
CORRELATION BETWEEN VISUAL CHARACTERS AND SENSE OF PLACE IN KAMPUNG PELANGI SEMARANG

Wulasty Digda Yumnahanin*, Siti Rukayah **

*) Master Student, Department of Architecture, Diponegoro University, Indonesia

***) Department of Architecture, Diponegoro University, Indonesia

e-mail: yumnananinwulasty@gmail.com

ABSTRACT

Kampung Pelangi Semarang is in Randusari Village, South Semarang District, Semarang City. Kampung Pelangi, formerly known as Kampung Wonosari, is a slum village; through the Semarang City Government program, it has become a thematic tourist village to improve the arrangement and increase the economic potential of Kampung Pelangi. After experiencing a change in visual character, the actions of the residents show a change in the sense of place of Kampung Pelangi. This action is reflected in changes in pride, ownership, identity, positive aspirations, and residents' commitment to Kampung Pelangi. The purpose of this study was to determine the relationship between visual characters and the sense of place in Kampung Pelangi. This research method is quantitative. Data collection using a questionnaire. The research sample is 100 residents of Pelangi village aged 25-60 years. The data analysis method used is correlation inferential statistical analysis using the IBM SPSS Statistics 26 for Windows program. This study found that the relationship between visual characters and the sense of place in Kampung Pelangi was positive. Hence, the more visual characters increased, the more sense of place in Kampung Pelangi also increased.

Keywords: *sense of place; visual character; Kampung Pelangi*

INTRODUCTION

Today, the city of Semarang is developing its tourism potential. One of the developments is a thematic tourist village. The Semarang City Government has completed over 100 thematic villages (Akbar, 2018). The thematic villages are spread across 16 districts. Thematic villages are considered successful in encouraging social and economic improvement in slum villages. Thematic tourist villages are tourist destination villages which are developed based on the feasibility of an idea or theme. Themes are chosen based on economic and social characteristics, local potential, external financing, and community initiatives (Bastian, 2021).

Kampung Pelangi Semarang is located in Randusari Village, South Semarang District, Semarang City. Kampung Pelangi used to be called Kampung Wonosari (Chakam & Ristianti, 2017). Kampung Wonosari is a slum village. The impression of

a slum village can be seen in the low visual characteristics of houses that are neither painted nor plastered. Through the Semarang City Government's Great Gate program, Kampung Wonosari was transformed into a thematic tourist village. The Great Gate is an extension of the Joint Movement for Alleviating Poverty and Unemployment through Harmonizing the Economy, Education, Ecosystems and Ethics with the Community (Anonymous, n.d.). This improvement is an effort by the City Government to organise the area and increase the economic potential of Kampung Pelangi; Kampung Pelangi was inaugurated on April 15 2017 (Cahyaningrum, 2019).



Figure 1. House And Road Painted

Source: field survey, 2023

Improvements to Kampung Pelangi include adding supporting activities and changing visual characters. Additional supporting activities in the form of culinary tours, selfie spots, fishing competition festivals (Imam, 2022), increasing community empowerment, routine attractions (monthly/weekly), souvenir training, and periodic community service (Wulandari & Luthfi, 2019). Changes in visual character in the form of painting residents' houses, painting roads, flower markets, providing signage, parking lots, cafes, libraries and pedestrian paths (Imam, 2022), viewing posts, rest area spots, tourist maps (Wulandari & Luthfi, 2019). After experiencing changes in the visual character and supporting activities, the actions of the residents show a change in the sense of place of Kampung Pelangi. This action reflected a change in the sense of pride, ownership, identity, positive aspirations and commitment of the residents of Kampung Pelangi.

Sense of place is the relationship between humans and a place (Clark, 2009). Sense of place is the user's feeling in a place. Place is a space that contains activity and is interpreted by its users. The dimensions of a sense of place, according to Domingues (2021), are ties to place, place identity, dependence on place, sense of community, and rootedness. The loss of a sense of place will lead to a loss of identity from a place (Shukri et al., 2022). The identity of an area affects the success of an area (Clark, 2009). Thus, the loss of a sense of place can lead to the failure of an area, so for the success of an area, the sense of place needs to be maintained and improved.



Figure 2. Food Court And Café Building
Source: field survey, 2023



Figure 3. Library
Source: field survey, 2023



Figure 4. Signage, Map
Source: field survey, 2023

Sense of place is related to physical settings, activities and meaning (Shukri et al., 2022). The arrangement of Kampung Pelangi creates a change in visual character. Changes in the visual character of Kampung Pelangi cause changes in the physical setting. The changing physical setting caused changes in Kampung Pelangi's activities, so the sense of place of Kampung Pelangi should have changed. This change can be seen in the bond, dependency, and identity of the residents towards Kampung Pelangi. Thus, the unique case of Kampung Pelangi can be a learning experience; revealing the relationship between visual characters and the sense of place

is an important step to maintain and enhance the sense of place in Kampung Pelangi and other areas.

The purpose of this paper is to determine the relationship between visual characters and the sense of place in Kampung Pelangi. The research objective is to identify and structure an analysis of the relationship between visual characters and the sense of place of residents in Kampung Pelangi Semarang.

THEORY / RESEARCH METHODS

Visual Character

Visual character is a characteristic, the arrangement of elements that can be observed with the eye (Arsianti, 2016; Sukarno et al., 2014; Language Center Dictionary Compilation Team, 2008). This causes objects to have qualities that distinguish them from other objects. To understand the uniqueness of an object, it is necessary to know its characteristics. According to Shirvani (1985), there are eight urban/regional design elements, and there are six visual character-forming elements, including land use, shape and mass of buildings, circulation and parking, open space, pedestrians, and markers.

According to Smardon (1986), the coherent qualities of a region can be scaled as articulation, direction, landmarks, clarity, harmony, and rhythm. The visual character is formed from the relationships and arrangements of the following elements: shapes are created from lines that are connected to form a group; lines are created from differences in colour, shape, and texture; colour can affect the visual weight of an object and shape; Texture is a surface character. Character influences the impression and feel of touch and the quality of reflected light; scale and proportion are measurements, comparison of components with their environment. Scale and proportion can create an atmosphere of order. The elements of the area recorded in one's visual observation are paths; the shape of the road can affect the comfort and orderliness of an area; the degree of coverage, the presence of buildings, vegetation, and parking on the shoulder of the road will form a space that will affect user comfort; plants on the road that affect the image of the environment; architectural pattern that shows the relationship of shape, size, and alignment; patterns of activity in the Region.

Attributes characterise descriptions (Team of Language Center Dictionary Compilers, 2008). The visual character of the area is formed from the relationship between visual elements. This is shown in an urban landscape. Smardon (1986) mentions the attributes that show visual character are dominance or contrast of one or two elements that stand out and give rise to dominance; diversity or differences in varied and interconnected patterns give rise to diversity; Continuity, Continuity, connectedness, a series of alloys that cannot be separated gives rise to Continuity; integrity or integrity of natural and artificial landscape arrangements. This setting is free from visual distractions; unity is created from harmony and suitability of elements; sequences are created from sequences of visual unit arrangements that lead to a specific direction or hierarchy; unique visual or visual quality conditions that are

strange and rarely found; beauty or impressive appearance. Beauty is formed from elements that are attractive and stand out.

Sense of place

To examine the sense of place, the difference between space and place needs to be understood. Place is a physical setting where there is activity and is interpreted by its users (Relph, 1976). It can be concluded that a place is a space that contains activity and is interpreted by its users. Sense of place is the relationship between humans and a place (Clark, 2009). Sense of place is the user's feeling in a place. Place is a space that contains activity and is interpreted by its users. The loss of a sense of place will lead to a loss of identity from a place (Shukri et al., 2022). The identity of an area affects the success of an area (Clark, 2009). Thus, the loss of a sense of place can lead to the failure of an area, so for the success of an area, the sense of place needs to be maintained and improved.

According to Shamai (1991), the sense of place has seven levels. These levels are: (1) do not have a sense of place; at this level, a person does not know and does not have any feelings for a place; (2) recognize the place but do not have an emotional connection; at this level a person recognizes the place but has no attachment to the place; (3) a sense of ownership of a place, at this level a person feels what happens in that place is essential, feels used to it and has an emotional bond; (4) a strong emotional connection to a place, at this level a person feels a strong emotional attachment to a place. The place has a significant meaning and is the centre of a person's experience and identity. The place feels unique and different from other places. One feels like lingering and longing for a place; (5) understanding and feeling satisfied with the destination of a place; at this level, a person has a powerful bond because all life goals are fulfilled in that place. Someone feels all his needs and preferences are fulfilled in that place; (6) having an active role in a place; at this level, a person actively participates in a place, allocates energy, attention, time and material for a place, has a sense of responsibility, wants to care for and maintain that place; (7) firm commitment, willing to sacrifice for a place, at this level someone is willing to sacrifice anything for a place.

According to Cross (2001), a sense of place is created because of the process of a person relating to a place. This relationship results in a bond (bounding). Seven types of relationships give rise to a sense of place, including (1) Biography created from stories and experiences in a place that develops over time. The types of biographical ties are historical and familial; (2) Spirituality is created because of intuition that cannot be explained somewhere. The bond type of spiritual connection is emotional and incomprehensible; (3) Ideology is created because someone lives based on morals and guidelines so that responsibility arises for a place. Ideological relations can be either religious or worldly. This type of relationship is moral and ethical; (4) Narratives that are created because of the knowledge of a place through stories and narratives. This type of relationship bond is a myth; (5) The commodification that satisfies all needs, lifestyle preferences and desires/expectations. This type of relationship bond is cognitive based on choice and

desire. (6) Limitations created because there are no other options, dependence on people and the economy. This type of relationship bond is material.

According to Irwandi (2020), visual changes lead to changes in character, which are captured as residents' perceptual experiences. According to Ram (2016), the experience of the visual perception of the residents increases the sense of place towards the place. Thus, the visual character is related to the sense of place.

Research Methods

The method used in this paper is quantitative. According to Sugiyono (2010), a quantitative research method based on positivism examines specific populations or samples. Data collection using a closed questionnaire Likert scale five intervals, and data analysis is statistical to test the hypothesis. This study hypothesizes that there is a relationship between visual quality and a sense of place in Kampung Pelangi. The research sample was residents of Pelangi village aged 25-60 years who were randomly taken as many as 100 samples. The data analysis method used is correlation inferential statistical analysis using the IBM SPSS Statistics 26 for Windows program.

RESULTS AND DISCUSSION

Based on the questionnaire data, the average value of the respondents' rating of visual dominance in Kampung Pelangi is as follows:

Table 1. The Average Value Of The Indicator Domination

Indicator	Parameter	Average Value
Domination	Domination form building	3.81
	Domination ornament	3.86
	Domination furniture road	3.93
Variable average value domination		3.87

Source: author, 2023

From Table 1, the average value of the dominance indicator is 3.87. If this value is converted to a Likert scale with five intervals, then the average value of the dominance variable is included in the moderate category.

Based on the questionnaire data, it can be seen that the respondents rated the visual diversity in Kampung Pelangi as follows:

Table 2. The Average Value of The Indicator Diversity

Indicator	Parameter	Average Value
Domination	Domination form building	3.64
	Domination ornament	3.61
	Domination furniture road	3.49
Variable average value domination		3.58

Source: author analysis

From Table 2, the average value of the diversity indicator is 3.58. If this value is converted to a Likert scale with five intervals, then the average value of the dominance variable is included in the moderate category.

Based on the questionnaire data, it can be seen that the respondents rated the visual Continuity in Kampung Pelangi as follows:

Table 3. The Average Value of The Indicator Continuity

Indicator	Parameter	Average Value
Continuity	Continuity form building	3,20
	Continuity ornament	3,24
	Continuity furniture road	3,40
Variable average value Continuity		3,28

Source: author, 2023

From Table 3, the average value of the continuity indicator is 3.28. If this value is converted to a Likert scale with five intervals, then the average value of the dominance variable is included in the moderate category.

Based on the questionnaire data, respondents rated visual cohesiveness in Kampung Pelangi as follows:

Table 4. The Average Value Of The Indicator Cohesiveness

Indicator	Parameter	Average Value
Cohesiveness	Cohesiveness form building	3.96
	Cohesiveness ornament	3.87
	Cohesiveness furniture road	3.90
Variable average value cohesiveness		3.91

Source: author, 2023

From Table 4, the average cohesiveness indicator is 3.91. If this value is converted to a Likert scale with five intervals, then the average value of the dominance variable is included in the moderate category.

Based on the questionnaire data, respondents rated the visual unity in Kampung Pelangi as follows:

Table 5. The Average Value of The Indicator Unity

Indicator	Parameter	Average value
Unity	Unity form building	4.06
	Unity ornament	3.89
	Unity furniture road	3.84
Variable average value unity		3.93

Source: author, 2023

From Table 5, the average unit indicator value is 3.93. If this value is converted to a Likert scale with five intervals, then the average value of the dominance variable is included in the moderate category.

Based on the questionnaire data, respondents rated the visual sequences in Kampung Pelangi as follows:

Table 6. The Average Value Of The Indicator Cohesiveness

Indicator	Parameter	Average value
Sequence	Sequence form building	4.06
	Sequence ornament	4.04
	Sequence furniture road	3.13
	Hierarchy	3.57
Variable average value sequence		3.70

Source: author, 2023

From Table 6, the average value of the sequence indicator is 3.70. If this value is converted to a Likert scale with five intervals, then the average value of the dominance variable is included in the moderate category.

Based on the questionnaire data, it can be seen that the respondents rated the visual uniqueness in Kampung Pelangi as follows:

Table 7. The Average Value Of The Indicator Uniqueness

Indicator	Parameter	Average value
Uniqueness	Uniqueness form building	4,10
	Uniqueness ornament	4,25
	Uniqueness furniture road	4,12
Variable average value uniqueness		4,15

Source: author, 2023

From Table 7, the average value of the uniqueness indicator is 4.15. If this value is converted to a Likert scale with five intervals, then the average value of the dominance indicator is included in the high category.

Based on the questionnaire data, respondents rated the visual beauty in Kampung Pelangi as follows:

Table 8. The Average Value Of The Indicator Beauty

Indicator	Parameter	Average value
Beauty	Beauty form building	4.06
	Beauty ornament	4.04
	Beauty furniture road	3.95
Variable average value beauty		4,11

Source: author, 2023

From Table 8, the average value of the beauty indicator is 4.11. If this value is converted to a Likert scale with five intervals, then the average value of the dominance variable is included in the high category.

Sense of place

Based on the questionnaire data, can be known the average value of the respondent's rated sense of place in Kampung Pelangi as follows:

Table 9. Variable Average Value Sense Of Place

Indicator	Parameter	Average value
Sense of place	Identity	4,16
	suitability	4.04
	Individuality	3.53
	Comfort	4,12
	Security	3.67
	Memory	3.91
	endure	3.87
	Association culture	3.80
	Impression	4.02
	Satisfaction	3.73
	Pride	4,42
	Participation	4.01
	Average value	

Source: author, 2023

From Table 9, the average value of the variable's sense of place is 3.94. If the value is converted to in Likert scale five intervals, then variable average value domination includes category medium.

Correlation of visual character and sense of place

Based on Pearson's correlation test for a variable visual character with a sense of place, get is known mark significance and value Pearson's correlation as follows:

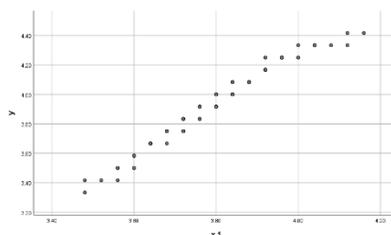
Table 10. Pearson's Correlation Of Visual Character And Sense Of Place

X	Y
Pearson Value	0.884
Significance	0.000
N	100

Source: author, 2023

From Table 10, it is known that a significance of 0.000 and a Pearson value of 0.884. The significance value is not enough, 0.05, which means the visual character has a

connection with a sense of place. A Pearson value above 0.80 means a visual character connection strong with a sense of place.



Graph 1. Scatter Of Visual Character (X) And Sense Of Place (Y)

Source: author, 2023

From Graph 1, it is known that the correlation between visual character and sense of place is positive. A positive relationship means that with the increasing visual character, the sense of place in Kampung Pelangi also increases.

CONCLUSION

The conclusions obtained based on the results of analysis and interpretation are as follows: This study is by the research hypothesis, namely that the visual character is related to the sense of place in Kampung Pelangi, so H_0 is rejected, and H_1 is accepted. The relationship between visual characters and the sense of place in Kampung Pelangi is positive, so the more visual characters increase, the sense of place in Kampung Pelangi also increases. The highest relationship between visual uniqueness and a sense of place in Kampung Pelangi

Suggestions for further research are to expand to other locations and consider spiritual meaning factors that are not counted in this research. Suggestions for Kampung Pelangi residents are expected to participate in preserving the beauty and uniqueness of buildings and ornaments in Kampung Pelangi. Suggestions for the Semarang City government are expected to maintain and add to the uniqueness of Kampung Pelangi building ornaments.

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