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Research Original Article

## Sense of Place in the Tourist Area of Seumadu Beach, Lhokseumawe City

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### Abstract

Research on the sense of place in public spaces based on visitors' perceptions is essential to understand whether visitors feel an emotional attachment to the tourist area of Seumadu Island Beach. This aims to measure the strength of visitors' feelings when in the area and identify the factors shaping those feelings. This study focuses on the primary question of how the sense of place is formed in the Seumadu Island Beach tourist area and what factors influence visitors' attachment to it as a public space. This research employs a quantitative method. The analysis results regarding sense of place show that 63.2% of respondents agree that they feel attached to this area. The strongest contributing factor to sense of place is place identity (67%), which includes aspects such as memories associated with objects and the desire to stay. This is followed by place dependence (67%), which involves aspects like the desire to revisit and fulfill certain needs, and finally, place attachment (66%), the lowest, especially in terms of safety and comfort. It can be concluded that the Seumadu Island Beach tourist area has a sense of place that is felt by its visitors or users. The primary factors influencing the sense of place in the Seumadu Island Beach area are place identity and place dependence, with place attachment in the final position.

**Keywords:** *Sense of Place, Beach Tourism*

### INTRODUCTION

Indonesia is an archipelago made up of numerous large and small islands, stretching widely from east to west. The untapped potential of tourism in various regions offers significant opportunities for developing the tourism sector and supporting local economies. With its extraordinary wealth of marine resources, Indonesia is renowned worldwide for its vast marine biodiversity and is home to coastal ecosystems such as mangroves, coral reefs, and seagrass beds (Dahuri et al.1996; Laming & Rahim, 2020). These coastal dynamics can captivate people, drawing them to visit and build connections with other coastal ecosystems.

A natural tourist area will become an exclusive attraction and a popular vacation destination when it can create effects that foster reciprocal interactions among visitors, such as a sense of comfort and attraction to the place.

The concept of sense of place is complex and relates to meaningful experiences within a particular environment (Dowler, 2009; Asriany et al., 2022). Sense of place is the result of the manifestation of the physical environment, activities, and the meanings contained within it (Wardner, 2012; Asriany et al., 2022). Pulau Seumadu Beach has a strong sense of place as a peaceful, pleasant, and serene destination. However, substantial evidence is needed to understand visitors' actual responses when they visit the Pulau Seumadu tourist area, as each person or individual may have different reactions, experiences, and opinions. Through this study, it is hoped to determine the intensity of visitors' feelings while at this location and to identify the factors that shape these feelings.

What is the sense of place at Pulau Seumadu Beach tourism area, and what factors shape this sense of place? The primary objective of this research is to address the issues surrounding the sense of place at Pulau Seumadu Beach in Lhokseumawe City, providing evidence of how sense of place can be beneficial for both tourists and local residents.

### LITERATURE REVIEW

A place is an area that holds significance in cultural, personal, and social processes. Humans intentionally or unintentionally transform spaces into the concept of place through their social relationships, feelings, and emotions [3]. The sense of place obeys Fritz Steele (1981) In his book titled *The Sense of Place*, the author describes a sense of place as the feeling of attraction that individuals develop through their experiences in a specific location. This feeling arises when those



experiences can be genuinely felt within that place. Sense of place is influenced by natural elements, design, and human activities present in an area, as well as the ways in which people create emotional connections with their environment. The sense of place obeys [5] relationship between humans and the places where they live. In fact, people tend to prefer certain places that feel safe and comfortable, particularly those associated with their birthplace or homeland. The sense of place obeys Canter (1977), The existing sense of place will influence users' behaviors and their interpretations of the locations they visit.

According to Jorgensen & Stedman (2001), There are three distinct yet interconnected concepts in understanding sense of place, or the meaning that individuals or communities assign to a space: identity, attachment, and dependence. These concepts help illustrate the profound and comprehensive connection between people and their environment.

Based on their characteristics, beaches can be classified into four types: steep beaches, steep-sloped beaches, gently sloping beaches, and flat beaches [8]. According to Englen (1949), A beach can be described as an area that directly connects land and sea. For some people, the beach is a part of their childhood, filled with family stories and something to share with their grandchildren now and in the future. The fascination with the beach creates a unique impression when visited.

The experiences that each person has in a particular place will create meaning in that location. Therefore, there are several levels of sense of place that will be elaborated upon [9], not having any sense of place, Knowledge of being located in a place, Belonging to a place, Attachment to a place, Identifying with the place goal, Involvement in place, dan Sacrifice for a place.

The sense of place at a beach area can be understood as the beach serving as a location that evokes unique experiences for each visitor. The distinct ambiance, along with specific symbols present at the beach, creates its own sense of place. Essentially, every beach possesses its own sense of place, much like particular places do; however, a beach with a strong sense of place becomes especially memorable when its atmosphere, beauty, and tranquility come together, making it unforgettable.

Tourism can be defined as a journey undertaken by individuals or groups to visit specific locations with the aim of seeking entertainment, self-development, or simply exploring the unique features of the places visited within a predetermined time frame, Harahap (2018); Mutiara, (2024).

## MATERIALS & METHODS

This study uses a quantitative research approach. Data were collected through interviews, along with secondary data obtained from direct research, to determine the sense of place in the Pulau Seumadu beach tourism area. The research process involves several stages, beginning with identifying issues related to the sense of place in the study area.

The Pulau Seumadu Beach tourist area is located in Aceh, Lhokseumawe City, specifically in Muara Satu District, Blang Naleung Mameh Village, on Jl. Rancong. This tourist area spans approximately 1,545 meters in circumference and covers an area of about 92,498 square meters. The population for this study is the Pulau Seumadu Beach tourist area. The sample used as the object includes a small section of the area with higher visitor traffic, focusing on the spots most frequently occupied by visitors. The sample serving as the subject of this study comprises all visitors who have ever visited this beach tourist area, as well as regular visitors, with a sample size determined by formula calculation. A total of 86 samples were obtained using the Slovin formula, with a 10% margin of error. Thus, the sample size surveyed consists of 86 visitors to the Pulau Seumadu Beach tourist area.

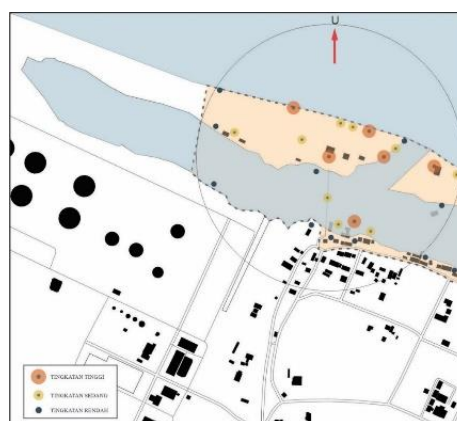


Figure 1. Map of the Sample Area of Pulau Seumadu Beach Tourist Region (Analysis, 2024)

Research variables are the foundation of research, providing an initial depiction of research results. The term variable can be interpreted in various ways. In this study, variables are defined as anything that influences the research perspective. The theories referenced in this study include Steel's (1981) concept of sense of place, Lynch's (1960) work, and Jorgensen and Stedman's (2001) theory on the factors.

The tool used to collect data from respondents' opinions is a questionnaire. Through the questionnaire, respondents will answer based on their experiences and knowledge. The tools used for the questionnaire include filling out a printed survey (offline) and completing a Google Form (online).

## RESULTS AND DISCUSSION

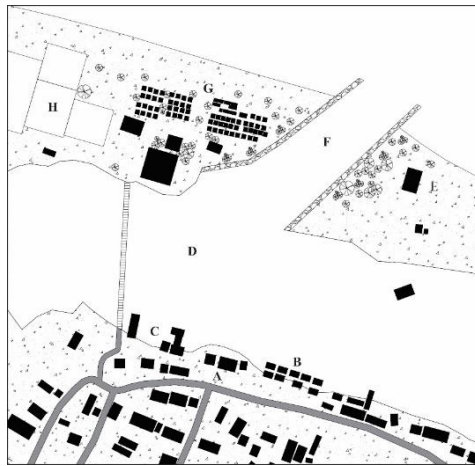
### 1. General Description of Research Objects

The Seumadu Island Beach tourist area is located in a region that is easily accessible by private or public transportation. Although it requires a 10-kilometer journey from Lhokseumawe City, entering the area is not far from Medan-Banda Aceh Road, which is part of the Sumatra highway. Specifically, it is located on Rancong Street, in Blang Naleung Mameh Village, Muara Satu District, Lhokseumawe City, Aceh Province.

The geographic boundaries of the Seumadu Island Beach tourist area are as follows:

- a. To the north, it is bordered by the sea.
- b. To the south, it is bordered by residential areas and PT. Humpus Aromatik.
- c. To the east, it is bordered by Pioneer Beach.
- d. To the west, it is bordered by residents' fish farms.

The Seumadu Island Beach tourism area is one of the beach destinations in Lhokseumawe, located close to several other beaches, such as Pioneer Beach and Pelabuhan Beach. Within this tourism area, there are various zones that are adjacent to each other as well as some that are more distant. This is primarily influenced by natural boundaries, such as the presence of bays and estuaries around the beach.



No	Explanation
A	Parking
B	Cottage Over the Bay Water
C	Stalls and Karaoke Places
D	Bay
E	Roadside stall
F	Kuala Beach
G	Beachside Cottage
H	Pond

Figure 2. Existing Site of the Seumadu Island Beach Tourist Area (Analysis, 2024)

### 2. Analysis of Form Indicators

The elements of form presented in this study consist of how impressions and satisfaction arise for each visitor. The findings, which reflect the perspective of sense of place based on the form indicator, reveal that several corners of the area around Seumadu Island's beach have high value in social interactions. These areas include stalls and a prayer room (mushalla). Meanwhile, there are two aspects of environmental quality that most influence the sense of place: beauty and tranquility.

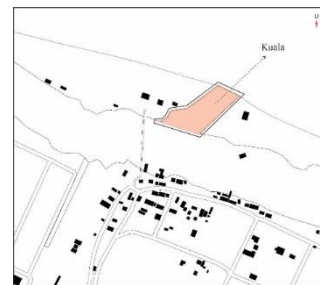
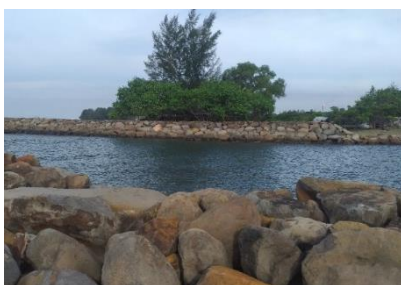
The impression or image of a city or area is a perception formed by many people, not just individuals. Observations indicate that the impressions presented are diverse; each visitor has different responses and opinions.

#### a. Experience

Every location has the potential to provide a unique experience for each individual. The memories formed from these experiences will remain etched in one's mind, regardless of whether the place holds historical value or not. This also applies to visitors at the Seumadu Island Beach tourist area, where everyone can have different experiences depending on the impressions left by the beach.

#### b. Memory of the Environment

One factor that influences memory is the physical environment surrounding a person. When someone is in a particular location, they tend to remember the physical features of that environment, including the overall atmosphere of the place. For example, visitors often recall objects located at the estuary of a beach, adjacent to distinctive cottages



with large stone barriers. With a wide expanse, the water at the estuary is calm and wave-free. However, when the tide recedes, the estuary becomes less appealing.

Figure 3. Map of Kuala Pantai, Seumadu Island (Author, 2024)

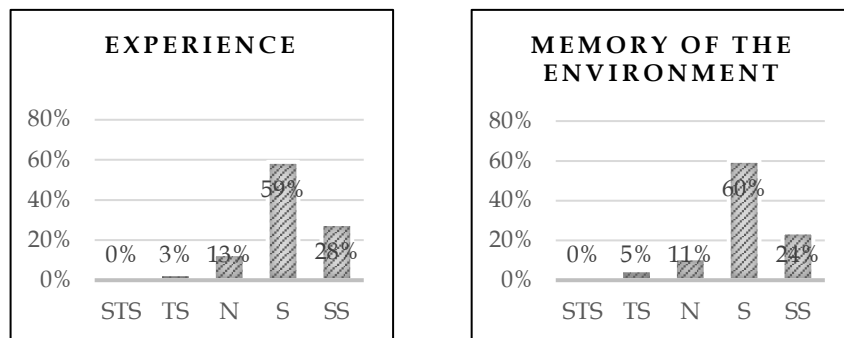


Diagram 1. Analysis of Experience and Memory in Relation to the Respondents' Assessment Environment (Analysis, 2024)

Satisfaction arises when visitors can experience it directly while being in a place. In this context, satisfaction is related to the visitors' experience. It can be understood as a comparison between the results obtained and the expectations held. For example, visitors will feel satisfaction when they are at Seumadu Island beach, especially when they enjoy and engage with the various activities provided there.

a. Number of Visits

The number of visits is one of the factors that naturally influences a person's level of satisfaction. When someone feels satisfied with a place, they are more likely to return. Based on research conducted through observations and interviews, it is evident that visitor numbers tend to be lower on weekdays (Monday to Friday), while on weekends (Saturday and Sunday), the number of visitors increases. In direct interviews and through questionnaires, a variety of responses regarding the frequency of visits experienced by visitors were obtained.

b. Activity

The tourist area of Seumadu Island Beach offers various attractions for visitors to enjoy. The recreational activities at this beach generally focus on simple relaxation. Some common activities that visitors engage in include lounging, enjoying the scenery, karaoke, playing in the bay, taking photos, and sampling food and drinks sold by local vendors. Additionally, visitors can witness various activities carried out by fishermen. On the other hand, locals often search for clams during low tide, adding a unique experience to the area.

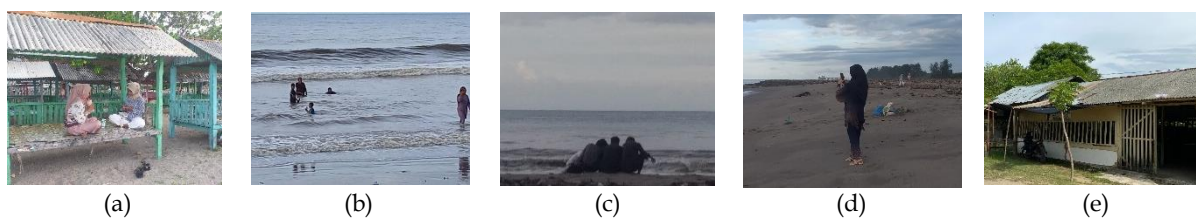


Figure 4. (a) Main Activity: Enjoying Food and Drinks, (b) Activity: Playing in the Sea, (c) Activity: Enjoying the Beach Atmosphere, (d) Activity: Capturing Moments, and (e) Activity: Enjoying Karaoke (Author, 2024)



Figure 5. (a) Fishermen Activities and (b) Clam Collecting Activities (Author, 2024)



Diagram 2. Analysis of Impact and Satisfaction from Respondent Evaluations (Analysis, 2024)

### 3. Image Indicator Analysis

Coastal tourist areas currently require an identity that can enhance their attractiveness, as this is important for both the local community and tourists. This study conducts an image analysis divided into two parts: edges and regions. In the coastal tourist area of Seumadu Island, there are clearly defined natural boundaries, namely the beach that separates the land from the sea. Additionally, there are also artificial breakwaters serving as barriers against the estuary. Based on observations, the beach area is more frequently sought after by visitors for activities, making these boundaries easily identifiable, considering their proximity to the visitors' line of sight.

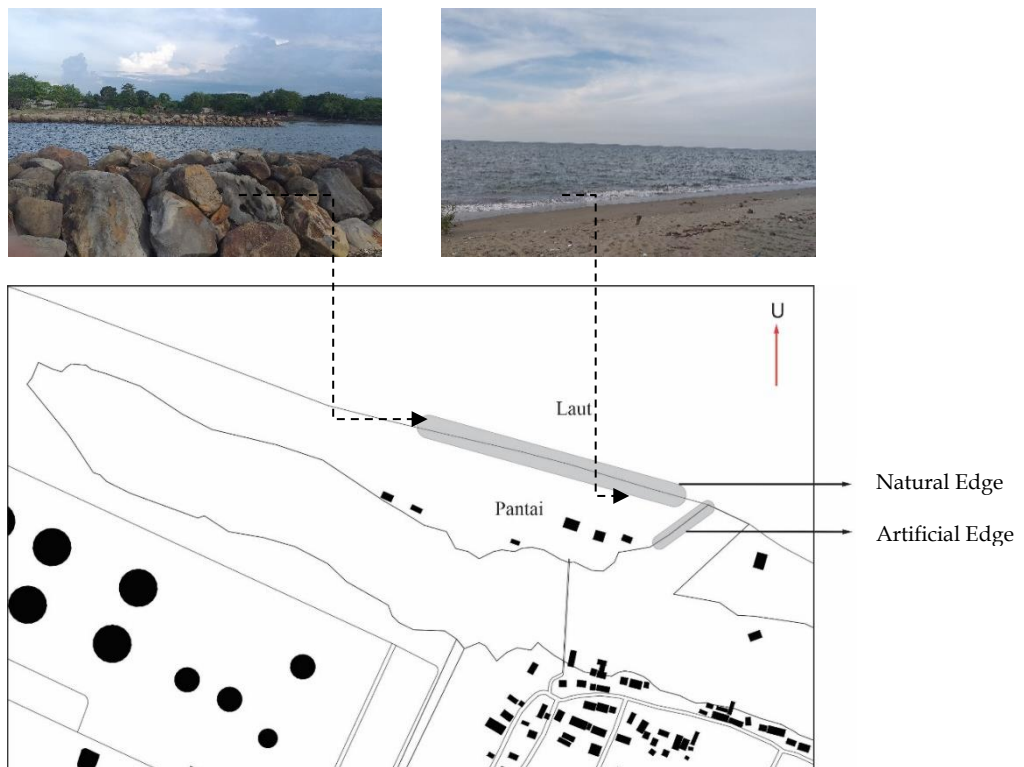


Figure 6. Layout of Artificial Edge and Natural Edge (Analysis, 2024)

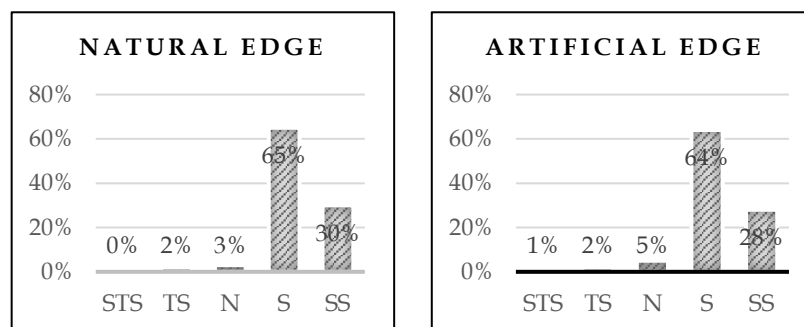


Diagram 3. Analysis of Natural Edges and Artificial Edges Based on Respondent Assessment (Analysis, 2024)

Each district or area will have similar characteristics. Such areas can be referred to as unique thematic zones. Their physical characteristics are determined by continuity and visual uniqueness, including space, shape, texture, color, activities, details, building types, functions, signage, inhabitants, topography, and the skyline. Based on the analysis of sense of place, this area is known as a beach tourist destination featuring a bay.

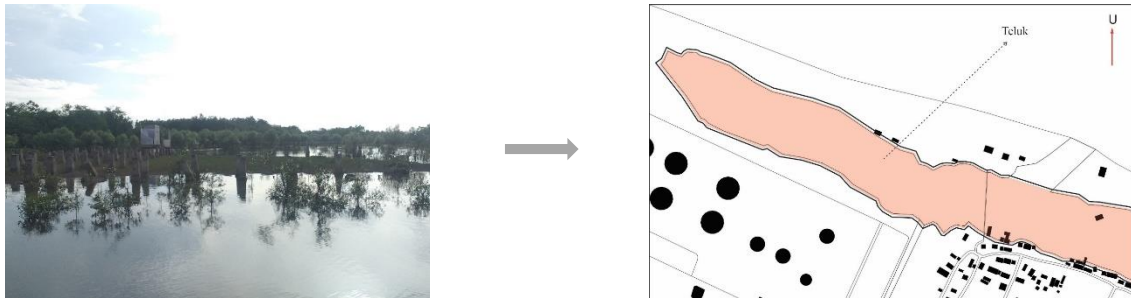


Figure 7. Layout of the Seumadu Island Beach Bay (Analysis, 2024)

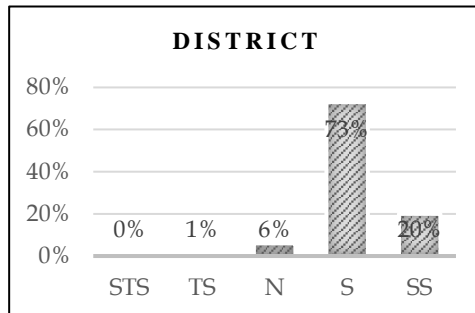


Diagram 4. Analysis of the District Respondent Assessment (Analysis, 2024)

a. Characteristics of the Place

The tourist area of Seumadu Island Beach has several unique characteristics that make it an attractive place for recreation and tourism. According to research conducted, this beach offers its own charm with numerous small huts that, although not very large, are quite plentiful and closely situated to one another. These huts are not only located on the beach but also some are positioned over the waters of the bay. However, the distance between these two types of huts is quite significant, as they are located on opposite sides.

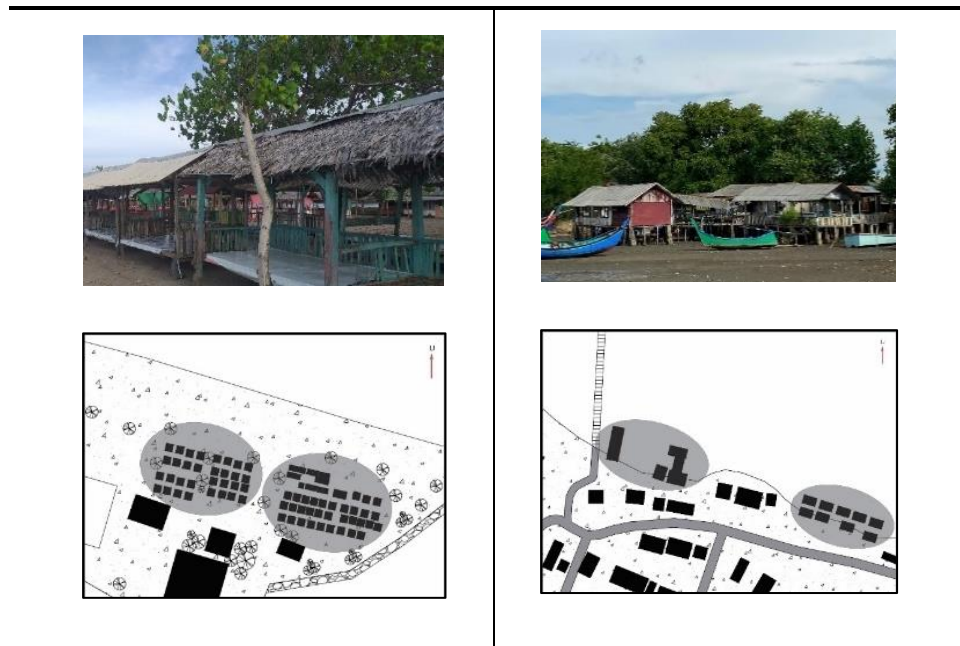


Figure 8. Beachside Cottages and Cottages Above the Waters of the Bay (Analysis, 2024)

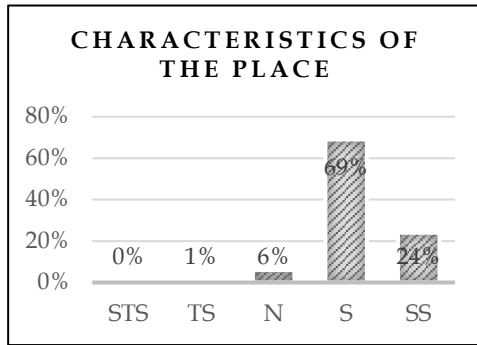


Diagram 5. Analysis of Respondents' Location Characteristics (Analysis, 2024)

b. Uniqueness

The uniqueness of a place is reflected in the visual quality it displays, making it appear different, appealing, and rarely found in other locations. In the tourist area of Seumadu Island Beach, there is an interesting feature that catches visitors' attention: a bay located between the vendors' area and the beach. Additionally, Seumadu Island Beach has a spacious shoreline, making it very suitable for various activities such as playing in the sand, picnicking, and more.

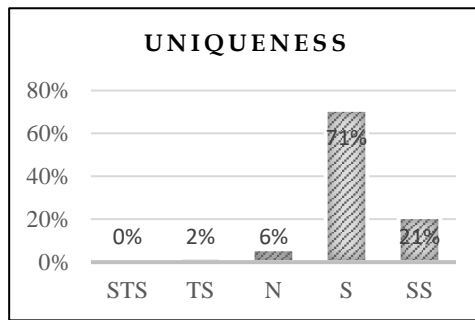


Diagram 6. Analysis of Respondent Assessment Uniqueness (Analysis, 2024)

4. Factors Forming Sense of Place

The levels and factors that shape the "sense of place" can be defined as the relationship between an individual's feelings towards their environment, as well as the feelings related to their self-identity within the context of that place or environment. The ability of beach tourism areas to meet the basic needs of both managers and visitors in their activities, while also providing meaning to various parts of the area, is one of the factors influencing the "sense of place."

Place identity, which can also be understood as an emotional place, refers to the symbolic meaning of a location. This place serves as a space that holds expressions of feelings and strong connections, providing deep meaning and purpose in a person's life.

a. Memory for Objects

The perception of the visitors is dominated by the view that the most impressive feature of the area is the estuary beach. Meanwhile, the characteristics of the estuary are largely shaped by visitors' opinions about the large rocks that can serve as seating, allowing them to enjoy the tranquil beach atmosphere and the calm waters of the estuary without waves.

b. Desire to Stay

Visitors who were interviewed and observed believe that they can enjoy various activities in the tourist area of Seumadu Island beach without feeling constrained by time. This indicates that the visitors have a strong desire to stay longer at the beach. The results of the questionnaires distributed to respondents also show that they agree with the desire to extend their stay.



Diagram 7. Analysis of Memory of Objects and Desire to Stay Based on Respondents' Evaluations (Analysis, 2024)

Place attachment is essential in supporting tourism development at Seumadu Island Beach. Visitors who have an affinity for a specific location often experience comfort and a sense of security, which makes that place more meaningful. Many people feel more at home at Seumadu Island Beach because they are already familiar with the surrounding environment, have social connections there, and feel that the place meets their needs and desires.

a. Comfort

The comfort experienced in the tourist area of Seumadu Island's beach is largely expressed by respondents who feel relaxed and wish to spend time there. This is attributed to the sense of ownership that arises when a person is in that environment. Particularly for those who have a direct connection to the place, they tend to feel more at ease being there (Shamai, 1991).

b. Security

Most respondents feel safe from disturbances, such as city noise, and feel comfortable bringing small children. Essentially, someone who already has an emotional bond with a place will feel safe when visiting it (Shamai, 1991).

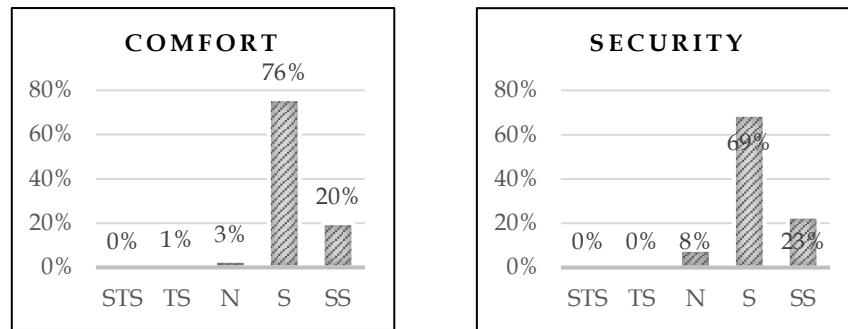


Diagram 8. Analysis of Respondents' Comfort and Security Assessment (Analysis, 2024)

Attachment to place is closely intertwined in supporting the development of tourism at Seumadu Island Beach. For the local community around this tourism area, dependence on this place grows from a livelihood perspective, as Seumadu Island Beach serves as a source of income for them. Meanwhile, for visitors, being in this place has more emotional, psychological, or social value. The experiences they gain at the beach create a desire to return, turning it into a necessity.

a. Efforts to Come Back

Most respondents expressed a strong desire to keep returning to the Seumadu Island beach tourist area, regardless of any circumstances or obstacles. Their desire to return to this place is one of the main reasons why they are reluctant to move away from or leave this tourist location [11]. The majority of respondents expressed their intention to revisit the tourist area of Seumadu Island Beach, indicating their desire to repeat the travel experience there.

b. Make ends meet

The satisfaction level of respondents towards Seumadu Island Beach is largely influenced by the perception that this place effectively supports various activities for visitors. This indicates that the assessment of a location, whether positive or negative, can be measured by its ability to meet the needs of each visitor. In other words, a location is considered high quality if it can provide a satisfying experience and fulfill the expectations of its visitors (Smaldino et al., 2005). Therefore, based on the parameters that meet the needs, most agree that the Seumadu Island beach tourist area is a high-quality location as it is able to fulfill the expectations of tourists.

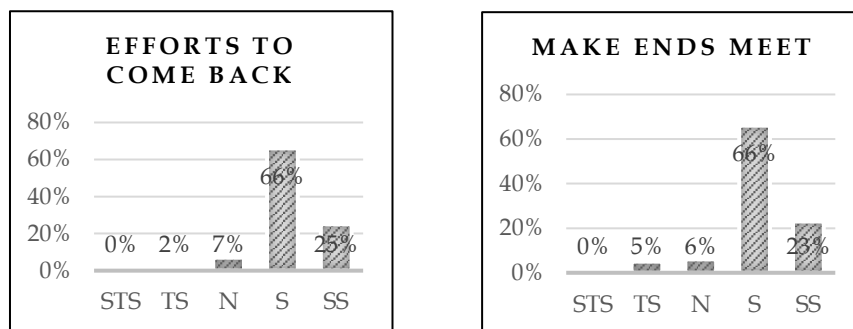


Diagram 9. Analysis of Efforts to Return and Meet Respondent Assessment Needs (Analysis, 2024)

Levels of sense of place: research findings on the levels of sense of place in the tourism area of Seumadu Island beach, along with the factors influencing sense of place, are as follows :

Table 1. Research Findings on Levels of Sense of Place (Analysis, 2024)

No.	Formers of Sense of Place	The factors that influence the sense of place.	Conclusion
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1.	Place Identity	Memory for Objects Desire to Stay	Attachment to a place Attachment to a place
2.	Place Attachment	Comfort Security	Belonging to a place Belonging to a place
3.	Place Dependence	Efforts to Come Back Make ends meet	Attachment to a place Attachment to a place

(Analysis, 2024)

5. Recapitulation

In this research, there are two reorganizations based on the formulation of the problem, namely a study on sense of place and a study on the factors that shape sense of place. Each of these reorganizations yields percentages obtained from questionnaires related to each variable. To calculate the average percentage, it is necessary to create categories to assess which variables contribute to the sense of place in the tourist area of Seumadu Island Beach. This average percentage will be divided into five categories as follows:

**Table 2.** Percentage Value Categories

No.	Interval Limit Percentage	Assessment Category
1.	0 - 20%	Not Good
2.	21 - 40%	Poor
3.	41 - 60%	Fair
4.	61 - 80%	Good
5.	81 - 100%	Very Good

Arikunto 2017

A recap of the reviews regarding the Sense of Place has been compiled based on visitors' responses to all questions related to four different variables. Each question yielded answers that are detailed with the total number of responses and their percentages. In this recap, there are four distinct variables: impressions, satisfaction, edge, and district, each with diverse instruments. The results of this recap are summarized and presented in a table as attached :

**Table 3.** Summary of Sense of Place Studies.

No.	Variable		STS	TS	N	S	SS	Amount
1.	Impression	X1.P1	27	2	3	52	2	86
			31%	2%	4%	61%	2%	100%
		X1.P2	0	2	3	48	33	86
			0%	2%	4%	56%	38%	100%
		X1.P3	0	1	3	52	30	86
			0%	1%	4%	60%	35%	100%
		X1.P4	0	1	2	55	28	86
			0%	1%	2%	63%	34%	100%
		X1.P5	0	4	3	57	22	86
			0%	5%	3%	66%	26%	100%
		X1.P6	0	7	6	48	25	86
			0%	8%	7%	56%	29%	100%
2.	Satisfaction	X1.P7	0	2	7	56	21	86
			0%	2%	8%	65%	25%	100%
		X1.P8	0	1	2	56	27	86
			0%	1%	2%	65%	32%	100%
		X1.P9	0	3	12	50	21	86
			0%	4%	14%	58%	24%	100%
		X1.P10	0	4	9	52	21	86
			0%	5%	11%	60%	24%	100%
		X1.P11	0	2	4	57	23	86
			0%	2%	5%	66%	27%	100%
		X1.P12	0	3	2	56	25	86
			0%	4%	2%	65%	29%	100%
2.	Satisfaction	X2.P1	0	2	8	55	21	86
			0%	2%	9%	64%	25%	100%
		X2.P2	0	4	8	54	20	86
			0%	5%	9%	63%	23%	100%
X2.P3	3	14	15	37	17	86		
	4%	16%	17%	43%	20%	100%		
X2.P4	0	2	3	56	25	86		

			0%	2%	4%	65%	29%	100%
		X2.P5	0	2	9	54	21	86
			0%	2%	11%	63%	24%	100%
		X2.P6	1	2	9	47	27	86
			1%	3%	11%	59%	26%	100%
		X2.P7	0	4	7	56	19	86
			0%	5%	8%	65%	22%	100%
		X2.P8	0	2	4	54	26	86
			0%	2%	5%	63%	30%	100%
		X3.P1	0	2	2	52	30	86
			0%	2%	2%	61%	35%	100%
		X3.P2	2	0	3	63	18	86
			2%	0%	4%	73%	21%	100%
		X3.P3	1	2	4	55	24	86
			1%	2%	5%	64%	28%	100%
		X3.P4	0	1	4	56	25	86
			0%	1%	5%	65%	29%	100%
		X3.P5	0	0	8	57	21	86
			0%	0%	9%	66%	25%	100%
		X4.P1	0	1	5	61	19	86
			0%	1%	6%	71%	22%	100%
		X4.P2	0	2	5	61	18	86
			0%	2%	6%	71%	21%	100%
		X4.P3	0	1	5	59	21	86
			0%	1%	6%	69%	24%	100%
		X4.P4	0	0	4	61	21	86
			0%	0%	5%	71%	24%	100%
		<b>Amount</b>	34	73	163	1,577	651	2,494
		<b>Percentage</b>	1.3%	2.9%	6.5%	63.2%	26.1%	100,00

Processed data (Author, 2024)

Based on the summary of the questionnaire results related to organization variable X, the following results were obtained:

Strongly Disagree	$= \frac{34}{2,494} \times 100\%$	= 1.3%
Disagree	$= \frac{73}{2,494} \times 100\%$	= 2.9%
Undecided	$= \frac{163}{2,494} \times 100\%$	= 6.5%
Agree	$= \frac{1,577}{2,494} \times 100\%$	= 63.2%
Strongly Agree	$= \frac{651}{2,494} \times 100\%$	= 26.1%

The recap of the study regarding the forming factors will be presented in the form of a table. This table will include detailed responses from the respondents, along with the count and percentage values. All generated recaps will focus on the answers related to the variable of sense of place in the tourism area of Seumadu Island Beach. The results of the recap from this third variable will be explained further as follows :

**Table 4.** Recapitulation of the Factors Forming Sense of Place.

No.	Variable	STS	TS	N	S	SS	Amount
	Y1.P1	0	0	3	65	18	86
		0%	0%	3%	76%	21%	100%
	Y1.P2	0	3	11	51	21	86
		0%	4%	13%	59%	24%	100%
	Y1.P3	0	4	11	49	22	86
		0%	5%	13%	57%	25%	100%
	Y1.P4	0	0	3	66	17	86
		0%	0%	3%	77%	20%	100%
	Y1.P5	0	1	8	58	19	86
		0%	1%	9%	68%	22%	100%
	Y1.P6	0	1	7	59	19	86
		0%	1%	8%	69%	22%	100%
	Y2.P1	0	1	3	65	17	86
		0%	1%	3%	76%	20%	100%

2.	Place Attachment	Y2.P2	0	2	8	58	18	86
			0%	2%	9%	68%	21%	100%
		Y2.P3	0	0	7	59	20	86
			0%	0%	8%	69%	23%	100%
		Y2.P4	0	0	6	61	19	86
		0%	0%	7%	71%	22%	100%	
		Y2.P5	0	1	4	53	28	86
			0%	1%	5%	62%	32%	100%
3.	Place Dependence	Y3.P1	0	0	5	56	25	86
			0%	0%	6%	65%	29%	100%
		Y3.P2	0	1	9	57	19	86
			0%	1%	11%	66%	22%	100%
		Y3.P3	0	4	5	57	20	86
			0%	5%	6%	66%	23%	100%
		Y3.P4	0	1	13	55	17	86
			0%	1%	15%	64%	20%	100%
		Y3.P5	0	4	12	52	18	86
			0%	5%	14%	60%	21%	100%
		Y3.P6	0	7	13	47	19	86
			0%	8%	15%	55%	22%	100%
		Y3.P7	0	0	0	85	1	86
			0%	0%	0%	99%	1%	100%
		Y3.P8	0	2	7	57	20	86
	0%	3%	8%	66%	23%	100%		
Y3.P9	0	2	6	58	20	86		
	0%	2%	7%	68%	23%	100%		
Y3.P10	0	2	4	57	23	86		
	0%	2%	5%	66%	27%	100%		
<b>Amount</b>		0	36	145	1,225	400	1,806	
<b>Percentage</b>		0%	1%	8%	69%	22%	100.00	

Data olahan (Penulis, 2024)

Based on the summary of the survey results related to the organizational variable Y, the following results were obtained:

Strongly Disagree	$= \frac{0}{1.806} \times 100\%$	= 0%
Disagree	$= \frac{36}{1.806} \times 100\%$	= 1%
Undecided	$= \frac{145}{1.806} \times 100\%$	= 8%
Agree	$= \frac{1.225}{1.806} \times 100\%$	= 69%
Strongly Agree	$= \frac{400}{1.806} \times 100\%$	= 22%

## CONCLUSIONS

Based on the conclusions from the sense of place analysis regarding the first research question, it can be concluded that the Seumadu Island Beach tourism area has a sense of place felt by visitors and users of the area. This is evidenced by the survey results, where 63.2% of respondents agreed with this statement.

Based on the summary of responses to the second research question, it can be concluded that the third variable has a percentage of 69% in the agree category. The factors contributing to the sense of place in the tourist area of Seumadu Island beach include place identity, which shows the highest percentage at 67%, relating to memories of objects and the desire to stay. Additionally, place dependence also records a percentage of 67%, associated with the desire to return and fulfill needs. Lastly, place attachment has the lowest percentage at 66%, which is linked to aspects of safety and comfort. Based on the results of the questionnaire distributed to 86 respondents, it was found that 44 respondents are male (51%) and 42 respondents are female (49%). From this data, it can be concluded that the majority of respondents are male, with a total of 44 individuals (51%).

The respondents' ages were divided into several age groups. The research findings indicate that there are 26 respondents (37%) aged 19 to 25 years, 10 respondents (15%) aged 26 to 30 years, 9 respondents (13%) aged 31 to 40 years, 12 respondents (17%) aged 41 to 45 years, 3 respondents (4%) aged 46 to 50 years, and 10 respondents (14%) aged 51 to 58 years. Therefore, it can be concluded that the majority of respondents, specifically 26 individuals (37%), belong to the age group of 19 to 25 years, indicating that most respondents in this study fall into the early adulthood category.

The respondents' occupations in this study are categorized into several groups. There are 23 students (27%), 11 entrepreneurs (19%), 3 business owners (3%), 11 civil servants (13%), and 33 individuals from other categories (38%). From this data, it can be concluded that the majority of respondents, totaling 33 individuals (38%), belong to the "other" category of professions.

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