

The Role of Attachment in Creating Sustainable Sense of Place for Traditional Streets in Alor Setar, Malaysia

Sharyzee Mohmad Shukri^{1*}, Mohammad Hussaini Wahab², Awaluddin Z L, and Aminuddin A M R^{3*}, Muhammad Ismail Hasan⁴

¹Razak Faculty of Technology & Informatics, Universiti Teknologi Malaysia, Malaysia

¹Faculty of Architecture & Built Environment, Infrastructure University Kuala Lumpur, Malaysia

²Razak Faculty of Technology & Informatics, Universiti Teknologi Malaysia, Malaysia

³Department of Architecture, Faculty of Built Environment Universiti Malaya, Malaysia

⁴Vocational School, Universitas Diponegoro 50275 Semarang, Indonesia

Corresponding author: sharyzee@iukl.edu.my, asrulmahjuddin@um.edu.my

Published: 30 April 2022

Abstract

In urban design research, it is vital to search the role of place attachment as an element that places significant meanings that include physical characteristics, activity and meaning that contribute to the sense of place. In urban studies, most of the study leads to the importance of physical characteristics and activities towards the sense of place; however, research on place attachment roles as part of the sense of place has not been sufficiently done. This paper aims to search the role of place attachment in creating a sustainable sense of place in two main traditional streets in Alor Setar, Jalan Tunku Yaakub in Pekan Cina (JTY) and Jalan Kampung Perak (JKP). Field survey and Semi-structured interviews were conducted as a data collection method, and all the content were analysed to accomplish a thorough interpretation of the findings. The findings show that users attached to the traditional street in Alor Setar, Kedah, dominate and influence the place's identity. The street view is vital in daily engagement attached whereas, the mobile users of the streets are primarily attached in terms of functionality. In addition, the meaning and history also influence the user's attachment to the place. In conclusion, the roles of place attachment on traditional streets attributes should be considered to sustain the sense of place for the future development in Alor Setar.

Keywords: *Place Attachment; Sustainable, Sense of Place, Traditional Street, Malay Royal Town*

1.0 INTRODUCTION

According to (Saleh, 1998), the weakening and loss of local identity are due to the wrong planning notion and the transformation of places. There have been numerous researches done focusing on the contribution of the physical elements to the local identity. However, research exploring the psychological dimensions in the placemaking process has not been sufficiently explored. This paper aims to study the role of place attachment in creating a sustainable sense of place in two main traditional streets in Alor Setar. The data collection will be conducted through a field survey and semi-structured interviews, where all the data will analyse to obtain the interpretation of the findings. This study also highlighted the significant role of functional and emotional attachment in creating a sustainable sense of place. The traditional streets remain the physical and social character through the interaction and activities as examples of the earliest streets in the town centre (Shuhana, Ahmad Bashri, Norhaslina, and Maslyana, 2004). Therefore, these streets act as important influences on the town vitality and image. The sense of place is deeply tied to how people perceive the place concerning their environment. Therefore, the sense of place will determine how people perceive the streets and impact their feelings. Hence, the loss of sense of place will lead to the diminishing of the place identity.

In most cases, rapid developments and urbanisation have caused significant changes in the physical setting of the traditional streets. Consequently, this may erase something precious and meaningful to the daily users of the streets. Hull, Lam, and Vigo (1994) claim that it is necessary to sustain the urban elements and meanings attached to places to sustain the sense of place and community. Nonetheless, the unique identity of the streets is continually threatened by rapid urbanisation and industrialisation. The selected study area comprises two major traditional streets in Alor Setar, Jalan Tunku Yaakub in Pekan Cina (JTY) and Jalan Kampung

Perak (JKP), significant to the image of the town centre. These streets are strongly linked to the town's historical significance and have a special attachment with the people of Alor Setar. Therefore, to identify and preserve the street's sense of place, it is crucial to understand the experience and attachments held by the users who often associate with the street.

2.0 PLACE ATTACHMENT AND SENSE OF PLACE

The word 'place' emphasises the environmental surroundings to which the people are culturally and psychologically attached, whereas the word 'attachment' focuses on its effect on people (Low & Altman, 1992). Place attachment has also been described similarly with "sense of place", whereas a personal identification as an individual or community affiliate with an emotional level of the setting and location (Williams, Patterson, Roggenbuck, & Watson, 1992). Shumaker and Taylor (1983) describe place attachment as place bonding that arises from people's characteristics or behaviour and place. Consequently, a place is found significant when emotion, feelings and affects are pivotal components. According to Zulkifli, A., & Aminuddin, A. (2020) from the Montgomery (1998), when people experience a place, it is the physical form, activities and the meanings attached to the place which combines to form the place attachment. Hernández, Hidalgo, Salazar-Laplace, and Hess (2007) believes the most influential factor in achieving place attachment is the pleasantness and security of the place. When these two factors are met, people more gravitate to the streets in terms of familiarity and engagement. According to Shukri, S. M., Wahab, M. H., & Jamala, N. (2021) and Proshansky, Fabian, and Kaminoff (2014), as people are attracted and attached to a place, it results in an interaction of effects and emotions, knowledge, beliefs, behaviour and action. Figures 1 show the concept of place attachment that contribute to the theory of place attachment.

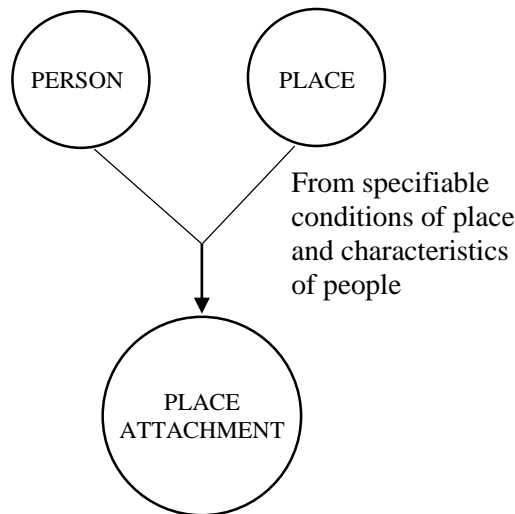


Figure 1. The concept of place attachment by Shumaker et al. (1983)

Steele (1981, p. 12) explained that the person stimulates setting influences the reactions pattern that contributed to the sense of place concept. Thus, setting and personal attributes will react to the creating of a sense of place. The place attachment concept involved the people and places connected to the emotions and function (Hashemnezhad, Heidari, & Hoseini, 2013) together with the concept of place identity (Proshansky et al., 2014) and insiderness and outsiderness concept (Graus, 2017) consistent and have similarities with the sense of place, which respond to the importance and relation between human and place settings. According to Cross (2001, p. 2), factors contributing to the sense of place concept involved the place and community attachments connection. Therefore, understanding the factor contributing to a sense of place meanings will lead to the places' qualities. Steele (1981, p. 204), supported by DeMiglio and Williams (2016), also identified nine (9) types of place elements that lead to the sense of place successful influence: identity, history, joy, memory, fantasy, vitality, surprise, mystery, and security. By following these elements is significantly useful for a better sense of place understanding.

2.1 Dimensions of Place attachment

A study conducted by Moore and Graefe (1994); D. Williams, Anderson, McDonald, and

Patterson (1995) concerning the sense of place used place attachment, place dependence and place identity as central notions for their analysis. These demonstrate that the functional and emotional experience of the environment is the most influential in leading to a sense of place and place identity. Schreyer, Jacobs, and White (1981) refer to place attachment as a notion of cherishing the natural environment that embraces emotional and functional attachments. Though a person may appreciate a place due to the physical elements that make the place outstanding, people who inhabit these areas might not feel firmly attached to the area. According to Williams et al. (1992), the emotional experience of the environment is closely related to the attachment level a person develops towards the place and what the setting symbolises. Similarly, Williams et al. (1995) believes the place's emotional experience involves personal and deep meanings associated with culture and memories.

Contrarily, functional meanings are primarily associated with how well the place adapts to the user needs. As Jamin, T. I. A. T. M., Shukri, S. M., Taib, I., & Aminuddin, A. M. R. (2021) stated, functional meanings associated with placemaking mainly concern accommodating specific activity needs by the user. Similarly, Stokols and Shumaker (1981) believe that this notion is called place dependence, i.e., when the users distinguish the place as the finest

to aid in their behavioural goals. However, loss of functional and emotional meanings attached to places are facilitated by economic globalisation with less consideration to the local context, culture and history (Wheeler, 2017). Therefore, it is imminent to secure the sense of place by ensuring stability and persistence in both the physical and communal aspects and the place attachment held by the people.

2.2 Influence of physical element and activity on the meaning and association

The physical feature and appearance of the place are the two most important factors which influence the sense of place. A legible place will allow the outsider to grasp the place quickly. In addition, legible places will allow the users to quickly orient themselves, enabling them to form a mental image of the town affected by paths, edges, districts, nodes and landmarks (Lynch, 1960). Another factor influencing the place attachment is the activity of the place. The vitality, diversity and energy of the place are essential components that contribute to the activity of the place. A receptive place can adapt and accommodate such activities. In this regard, Tan'G and Aminuddin (2019) observed that how people perceive Malaysian streets are contributed significantly by the activity and the liveliness of the place.

Diversity is another factor contributing to a broader spectrum of choices in bringing different user groups to the setting. The user's level of engagement is an essential factor defining the identity of the place. This degree of involvement in activities in the streets can occasionally be due to the strong meanings associated with the place. Regarding Malaysia being a pluralistic society, Aminuddin, A. A., & Daud, N. I. (2020) and Ujang (2012) claims that cultural principles and attributes are crucial in defining the group's identity, thus influencing the sense of place they inhabit. As a result, such places develop a unique distinctiveness concerning the sense of place and image of the place.

3.0 METHODOLOGY

The method used for this research is based on the field survey, which included semi-structured interviews and site observation. One hundred sixty (160) respondents were selected for the semi-structured interview were conducted. The respondents were group base on the varied cultural and social attributes. The respondents selected in the survey ranged between 18 to 40 years old. Meanwhile, the respondents' ages ranged between 41 to 60 years old have a fair distribution between males and females. The respondent's selection factor is based on the user who resides and has an attachment in the study areas within 15 to 40 years. The multi races population occupying the street was selected with the several represented activities. Static users comprise the shopowners and residents and mobile users such as tourists, visitors, and shoppers. The data from all sources were analysed to achieve an exhaustive comprehension of the results. Structured site observation was the primary technique conducted to accumulate information such as forms, settings and patterns of activities. In addition, site visits were conducted to understand the site's physical and social attributes. Finally, the data collected from the semi-structured interview were later screened and analysed.

3.1 Site Selection

Two traditional streets in Alor Setar have been identified as study areas, namely, Jalan Tunku Yaakub in Pekan Cina (JTY) and Jalan Kampung Perak (JKP), the marketplace and settlements district that contribute to the identity of the Malay Royal town. Jalan Tunku Yaakub in Pekan Cina (JTY) was a historically significant trading hub initiated with the migration of Chinese traders into the town centre and is one of the early occupying urban streets of the Chinese trader's community. In addition, JTY Pekan Cina's strategic location was very significant in making it one of the most important commercial areas of the town. Meanwhile, the second-place known as Kampung Perak was the aristocrat's resident defined by Jalan Kampung Perak (JKP). Jalan Kampung Perak (JKP) is historically

significant as it accommodates the Royal palace complex, Masjid Zahir (mosque) and the *Padang* (public open space), which are some of the identity attributes of Alor Setar Royal town. The historical and tangible evidence suggests that eight (8) prominent physical attributes contribute to a Malay royal town identity (Shukri, Wahab, & Amat, 2020). The attributed disclosed that the eight attributes used to identify Malay Royal Towns are royal palace complex, gateway, mosque, fortress, marketplace, public open space and the settlements.

Figures 2 and 3 show the location and settings of the streets and surrounding context. These streets are discovered as the early traditional street in the Alor Setar town centre due to their intrinsic cultural and historical significance and become essential commercial zones with high attentiveness among the locals

and visitors to the town centre. These streets are located within the historical core zone and designated for the revitalisation project under PLANMalaysia Kedah 2030. Even though the new and modern development of the commercial centre and shops, it is proved that the old structures such as traditional shophouses with the five-foot corridors within the informal street vendor remain dominant and forming the character of these streets. Such places with a meaningful and historical past contribute to the user's attachment to the place (Yahya, A. N., Shukri, S. M., & Aziz, A., 2021). Place attachments will become symbolic and bond the people by remembering earlier ancestors and memories (Low et al., 1992). Moreover, it connects people to religion and nature regarding metaphysical representations associated with places and beliefs.

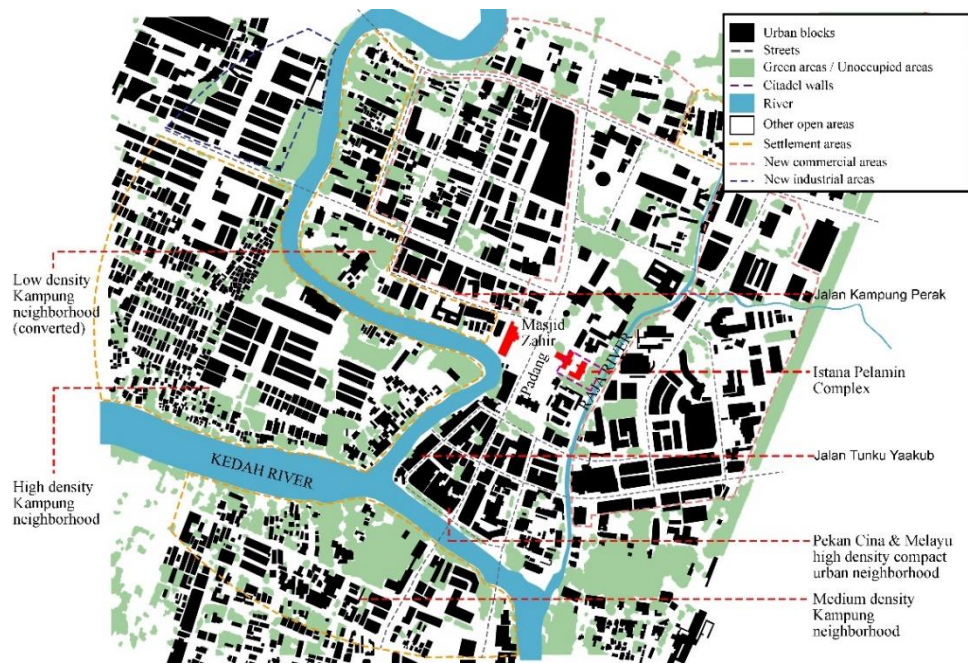


Figure 2. JKY in Pekan Cina and JKP location within the surrounding context

4.0 RESULT AND DISCUSSION

The analysis results indicate that several components defined the role of attachment in creating a sustainable sense of place for the

traditional streets in Alor Setar. These components can be categorised into several groups. These elements played a significant role in enchanting the sustainable sense of place of the traditional street in Alor Setar, Kedah.

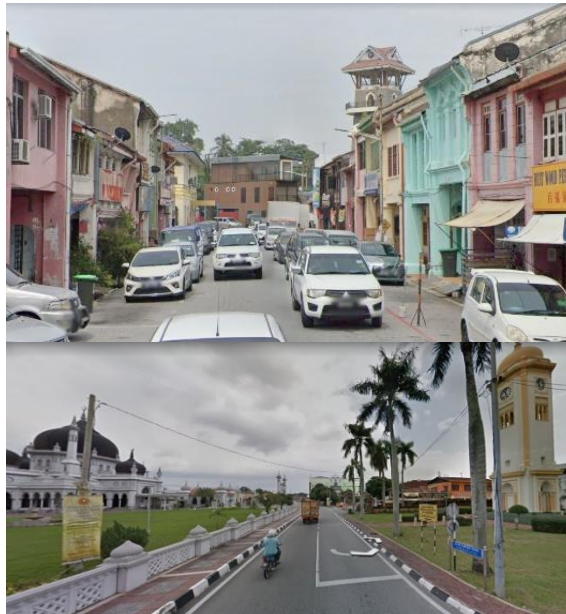


Figure 3. JKY in Pekan Cina on the left and JKP on the right show the relationship between the street and surrounding context.

4.1 *Role of attachment in creating a sense of place*

According to the field survey, the place engagement, familiarity, satisfaction and comfort elements influencing the concept of place attachment. In addition, dependence on business possibilities and involvement in celebratory occasions are some of the variables that influence the continuity of place attachment. The distinctive physical attributes contribute to the user familiarity and imageability of the streets, making the streets more legible. The majority of respondents on JKY and JKP indicated good and neutral satisfaction with the variety of goods, public amenities, improvement on the streetscape and the trader's intensity. The individual's satisfaction and the conditions that supported the activities can be connected to the significance of the place in achieving the traditional streets'

significants. The unique environment of the street with the visible activities articulated the enjoyment feelings of the user. The concentration of affinities along the streets is influenced by the narrow and multiple usages of the streets. This is especially obvious in JKY and JKP study areas, where pedestrianised streets let users engage with street activities more conveniently. The majority of users expressed positive satisfaction that the streets were the good options and importance in supported their activities, users need and economic sustainability of the places. Although the attachment extends beyond fulfilling the user needs, it also serves as a platform that connects individuals and places in shared activities.

The emotional attachment is particularly emphasised by the impression, sentiment loyalty, and user pride towards the traditional streets. According to the field survey, the majority of

respondents on JKY and JKP also express neutral satisfaction with the sentiment towards the conveyed issues. These include the unlawful intruders' contestation of the street vendor area and the collaboration of interests resulting from the physical involvement. Their engagement is closely linked to the place functions in establishing the sense of place and genius loci that have been reconstructed in the individual and group socio-cultural identities. According to the responses from the semi-structured interviews, the positive emotional attachment is strongly connected with the overall streets environment, character, image quality and the existing place physical elements. The pride element portrays the street and user's attachment due to the potential of the place in providing various activities. The users meaning and street significance result contributed to the formation of the emotional attachment to the place. The individual strong familiarity and place engagement period, associated and highly

influenced with the meaning element of the site's study. The place attachment is formed by users' identification and sense of belonging towards the streets. Hence, it is observed that static users who have resided in the place for a prolonged amount of time constantly engaged in street activities are more emotionally attached to the street.

The functional and emotional components led to the attachment of the traditional streets in Alor Setar. Table 1 below describes how place attachment is interpreted in the user perception of the place. These were portrayed through the respondents' impressions, sentiments on loyalty and pride. The static user's articulated solid emotional reactions towards the emotional components compared to the mobile user. They show a severe level of care and scrutinise the place and firmly associated with the races and social interaction that essentially give meaning implications to their survival.

Table 1: Summary of place attachment indicators for JTY and JKP

Components	Indicator for attachment
Functional attachment (Engagement, familiarity, satisfaction, comfort)	<ul style="list-style-type: none"> • Daily engagement • Feel upset be relocated • Depict the place imageable • Depict the physical character changes • Optimistic creating a better appearance • Optimistic place sustainability of life retain
Emotional attachment (Impression, sentiment loyalty, pride)	<ul style="list-style-type: none"> • The distinctiveness of pride feeling • Place ambience optimistic • Reluctant to moveout • Tenderness on the spaces changes

Table 2: Respondent perception of functional attachment on JTY and JKP

Components	Attachment contents	JKY			JKP		
		Static users N=40	Mobile users N=40	Total N=80	Static users N=40	Mobile users N=40	Total N=80
		Mean value					
Functional attachment							
Engagement	<ul style="list-style-type: none"> Compared to the other, this place is significant to me 	4.21	3.55	3.88	4.18	3.42	3.80
Familiarity	<ul style="list-style-type: none"> This place is the best place for me 	4.12	3.85	3.99	4.01	3.69	3.85
Satisfaction,	<ul style="list-style-type: none"> I feel happy for the improvement that happened 	4.01	4.15	4.08	4.25	4.02	4.14
Comfort	<ul style="list-style-type: none"> Compared to the other, this place gives me comfortable 	4.18	3.70	3.94	4.06	3.56	3.81
	<ul style="list-style-type: none"> I am happy with the improvement done to this place 	4.40	4.20	4.30	4.30	4.12	4.21
	Total mean value (Functional Attachment)	4.18	3.89	4.04	4.16	3.76	3.96

Value Format: 1: strongly disagree; 2: disagree; 3: neutral; 4: agree; 5: strongly agree

4.1.1 Functional attachment in contributing the place attachment

The cross-tabulation in table 2 explains the significance of the functional attachment components through the people perception of the JKY and JKP study areas. It demonstrates that respondents neutrally identify the engagement component of the JKY, and the JKP is 3.88 and 3.80. Within these two mean, the static and mobile respondents of JKY area is 4.21 and 3.55 explain that the static user agrees with the engagement component and the mobile user on the neutral side. Meanwhile, the mean of the JKP area shows the same response as the JKY area, which is the static user is 4.18 and 3.42 for the mobile user. These explain that the static user feels engaged with the place compared with the mobile user influence by the place activities only. The field observation findings show that the static

user who resides at the JKY and JKP within 15 to 40 years have a strong engagement feels this place has a significant perception of this place.

JTY and JKP streets, in response to the respondent's survey result, the majority have agreed the street has vital characteristics, and this was a suitable place for them to stay and live. The result in figure 6 shown the strong association with the vitality and diversity of the place. Due diverse and pluralistic community in Alor Setar leads to different types of active, passive and socio-cultural interaction in the Padang (public square), contributing to the vitality and diversity of JKP. Users are observed using the Padang for leisure activities, facilitating cultural and political ceremonies (Figure 4). According to Ujang and Muslim (2014), the multi-ethnic society leads to more liveliness, contributing to a more distinct, unique identity.



Figure 4. Leisure activities at the Padang (nodes) adjacent to JKP street.

The assessment of familiarity on people perception of the functional attachment is described in table 2. The familiarity component, which is the place (JKY and JKP), is the best place for the respondent, and the respondent's response shows that the majority of respondents have a neutral mean. The familiarity components consist of the various buildings, spaces, good signage and the road condition. Within the survey conducted in the JKY area, static users demonstrate a

different perception compare to mobile users. The mean for the static user is 4.12, which is the respondents agree that the JKY area is the best place for them. Meanwhile, the mobile user mean is 3.85 show that the respondents have a neutral side on this statement. On the other hand, the static user at the JKP area also shows the same mean value, which is 4.01 that indicate the respondent have agreed with the statement, and 3.69 mean from the mobile user shows the neutral

values. The field observation demonstrates that the physical elements of the place enhance the imageability and familiarity that contribute to the sense of place.

The various ethnicity of people and wide range of products within the streets leads to a more vibrant atmosphere which attracts more users into the street resulting in more engagement in street activities. Both JTY and JPK streets are considered culturally diverse streets with vibrant atmospheres. The narrow streets of JKY enable a more intimate interaction between the users. In contrast, the five-foot walkway aids as a pedestrian linkage. It is utilised effectively as a

traditional way of trading between the shopper and the trader, which leads to a vibrant atmosphere (Figure 5). These are further clarified by Shamsuddin et al. (2008) as they highlight how the spatial qualities of shophouses and the building frontage in traditional streets encourage users to carry out trading activities, thus encouraging attachment to the streets. These revealed that the place attachment promotes a solid feeling of familiarity towards the place. Furthermore, these survey results portray that the static users a strong sense of attachment and bonding towards the area compare to the mobile user.



Figure 5. Five-foot walkway and narrow streets of Pekan Cina, Alor Setar.

The respondent perception of the satisfaction findings showed a mean score of 4.08 at JKY and 4.14 at JKP. Thus, the respondents admitted that they were satisfied with the improvement that occurred in the study areas. This specific finding of the current study can be explained by the results in table 2, which show that in the JKY area, the static and mobile users agree with the improvement on the site, which is a mean score is 4.01 and 4.15. On the other hand, in the JKP area,

the static and mobile users also agree with the improvement on the site, which the mean score is 4.25 and 4.02. The JKY and JKP users felt meaningful and satisfied on the street clarified by the town centre's prime commercial area and centrepiece footprint.

Users attachment to the traditional street of JKY and JKP was established, determined on the place economic aspects with long term association.

It is sometimes observed that individuals may develop unique experiences due to the attachment held by the family or culture (Low et al., 1992). Furthermore, due to Pekan Cina's strategic location along the Kedah River, it has been considered as one of the major trading hubs of

Kedah, dominated by the Chinese community since the early days (Shukri, Wahab, Amat, & Rozaly, 2019). In this regard, culture and economic activities concerning history generate a sense of attachment and belonging towards the place and the community (Figure 6).



Figure 6. View of economic activities at JKY in Pekan Cina.

The finding on the comfort component, which showed a mean score for JKY and JKP areas, is 4.12 and 4.01. These reveal that the majority of the respondent agrees with the comfort level on the study area. The specific mean score for the statement of the place gives the comfortable to the respondent on the JKY area is 4.18 for static users and 3.70 for mobile users. Meanwhile, the mean score at the JKP area, static user score 4.06 and mobile user score 3.56. These demonstrate the good satisfaction on the comfort level among the static user at the site. Meanwhile, the mobile user shows a neutral perception towards this statement. This explains that the static user has more place appreciation than the mobile user that comes only for specific activities.

The three significant attributes contributing to attachment can be classified as physical features, activity, and image (Kamalipour, Yeganeh, & Alalhesabi, 2012). It is believed that a good urban design can eventually be determined by analysing how well such spaces accommodate human activities (Jacobs, 1961). In the two traditional streets in Alor Setar, it is observed that activity and cultural influence are the most influential components associated with place attachment. These are further justified as studies conducted by Tuan (1974); Hay (1998) confirm that those areas with high-intensity activities and relevant meanings generate

symbolism, which significantly influences the attachment developed by people. The principal street components that contribute to the character of the place depending on legibility, accessibility, diversity, distinctiveness and comfort. Therefore, it is imminent to retain the sense of place by focusing more on urban design in walking speed and enhancing legibility, comfort, and vitality (Shukri, Manteghi, Wahab, Amat, & Wong, 2018). The respondents agreed that this area is the most comfortable place with a different view and experience than modern settings. These significant has created a different distinctiveness of the street identity and image. Although the survey also showed a lack of physical comforts, such as a lack of sitting and rest areas and low quality of public facilities. However, through psychological feeling, they feel comfortable, safe and secured even though there were always packed with people.

Finally, the total mean score of the respondent perception on functional attachment at the JTY and JKP areas is 4.04 and 3.96. These reveal that the JKY area has a strong functional attachment compared with the JKP area that only shows the neutral score. JKY traditional streets are associated with the activities, although the historical physical components and the meaning of notable structures support the activities. These appear in how the merchants distinguished

themselves associated with other people who often communicated with them and had identical involvement and background to remember them by names and by sight. In this respect, user's and activities are the principal components that

produce a sense of belonging, the genius loci and attachment of a place.

4.1.2 Emotional attachment in contributing the place attachment

Table 3: Respondent perception of emotional attachment on JTY and JKP

Components	Attachment contents	JKY			JKP		
		Static users N=40	Mobile users N=40	Total N=80	Static users N=40	Mobile users N=40	Total N=80
		Mean value					
Emotional attachment							
Impression	<ul style="list-style-type: none"> This place gives a positive impression on me 	4.28	3.34	3.81	4.13	3.29	3.71
Sentiment	<ul style="list-style-type: none"> This place gives attachment feeling to me 	4.15	3.72	3.94	4.10	3.56	3.83
	<ul style="list-style-type: none"> This place gives me a meaningful feeling 	4.31	3.64	3.98	4.25	3.52	3.89
Loyalty	<ul style="list-style-type: none"> I am enjoying staying here compared to other places 	4.08	3.66	3.87	4.01	3.49	3.75
Pride	<ul style="list-style-type: none"> This place gives me a secure feeling 	3.70	3.60	3.65	3.70	3.66	3.68
	Total mean value (Emotional Attachment)	4.10	3.59	3.85	4.04	3.50	3.77
	Total mean value	4.14	3.74	3.94	4.10	3.63	3.87

The cross-tabulation in table 3 explains the significance of the emotional attachment components through the people perception of the JKY and JKP study areas. It demonstrates that respondents neutrally identify the impression component of the JKY, and the JKP is 3.81 and 3.71. Within the JKY area, the mean score for the static and mobile respondents is 4.28 and 3.34. This shows that the static user demonstrates a more positive impression than the mobile user, only shows neutral responses. Meanwhile, the mean score of the JKP area is 4.13 for static users and 3.29 for mobile users. These explain that the static user has more impression significance due to the duration of attachment to the place than the mobile user. The field observation findings also reveal that static users who have lived in the JKY and JKP for more than 15 years have a strong impression attachment with this area and have a substantial sense of it.

JKP street is also significant and distinctive due to its rich historical past tied to the places in the street. Findings reveal that Masjid Zahir (mosque), Padang (open square) and the Royal Palace Complex are attributed to a town identity, making the street distinctive. Furthermore, the extended position of Masjid Zahir in Islamic cosmology and the cultural landscape is the different character of the street. The religious ceremonies and places are closely tied to the religious community as such places represent shared beliefs and act as a unifying source that binds the community (Mazumdar & Mazumdar, 2004). The cultural and historical significance of Padang and its proximity between places adds to the distinctiveness of JPK. JTY and JKP streets, in response to the respondent's survey result, the majority have identified and agreed that the positive image is contributed from the place popularity. Therefore, the significance of places is associated strongly and become an attraction to users in doing activities in this area. In addition, the majority of respondents felt distinctiveness and comfort and have an emotional attachment to the place (this place gives attachment feeling to me). These suggest a strong emotional attachment through distinctiveness identification and image, resulting in the user's experience on the setting and perception of the area.

The assessment of sentiment components on people perception of emotional attachment is described in table 3. The sentiment component, in the JKY and JKP place, which is the place that gives the attachment feeling and also provides the meaningful feelings to the respondent's shows the majority of the respondent response neutrally perception. From the specific result on the JKY place, a static user mean score is 4.15 and 4.31 compared to a mobile user is 3.72 and 3.64. These explain that the result of the static user is biased from the deep attachment of the place. The finding on the loyalty and pride components shows the respondents on both site response neutrally perception. The mean score for the loyalty component in the JKY is 3.87 and 3.75 in the JKP area. Meanwhile, the mean score for the pride component in the JKY is 3.65 and 3.68 in the JKP area. These reveal the neutral value of loyalty and pride among the respondent at the site. These explain that the changes that occur on the pride and loyalty will have fewer influences on the respondent.

It is often observed that a longer duration of occupancy leads to greater attachment towards the place (Riger & Lavrakas, 1981). A similar view is shared by Hidalgo (2000) as they believe that people who reside in a place for a long time create a more emotional bond with the place. Meanwhile, mobile users, which are considered moving entities, attach meanings in terms of physical or functional quality. A survey conducted by Hernández et al., 2007 revealed that the emotional bond developed by the mobile user towards the streets was due to the attributes related to the physical environment analysed. Therefore, due to the historical and cultural activities passed on, daily JTY and JKP users show more emotional attachment towards the street. In contrast, mobile users are observed to have functional attachment concerning physical form. Therefore, it is believed that the physical elements of the street and its functionality are significant components of urban design qualities.

It observed a strong connection between the distinctiveness of the street and the psychological attachment held by the user. The survey concluded that the majority of the respondents perceived the streets as unique in

their own identity also felt they were attached to the streets. These emphasised as state the importance of place attachment in giving people a cultural identity and distinctiveness. Therefore, a distinctive character of a place can be established when a group of people share an allusive meaning towards a place. JTY street in Pekan Cina comprises different attributes that lead to the distinctiveness of the street. To begin with, the

human scale shophouses and the efficient spatial quality between the spaces results in a more intimate setting and leads to more social interaction, which contrasts modern shopping streets and complexes. In addition, the architecture and the cultural influence of shophouses add to the colour and movement along the street, making it distinctive and unique (Figure 7).



Figure 7. View of shophouses at Pekan Cina.

Finally, the total mean score of the respondent perception on emotional attachment at the JTY and JKP areas is 3.94 and 3.87. Thus, the emotional attachment level of the JKY and JKP traditional street is neutral since the majority of users can identify and recognise the aims of the site and agree with them, as well as the meaningful attachment linked to them. Furthermore, it implies that there is the impression, sentiment, loyalty and pride to a place due to long-term involvement, established the place attachment, and continually developed the sustainable sense of place toward the areas.

5.0 CONCLUSION

Traditional streets of JTY and JKP in Alor Setar are closely attached to the hearts of its residents as they are meaningful places in terms of cultural diversity towards image and identity. In Alor Setar traditional streets, the functional and emotional attachments to the streets are mainly due to place engagement, familiarity, satisfaction, and comfort elements attached to the functional component. Meanwhile, impression, sentiment loyalty, and user pride attach to the emotional attachment. This paper aims to search the role of place attachment in creating a sustainable sense of place in two main traditional streets in Alor Setar, Jalan Tunku Yaakub in Pekan Cina (JTY) and

Jalan Kampung Perak (JKP). Field survey and semi-structured interview were conducted as a data collection method, and all the content were analysed to accomplish a thorough interpretation of the findings. Hence, the study highlights the significant role of functional and emotional attachment in creating the sustainability sense of place contribution. Furthermore, it is observed that the functional and emotional attachment forms concerning the traditional streets lead to a unique and distinctive identity.

Nonetheless, rapid urbanisation and recent developments with inadequate consideration into the cultural context and inappropriate concepts have resulted in a loss of charm and place attachment of the street. For instance, during the field survey, recent developments in Pekan Cina that fail to conform to the setback of the shophouses and introduced signboards that disrupts the view of intricate façade styles leads to the loss of visual appropriateness and sense of place. In this regard, recent developments in JPK noticeably developing Padang into a paved open square have also diminished the distinctiveness as the historical and cultural activities have evoked meanings attached to the place, influencing their degree of attachment. Thus, the place characteristics influences are determined from the physical element's quality and activities and by

meaning and attachment associated with the place experience. Therefore, unfit developments will weaken the sense of attachment held by the people. This research has established the significance of understanding people's attachment towards places regarding urban design. Furthermore, places and the attributes that contribute to place attachment elements should be considered for the future redevelopment of traditional streets in Alor Setar to enhance the sustainable sense of place.

6.0 REFERENCE

- 1) Aminuddin, A. A., & Daud, N. I. (2020). Street trading activities in Kuala Lumpur's Chinatown: present situation and future directions. *MAJ-Malaysia Architectural Journal*, 2(1), 38-49.
- 2) Bernardo, F., & Palma-Oliveira, J.-M. (2016). Urban neighbourhoods and intergroup relations: The importance of place identity. *Journal of Environmental Psychology*, 45, 239-251.
- 3) Cross, J. E. (2001). *What is sense of place?*, Colorado State University. Libraries,
- 4) Davenport, M. A., & Anderson, D. H. (2005). Getting from sense of place to place-based management: An interpretive investigation of place meanings and perceptions of landscape change. *Society and natural resources*, 18(7), 625-641.
- 5) DeMiglio, L., & Williams, A. (2016). A sense of place, a sense of well-being. In *sense of place, health and quality of life* (pp. 35-50): Routledge.
- 6) Graus, P. (2017). Place and placelessness revisited. In: Taylor & Francis
- 7) Hashemnezhad, H., Heidari, A. A., & Hoseini, P. M. (2013). "Sense of Place" and "Place Attachment". *International Journal of Architecture and Urban Development*, 3(1).
- 8) Hay, R. (1998). Sense of place in developmental context. *Journal of Environmental Psychology*, 18(1), 5-29.
- 9) Hernández, B., Hidalgo, M. C., Salazar-Laplace, M. E., & Hess, S. (2007). Place attachment and place identity in natives and non-natives. *Journal of Environmental Psychology*, 27(4), 310-319.
- 10) Hidalgo, M. C. (2000). Estilos de apego al lugar. *Medio ambiente y comportamiento humano*, 1(1), 57-73.
- 11) Hull, R. B., Lam, M., & Vigo, G. (1994). Place identity: symbols of self in the urban fabric. *Landscape and Urban Planning*, 28(2-3), 109-120.
- 12) Jacobs, J. (1961). The Uses of Sidewalks: Safety. In *The Death and Life of Great American Cities* (pp. 29-54). New York: Vintage Books-Random House.
- 13) Jamin, T. I. A. T. M., Shukri, S. M., Taib, I., & Aminuddin, A. M. R. (2021). Revitalizing Malay Royal Town: A Case Study in Alor Setar Kedah. *MAJ-Malaysia Architectural Journal*, 3(3), 1-8.
- 14) Kamalipour, H., Yeganeh, A. J., & Alalhesabi, M. (2012). Predictors of place attachment in urban residential environments: A residential complex case study. *Procedia-Social and Behavioral Sciences*, 35, 459-467.
- 15) Low, S. M., & Altman, I. (1992). Place attachment. In *Place attachment* (pp. 1-12): Springer.
- 16) Lynch, K. (1960). *The Image of the City*: Harvard U.P.; Oxford U.P.

- 17) Mazumdar, S., & Mazumdar, S. (2004). Religion and place attachment: A study of sacred places. *Journal of Environmental Psychology*, 24(3), 385-397.
- 18) Montgomery, J. (1998). Making a city: Urbanity, vitality and urban design. *Journal of Urban Design*, 3(1), 93-116.
- 19) Moore, R. L., & Graefe, A. R. (1994). Attachments to recreation settings: The case of rail-trail users. *Leisure sciences*, 16(1), 17-31.
- 20) Proshansky, H. H., Fabian, A. K., & Kaminoff, R. (2014). Place-identity: Physical World Socialization of the Self (1983). In *The people, place, and space reader* (pp. 111-115): Routledge.
- 21) Riger, S., & Lavrakas, P. J. (1981). Community ties: Patterns of attachment and social interaction in urban neighborhoods. *American journal of community psychology*, 9(1), 55-66.
- 22) Saleh, M. A. E. (1998). The integration of tradition and modernity: A search for an urban and architectural identity in Arriyadh, the capital of Saudi Arabia. *Habitat international*, 22(4), 571-589.
- 23) Schreyer, R., Jacobs, G., & White, R. (1981). *Environmental meaning as a determinant of spatial behaviour in recreation*. Paper presented at the Proceedings of Applied Geography Conferences, Volume 4.
- 24) Shamsuddin, S., & Ujang, N. (2008). Making places: The role of attachment in creating the sense of place for traditional streets in Malaysia. *Habitat international*, 32(3), 399-409.
- 25) Shuhana, S., Ahmad Bashri, S., Norhaslina, J., & Maslyana, M. (2004). Criteria of success for traditional shopping streets in Malaysia: Case study of Kuala Lumpur. *Unpublished Research Report, Universiti Teknologi, Malaysia*.
- 26) Shukri, S. M., Wahab, M. H., & Jamala, N. (2021). The Architectural Concept of Malay Royal Town. *Journal of Design and Built Environment*, 21(3), 52-62.
- 27) Shukri, S. M., Manteghi, G., Wahab, M. H., Amat, R. C., & Wong, H. M. (2018). Preserving and Conserving Malay Royal Towns Identity in Malaysia. *The Journal of Social Sciences Research*, 7(6), 852-860.
doi:<https://doi.org/10.32861/jssr.spi6.852.860>
- 28) Shukri, S. M., Wahab, M. H., & Amat, R. C. (2020). *Revealing Malay Royal Town Identity: Seri Menanti, Negeri Sembilan*. Paper presented at the IOP Conference Series: Earth and Environmental Science.
- 29) Shukri, S. M., Wahab, M. H., Amat, R. C., & Rozaly, M. Z. M. (2019). ROLES OF PHYSICAL ENVIRONMENT IN CHARACTERISING THE IDENTITY OF MALAY ROYAL TOWN IN ALOR SETAR, KEDAH.
- 30) Shumaker, S. A., & Taylor, R. B. (1983). Toward a clarification of people-place relationships: A model of attachment to place. *Environmental psychology: Directions and perspectives*, 2, 19-25.
- 31) Stedman, R. C. (2002). Toward a social psychology of place: Predicting behavior from place-based cognitions, attitude, and identity. *Environment and Behavior*, 34(5), 561-581.
- 32) Steele, F. (1981). *The Sense of Place*. United States of America: CBI Publishing Company, Inc.

- 33) Stokols, D., & Shumaker, S. A. (1981). *People in places: A transactional view of settings*: New Jersey: Newark.
- 34) Tan'G, A., & Aminuddin, A. (2019). How does street trading activities keep Chinatown in Kuala Lumpur a living cultural enclave? *Journal of Design and Built Environment*, 19(3), 42-52.
- 35) Tuan, Y.-F. T. (1974). A Study of Environmental Perception, Attitudes, and ValuesT Englewood Cliffs. In: New Jersey: Prentice-Hall.
- 36) Ujang, N. (2012). Place attachment and continuity of urban place identity. *Procedia-Social and Behavioral Sciences*, 49, 156-167.
- 37) Ujang, N., & Muslim, Z. (2014). Walkability and attachment to tourism places in the city of Kuala Lumpur, Malaysia. *Athens journal of Tourism*, 2(1), 53-65.
- 38) Wheeler, R. (2017). Local history as productive nostalgia? Change, continuity and sense of place in rural England. *Social & Cultural Geography*, 18(4), 466-486.
- 39) Williams, D., Anderson, B., McDonald, C., & Patterson, M. (1995). Measuring place attachment: More preliminary results. Presentation in Book of Abstracts: National Recreation and Park Association Leisure Research Symposium, San Antonio, TX. In: October.
- 40) Williams, D. R., Patterson, M. E., Roggenbuck, J. W., & Watson, A. E. (1992). Beyond the commodity metaphor: Examining emotional and symbolic attachment to place. *Leisure sciences*, 14(1), 29-46.
- 41) Yahya, A. N., Shukri, S. M., & Aziz, A. (2021). The Effect of Human Behaviour in The Light of Reflecting Townscape Setting in Malay Royal Town of Alor Setar. *MAJ-Malaysia Architectural Journal*, 3(2), 1-12.
- 42) Zulkifli, A., & Aminuddin, A. (2020). Outdoor Space as Integral Component in Home making at Low-cost Housing in Bangsar. *MAJ-Malaysia Architectural Journal*, 2(3).