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Thematic Park As Recreational Area: Residents Preferences

Enok Maryani[1], Apay Safari[2], Anti Riyanti[3], Hadi Mulyana[4]

[1]Universitas Pendidikan Indonesia
[234]STIEPAR YAPARI Bandung

Correspondence: E-mail: [1]enokmaryani@upi.edu, [2]apaysafari@stiepar.ac.id, [3]antiriyanti2018@stiepar.ac.id ,[4]hadimulyana@stiepar.ac.id

ABSTRACT

The existence of city parks as Green Open Space (GOS) is very important. It has not only ecological and hydrological function, but also recreational function. The study was conducted through surveys, observation, documentation, and literature. The survey was conducted to 100 respondents in 11 thematic parks in Bandung. There were several findings of this study. First, parks in Bandung only covered 43% of the total area of Bandung. In fact, the portion of the parks should be 30% of the total region. Thus, there was a deficiency (56.73%). Second, there were several factor motivating the residents coming to the park: access, price, and its function as recreational place. Third, the characteristic of park visitors was the quite the same. There is no significant difference in the case of gender, age, education, and occupation. Then, most of the visitor coming to the park on the weekend or after working. Regarding the length of visit, they frequently spent more than 2 hours. Fourth, there was significant correlation of park physical condition, park non-physical condition, and residents' preferences (> 0.91 and sig. at 0.001).

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1. INTRODUCTION

Urban area is a place where population is gathered in a relatively limited space. It is widely used to for building areas, such as settlements and offices (Thwaites et al, 2005). However, there must be also spaces that are allocated for Green Open Space (GOS), such as parks. According to Law No. 26 of 2007 concerning spatial planning, green open space should be 30% of the urban area. The types of public GOS include city parks. City parks should be an important component of the development of a city (Garvin et al, 1997). An city park is an open land that functions socially and aesthetically as a means of recreative, educational or other activities at the city level. According to (Budiharjo, 1993), the loss of GOS in urban areas causes psychological, emotional, and dimensional instability, so that people's space for activities becomes very limited. This indicates that the existence of parks is very important for urban residents. Besides being able to provide coolness, beauty, tranquility and comfort, the park is also a place where people can socialize, interact, and communicate. In her research, (Meitri, 2015) found that urban parks are the developers of social capital and the dampers of social pathology. Green open spaces and parks, as public spaces, function as recreational facilities, sports, educational facilities, even as culinary centers (Imansari, N and Parfi Khadiyanta, 2015).

Bandung is a city that continues to grow both in number of population and region. In 2021, there were 2.53 million people in the area of 166.59 square kilometers. Thus, the density reached 15.17 thousand people per km^2 (Sujarto and Budiharjo, 1999). The denser city population, the more green open space and parks are needed. This is by considering the location of Bandung which is located in a basin, which is surrounded by mountains, so that high levels of pollutants are very dangerous for its residents. (Nurlianti, 2006) measured the toxic gas in Bandung City as follows **Tabel 1**.

Table 1. Toxic Gasses in Bandung City

Gas Type	Content (Ton/Year)
Carbon dioxides (CO)	185.476,40
Nitrogen Oxides (NOx)	12.226,40
Sulfur Oxides (Sox)	993,2
Hydrocarbon (HC)	26.283,30
PM 10 (dust particle <10 microns)	1.112,90

Source: Data source from Nurlianti (2006)

Based on the above conditions, the existence of green open spaces and city parks in Bandung is an urgently needed, both as recreation, sports, education, aesthetics, socio-cultural function, and ecological functions (Darmawan, 2006). During the leadership of Ridwan Kamil as mayor, there were 24 thematic parks. Thus, in 2015, Bandung received an award as a creative city from UNESCO. Behind the existence of those thematic park, this study is intended to examine: (1) How is the existence of GOS in Bandung; (2) What is the residents' preference towards the physical and non-physical conditions of thematic parks in Bandung City as recreational areas?

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2. METHODS

This study was descriptive quantitative research with survey methods. This method was chosen due to its ability in describing the fact, characteristic of certain population, and phenomenon systematically, factually, and accurately. (Lehmann, 1979; Yusuf, 2016). The survey method itself is research that takes samples from one population and uses questionnaires as the main data collection tool (Singarimbun, 1982).

The population of the study was the theme parks in Bandung. There were 11 theme parks chosen as the sampling. There were also 100 park visitors as the respondents. The respondent was taken by using accidental sampling.

Variable are concept containing valued. The concept of this study were the physical and non-physical conditions of the park. The concepts also dealt with the visitors' preferences of physical and non-physical condition of the parks. The detail description of the indicators can be seen in **Table 2**.

Table 2. Variable of the Study

Variable Of Study	Indicators
Respondents Identity	Gender, age, level of education, duration of visit from the origin, mode of transportation, time of visit (morning, afternoon, evening and evening), activities, friends during visitation.
Physical Condition of the Park	Facilities (zebra cross, sidewalks, public transportation routes and signage), security (post guard, park lights, management offices, and hydrants), information center, public toilets, toilet for disabled person, parking area, park vegetation, internet/wifi access, sports facilities, and park icons according to the diversity of activities in the park (number and continuity)
Non-physical Condition of the Park	Comfort (walking paths, open seating areas, activity areas, restricted areas for selling, and conditions of activity carried out by visitors in thematic parks). Cleanliness and safety.
Preferences	Very likely (4), Likely (3), Unlikely (2), Very unlikely (1)

Source: Data analysis (2022)

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There were two types of data in this study: primary and secondary data. Primary data was collected from the respondents through the questionnaire. Meanwhile, the secondary data were any data collected from several parties, such as institution, newspaper, or government website. The data in this point could be in the form of document or picture. In addition, this study was also used observation. The aim was to directly examined the park condition, which was then documented in the form of photo.

The data that have been collected were then arranged and classified. It was also analyzed. The analysis was conducted in the form of percentage analysis with the following interpretation in **Tabel 3**.

Table 3. Percentage Scoring

Percentage (%)	Criteria
100	All
75 – 99	For the most part/majority
51 – 74	> Half
50	Half
25 – 49	< Half
1 – 24	Small
0	None

Source: Data source from Effendi and Maning (1991)

Correlation used was Person, which aimed to investigate the relation among physical condition of the park, non-physical condition of the park, and residents' preferences. In interpreting the data, the criteria in **Table 4** were used. Regarding data collection technique, Ms. Excel and SPSS were used.

Table 4. Correlation Parameter

Interval	Relation
0,90 – 1,00	Very High Correlation
0,78 – 0,89	High Correlation
0,64 – 0,77	Moderate Correlation
0,46 – 0,63	Low Correlation
0,00 – 0,45	Very Low Correlation

Source: Data source from Monasa (2018)

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3. RESULTS AND DISCUSSION

3.1 Green Open Space in Bandung

In 2020, the area of green open space (GOS) in Bandung was only 12.25% of the total area. The GOS includes burial areas, green roads, commensurate railroads, conservation forests, city parks and others. This is in line with Law No. 26 of 2007 concerning Spatial Planning. The law states that GOS can be in the form of elongated areas where plants naturally and intentionally grow. City parks cover only 1.29% of the area **(Table 5)**. The development of GOS in Bandung shows fluctuations **(Figure 1)**. This is due to the expansion of the city to the eastern area where the agricultural area is still quite large. Unfortunately, it is then followed by the development of building, the expansion of roads, pedestrians, and other road facilities.

The Regional Regulation Number 07 of 2011 concerning the Management of Green Open Space ensure the legal certainty of the existence and management of GOS. According to the regulation, the aims of GOS management are:(1) maintaining the existence and sustainability of GOS, and (2) maintaining the harmony and balance of ecosystem

Table 5. Green Open Space of Bandung in 2020

Green Open Space	Proportion to Bandung City Area	
Open Space	Area (Ha)	%
Taman Kota	216.59	1.29%
Kebun Bibit	1.69	0.01%
RTH Pemakaman	148.39	0.89%
Tegangan Tinggi	10.17	0.06%
Sempadan Sungai	23.36	0.14%
Jalur Hijau Jalan	176.91	1.06%
Sepadan Kereta Api	6.42	0.04%
Hutan Konservasi	4.12	0.02%
Penangan Lahan Kritis	416.92	2.49%
RTH dari Bag. Aset	86.03	0.51%
Potensi RTH Lainnya	958.47	5.73%
Kota Bandung	2048.97	12.25%

Source: Data source from BPS (2020)

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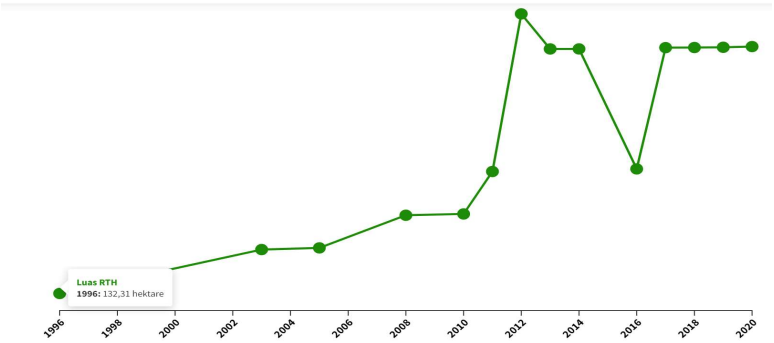

Figure 1. The Development of Green Open Space in Bandung

Based on the distribution, Bandung Wetan has many parks. It is then followed by Sumur Bandung. Both areas are part of the old city formed by Netherland. At that time, in those area, the requirement of parks was highly demanded. This condition was supported by the low population density in Bandung. Besides, the open space was large. The southern park of Bandung (Tegalega, Bojong Loa, Astanaanyar) has large park namely Tegalega. It was green open space used for horse racing. Today, it becomes sport area with Bandung Lautan Api as its monument. The distribution of parks in Bandung is presented in **Table 6**.

No	SWK	District	Neighborhoods	Park Name	Location	Coordinate	Area	Type
1	Bojonegara	Cicendo	Husein Sastranegara	Taman Alun-Alun Cicendo	Jl. Arjuna, Husen Sastranegara, Cicendo	-6.91085, 107.58881	5,400.00	TTM
2	Cibeunying	Coblong	Lebak Gede	Taman Gesit	Jl. Dipatiukur, Lebak Gede, Coblong	-6.895685, 107.616626	556.50	TTM
3			Lebak Gede	Taman Fitness	Jl. Teuku Umar, Lebak Gede, Coblong	-6.891981, 107.615701	3,614.00	TTM
4			Lebak SIliwangi	Taman Eks SPBU Cikapayang (Taman Cikapayang Dago)	Jl. Ir. H. Djuanda	-6.898684, 107.612426	2,490.00	TTM
5		Bandung Wetan	Citarum	Taman Lalu Lintas	Jl. Sumatera	-6.91213, 107.6137	45,600.87	TTM
6			Cihapit	Taman Anggrek / Bengawan (Taman Superhero)	Jl. Anggrek	-6.91084, 107.6304	1,425.00	TTM

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7		Cihapit	Lapang Supratman (Taman Persib)	Jalan W.R Supratman No.24, Cihapit	-6.90721, 107.630301	9,072.75	TTM
8		Tamansari	Taman Rangga Malela (Taman Radio)	Jl. Juanda / Jl. Ranggamela	-6.90269, 107.61136	920.90	TTM
9			Taman Cempaka (Taman Fotografi)	Jl. Cempaka		1,785.00	TTM
10			Taman Pasupati (Taman Jomblo)	Bawah Flyover Pasupati		1,539.00	TTM
11			Taman Skate Park	Bawah Flyover Pasupati		300.00	TTM
12			Taman Cibeunying Park	Jl. Cilaki		488.25	TTM
13			Taman Film	Bawah Flyover Pasupati		1,100.00	TTM
14		Citarum	Taman Inklusi	Jl. Aceh / Jl. Saparua		400.00	TTM
15	Sumur Bandung	Braga	Taman Braga	Jl. Baraga / Jl. Naripan	-6.919841, 107.6110051	55.00	TTM
16		Babakan Ciamis	Taman Merdeka (Taman ewi Sartika)	Jl. Merdeka	-6.913369, 107.609527	14,729.00	TTM
17		Merdeka	Taman Tongkeng	Jl. Tongkeng	-6.911922, 107.623405	3,610.50	TTM
18		Merdeka	Taman Sentrum (Taman Musik)	Jl. Belitung	-6.911949, 107.616080	2,100.75	TTM
19		Babakan Ciamis	Taman Air Mancur Vanda	Jl. Merdeka No.9	-6.914037, 107.610081	976.00	TTM

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20			Babakan Ciamis	Taman Sejarah	Jl. Aceh No.53		2,600.00	TTM
21	Karees	Lengkong	Lingkar Selatan	Taman Pers Malabar	Jl. Malabar	-6.925685, 107.632069	5,007.68	TTM
22		Regol	Balonggede	Taman Alun-Alun Bandung	Jl. Asia Afrika	-6.921467, 107.607017	12,000.000	TTM
23			Ancol	Taman Cilentah (Taman Bobotoh)	Jl. Cilentah	-6.931821, 107.615667	1,608.20	TTM
24	Ujung Berung	Ujung Berung	Cigending	Alun-Alun Ujungberung	Jl. A.H. Nasution, Cigending, Ujung Berung	-6.91451, 107.70097	5,089.00	TTM

Table 6. Parks in Bandung

If the need for the park is 0.3 m², there should be 735,882.9 m² park with a population of 2,452. 943 people. This number is adequate, even 2.98 times wider. According to Law No.26 of 2007 concerning Spatial Planning, the minimum proportion of green open space in city is 30% of the total area. Therefore, Bandung should have 5,018,895 m2 land for city park. The current park only covers 43.23% of the total Bandung's area. There is a deficiency for about 56.73%. This condition has not yet considered the ecological, hydrological, social, economical, cultural, and aesthetic function of the park (Frick, 2006).

In 2013-2018, there were the 50th Asian-African Conference, as well as the establishment of Bandung as the National Activity Center and Bandung Metropolitan. These events caused a significant revitalization of the park in Bandung. Ridwan Kamil as mayor (2015-2016) was challenged to create a balance for ecosystem by increasing the function of green open space. He should consider the layout, diversity of plants, and physical condition of the environment. As the result, he designed 24 thematic parks, including: (1) Vanda Park, (2) Pasupati/Jomblo Park, (3) Film Park, (4) Bobotoh Park, (6) Skate Park, (7) Senior Park, (8) Inclusion Park, (9) Cibeunying Park, (10) Persib Park, (11) Pet Park, (12) Agile Park, (13) Fitness Park, (14) Superhero Park, and (15) Music Park. From these parks, Bandung received the title "Creative City" from UNESCO in 2015. Bandung also becomes a Creative Cities Network in equitable distribution of intensive and green development. It is due to its ability in maintaining the function of green open space and increasing the index of happiness.

The observation shows that the designed thematic parks are not completely green open space. There are parks which are only facilitated by sitting area without any plants. There are also parks which are planted by improper plants. Then, some themes of the parks do not reflect its functions.

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3.2 The Characteristic of Park Visitors

The characteristics of park visitors tends the same. There is no significant difference in the case of gender, age, and education. In the term of occupation, the visitors are dominated by civil servant rather than entrepreneur, employee, and students. This indicates that the need of recreation for the society. The description of the visitor characteristics is offered in **Figure 2**.

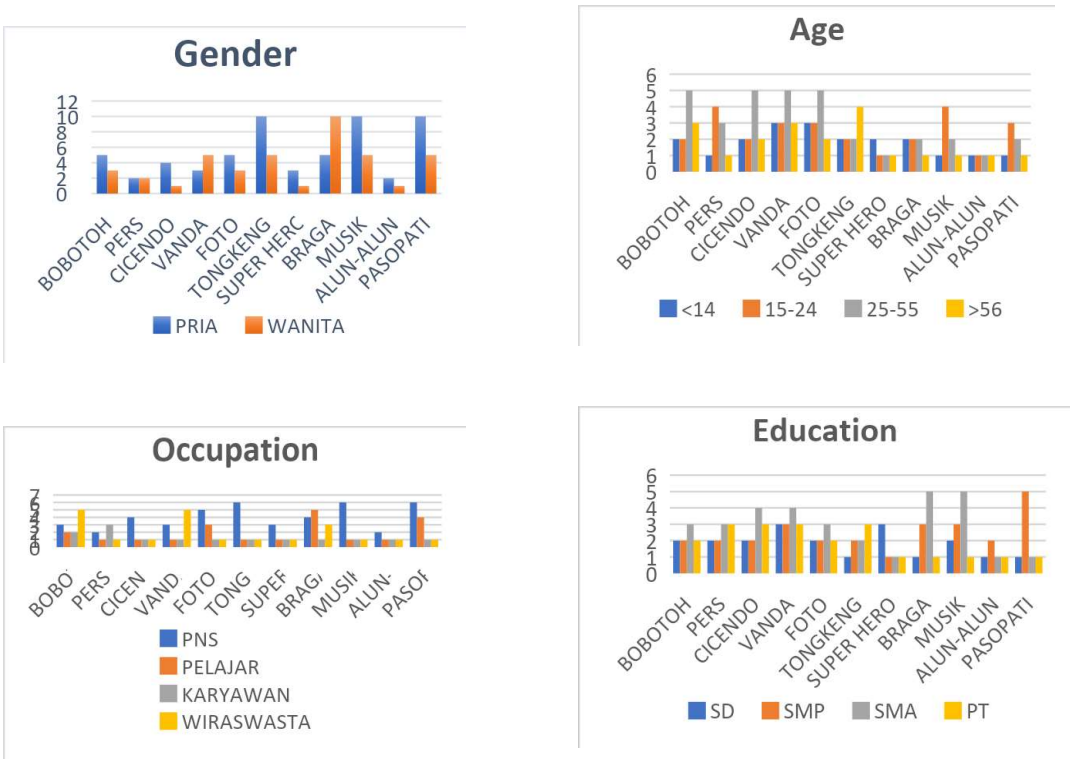

Figure 2. Visitor Characteristic

3.3 Experience in Visiting Park

Based on visitation frequency, most of the visitors have a high loyalty. They have visited the city park more than 4 times. Parks become a fun, cheap, and recreational place to realease daily fatigue (Stanton, 2000). This is proven by their activity while in the park, such as relaxing, doing light exercise, and taking pictures. Another purpose of visiting the parks is to do some chit-chatting with their friends or family. Those who come alone to the park are relatively little, only 10% . The Experience in Visiting Park can be see in **Tabel 7**.

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Table 7. Experience in Visiting Park

No	Based on Experience	Frequency	
		Number	**Percentage (%)**
1	Willingness to Revisit:		
	1x	10	10
	2x	10	10
	3x	10	10
	>4x	70	70
	Total	100	100
2	Activities:		
	Exercising	25	25
	Relaxing	55	55
	Taking Pictures	20	20
	Total	100	100
3	Partners:		
	Alone	10	10
	Friends	60	60
	Family	30	30
	Total	100	100
4	Transportation:		
	Motorcycle	60	60
	Car	10	10

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	Public transportation	10	10
	Do not use any vehicles	20	20
	Total	100	100
5	Length of Visit		
	<1 hour	10	10
	1-2 hours	20	20
	> 2 hours	70	70
	Total	100	100
6	Time of Visit		
	After daily activity	30	30
	Weekend	20	20
	Holiday	50	50
	Total	100	100

Source: Data analysis (2022)

The accessibility of the parks becomes the main factor making a lot of people coming to the parks (Gold, 1980; Ridwana R et al., 2018). Parks in Bandung are located in the main road which can be access easily by using public or private transportation. However, most of the visitors use motorbikes (60%) or walking (20%). This might be caused by the limited facilities in the parks, in which there is no visitor parking space.

The length of visitation is quite long, more than 2 hours (70%). This indicates that physical and non-physical condition of the parks are quite satisfied for the visitors. That is what they can stay longer. Most of the visitors (50%) come to the parks on holidays, after working hours, and on the weekend. The results imply that parks play the important role for Bandung' people. It is a place for them to socialize and release the stress. Parks also becomes affordable and accessible recreational places.

3.4 Physical Condition, Non-Physical Condition, and Visitors Preferences

Physical condition of the park can be seen from its accessibility: internal and external. Externally, park can be accessed by public or private transportation (Widjajanti, 2010). Then, there is the availability of zebra cross and signage. Internally, the physical condition of the park can be seen from the its facilities: tracking paths, pedestrian paths, sidewalks, seats, toilets, information center, cleaning facilities, and facility for disabled person. Park also

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should be planted by various plants. It must provide the internet access, activities area, guard posts, manager who monitor the cleanliness, security, and functions of the park. Meanwhile, non-physical condition of the park deals with the safety, the cleanliness, the comfort of the park. It is the impact of the facilities proper function (Wulandari, 2005).

The results of the study reveal that the physical and non-physical condition of the parks in Bandung are categorized as good (65%). Based on its condition, some of the parks (Alun - Alun, Braga, Music, and Pers) stay on the first, second, and third rank. The results can be see in **Tabel 8**.

Table 8. Physical and Non-Physical Conditions of Thematic Parks

Name	Score of Non-physical Condition	Rank	Score of Physical Condition	Rank
Bobotoh	3	7	9	5
Pers	9	1	12	2
Cicendo	5	5	10	4
Vanda	3	7	4	7
Foto	7	3	8	6
Tongkeng	4	6	4	7
Superhero	5	6	7	7
Braga	8	2	13	1
Musik	8	2	11	3
Alun - Alun	8	2	13	1
Pasopati	6	4	10	4
	66		101	
	66.67%		65.50%	

Source: Data analysis (2022)

There are some weaknesses of thematic parks in Bandung. Those are: 1) the absence of parking lots, zebra crossing, internet, and manager who monitor the parks; 2) lack of activities area, seating area, diversity of plants, and park lighting at night.

The relation of physical condition of the park, non-physical condition of the park, and visitors' preferences show contingency coefficient with 0,762. The correlation of non-physical condition of the park and visitors' preferences is significant with 0.918. Then, the correlation of physical condition of the park and visitors' preferences is also significant with 0.901. (sig.0,01>0,05). This indicates parks as recreational places for Bandung' people to socialize and interact each other as social beings. (Carr, 1992) notes that city parks increase the aesthetic quality of the environment as well as the welfare of society. This is supported

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by (Whyte, 1980) who asserts, "Public spaces as expression of human endeavor and artifacts of the social world are the physical and metaphysical heart of cities, thus providing channels for movement, nodes of communication and common ground for cultural activities." Preference is a pleasure that can be measured subjectively. Visitors' preference is their attitude toward the product as the the result of evaluation (Kotler and Keller, 2003) that can be measured from six steps in hierarchy of effect: (1) awareness, (2)knowledge, (3) liking: (4) preference, (5) intention to visit, (6) Purchase (Kotler and Keller, 2007)

4. CONCLUSION

Form the results of the study, it can be concluded that:

1. Bandung should have 5,018,895 m^2 land for city park. The current park only covers 43.23% of the total Bandung's area. Thus, there is a deficiency for about 56.73%. This condition has not yet considered the ecological and hydrological function of the park. The park themes are also used only for branding as it is not appropriate with the main function and the facilities of the park.
2. The characteristics of park visitors tends the same. There is no significant difference in the case of gender, age, education, and occupation.
3. There are several factor motivating the residents coming to the park: access, price, and its function as recreational place. Most of the visitor coming to the park on the weekend or after working hours. Regarding the length of visitation, they frequently spent more than 2 hours.
4. Thematic parks take an important role for Bandung's people. It can be seen from the significant correlation of physical condition of park, non-physical condition of the park, and visitors' preferences.

5. RECOMMENDATIONS

There are several factors that should be enhanced such as: 1) the absence of parking lots, zebra cross, internet, and manager who monitor the parks; 2) lack of activities area, seating area, diversity of plants, and park lighting at night. In addition, the name of the park needs to be carefully considered to suit the purpose, location, and interests of the people.,

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