

INTISARI

Peran Pusat Kota Dalam Peningkatan *Sense of Place* Guna Mendukung Penjenamaan “Jogja Istimewa”

Kawasan Malioboro merupakan pusat kota bagi Yogyakarta yang terbentuk berdasarkan ketetapan RPJMD dan implementasi cerminan nilai filosofis Yogyakarta sebagai penguat identitas. Saat ini, upaya pengenalan identitas dan representasi nilai filosofis Yogyakarta terus dilakukan yakni dengan pengembangan Kawasan Malioboro dan pembentukan penjenamaan Jogja Istimewa. Karakter spesifik dalam pembentukan identitas memicu adanya rasa tempat atau dapat disebut dengan *sense of place*. Meskipun telah dilakukan upaya penguatan identitas Yogyakarta, masih banyak masyarakat yang tidak mengetahui eksistensi Malioboro sebagai pusat Kota Yogyakarta dan pembentukan penjenamaan Jogja Istimewa sebagai representasi identitas Yogyakarta. Oleh karena itu, penelitian memiliki tujuan untuk menganalisis *sense of place* Kawasan Malioboro sebagai penguat penjenamaan Jogja Istimewa. Dilakukan analisis tabulasi silang untuk mengenali karakteristik masyarakat dalam pengisian kuesioner. Dalam mengetahui *sense of place* pada Kawasan Malioboro dilakukan model analisis deskriptif guna mengetahui tingkat *sense of place*. Dalam analisis deskriptif, *sense of place* pada Kawasan Malioboro berada pada tingkat tinggi dengan nilai 3,20 dari rentan nilai 4,00 yang mengartikan bahwa *sense of place* mampu menimbulkan pemaknaan masyarakat terhadap kawasan. Selanjutnya dilakukan analisis untuk mengetahui faktor *sense of place* yang sangat berpengaruh dengan regresi linear berganda. Analisis dilakukan berdasarkan tiga pengelompokan yakni pada masyarakat asli DIY, masyarakat luar DIY, dan masyarakat gabungan DIY dengan luar DIY. Melalui persamaan ini dapat diketahui bahwa faktor *sense of place* yang paling berpengaruh dalam penguatan penjenamaan Jogja Istimewa yaitu daya tarik kawasan dan pengalaman kunjung. Terdapat unsur-unsur paling berpengaruh dalam membentuk *sense of place* kawasan berdasarkan persepsi masyarakat yang didapatkan pada hasil pertanyaan terbuka dalam kuesioner. Unsur pembentuk *sense of place* pada Kawasan Malioboro dapat diketahui berdasarkan hasil olahan analisis frekuensi kata. Hasil dari penelitian menunjukkan bahwa *sense of place* pada kawasan dapat menciptakan citra kawasan bagi individu yang berdampak pada penguatan penjenamaan.

Kata kunci: frekuensi, malioboro, penjenamaan, pusat kota, regresi berganda, *sense of place*.

ABSTRACT

Role of the City Centre in Increasing Sense of Place to Support City Branding of "Jogja Istimewa"

The Malioboro area is the city center for Yogyakarta which was formed based on the RPJMD stipulations and the implementation of the reflection of Yogyakarta's philosophical values as an identity reinforcement. Currently, efforts to identify identity and represent the philosophical values of Yogyakarta continue to be carried out by developing the Malioboro area and forming the branding of Jogja Istimewa. The specific character in the formation of identity triggers a sense of place. Although efforts have been made to strengthen the identity of Yogyakarta, there are still many people who do not know the existence of Malioboro as the city center of Yogyakarta and the formation of the branding Jogja Istimewa as a representation of Yogyakarta's identity. Therefore, this research aimed to analyze the sense of place of the Malioboro area as a reinforcement for the branding of Jogja Istimewa. Cross tabulation analysis was conducted to identify the characteristics of the community in filling out the questionnaire. In finding out the sense of place in the Malioboro area, a descriptive analysis model was carried out to determine the level of the sense of place. In the descriptive analysis, the sense of place in the Malioboro area was at a high level with a value of 3.20 from the vulnerable value of 4.00. It means that the sense of place was able to create a meaning for the community of the area. Furthermore, an analysis was carried out to determine the most influential sense of place factor with multiple linear regression. The analysis was carried out based on three groupings, namely the local residents of Yogyakarta, the foreigners, and the merge between the local residents and foreigners. Through this equation, it can be seen that the most influential sense of place factors in strengthening the branding of Jogja Istimewa are the attractive areas and visiting experience. There are most influential elements in forming a sense of place for the area based on public perceptions obtained from the results of open-ended questions in the questionnaire. The elements forming the sense of place in the Malioboro area can be identified based on the processed word frequency analysis. The results of the study indicate that a sense of place in the area can create an image of the area for individuals in which has an impact on strengthening the branding.

Keywords: branding, city centre, frequency, Malioboro, multiple regression, sense of place.