

INTISARI

Keberlanjutan identitas kota merupakan sesuatu yang menjadi fokus global dewasa ini. Urbanisasi dan globalisasi merupakan 2 faktor besar yang mempengaruhi kondisi lingkungan fisik, sosial budaya, dan ekonomi yang juga berdampak pada keberlanjutan identitas kota. Hal ini mendorong pengoptimalisasian ruang-ruang publik melalui revitalisasi yang dilakukan. Salah satunya yang kemudian diangkat menjadi objek studi penelitian ini yaitu Jalan Malioboro. Identitas Jalan Malioboro yang dibangun atas dasar nilai filosofis dan historis menjadi daya tarik tersendiri yang mengikat orang untuk kembali datang berkunjung ke jalan ini.

Studi-studi mengenai keberlanjutan dari lingkungan urban umumnya berfokus pada komponen fisik dan lingkungan termasuk didalamnya masalah air, udara, energi dan transportasi. Namun, eksplorasi terhadap komponen sosial dan psikologis dari keberlanjutan tersebut seperti *place attachment*, *sense of place*, *place identity*, dan pemaknaan lainnya masih mendapatkan sedikit perhatian. Demikian juga terhadap bau maupun lingkungan bebauan meski selalu ada dalam keseharian perkotaan dan berkontribusi secara tidak langsung pada manusia dalam merasakan, merespon dan memaknai lingkungan sekitar, akan tetapi bau sering kali diabaikan signifikansinya dalam dimensi keseharian pengalaman sosial dan emosional masyarakat kota bahkan dalam riset akademis di Indonesia.

Penelitian ini mencoba untuk melihat melalui sudut pandang lain tentang bagaimana identitas Jalan Malioboro yang ditilik melalui persepsi masyarakat secara inderawi khususnya tentang bau dan keterikatan tempat. Lebih jauh lagi eksplorasi bertujuan untuk mengidentifikasi kondisi *smellscape* maupun *place attachment* di Jalan Malioboro, menganalisis pengaruh *smellscape* terhadap *place attachment*, serta mendapatkan rekomendasi strategi desain *smellscape* sebagai alternatif pengembangan kawasan Jalan Malioboro dalam upaya peningkatan *place attachment*.

Hasil penelitian ini menunjukkan bahwa baik *smellscape* maupun *place attachment* yang terjadi di jalan Malioboro cenderung bernilai netral atau tidak dapat dikategorisasikan sebagai kuat atau lemah. Jalan Malioboro sebagai tempat secara sosial, faktor orang secara personal serta faktor proses psikologis secara afektif menjadi hal yang mendasari keterikatan tempat di Jalan Malioboro serta lingkungan bau yang bersih menjadi suatu gambaran kondisi *place attachment* dan *smellscape* Jalan Malioboro. *Smellscape* terbukti memiliki kontribusi terhadap keterikatan tempat yang terjadi di Jalan Malioboro meski hanya sebesar 11,2% atau dapat dikatakan bahwa *smellscape* merupakan faktor pelengkap dalam memperkuat keterikatan tempat. Rekomendasi yang dapat diberikan berupa arahan desain pada level makro meliputi pengupayaan pembentukan *smellscape* melalui komponen dengan cakupan yang lebih luas, dalam hal ini terkait perbaikan kualitas udara. Elemen-elemen buatan seperti *stopping point*, *public smoking control*, maupun sistem drainase dan pengelolaan sampah pada level midi serta *seating area*, *materials*, *indoor* maupun *outdoor scenting* pada level mikro.

Keyword: *Jalan Malioboro, place attachment, smellscape, smellscape pleasantness.*

ABSTRACT

The sustainability of the city's identity is something that is a global focus today. Urbanization and globalization are two major factors that affect the physical, socio-cultural, and economic conditions, which also have an impact on the sustainability of the city's identity. This encourages the optimization of public spaces through the revitalization carried out. One of them, which was later designated as the object of this research study, was Jalan Malioboro. The identity of Jalan Malioboro, which was built on the basis of philosophical and historical values, is the main attraction that binds people to come back to visit this road.

Studies on the sustainability of the urban environment generally focus on the physical and environmental components, including water, air, energy, and transportation issues. However, exploration of the social and psychological components of sustainability, such as place attachment, sense of place, place identity, and other meanings, has received little attention. Likewise, smells and the environment. Although odors are always present in urban daily life and contribute indirectly to humans in feeling, responding, and interpreting the surrounding environment, odors are often neglected in their significance in the daily dimensions of social and emotional experiences of urban communities, even in academic research in Indonesia.

This study tries to see through another point of view about the identity of Jalan Malioboro, which is seen through the sensory perception of the community, especially about smell and attachment to places. Further exploration aims to identify the condition of smellscape and place attachment on Malioboro Street, analyze the effect of smellscape on place attachment, and obtain recommendations for smellscape design strategies as an alternative to developing the Malioboro Street area in an effort to increase place attachment.

The results of this study indicate that both the smellscape and place attachments that occur on Malioboro Street tend to be neutral or cannot be categorized as strong or weak. At Malioboro Street as a place, socially, personal factors of people and affective psychological process factors are the things that underlie the attachment of places on Malioboro Street, and a clean, smell environment becomes an illustration of the condition of place attachment and smellscape on Malioboro Street. Smellscape is proven to have contributed to place attachment that occurred on Malioboro Street, although only by 11.2%, so it can be said that smellscape is a complementary factor in strengthening place attachment. Recommendations that can be given in the form of design directions at the macro level include efforts to establish a smellscape through components with a wider scope, in this case related to improving air quality. Artificial elements such as stopping points, public smoking control, as well as drainage systems and waste management at the midi level, as well as seating areas, materials, and indoor and outdoor scenting at the micro level.

Keyword: *Malioboro Street, place attachment, smellscape, smellscape pleasantness.*