

Sense of place among adolescents: factors influencing the place attachment on shopping malls

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Abstrak

This research aims to find the push factors that create relationships between youth and shopping centers and examines how different mall environments also help create different emotional bonds towards the malls. This topic is further observed with an explorative study that obtained its primary data from interviews and secondary data from various supporting literatures as well as from a number of observations. The informants were 15 visitors of each of the following shopping centers: Tunjungan Plaza and Ciputra World in Surabaya; and Mal Ciputra and Gandaria City in Jakarta. The total informant number is 60. The research found several affective factors that support the formation of place attachment: physical factors that lead to indirect place attachment, social factors or social interactions that happen in the shopping center, cultural factors, personal factors (including gender, race and ethnicity), memories and experience, place satisfaction, interaction and activity features, and time factor. The different age of shopping centers also had an effect to the factors present.

Riset ini bertujuan untuk menemukan pendorong-pendorong relasi antara generasi muda dan pusat belanja. Studi ini merupakan studi eksplorasi dengan sumber data yang berasal dari wawancara, data-data literatur, serta observasi. Informan yang terlibat adalah masing-masing lima belas orang pengunjung dari empat pusat belanja di Tunjungan Plaza dan Ciputra World Surabaya serta Mall Ciputra dan Gandaria City Jakarta, dengan jumlah total informan sebanyak enam puluh orang. Penelitian ini menemukan beberapa faktor afektif yang membentuk keterikatan tempat, antara lain faktor-faktor fisik, faktor sosial, memori dan pengalaman, faktor kultural, faktor personal (termasuk di dalamnya gender, ras dan etnik), kepuasan terhadap tempat, interaksi dan aktivitas, dan faktor waktu. Dari pengamatan ternyata perbedaan usia pusat belanja juga berpengaruh dalam membentuk faktor-faktor pendorong tersebut.