table of the crossover results between placemaking and space interface. Phenomena will be seen based on the interaction patterns with the physical boundaries of the object of observation.

The third stage of this research is to integrate the classification of the phenomenon of the formation of production space with the resilience of the *Gemblakan Atas Kampong* community. Community resilience is measured through their capital, as described in the Sustainable Livelihood Framework (SLF). This article highlights two of the five capitals mentioned in the SLF, namely social capital and physical capital. The two capitals were chosen based on the data from identifying phenomena in the first phase of the research. Both SFL capitals are integrated with placemaking sub-characteristics, resulting in the findings of the resilience of the *Gemblakan Atas Kampong* community in facing economic disasters, namely poverty in Yogyakarta City.

Data analysis and article writing use qualitative descriptive methods to describe phenomena found in the field, both natural and human-made. Furthermore, the discussion is carried out by describing the aspects of the analysis that have been carried out qualitatively or looking deeply at a phenomenon until the desired quality is found (Moleong on Rivandi, 2021).

Results and Discussion

Gemblakan Atas Kampong is a densely populated kampong located on the edge of Mataram Road, 350 meters from the Malioboro area.

Figure 7. Delineation of Study Area
Source: Author, 2023..



As shown in Figure 7, in the middle of the settlement, there is a 200-square-meter guava plantation as the primary source of raw materials for processed guava. *Poktan Jambu* conducts genetic engineering and planting time on the guava plantation so that they can pick guavas every day to meet their production needs.

Figure 8. Existing Condition towards the Object of Observation
Source: Author, 2023.



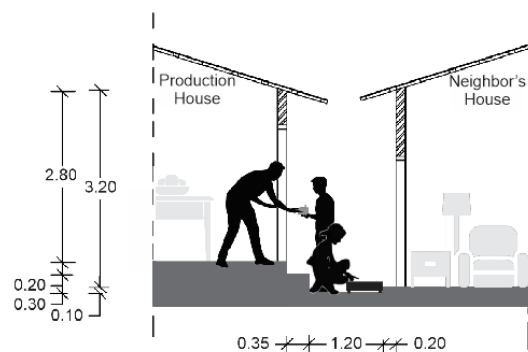
The observation site is located in the eastern part of the guava plantation. The access road to the site is narrow, with narrow and steep steps, as shown in Figure 8 above.

The first stage of this research is to identify the phenomena of production space formation in *Gemblakan Atas Kampong*. Various activities occur in the kampong hallway, such as producing processed guava, mothers gathering and talking, small children playing, and people walking through the hallway.

The next stage is the discussion of phenomena based on the crossing table of placemaking and space interface theories. Both stages of each activity will be discussed in the kampong alley.

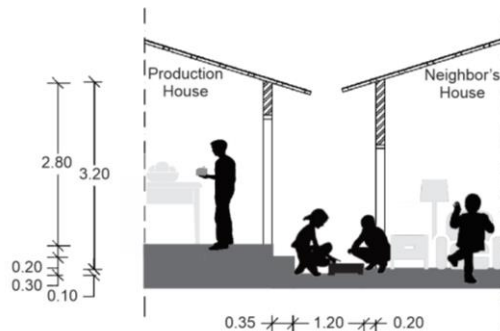
The main observed activity is the production of processed guava by *Poktan Jambu*, Suryatmajan. The kampong road has increased its function as a space for production activities. The road, with a width of 1.20 meters, is fully used for the production process of cooking guava chili sauce. Generally, there are women who cook the sauce, sitting on tiny chairs and facing in front of the stove. The men will receive and pack the processed products inside the house, as shown in Figure 9 below.

Figure 9. Activity Pattern of Jambu Chili Sauce Production
Source: Author, 2023.



In the crossing table of placemaking theory with space interface theory, the existence of walls is a barrier to interaction in a built environment. In the processed guava production room, a wall separates the processed guava production room from the productive house. However, the community opens the house door so that hearing and seeing activities can still occur. Their owners open the doors of other houses around the production house. This indicates support for social interaction activities in the production space. The farmer group and the surrounding community remain in their respective activities in their respective spaces. However, social interaction, in the form of conversation, still occurs (Figure 10).

Figure 10. Social Interaction Around the Production Room
Source: Author, 2023.



There is a height difference of about twenty centimeters between the productive house (the preparation room for processing guava sauce) and the production room (on the kampong streets), as shown in Figure 10 above. Despite this, social interaction between the farmer group and the surrounding community still occurs. The hallway's narrowness makes the sound clearly audible so that users can still communicate well even though they are in different spaces and heights.

The stairs to the productive house, which were initially used as a foothold, are used as a preparation table during the production process. In addition, production tools and materials are transferred from the production house to the kampong road, as shown in Figure 11 below.

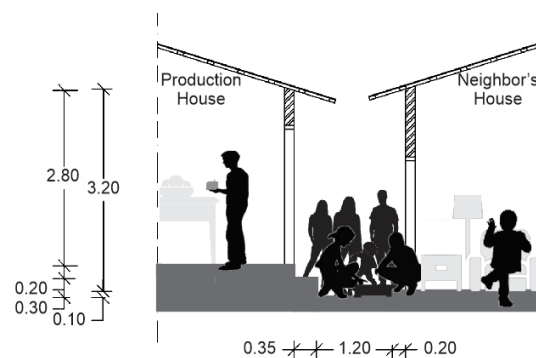
Figure 11. Function Switching of Stair Steps in the Object of Observation
Source: Author, 2023.



There is a small bench provided as a table if tourists or guests come. Food and drinks will be served on the benches.

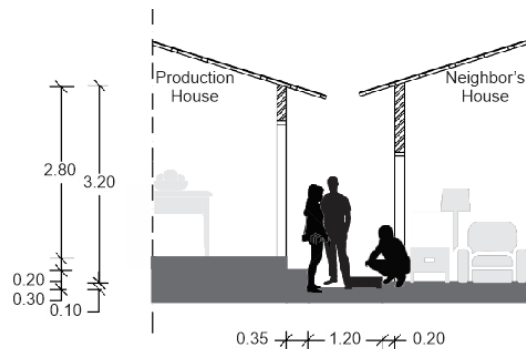
The location of the guava production room on the kampong road means there are no barriers except for the walls of people's houses. This allows people to face each other directly (Figure 12). Kampongs from the neighboring alley come to chat or help fellow *Poktan Jambu* members carry out the production process. Kinship relationships encourage people to return to the space. In addition, *Poktan Jambu* members who have children bring their children to the production room. The production room becomes a place for children to play. Thus, various activities occur in the same space because of the large face-to-face orientation in the production space. As shown in Figure 12, various activities occur on the kampong street.

Figure 12. Variety of Activities Occurring in the Production Room
Source: Author, 2023.



The production space for guava chili sauce uses an intimate scale. The approximately 1.2-meter-wide road used as a production space, children's play space, and land transportation space make a different spatial experience for people who enter the hallway. If a road user is about to pass, the farmer group will stand up and raise their chair to let the road user pass, as shown in Figure 13 below. To the north of the production room are stairs with no ramp. This indicates that the location can only be reached on foot.

Figure 13. Variety of Activities Occurring in the Production Room
Source: Author, 2023.



The presence of pedestrian activities and production activities on the kampong road means that anyone passing on the road will slow down to ask *Poktan Jambu* for permission to pass. This situation will lead to spontaneous conversations for people who already know each other. Thus, new activities occur in the space, namely, people talking between farmer group members and the general public who pass by.

The physical capital owned by *Poktan Jambu* has met the criteria of a good place. The positive value of each criterion from the crossing of placemaking theory and space interface indicates this.

Figure 14. Cooperation between *Poktan Jambu* and the Government
Source: (Pemerintah Kota Yogyakarta, n.d.-b).



Poktan Jambu also has social capital, shown by good relations with the local government to market its products through the procurement of culinary festivals and ordering snack boxes of processed guava during government meetings, as shown in Figure 14. In addition, if a culinary festival is held, the *Poktan Jambu* coordinator always gets information submitted by the local government so that *Poktan Jambu* members have the opportunity to market their products at the festival.

Poktan Jambu members also actively participate in seminars and workshops on guava processing, halal certification, and branding of processed guava products. At least two to three times a year, branding and guava processing workshops are

held by the *Poktan Jambu* coordinator to support the development of processed guava.

Good cooperative relationships are also seen in every kampong in Suryatmajan Sub-District. When festivals are held in other kampongs, *Poktan Jambu* also participates in marketing its products.

Conclusion

Based on the results of the discussion above, there is a placemaking process in the guava processing place. *Lorong* in *Gemblakan Atas Kampong* can invite people to return to the space for various reasons, such as going to process guava or wanting to chat with other residents.

The placemaking process is active and natural. The communal space on the kampong street demonstrates this. This is shown through the behavior of people who want to open the doors of their houses so that communication continues even though they are doing their respective activities.

The placemaking process shown through establishing a processed guava production space on the kampong road is the social capital of the *Kelompok Tani Jambu* to achieve community sustainability in *Gemblakan Atas Kampong*. Adequate social capital can be seen from the good relationships between farmer group members and related stakeholders.

On the other hand, the physical capital owned by *Kelompok Tani Jambu* is adequate, as seen from the placemaking process that has been carried out. The physical capital owned by *Kelompok Tani Jambu* is adequate, as seen from the placemaking process that has been carried out.

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