

Place Attachment of Entrepreneurs: A Proposed Analytical Framework

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Abstrak—In recent years, home-based enterprises have been giving significant implications for the economic improvement of the middle-low income community in Surabaya. With all of the limitations that exist, space, complex activities, and community acceptance become predictors that influence the formation of people-place relationship. Previous studies that tend to focus on the use of space are less concerned with the interaction undertaken by entrepreneurs which make them choose to continue their business where they have started. The dynamics of daily life in shaping social relations and functionality of place will affect how entrepreneurs perceive and assess their home-environment. Thus, it is important to highlight the process of the emerging attachment related to the use of a home for generating additional income. As the nature of place attachment which is multidisciplinary and socially constructed, this paper provides reviews on different paradigms, conceptualizations, and attachment types that should be used as analytical frameworks in the context of productive housing. A rich literature study aims to give further insight without ignoring the natural settings of the research context. By emphasizing the role of life experience of entrepreneurs, a more fruitful understanding towards accumulative assessment and perceived environment that triggers place attachment could be obtained in the future research.

Kata Kunci—Home-Based Enterprise, People-Place Relationship, Place Attachment, Productive Housing.

I. INTRODUCTION

THE implementation of home-based enterprises in Indonesia is seen as a strategy for poverty alleviation. Limited access to formal employment, especially for marginally and lower-income communities, is the fundamental reason for increasing the use of home as an income generator. This view represents a way of life [related to the economic demands by combining the function of home for live and work [1]. The role of home-based enterprise is also considered to have a lot of positive impacts, not only on the economic aspect but also to build a positive image for the environment [2]. Some of these findings demonstrate the importance of relationships built between business people and their environment. A study mentioned that small-medium enterprises tend to stay local because it has a special relationship related to intangible factors and socio-historical aspects that are built during the business development phase [3].

The argument above indicates that the existence of a home-based enterprise is not only focused on economic achievement. Attitude, belief, and other aspects also influence the sustainability of the business and how it can be socially acceptable to a particular environment. This makes

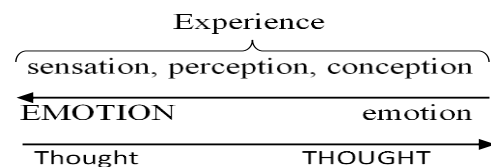


Figure 1. Life Experiences as A Cover Term in Creating The Concept of Place.

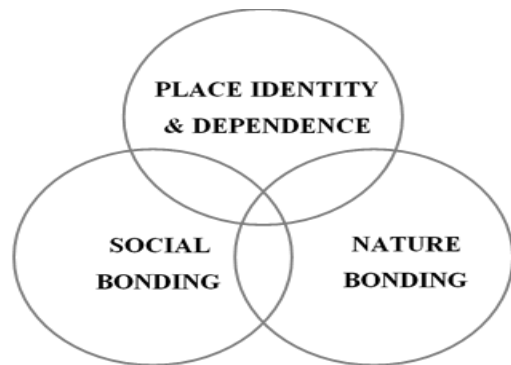


Figure 2. Conceptual Model of Place Attachment in Three-pole and Four-dimensional.

the entrepreneur choose to keep doing their business in the same place. Therefore, to develop the productive function of a house as a more durable economic development strategy [3], a study of the relationship between entrepreneurs and their home-environment will be a more fruitful starting point. The concept of people-place relationship itself is widely identified with the cognitive and emotional bonds formed through an accumulative process [4-6]. In the context of productive housing, maintaining a family business may consider affordability, a location that supports business development, as well as an efficient working system [7]. Looking at how these home-based enterprises in several kampung in Surabaya are quite consistent, it can be assumed that there is a positive relationship that is formed as a result of interaction between the entrepreneur and their social setting as well as the environment.

Previous research related to home-based enterprises were tended to focus on the use of space but were less concerned with how the entrepreneur perceived their environment as a unified structure. Otherwise, the evaluation and assessment of the entrepreneurs have a crucial role to the continuity of the function for generating income [3]. By using place attachment concept as a theoretical lens in exploring the people-place relationship, a holistic understanding can be achieved by integrating the basic concept of the place with

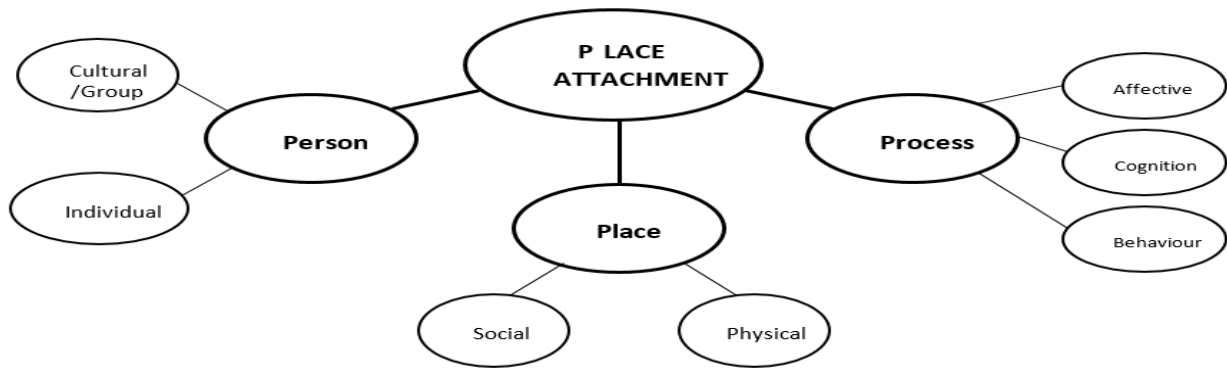


Figure 3. Tripartite Framework of Person – Process – Place in Place Attachment.

Table 1.
Place Attachment and Related Concepts

Related Concepts	Definition
Place dependence	Relationship dependency to a place because its ability to provide features that support the user’s goals (can be referred to functional bonds)
Place identity	A relationship towards particular place that are attached to the concept of self-identity. On a small scale, generally a group of people are identified due to the distinctiveness of the neighborhood, land, or home.
Place dependence	Functional bonds based on a special relationship to physical settings capable of providing conditions for specific uses/functions
Place identity	Mixed feelings of specific physical settings and symbolic relationships that define the user’s self-identity
Nature Bonding	Attachment to the nature element of environment based on historical, emotional response, or cognitive representation
Social Bonding	A sense of belonging towards a specific community, generally due to emotional bonding, interest, and historical elements
Place Inherited	A form of traditional place attachment that has similarities with everyday rootedness mentioned Hummon (1992). It is understood as a bond formed due to daily life and positive feeling to be a part of certain group. It usually happens in an unconscious way that one never imagines to stay in another place
Place Discovered	Understood as an active attachment where manifests in active behavior contributes to the benefit of the community because it is considered as an important thing in their lives
2. Place attachment is used interchangeably with place dependence	
Place dependence	Viewed as the general attachment when a person is attached to a place because the place is able to accommodate certain activities. The dependency relationship arises after the activity occurs repeatedly in the same place.
3. Place attachment as a sub-concept of sense of place	
Sense of place (broader concept)	Place attachment along with place identity, and place dependence is the interrelated sub concept in constructing the sense of place

the psychological process that is passed by humans. This perspective is also aimed to facilitate the urgency of implementing a multidisciplinary empirical study in order to develop more coherent place attachment theory, but in a more specific context [8-9]. Based on that perspective, a basic framework is required that can accommodate a broader view to be able to develop the previous theory without ignoring the nature of the place attachment as being socially constructed and embedded in a particular setting.

II. MATERIAL AND METHOD

As a study that departs from place-based theory, the question of "Why study place attachments is important?" is the main issue that needs to be discussed. As mentioned by Tuan [4], the application of space terminology is often used interchangeably with place, but what is called space is a more abstract concept. Space that does not have specific characteristics later can be understood better by its user and has important value so that it can be interpreted as a place. This mechanism involves personal thinking, emotion, and how the individual perceived the environment as illustrated in Figure 1. The notion of "from space to place", attributed to

the individual life experiences associated with the utilization of space which in this context is influenced by personal perception in shaping affective connection and bonds against a particular place [10]. Thus, the meaningful place will more broadly be seen as a representation of the form of people-place relationship that contributes to enrich human life experiences through meaning, value, and significance.

A. The Significance of Place Attachment

When the various attributes attached to the place provide a positive feeling for the user, a deep connection is formed as a reflection of the phenomenon where an individual has become an integral part of the community and the environment. This phenomenon refers to dependency relationship where a particular activity can only occur in certain physical settings [11] which will ultimately affect the formation of place attachments. In architecture, the place is not only viewed as a physical setting, but also an integral entity with its social context [12]. More specifically, by looking at housing as a transactional unit, the form of relationships are complex mechanisms involving emotions and cognitive processes that latter will form the judgment and understanding of the housing itself [13]. As a locus of life

Table 2.
Dimensions of Place Attachment

Dimensi	Aspects	Related Condition
Place	Physical attributes	Spatial level Location Particular setting for particular activities
	Social attributes	Symbolic relationship Belongingness to neighborhood Dependency to place Familiar environment
Person	Individual	Memories, beliefs Life experiences Milestones
	Group	Similarity of historical aspect, interest, and goals Culture and norms
Psychol- gical Process	Affective	Emotional bond based on memories, thought, and life experience that create positive feelings
	Cognitive	Attachment as a result from knowledge development and reflected through the spatial setting
	Behavioral	Behavior as a manifestation of attachment

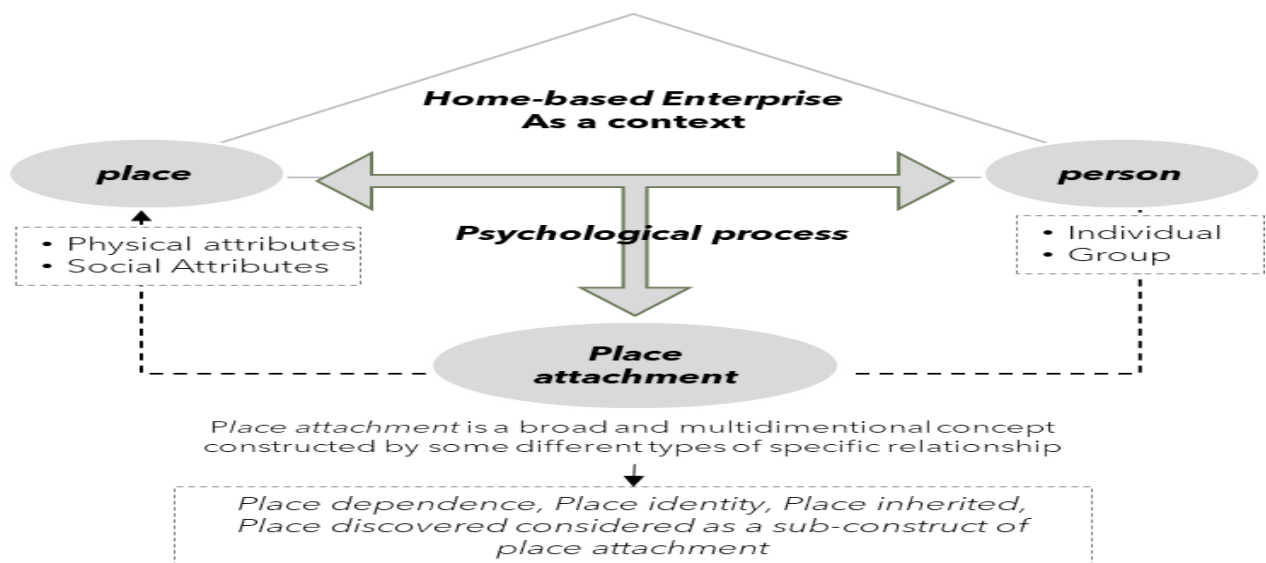


Figure 4. A Proposed Analytical Framework to Study Place Attachment Based on Entrepreneurs Perspective.

experiences and intense interactions, an individual or group of people can eventually understand home and its environment, either in a positive or negative way. When housing is considered to provide a lot of advantages and support the goals of the users, it creates a tendency to maintain closeness to their living environment [11,14].

A number of studies mentioned place attachment as a form of socially-constructed relationship that played a role in representing the sense of belonging and well-being [15]. In addition, place attachments are also associated with the creation of place identity [2,16] as well as strong social ties [17]. Therefore, in the context of home-based enterprise, people-place relationship is important to be studied because it plays a role in determining continuity and location selection during the business development phase. The tendency of entrepreneurs to conduct their business at home is also influenced by the psychological comfort of being in a supportive social community. Therefore, rather than focusing on the question of 'where will a business choose to move?', the question of 'why should businesses leave their current business place?' looks more realistic [18]. This view emphasizes the ability of a home-environment in accommodating productive functions and how this

phenomenon perceived by the entrepreneur that later contributing to the formation of positive bonds.

B. The Development of Place Attachment Research

The phenomenological approach that focuses on natural settings of place attachments has evolved a lot in the years from 1970 to 1990. This perspective focuses on a holistic phenomenon whereby the attachment is one part of the transactional unity between humans and the built environment. It is a reflection of the engagement between the individual and its housing [13]. Place attachment is also an integrated study of several aspects including place, actor, social relationship, temporal aspect, and attachment itself [8]. In architecture studies, perception-action process is used to emphasize the dynamic process of place attachment formation which includes six stages of place interaction, place identity, place release, place realization, place creation, and place intensification [12]. Researchers have argued that those three frameworks demonstrate a lack of theoretical coherence as well as minimal concepts so that theoretical construction becomes biased. Even the rich findings of the previous studies provide a diversity of perspectives in enriching the concept of place attachment itself, it can be seen

as a lack of theoretical development. Thus, a broader concept is needed to be a general theme so that it can be adopted and applied in various research contexts.

The next perspective is the study of place attachments that use deductive logic. This perspective is found in the field of environmental psychology that uses psychometric scales to identify the level of attachment and its factors. The study of place attachments in various place scale was conducted which emphasize the influence of physical elements and community in three categories including attachment to the house, attachment to the neighborhood, and attachment to the city [6]. Meanwhile, more holistic studies focus on the study of place attachment in community scope by considering the physical and social aspects of place [19]. At the community level, place attachments are often associated with the creation of sense of community and social capital. Another study related to the concept of place attachment is also represented in a three-pole and four-dimensional conceptual model. The study mentioned several aspects affecting the formation of place attachments such as personal context, community context, and environment context [20]. The integration of each aspect creates four sub-ordinate construct of place attachment including place dependence, place identity, social bonding, and nature bonding as illustrated in Figure 2.

A further discussion is still develop about the theory of place attachment that seen inadequate during the last two decades because many researchers have continued with empirical studies without clarifying the adopted theory [17]. This condition, at the same time, indicates that the identification process against the place attachment begins to ignore what is called embeddedness and socially constructed as the nature of place attachment itself. Moreover, memory, emotion, and life experiences should become the main consideration in establishing place attachment as a dynamic process [12,21]. Community-level studies also emphasize the importance of interpretation and evaluation process that contribute to the formation of people-place bond [22]. The complexity of this concept ultimately raises diversity in the perspective and construction of the theory. Through this critical thinking, a study mentions a framework that is regarded as the most general and holistic to be used as fundamental thinking in various studies [9]. This framework that can be seen in Figure 3 refers to the tripartite principle with the place, person, and process dimensions as the main aspect in the Place attachment [5].

Compared to the concepts mentioned before, the similarities of those two concepts lies in the physical and social aspects mentioned contributing to the place attachment. The difference in theory constructs where the personal factor in the Three-pole and Four-dimensional concept (Fig. 2) is explicitly mentioned to consist of place dependence and place identity, while social bonding and nature bonding represent a bond to the place physically or socially. It means that the concepts expressed in Figure 2 set the limit for the measurement of place attachment to be deductive. Meanwhile, the tripartite framework concept uses a more general perspective with the construction of place, person, and process to be applied in a variety of research contexts and perspectives [5,14]

Although the tripartite framework is come from environmental psychology, it is also used in architecture and urban studies as a theoretical perspective. Some of these include comparative studies of place attachment on two neighborhoods in Columbus [23], the study of place attachment in the context of involuntary resettlement [24], and the influence of place attachment related to the mobility patterns [25]. This indicates that the frameworks submitted by Scannell and Gifford have a broader and validated perspective so that it can be integrated with other supporting theories from related disciplines.

C. Place Attachment and Related Construct

Some terminology such as place dependence, place identity, place satisfaction, etc is generally associated or used interchangeably with the concept of place attachment [9,15]. In general, the terminology defines the type of relationship formed between humans and the environment more specifically. This view corresponds to those expressed by Scannell and Gifford about the concept of place attachment that can be defined in various ways depending on the place scale, the degree of specificity, or the distinctiveness of physical and social attributes [5]. There is various perspective in understanding the hierarchy relationship in place attachment. First is as a general concept with a number of sub-ordinate concepts in it [14,20,26]. Second, as a concept that is regarded as synonymous with the concept of place dependence [11], and the third is part of a more general concept such as the sense of place [27]. Table 1 shows some of the terms that can be summarized from previous research related to the concept of place attachment.

Various terminology and hierarchy relations in the concept of place attachment can potentially cause inconsistencies in the analytical process. Therefore, it takes clear boundaries on how each terminology is used in defining a people-place relationship. A study suggests treating those various terms of previous studies as the 'extended family' of the place attachment concept to keep the consistency of recurring theme but in a different concept [9]. This view is similar to the opinions that mentioned place attachment is essentially a general concept that can be understood in a variety of ways depending on the perspective of the individual or group of people [14]. Thus, the identification of place attachment remains in reference to the principle of the tripartite framework which is then re-interpreted based on the understanding of entrepreneurs. This interpretation may refer to a specific theme representing each form of a relationship as part of a place attachment.

III. RESULT AND DISCUSSION

A. Tripartite Concept as Fundamental Framework

The tripartite Organizing Framework by Scannell and Gifford was selected as a theoretical perspective in this study which proposed a multidimensional concept in the place attachment, this concept directs researchers to carefully consider the people-place relationship, which is related to who is attached, to which they are attached, and how the attachment formed from the results of the interaction after the

psychological process. The concept that is later called by the PPP framework is the most fundamental idea that can be tested, developed, or explored deeper in a variety of different contexts [26]. Although in some studies it has been said that there is a construction section of theory and connectedness between overlapping dimensions [5,14], but the findings precisely represent the nature of the place attachment itself dynamic and rich according to the natural setting of the research context

1) *Place*

The dimension of place as a component of place attachment can vary in scale, physical characteristics, or spatial scope [8,14]. The place dimension in the PPP framework is divided into physical attributes and social attributes [5,14]. Findings from a study showed that stronger place attachment levels against physical attributes emerged in a home and city scale rather than in the neighborhood [6]. Meanwhile, the same study also found that the social attributes of a place had a greater contribution than the physical aspects of forming attachments on a neighborhood scale. But it is still an open discussion whether the findings are also acceptable to all cases or different places.

Symbolic attachment can be represented through place identity, which is where an individual or group of people associate their identity with the characteristic of place, whether from its physical elements, special functions, or certain activities [14]. This condition can be understood as a reciprocal relationship where the attributes of a particular place are attached to the user to define their identity. Attachment is also constructed based on a functional relationship called place dependence, which refers to satisfaction, ability to accommodate certain activities, as well as achievement of user's objectives [11], [14]. Refer to the complexity of emotional relationships, attachment is also constructed because the emergence of contentment which is defined as a feeling to become a part of a setting. It refers to place inherited where it is related to the daily life habits and familiar environment that one tends to maintain closeness to those who have been well known [21]. In the next step, attachment form as place discovered can also manifest in the form of active participation related to the improvement of environmental quality.

In the micro-scale like housing, a person living on a single-family housing tends to be more engaging than in the multi-family housing [14]. This condition is influenced by plans to stay longer because they can personalize the space easier. Contrarily, the condition is quite different from those found in Indonesia. The most-discovered reality is that single-family housing is inhabited by more than one family, so the factors affecting the creation of the attachment may be different and more complex. In this context, individual tends to relying one another so that living together is not a big deal. Not only physical attributes, the place dimension also includes social attributes. The condition of social settings can affect the meaning, experience, and social interactions that influence the quality of attachments. A study mentioned that a high level of place attachment is found in a residential environment with insufficient quality because it is supported

by the existence of social attributes that are considered positive by its inhabitants [29]. Attachment levels are getting bigger when a person lives close to family, colleagues, and friends. The high intensity of social interactions, even that takes place in a short time like smiling and greeting each other can represents the social support from community [14].

2) *Person*

Place attachments can be formed either on an individual or collective level. In a personal level, attachments are formed based on memory, thought, and life experience [4]. The quality of the attachment will be stronger when a place has important meaning for a person (place value) and has a historical element that contributes to the formation of stability [14]. That is why time is the most consistent factor in predicting place attachments because it relates to memory, experience, and historic events that a person considers important [8,21]. In the context of housing, time relates to the length of a person living somewhere. The longer one interacts with the environment and its social community, familiarity can be build as a manifestation of deeper connection [5]. Another personal factor that affects the quality of attachments although not necessarily applicable in every case is gender. In a traditional perspective, the home may have meaning as a 'paradise' for men, but it can mean as a workplace for women. However, bonding levels are not always low. A study mentioned that the function of the house as a place of work is not only related to household obligations and economic aspects, but also as leisure activities and provide self-esteem for its users [30].

In the collective level, place attachment can be formed due to the similarity of historical elements, cultural influences, norms, and beliefs [14]. This is as demonstrated in the Ahrentzen study where cultural background, as well as social norms, contributed greatly to the formation place attachment [6] [30]. In addition, the similarity of personal background, interests, objectives, historical, or experience is an important aspect to be examined and contributed to the formation of social capital [22]. Other findings mentioned that place attachments are collectively influenced by religious factors. Regular religious rituals and places of worship are not only seen as a relationship with God, but also representing loyalty and establishing connections between believers [14]. Therefore, the interaction built through this religious factor can implicate the prevailing norms as well as potentially maintaining place attachments.

3) *Process*

The psychological process refers to how attachment is formed. A number of studies present three key components that include emotional (affective), cognitive, and behavioral bonds. Place attachment as affective bond refers to an emotional connection to a place [6,15]. In human geography studies, the sense of belonging became a commonly used terminology. It is similar to the concept of Topophilia which is identical to the feeling of love towards a particular place [4]. Meanwhile, Relph interprets the attachment as an emotional bond to the environment based on the ability of place to meet human basic needs [14]. Therefore, at one moment, people might have a negative feeling towards place

that has bad memory or when the place is giving interference or disruption beyond their control.

Place attachment as a cognitive bond refers to the development of knowledge, memory, and trust that becomes central to individual life experience [5,19]. On a cognitive basis, the place attachment formed will develop a mental representation of the place, it contains mental map and knowledge on how to organize a place [14]. This relates to the appropriation of space where the place attachment can develop as an possessive control against a particular territory because a place is closely related to the self-image or social identity [15]. Meanwhile, place identity terminology is used as a representation of the set of cognition manifested in the specific characteristic of a place [16]. The last component of the psychological process is behavioral aspect. This is a manifestation of place attachment as a positive bond that motivates a particular person or group to maintain the closeness and bonding that has been formed with a place [6]. It is represented by behavior such as awareness to protect a place, pro-environmental behavior, neighborhood kinship, and community celebration [19].

4) Entrepreneurs Life Experiences and the Formation of Attachment

Home-based enterprises tend to have a strong attachment to their local environment, whether in a home range or neighborhood level. Characteristics such as adaptation capabilities, legality of ownership, single-family structure, and large houses are considered important to support the existence of productive housing [18]. In contrast, home-based enterprises commonly found in Indonesia are mostly associated with middle-low income communities, multi-family, and small houses. This condition forces the inhabitants to conduct several adaptations strategies to maintain the function of the home as an income generator [7]. The decision to maintain the family business related to the flexibility of location alternatives and increasing capabilities of housing during the business development phase. It is not apart from changes in spatial setting characteristics, shifting role of inhabitants, as well as personal and external relationships of entrepreneurs with their environment. Particular activity such as the responsibility to take care of the children is also one of the reasons to stay home-based [18]. From some of these arguments, the requirement to play certain roles, especially housewives, are one of the reasons to continue developing business in the home.

Although several previous studies mention the possibilities of space conflict as well as disruption in daily activities due to the use of home for generating income [31,32], the willingness and ability of the entrepreneurs to adjust spatial settings and behave in a certain way should be considered [18]. Other factors such as networking and familiarity also support the choice to stay home-based because it has a stronger level of dependency [3]. This opinion indicates that a well-known environment and community will contribute to the choice to keep doing business in the environment in which they live. Supporting factor including the ease of obtaining raw materials, working with family, and being in a group that has similar interests to entrepreneurs will be a valuable consideration. This condition is similar to the findings that

mention that small businesses tend to have static tendencies towards the selection of business site development.

Thus, it can be concluded that the place attachment can be interpreted in various forms of relationship between humans and the environment depending on each context being researched. People who have an attachment to their environment tend to be motivated to spend time outdoors, doing neighboring activities while sharing experiences of problems and solutions to protect or improve the quality of their environment [19]. This relates to the idea of social capital that is understood as norms, networks, and mutual trust that facilitates cooperative action at a community level [22]. Considering the existence of productive housing as part of a larger environmental scale, social capital will be important aspects that affect the continuity of home-based enterprise. However, the choice to maintain the function of the home as an income generator will consider how conducive an environment in supporting the business existence and fulfilling the basic needs of entrepreneurs. Table 2 show several aspects and related conditions for each dimension that need further exploration.

IV. CONCLUSION: A PROPOSED ANALYTICAL FRAMEWORK

Previous theories and studies have stated that how place attachments are understood and conceptualized are still open discussions [9,14]. A study has shown that the levels and grounds underlying the formation of a different attachment on each scale of different places [6]. It means that the different understanding about the formation of attachment commonly occur, especially where a specific phenomenon is embedded in a particular setting. Based on this perspective, the concept of place attachment based on the specific form of relationship may refer to the functional dependencies, emotional bonds, or symbolic interaction.

A similar understanding expressed in the field of architecture about how each phenomenon has its uniqueness [12]. Therefore, measuring instruments through psychometric scales will limit the possibilities of new findings from the investigated cases. This methods is not in line with the nature of the place attachment itself that is socially constructed. Rather than employing a set of variables measurement tools at the beginning of the study, the more beneficial findings can be achieved through the holistic exploration of the various possible forms of people-place relationship. To avoid inconsistencies in several terminology (place dependence, place identity, place inherited, etc), analysis of the similarities of the condition (commonalities) and definition can be considered as a comparable explanation. Furthermore, re-interpreting the concept of place attachment can be supported by positioning other concepts as 'extended family' to explain the form of a more specific relationship as illustrated in Figure 4.

With the diversity of perspectives and construction of place attachments, it is important to consider the limitations of using the main theory and other related concepts. The distinctiveness of place needs to be observed holistically because place attachment theory is presented based on

various cases and phenomena as well as different places. Adopting a theory as a theoretical lens should consider its conformity with the objects being researched and the relevancy to serve as a framework in the analytical process. Various perspectives are also along with the differences in theoretical construction. This can occur due to place distinctiveness in each research context and characteristics of the setting. Therefore, it is important to determine the extent of related concepts such as place meaning, place, dependence, place identity, place inherited, place discovered or others are used in explaining the findings. Research that tends to find a recurring theme to re-interpret place attachments, these concepts can be treated as extended family from a broader concept of place attachment. This view would be appropriate when the main purpose of the study was to understand and interpret the concept of place attachment without ignoring its nature that tends to be embedded and socially constructed in a specific setting.

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