

FROM RED-LIGHT DISTRICT TO REVITALIZED NEIGHBORHOOD:

EXPLORING PLACE IDENTITY IN DOLLY, SURABAYA, INDONESIA



university of
groningen

faculty of spatial sciences

Acknowledgment

I would like to begin by expressing my deepest gratitude to God for His blessings and guidance throughout the completion of my master's thesis research.

I am deeply appreciative of my thesis supervisor, Dr. Gwenda van der Vaart, for her invaluable guidance and support throughout this research process. Her dynamic and sincere approach to mentoring, as well as her motivation, greatly inspired me. She not only taught me the methodology for conducting research and presenting my findings, but also provided me with a wealth of wisdom and knowledge. I am truly blessed to have had her as my advisor for my master's thesis.

In addition to my supervisor, I would like to extend my sincerest thanks to my best friend, Nathan Hadi, for his unwavering support and companionship throughout the research process. He accompanied me on the site visit in Surabaya and assisted me with editing the documentary video, and his help was invaluable.

My heartfelt thanks also go to my parents, who have loved and supported me throughout this journey. My mother's sacrifices in educating and preparing me for my future are deeply appreciated. I am also grateful to my partner Michael Prasetio Chang for his love, understanding, and continued support throughout this research project. For my big sister, sincerest thanks for her unwavering support and valuable prayers. Finally, I am also deeply grateful to my fellow students for providing me with the opportunity to study and learn alongside them for one year.

Sincerely,

Jennifer Septiana
January 30th, 2022

Abstract

This thesis studies the impacts of urban revitalization on local residents' place identity by examining the changes in local residents' place identity in Putat Jaya Village, a former red-light district in Surabaya city, East Java, Indonesia. The study also emphasized the importance of considering the perspectives and experiences of residents living in red-light district neighborhoods, as their opinions and experiences are often overlooked in previous research. By adopting Breakwell's model of identity process as a framework, continuity, self-esteem, self-efficacy, and distinctiveness are examined. These principles are evaluated in relation to attachment to a residential environment. Fourteen semi-structured interviews were carried out with residents in Putat Jaya Village and residents living in surrounding neighborhoods. Moreover, a semi-structured and walking interview was conducted to gain an insight of the residents' experiences of the process of revitalization and helped to identify land-use change in the neighborhood. The research shows that Breakwell's model of identity process applies here, as there is evidence of change in the place identity in Putat Jaya Village before, during, and 8 years after the revitalization. The findings of the study also reveals that the spaces associated with prostitution are not only socially constructed, but also are individually experienced. Furthermore, in order to prevent the overlap concept between place identity and place attachment, this study provides evidence that place identification needs to be evaluated periodically (past, during the revitalization and present) due to changes in the spatial environment over time. Overall, the study highlights the complexity of how people experience and understand the places they call home, and the importance of considering the perspectives and experiences of the residents in any study of place identity.

Keywords: Place identity, place attachment, place reputation, revitalization, urban prostitution

Jennifer Septiana

S4116550

Master's Thesis Society, Sustainability and Planning

Faculty Spatial Science

University of Groningen

Supervisor: Dr. Gwenda van der Vaart

January 30th, 2023

Table of Contents

Acknowledgment	1
Abstract	2
Table of Contents	3
List of figures and tables	5
List of abbreviations	5
Chapter 1: Introduction	6
1.1. Background of research	6
1.2 Research Problem	7
1.3 Academic and societal relevance of the research	8
1.4 Research objectives and question	8
1.5 Area of Case Study	9
<i>Prostitution in Putat Jaya Village</i>	9
1.6 Structure of the thesis	12
Chapter 2: Theoretical Framework	14
2.1 Urban change due to revitalization of the prostitution neighborhood	14
2.2 Understanding the concept of Place Identity	14
<i>2.2.1 Four principles of the identity process</i>	16
2.3 Definition and aspects that influence neighborhood place attachment	18
2.4 Place reputation as a factor in strengthening a place identity	20
2.5 Critical engagement of the impact of place change on the place attachment and place identity	21
2.6 Proposed conceptual model	22
Chapter 3: Methodology Design	24
3.1 Representativeness of the case	24
3.2 Qualitative data collection	25
3.2.1 Case study research	25
3.2.2 Go-along walking interview	26

3.2.3 Semi-structured interview	27
3.3 Qualitative method analysis	29
3.3.1 Semi-structured interview analysis	29
3.4 Ethical consideration	30
3.5 Researcher positionality statement	31
Chapter 4: Empirical findings	32
4.1 Land use changes analysis and observation findings	33
4.2 Semi-structured interview result	37
<i>Living with prostitution in the community: An identity crisis</i>	37
<i>Revitalization struggle and identity reconstruction at an earlier stage by the residents of Putat Jaya Village</i>	39
<i>Place identity after the revitalization in 2014</i>	41
<i>Identity reconstruction and reputation of residents living in the surrounding Putat Jaya Village</i>	45
Chapter 5: Discussion	47
Chapter 6: Conclusion	50
Implications of the study	52
Limitation and recommendation for further research	53
References	54
Appendices	60
Appendix 1: Interview Guide For Local Residents and Residents live surrounding Gang Dolly	60
Appendix 2: Informed Consent	63
Appendix 3: Latest local online newspaper	65
Appendix 4: Code tree	65

List of figures and tables

Figures

Figure 1: Geographical location of Putat Jaya, Surabaya, Indonesia area studied.....	9
Figure 2: RW, 3, 10, 11, 12, and 6 are the ex-prostitution neighborhoods.....	10
Figure 3: The construction of place theory.....	15
Figure 4: Four principles of identity process.....	17
Figure 5: Three important factors influence place attachment.....	19
Figure 6: Relationship between residents, outside neighborhood and the media on influencing place reputation.....	20
Figure 7: The constructed theoretical framework for this study.....	23
Figure 8: Map shows the proximity between Putat Jaya Village and two surrounding neighborhood.....	24
Figure 9: Schematic overview of the research methodology.....	25
Figure 10: Land use map of Gang Dolly and its location in Putat Jaya Village.....	33
Figure 11: Bird market, playground, football field were captured from the outside.....	34
Figure 12: The existing land use condition of Gang Dolly.....	34
Figure 13: The government sign is built to show the vacant former guesthouse is the property of the Surabaya city government.....	35
Figure 14: The situation of Gang Dolly before and after the revitalization.....	35
Figure 15: These buildings used to be brothels that have transformed into commercial use, food court, and souvenir store.....	36

Tables

Table 1: List of the number of guest houses in each RW at Gang Dolly are.....	11
Table 2: List of interviewees involved in the interview.....	27
Table 3: Example interview coding.....	30

List of abbreviations

RLD	Red-light district
RW	Rukun Warga
SME	Small Medium Enterprise
FPL	Front Pekerja Lokalisasi

Chapter 1: Introduction

1.1. Background of research

Red-light districts frequently occur in well-known urban locations, where a concentration of prostitution takes place as well as accommodating other aspects of the sex business, such as sex stores, strip clubs, adult cinemas, theaters (Aalbers & Sabat, 2012), karaoke, and massage parlors. Aalbers & Sabat (2012) also added that prostitution takes place whether visible or hidden behind the façades of other sex-related businesses, or non-sex-related businesses like hotels, guest houses, bars, shops, or residential buildings. However, most researchers have largely ignored the RLD as part of urban planning, although it was recognized as a part of land use (Tani, 2002; Ashworth et al., 1988). Furthermore, Tani (2002) mentioned that serious attempts to study larger issues concerning prostitution were seldom made. This is mainly because objective measures are difficult to assemble, due to the marginal legality of prostitution, which results in neither census information on legal activity nor accurate prosecution records of criminal activity (Ashworth et al., 1988).

Many researchers around the world have traditionally studied prostitutes in the contexts of moral issues, trafficking, and health rather than city planning (Burhani, 2014). Yet, research suggests that prostitutions are just as visible and just as much of a threat to the moral order as skid rows and vandalized inner cities; they have the same influence on behavior as these other land uses (Hubbard, 1997; Outshoorn, 1998; Tani, 2002; Oselin, 2009). It is often argued that many RLDs face numerous disadvantages for the inner residents and the surrounding area, such as high rates of physical abuse, arrests, and drug use (Oselin, 2009). Kullberg et al. (2010) also added that living in an unfavorable neighborhood has also been shown to have a negative impact on the residents' self-esteem and job opportunities. Nevertheless, the presence of RLD has played a major part in shaping the visible and moral landscape of sexuality in the city (Ashworth et al., 1988; Aalbers & Sabat, 2012), but – in the end, they are also part of cities' cultural and physical landscape (Ashworth et al., 1988).

This research focuses on Indonesia since prostitution remains illegal in Indonesia – yet it is still widespread throughout the country. Furthermore, the city of Surabaya has been chosen for this research as the RLD that occurred about 48 years ago has gone and been revitalized by the city government (Daulay et al., 2018). Prior to the revitalization, the shutdown of the RLD faced opposition from both the residents and sex workers who relied on it for their livelihood, leading to numerous protests. Upon the successful closure of the RLD, concerns with the revitalization in the specific neighborhood are marked historically as Bernardo and Palma (2005) research about place change and identity process. By this point, change of

place had a constant negative effect on one's mental and physical well-being (Bernardo and Palma, 2005). However, a changing situation can also provide new opportunities and risks (Hormuth, 1990; Weiss, 1990; Bernado and Palma, 2005). Further, significant changes in the location, architectural structure, and land use of the neighborhood frequently occur in the revitalization process. These alterations can change the residents' environmental relationships as well as social interactions (Twigger-Ross, 2001; Bernardo and Palma, 2005).

Currently, it is still unclear whether the revitalization in Putat Jaya Village has changed the identity and negative reputation of the red-light district neighborhood. Place identity is a component of personal identity, which develops according to the elements that typify a specific area and the nature of the interaction that occurs there (Hernández et al., 2007). On the one hand, Lalli (1992) mentioned that place attachment is a component of place identity. Other authors have considered place identity and place attachment as a dimension of supraordered concepts, such as sense of place (Hernández et al., 2007). Nevertheless, one of the main difficulties in this field continues to be lack of clarity regarding the relations between these concepts (Giuliani & Feeldman, 1993; Hidalgo & Hernández, 2001; Mannarini et al., 2006; Hernández et al., 2007). Thus, this paper studies the impacts of revitalization on local residents' place identity by examining the changes in local residents' place identity in Putat Jaya Village, a former prostitution neighborhood in downtown Surabaya, Indonesia.

1.2 Research Problem

The idea of establishing a red-light district has polarized opinion. Based on Tani (2002), nobody would want a red-light district in his or her neighborhood. Moreover, in his study he found that prostitution on the main street could be harmful to the image of the city. The aim of 'purifying' the neighborhood of unwanted phenomena has also been the case in the city of Surabaya, Indonesia (Burhani, 2014). The main reason for restricting prostitution to special areas has been the desire to protect the public morality, to 'shelter respectable citizens' from an immoral way of life (Høigård & Finstad, 1992; Tani, 2002). Bernado & Palma (2005) mentioned how changes in the place context can influence the identity of the subject of the group. In contrast, significant changes in urban environments pose challenges for the residents' well-being and the individuals' affective bonds to places. Furthermore, Grêt-Regamey et al. (2016) found that place attachment has been identified as an essential indicator for these person-place bonds in urban change – as the concept of place identity has gained a significant amount of attention because of its inherent relevance and connection to place attachment (Hernández, 2007).

Additionally, spaces of prostitution are socially constructed, they are also individually experienced (Tani, 2002; Aalbers & Sabat, 2012). However, the opinions of the residents affected in the red-light district neighborhood have not been heard (Tani, 2002). In this study, the residents' experiences and their interpretations of their surroundings in the context of their daily lives are considered. Consequently, the red-light district area can simultaneously be viewed as a sexualized space, a moral space, a safe/unsafe space, a power-space, and a space of struggle and resistance, as well as a unique and meaningful place (Tani, 2002).

1.3 Academic and societal relevance of the research

Place identity study is academically useful to comprehend how individuals relate to and are influenced by their living, working, and recreational environments. This has major implications, particularly in the realm of urban planning since it sheds insight into how the built environment shapes and is shaped by human behavior and social interaction. Additionally, research on place identity can have practical implications for policy and practice, as it can inform efforts to create a more livable, sustainable, and inclusive community.

In this study, a former prostitution neighborhood has been selected. The residents' perceptions of the place's identity have been analyzed considering the history and its ongoing stigma. This has influenced efforts to establish tactics to reduce stigma and foster social inclusion and tourism, as the inhabitants of Putat Jaya seek to boost their economy. In addition, research in the former prostitution neighborhood may be socially significant, if it could contribute to an understanding of how the built environment and social dynamics in these areas contribute to the maintenance or modification of the societal norms and behaviors. This creates positive social outcomes and addresses questions of social justice and equity.

1.4 Research objectives and question

Place consists of the physical environment, activities conducted in that environment, and social or psychological processes (Stedman et al., 2004). More specifically, in this study - sense of place can be described as a compilation of meaning and attachment that individuals associate with a particular place (Wang & Chen, 2015). Therefore, the main purpose of this study is to examine the influence of the revitalization on the place identity perceived by the residents living in Putat Jaya Village. Moreover, the place attachment and place reputation will be investigated as the components of place theory.

The main research question of this research is:

How did the revitalization of Putat Jaya Village in 2014 influence the inhabitants' perceived place identity?

Means of four sub-questions will answer this main research question:

1. *How did the land-use change in Putat Jaya Village before and after the revitalization?*
2. *How do the experiences of residents who have lived in a former prostitution neighborhood impact their sense of place identity?*
3. *How does the residents' perceived place identity of Putat Jaya Village affect their place attachment?*
4. *To what extent do the physical and social factors impact residents' sense of place identity and attachment?*
5. *What is the perception of the Putat Jaya Village neighborhood among residents living outside the area and how does this impact the residents within the revitalized neighborhood?*

1.5 Area of Case Study

Prostitution in Putat Jaya Village



Figure 1. Geographical location of Putat Jaya, Surabaya, Indonesia area studied.

Putat Jaya had been operating as a place for prostitution for 47 years (Ruslan et al., n.d), which consisted of 278 guesthouses (see **table 1**), dangdut¹ cafés, and massage parlors that were neatly lined up. This RLD had also become the source of income for thousands of street vendors, parking lot attendants, and brothel keepers. All of these were interrelated to establish a symbiotic mutualism (Wahyuni, 2014). On the contrary, this red-light district neighborhood has had a wide range of negative effects on the society, including environmental damages, social conditions, and psychological effects on children who lived around the localization area (Ashykin & Trilaksana, 2019). Experiences from residents who live both inside and surrounding the neighborhood stated that they received a negative stigma towards their families although they were not involved in any prostitution activity (Faizal, 2014). An online article written by Faizal (2014) stated that none of his interviewee's daughter's friends came to her birthday party because they live in the prostitution neighborhood.

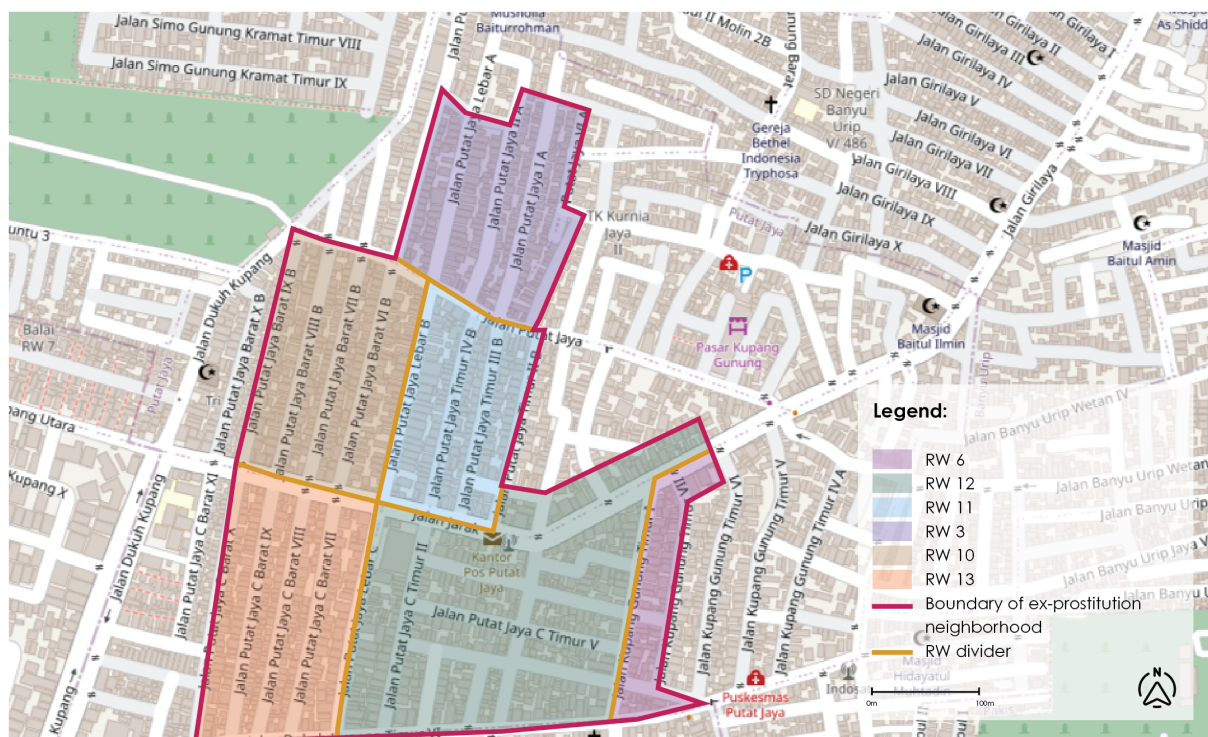


Figure 2. RW 3, 10, 11, 12 and 6 are the ex-prostitution neighborhoods.

¹ Dangdut is a genre of Indonesian folk music that is partly derived and fused from Hindustani, Arabic music and to lesser extent, Malay and local folk music (Wikipedia, n.d.).

Description	Location	Amount
Guesthouse	RW ² 3	63
	RW 6	21
	RW 10	70
	RW 11	104
	RW 12	20
Total		278

Table 1. List of the number of guest houses in each RW at Gang Dolly area (Ashykin & Trilaksana, 2019)

In addition, according to Burhani (2014), RLDs are not found in the Surabaya Regional Spatial Plan (RTRW). It is likely that prostitutes have been portrayed as the 'other' part in urban neighborhoods (Tani, 2002). However, the RLD in Kelurahan³ Putat Jaya, Surabaya city, East Java is often considered one of the identities of the city of Surabaya. Figure 2 shows the prostitution scattered along the six RWs. RW 6 (see **Figure 2**) is where Gang Dolly (i.e. the famous RLD in Putat Jaya) is located and most of the land use changes have been made in that particular area. Prostitution remains illegal in Indonesia, although the implementation of the law is framed by the local socio-cultural context, which is mostly regionally specific (Riswanda et al., 2016). Based on the regional context, there are two strong law indicators why Gang Dolly needed to be closed. First is the Peraturan Daerah (Perda)⁴ number 7 Year 1999 concerning the prohibition of buildings or residences that functioned as immoral places and places of enticing to commit immoral acts. Secondly, in Indonesia prostitution and localization are considered as human trafficking places. Therefore, it violates the Indonesian Law number 21 Year 2007 about human trafficking, where exploitation is an act with or without the consent of the victim which includes but is not limited to prostitution, forced labor or services, slavery, or practices similar to slavery, oppression, extortion, physical, sexual, to gain profit in terms of material or non-material (Astuti, 2017). In Adriansyah (2014) research, the former mayor of Surabaya, Tri Rismaharini mentioned that RLD in Surabaya has an impact

² RW (Rukun Warga means pillar of residents) is the division of regions in Indonesia under the village (Wikipedia).

³ Kelurahan is fourth-level of subdivision of the provinces in Indonesia.

⁴ Peraturan Daerah (Perda) is regional regulation that is passed by Indonesian local government and carry the force of law in that region (Wikipedia)

on the children's moral development. Further, the mayor also added that she had met prostitutes who were old, but whose customers were underaged children.

In 2014, the former mayor of Surabaya successfully closed and revitalized Putat Jaya Village into a place that is child-friendly, and has changed several land-uses from brothels to new public spaces, small-business areas as well as new residential areas (Gildas, 2019). The Surabaya city government also supports the residents who are affected by the closure of the red-light district and are given Batik training, sewing, and food processing in order for them to be independent and have their own income to fulfill their daily needs. Further, some NGOs have helped the establishment of an English Village in this neighborhood, where the residents can learn English together (Gildas, 2019). Yet after being revitalized for 8 years, rumors on social media and newspapers were back and has gone viral about the return of the red-light district in this neighborhood (Liputan6.com, 2022). This affects the identity of the neighborhood and the residents' mental health (Tani, 2002). A complaint was mentioned by an Early Childhood Education teacher that they are worried with the negative stigma of this neighborhood because their students are not only from the Putat Jaya neighborhood, but also from other areas such as Dukuh Kupang and Banyu Urip (Liputan6.com, 2022). At the same time, as the press can be seen as an important channel of information, it can also act as a powerful medium to transform and create images and identities of people and places (Tani, 2002).

1.6 Structure of the thesis

This thesis is systematically divided into six chapters.

Chapter one forms the introduction of the thesis that includes the background of research, area of case study, research problem, research objective and question, and structure of the thesis.

Chapter two presents the theoretical framework of this research. This chapter proposes a conceptual model that explains the links between three blocks of theories, including place attachment, place identity and neighborhood revitalization.

Chapter three explains the methodology for this research. This chapter consists of the research approach and design, data collection method, data analysis method, and ethical issues of the study.

Chapter four presents the result of land-use change analysis. It shows the land-use map before and after the revitalization and how the land-use changes impact the residents of Putat Jaya Village. Further, it presents the semi-structured interview results on the influence of the

red-light district neighborhood revitalization on its place identity perceived by the residents of Putat Jaya Village and citizens of Surabaya.

Chapter five includes a discussion of this research which presents the analysis, interpretation, and relevance of the research.

Chapter six includes the conclusion and reflection of this research. The conclusion elaborates on the place identity, place attachment and revitalization of urban prostitution. The reflection part explains the limitations of the study and further research.

Chapter 2: Theoretical Framework

In order to conceptualize the influence of the revitalization of prostitution neighborhoods on people's place identity, this study reflects on how revitalization can change people's perceived place identity in the neighborhood. Further, this study develops a conceptual model to explore the relationship between place identity, place attachment and place reputation issues.

2.1 Urban change due to revitalization of the prostitution neighborhood

Revitalization has various definitions depending on the context. The interpretation can be based on social, cultural, economic, and physical factors (Dewi et al., 2020). For example, revitalization can develop unused areas by rebuilding public spaces or reusing buildings to improve the living conditions of local communities. Further, Bilig (2005) discovered that each new housing development built in the same neighborhood had its own distinct sense of place. In the case of red-light district neighborhoods, many people perceive prostitution to be a negative indicator of community identity and associate its presence with other forms of crime - it is not tolerated in certain communities (Schoder, 2017). This is particularly true for visible prostitution, the most ambulatory and obtrusive form of soliciting (Stopp, 1978; Riccio, 1992). An example case study is in San Diego, where the majority of solicitations occurred in the former red-light district, the Stingaree. Now the place is revitalized, prostitution in the city has been displaced, and the space has become a new investment and urban housing (Riccio, 1992). The revitalization has changed the neighborhood's specific atmosphere at some point due to changes in physical appearance and design (Riccio, 1992). The changes, on the other hand, refer not only to variations in the physical environment and economy but also to social dimensions (Wirth et al., 2016). It confirms findings that urban interventions, such as neighborhood revitalization programs, may influence the relationships people build with places (Brown, Brown & Perkins, 2004). Researchers have long been interested in the impact of change, often labeling it as a disturbance to place attachment (Brown & Perkins, 1992) or a threat to place identity (Bonaiuto et al., 1996).

2.2 Understanding the concept of Place Identity

In environmental psychology, "place attachment," "place identity," and "sense of place" are identified as the three primary constructs that account for the psychology of place. On the other hand, there is currently no widespread consensus regarding the nature of the connection between these constructs. Hernández et al. (2007) added that another aspect of place attachment that needs further research is connected to the relation between this concept and others that make equal reference to the bonds that we establish with our surroundings. This

is one of the aspects of place attachment that requires further research. Because of its inherent interest and connection to attachment, the concept of place identity has been the subject of a significant amount of research attention. Twigger-Ross & Uzzel (1996) employed Breakwell's identity dimension model to examine the perceptions and attitudes of residents in an area of the London Docklands toward their residential environment. Their study revealed that those with an emotional attachment to their local residential environment are more likely to provide positive evaluations. Mazanti & Ploger (2003) conducted a case study on urban revitalization and discovered that the place identities in low-income neighborhoods distinguish between residents inside the areas and the non-residents outside. This is due to the fact that place is one of the fundamental components of a person's identity. On the other hand, Jorgensen and Stedman (2001) proposed that a "sense of place" is a multidimensional construct, an attitude that comprises the attachment dimension, and that these two factors are interrelated. In a similar vein, Canter (1977, 1997) has, over the course of the last few decades, developed systematic propositions in the direction of a "place theory," suggesting mechanisms that are at work for the psychological perceptions of people toward places (See **Figure 3**). The current study focuses on the connections between the attachment to place and the place-related identity processes. It also discusses the physical parameters outlined in place theory in general by relating the conditions of the neighborhood to the attachment to place and place identity.

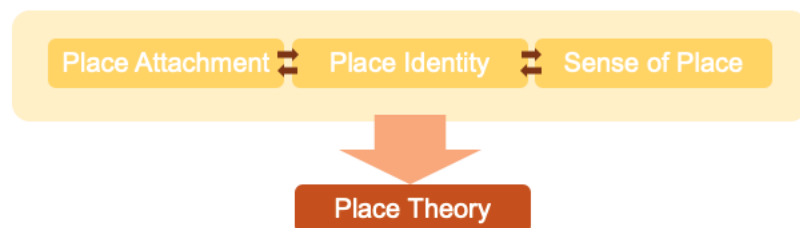


Figure 3. The construction of place theory

In a broad sense, one can characterize place identity as an interpretation of the self that makes symbolic or contextual use of the significance of the surrounding environment. Place identity, like other types of identities, provides an answer to the question "Who am I?" –in response to your question–Where am I? or to what do I owe my identity? According to the social psychological point of view, place identities are thought to originate from the fact that places, as localities that are endowed with personal, social, and cultural meanings, provide an important framework within which identity can be constructed, maintained, and transformed (Cuba and Hummon, 1993). As such, they are an essential component of the social world that constitute our everyday lives, just like people, things, and activities. They become an essential

instrument for defining and situating identities (Cuba and Hummon, 1993). In addition, Prohansky (1983) identifies memory interaction regarding experiences, relationships, emotions and thoughts all play a role in the formation of place identity. When places become threatened by real or perceived changes, the continuity of place may be disrupted, and potentially impact place identity (Fresque-Baxter & Armitage, 2012). The disruption is characterized by negative emotional reactions and coping mechanisms, such as denial, that individuals adopt in difficult situations (Devine-Wright, 2009).

The preservation of a place's identity elicits a distinct sentiment in its various stakeholders (residents, tourists, and investors, respectively). Its significance has the potential to provide unique experiences for stakeholders, and it has the potential to make the location easily recognizable, which will reflect a superior image of the location. If this is the case, the identity of the location can serve to improve the residents' quality of life and bring happiness to them, particularly in terms of the philosophy, personality, and positioning of the location. People have a positive impact on the growth of a community when they are both happy and healthy (Foroudi et al., 2020).

2.2.1 Four principles of the identity process

Taking the revitalization process as the starting point, along with Breakwell's identity process model, this paper studies the place identity of local residents in Putat Jaya Village, under the circumstances of the revitalization of the former RLD neighborhood. Breakwell's (2015) proposed four place identity processes could be classified into four principles: self-esteem, distinctiveness, self-efficacy and continuity, as illustrated in **Figure 4**. In this research, it is important to remark on the relationship between self-esteem and motivation in regard to identity. The social theory posits that self-esteem is not the sole driving force behind the identity process, but scholars such as Breakwell (1986, 1993) argue that factors such as continuity, distinctiveness, and self-efficacy also play important roles.

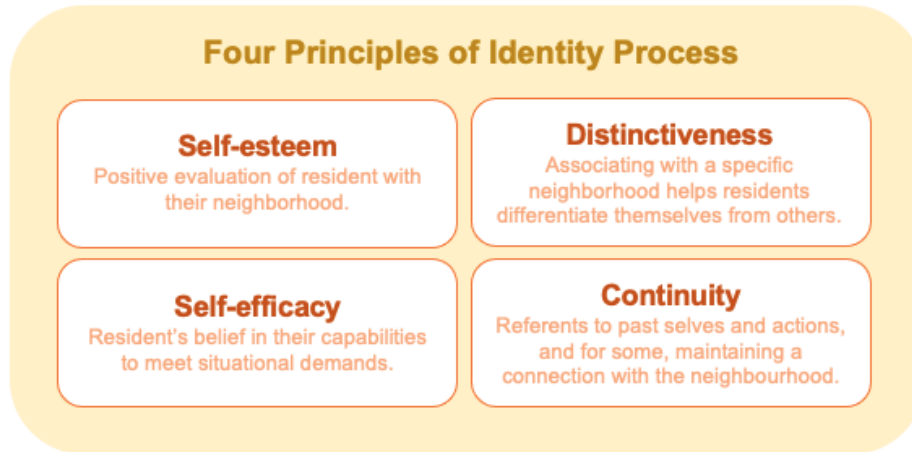


Figure 4. Four principles of identity process, inspired by Breakwell (1986).

- *Self-esteem* relates to a person's perception of self-value or social value. For instance, residents in historic towns tend to develop a sense of pride based on their perception of that location. Another example is "living in Groningen makes me feel good about myself."
- *Self-efficacy* can be interpreted as an expression of a person's confidence in their ability to function in a given social and physical setting. The environment can have a significant impact on a person's sense of self-efficacy, and this is maintained when the environment makes it easy for a person to carry out their daily activities. It was expected that the responses classified as related to manageability would mainly focus on the functional and physical characteristics of the local environment, such as access to facilities (Twigger-Ross and Uzzel, 1996). According to Twigger-Ross and Uzzel (1996), when the environment is perceived as unmanageable, it poses a threat to self-efficacy.
- *Distinctiveness* is identified by a person when having a specific type of relationship with his/her home environment, which is clearly distinct from any other type of relationship. According to Twigger-Ross and Uzzell (1996), place distinctiveness can be classified into four different perspectives: residential environment (urban or rural), specific region, local community area, and personal life history experiences. Thus, it is the bond of their particular neighborhood that contributes to one's differentiation from the residents of another neighborhood. People differentiate themselves from others through place identification, which is analogous to social categorization; consequently, place identification and social identification are equal (Shaolian, 2017). For example, 'Selwerd residents are smart, therefore if my address is Selwerd, I too am smart.'
- *Continuity* is self-experience by maintaining memory in the environment. The place itself can remind one of one's past and provide a concrete background against which

one is able to compare oneself at different times. It creates coherence and continuity in self-concept (Korpela, 1989), as elderly members of an Appalachian community did not want to move because the environment reminded them of past, more active selves Rowles (1983). Further, Lalli (1988) found that a town's ability to provide personal continuity was related to a general identification measure. Therefore, the change of an old and new place can represent a person's new identity. However, according to Twigger-Ross & Uzzel (1996), there are two types of continuity, 1) place-referent continuity is when respondents demonstrated how the environment relates past activities and selves to the present. For instance, feeling attachment is shown by recalling the landscape as it was when the individual was younger; 2) place-congruent continuity is when respondents discussed how they fit into their environment. For instance, feeling attached to the physical aspects of the local surroundings because it was their preferred type (e.g. city).

2.3 Definition and aspects that influence neighborhood place attachment

Several authors, such as Brown and Werner (1985), consider place identity and place attachment to be synonymous terms. To differentiate the two concepts, Moore (2002) suggests that place attachment is more concerned with the evaluation of locations, whereas place identity is more concerned with the way locations contribute to an individual's identity. Attachment to a location is a multidimensional concept that takes into account aspects such as one's identity, dependence on a particular location, and social ties (Plunkett et al., 2018). It incorporates a number of aspects of the bonding that occurs between people and places, such as behavior, affect, and cognition, which are fundamental to the concept (Devine-Wright, 2009). It involves the interaction of a person's feelings and emotions, their knowledge, and beliefs, as well as their behaviors and actions in relation to a specific location.

Place attachment results from a number of factors, including mobility (von Wirth et al., 2016; Sell & Zube, 1986), length of residence (Lewicka, 2008), shared meanings (Brown et al., 2003), and social belongings (Hidalgo & Hernández, 2001), but in a geographical sense a person can feel attached to restricted or vast places of very different characteristics. Place attachment also results from other factors, such as shared meanings (Brown et al., 2003). This peculiarity can be traced back to the roots of attachment research, which are intertwined with studies on residential satisfaction and the presumption that the attachment to one's neighborhood or community is stronger than the attachment to other locations. Further, events and interactions in the neighborhood not only promote cohesion, but also give residents the opportunity to become familiar with and appreciate the homes, sidewalks, parks, and shops

that make up the physical fabric of the neighborhood, which may lead to increased place attachment (Brown et al., 2003).

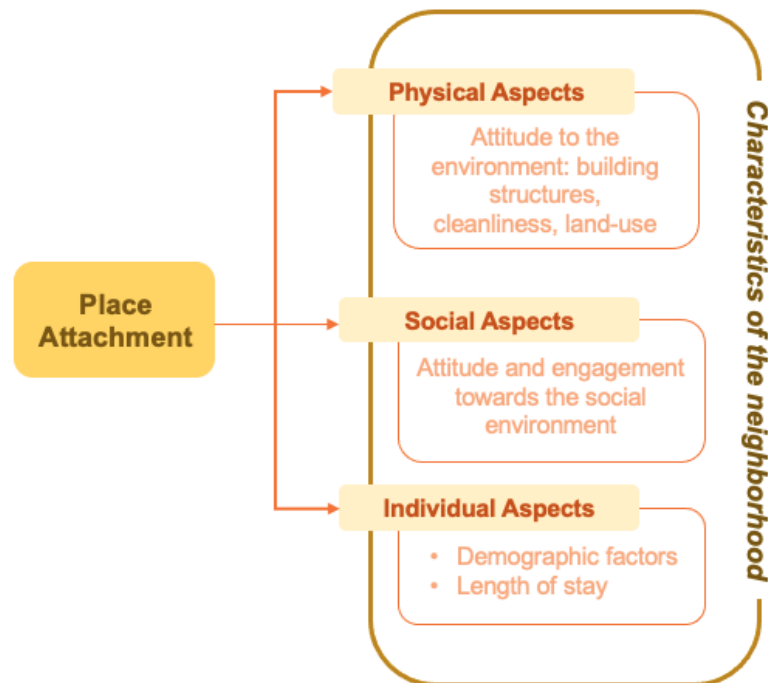


Figure 5. Three important factors influence place attachment inspired by Casakin et al. (2021).

The factors analyzed in this study pertain to the previously described social, physical, and individual characteristics of neighborhoods. These three dimensions of place attachment are described by Casakin et al. (2021), which can help in understanding why individuals are attached to their community. The first dimension (i.e. physical aspects) focuses on the actual size of the objects to which people are attached. This pertains to the physical environment since individuals can develop a stronger attachment to their neighborhood if it contains a park or high-quality buildings. The second dimension (i.e. individual aspects) focuses on an individual's or a group's personal or communal attachment to a location and the people who are attached to them. This consists of the individual experiences that people have with places, which can affect their attachment. The third dimension (i.e. social aspects) mentioned by Casakin et al. (2021) pertains to the psychological elements of place attachment that determine how people connect to locations. This indicates that individuals can develop attachments to the social connections they have within their community. This could also include a person's perception of their neighborhood's safety, as this may affect their attachment to a location (Casakin et al., 2021; Brown et al., 2003).

In addition, the relationship between place attachment and place change is dependent on the level of attachment (Devine-Wright, 2009). The majority of the previous research focused on the adverse effects of alterations to neighborhoods. In this context, Brown and Perkins (1992) referred to this phenomena as the "disruption" of place attachments, which occurs when individuals face severe losses to the past, present, and future. Losses typically result in the disruption of routines, relationships, and expectations, as well as a shift in spatially oriented behavior. As the effect of the neighborhood revitalization, the examination of disruptions in place attachments demonstrates how important those attachments are to the experience and meaning of daily life.

2.4 Place reputation as a factor in strengthening a place identity

Reputation is represented as “the beliefs or opinions that are generally held about someone or something” (Permentier et al., 2007, p. 201). The vast majority of published research looked at how the residents of an area influenced its reputation among outsiders (Tani, 2001, 2002). These reputations are socially constructed and are based not only on one's own experience, but also on the information obtained from other residents, and from easily observable functional and physical neighborhood characteristics (Kullberg et al., 2010). Therefore, there is no definitive response to the question of whether or not other residents can also be a determining factor in a place's reputation for being either negative or positive. According to Tani (2002), another source of reputation can be seen from the media point of view. The media represents the topic that has the ability to emphasize a specific image while omitting other viable perspectives. Thus, the media can influence how people perceive their environment and create a new image of the neighborhood (Tani, 2002). This lead to the conclusion that there are limited comparative studies comparing external perceptions of a neighborhood with the opinions of residents living there, with most of the literature focusing on the attitudes and behavior of non-residents (Permentier et al., 2007; Skifter Andersen, 2008; Kullberg et al., 2010).

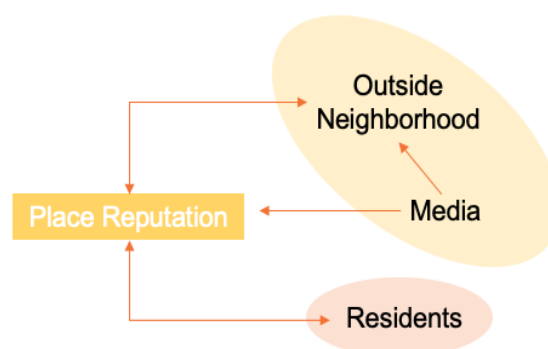


Figure 6. Relationship between residents, outside neighborhood, and the media on influencing place reputation.

Reputation and identity of a location are intertwined; this holds true not only in terms of the social and cultural forces at play, but also with regard to the physical surroundings (Foroudi, 2020). Findings from Scotland and Australia show that an area's perceived reputation can have an effect not only on economic behavior and attitudes, but also on several aspects of the well-being among people who reside in a specific area (Kullberg et al., 2010). The concept of residential well-being has been used to reflect the residents' physical, social, and psychological experiences of housing, encompassing notions such as satisfaction, attachment, and identity (Braubach, 2007; Sundberg, 2001; Kullberg et al., 2010). Therefore, these constants are inextricably linked to the life of the city and its inhabitants, in addition to the resident's perception of the location (Sepe and Pitt, 2013).

2.5 Critical engagement of the impact of place change on the place attachment and place identity

Findings on the impact of place change on the people's affective bonds are scarce and inconsistent, even though researchers have conducted numerous studies on the topic (Devine-Wright, 2014; Wirth et al., 2016). In addition, Devine-Wright pointed out the "primary importance in understanding the impacts of such changes" (2014, p. 168), which is of particular interest considering significant changes in places and how they affect residents' place attachment (Wirth et al., 2016). On the one hand, place attachment and place identity are two concepts that frequently overlap in the research carried out by Hernández et al. (2007). This is due to the fact that the samples utilized in the majority of studies demonstrate a high level of both place attachment and identity. When viewed in this light, the correlations between them are always high, and it is challenging to empirically determine which link comes before the other. But, in point of fact, one person could be attached to a place but not be identified with it (i.e. someone who likes to live in a place and wants to remain there but does not feel that this place is part of their identity; at least not their main place identity) and vice versa; someone could have a high personal identity with a place while also not having a high place attachment (for example, to feel that one belongs to a place but prefers to not live there).

Place identity and place attachment can shape people's perceptions of their surroundings, their behaviors and actions within those surroundings, and their overall sense of well-being. For example, individuals who have a strong sense of place identity and attachment to a particular neighborhood may be more likely to participate in the community, events, and activities. In contrast, individuals who lack a strong sense of place identity or attachment may be more likely to view the area as a mere location, rather than a place with meaning and

significance, and may be less invested in its future (Hernández et al., 2007). The overlap concept between place identity and place attachment presents a challenge in establishing a clear causal relationship between the two concepts. This is due to the fact that both place attachment and place identity tend to be highly correlated in many studies, making it difficult to determine which comes first (Hernández et al., 2007). To address this challenge, researchers may look at different types of samples where the development of these two links is not uniform or is influenced by certain circumstances. For instance, studies that compare samples of both native residents and non-natives, who have lived in an area for varying lengths of time, can help to shed light on the different ways in which place attachment and identity form and evolve over time (Hernández et al., 2007).

In addition, according to Wester-Herber (2004), the impact of other factors on place attachment and place identity can differ noticeably. If an individual agrees or disagrees with changes in their environment, their attachment to the new location can be immediately affected, along with their emotions and feelings. However, their sense of self or identity will remain unchanged until after a prolonged period of interaction with the new place. Only then will the new location start to become integrated into their identity.

2.6 Proposed conceptual model

The conceptual model below consists of three aspects that have been discussed in this chapter. The model is useful as a guide to analyzing the effects on place identity, place reputation, and place attachment of an urban change caused by revitalization.

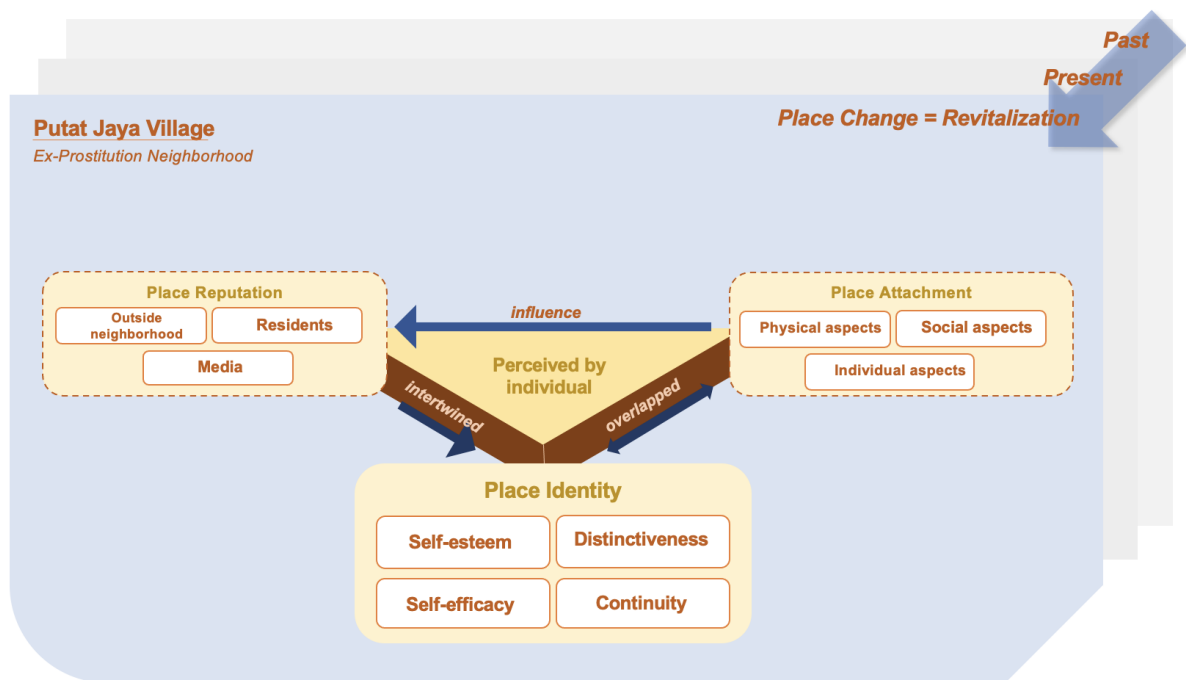


Figure 7. The constructed theoretical framework for this study.

Based on the model, place identity, place attachment, and place reputation are triangulated and related to each other. This study explores the driving factors of those concepts based on individual perspectives within the chosen neighborhood. In the theoretical framework above, it is stated that place identity and place attachment are overlapped. This study explores the distinction between the two of them by using two different samples: the residents and the people living in the surrounding neighborhoods, as suggested by Hernández et al. (2007). Since several authors mentioned that place attachment and place identity are synonymous terms, this study expected that place attachment also influences place reputation as well as place identity. Overall, this framework explores the evolution of people's perspectives on three different concepts within particular time frames (i.e., past, revitalization, and present).

Chapter 3: Methodology Design

This thesis presents a qualitative approach to capture more details and contextualize the influence of the revitalization on the place identity perceived by residents living in Putat Jaya Village. The study area will be explained, followed by the research methods and several types of interviews that are used for this research.

Selection of research object

3.1 Representativeness of the case

Putat Jaya Village consists of 15 RWs⁵, though not all of its territory became the location of prostitution. Which is why this research only focuses on the 5 RWs, where the prostitution was located (see **Figure 8**). Interestingly, RW 6 has its own toponym, which is called *Gang Dolly*. It was known as the 'high-end' prostitution in this village. Due to the revitalization, most of the changes in land use are found in this alley. Furthermore, the rest of the RWs are actually called the *Jarak* prostitution, although geographically the whole area is named Putat Jaya Village. Lastly, the research was also carried out in some parts of the Dukuh Kupang and Simo (**Figure 8**) neighborhood to connect people outside the neighborhood. This is due to its proximity to Putat Jaya Village to explore the changes in place identity before and after the revitalization.

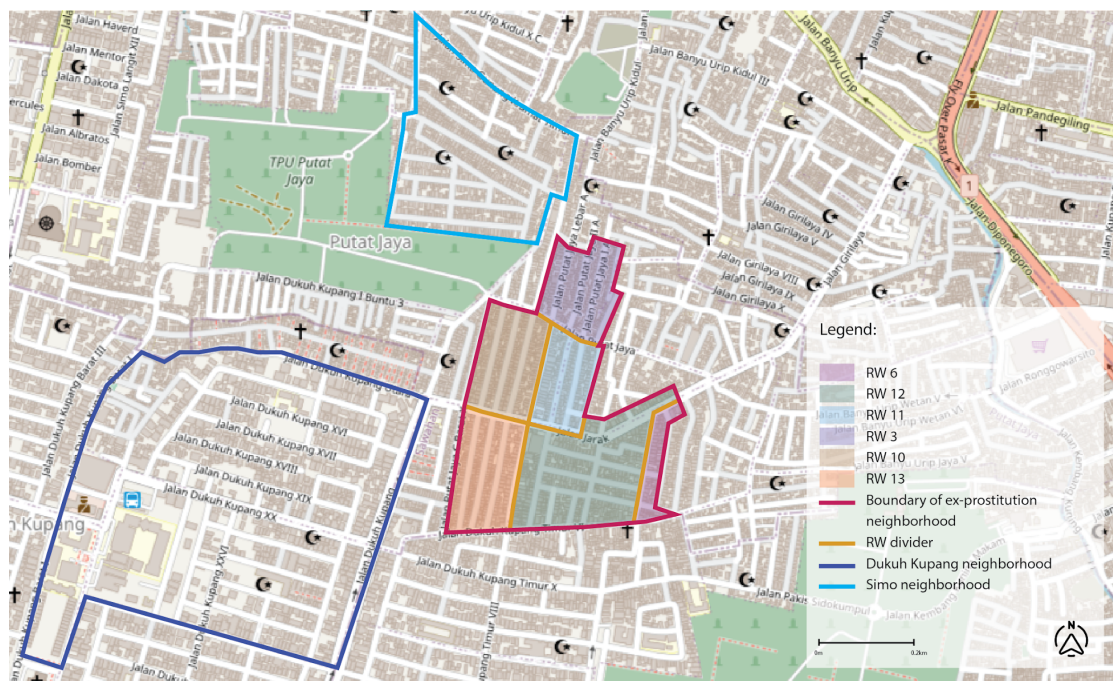


Figure 8. Map shows the proximity between Putat Jaya Village and two surrounding neighborhood (i.e. Dukuh Kupang and Simo).

⁵ RW (Rukun Warga means pillar of residents) is the division of regions in Indonesia under the village (Wikipedia).

3.2 Qualitative data collection



Figure 9. Schematic overview of the research methodology.

3.2.1 Case study research

The case study methodology is a research approach that involves an in-depth examination of a specific case or situation, often within its real-life context. It involves collecting data and empirical evidence over a period of time in order to understand a complex issue in detail (Crowe et al., 2011). Although this method is commonly used in the academic world, there are few studies on completing case study research with practical guidelines. Therefore, this research follows the article from Rashid et al. (2019), where a field guide is applied (i.e. contact and interact) to conduct case study research.

Contact

Before the collection of empirical materials, the author conducted a meeting with the people from a Non-Governmental Organization (NGO) that has a revitalization project in Putat Jaya

Village. The people from the NGO helped the author to get in touch with the participants who were interviewed during the site visit in Surabaya. This helps to ensure that the interaction runs smoothly between the researcher and the participants (Rashid et al. 2019).

Interact

In order to address the research question, the case study method has been employed and a variety of instruments were involved for collecting empirical data. Semi-structured and walking interviews have been conducted, along with observations and documents collection. The use of multiple empirical sources in a case study is best viewed as a tactic to bring rigor, breadth, complexity, richness, and depth to the study (Flick et al., 2004; Rashid et al., 2019).

3.2.2 Go-along walking interview

Go-along walking interviews have been used by researchers across disciplines for a variety of reasons and in a variety of ways (Lynch & Mannion, 2016). It exposes more specific types of data that are associated with the location visited. Research on place identity often involves exploring the meanings that individuals attribute to specific places, and how those meanings shape their sense of self and their behaviors. A unique storytelling allows the researcher to observe and investigate the physical, social, and mental dimensions of place on how individuals interact with one another over time (Carpiano, 2009). Further, the journey from the walking interview is a way to comprehend the everyday geographies of the participants. As in line with Kinney (2018), the walking interview can give the interviewer an insight into the interviewee's attitudes and knowledge about their physical environment, as well as their connection or alienation from the social networks that exist within. Therefore, it facilitates the opening of co-influencing social interaction and environmental variables.

Following Kinney (2018), the participants act as tour guides, showing their daily routine in the village, deciding what is important and should be shared with the researcher, and allowing them to have input into the research process. Because of this, every participant has a somewhat different concentration, purpose, and ultimate goal. Moreover, as the participants wished, the walking interview was done after conducting a sit-down semi-structured interview, which was recorded and transcribed afterward. During the walk, the camera was utilized for collecting important information such as changes in land use and to produce a documentary film for presentation purposes. Further, the camera helped document changes in the physical landscape, which can provide valuable insights into the evolution of place.

3.2.3 Semi-structured interview

In geographical research, urban prostitution has often been seen either as a question of sexuality and space, or as a struggle between different interest groups. Most research relied on secondary data, or in the case of studies taking the prostitutes' perspectives, in-depth interviews (Tani, 2002). Few studies have combined these two sources of data. Media coverage of anti-prostitution campaigns has been used to gain insights into the issue, but the experiences and perspectives of the residents directly impacted by prostitution have often been overlooked (Tani, 2002).

Therefore, this research conducted semi-structured interviews as it has proven to be versatile and adaptable (Kallio et al., 2016). It is an excellent method for learning about actors' experiences through a predetermined thematic framework. It encourages a two-way communication where participants are allowed to open up to demonstrate the complexity of the situation, the contradictions in the situation, the different steps in the revitalization process, and where mistakes are made in the process (Grindsted, 2005). In addition, the interview topics are varied, from the history of their personal residence, changes in the local practical activities before and after the old neighborhood renewal, to changes in their recognition and emotions toward the place (Shaolin, 2017).

The site visit in Surabaya took place on 10-13 of July 2022. Due to the limited amount of time, several local residents of Putat Jaya Village and people living in the surrounding neighborhoods have also been interviewed via an online platform. In total, the author interviewed thirteen people, which consists of seven people from Putat Jaya Village and six people from the surrounding area (i.e., Dukuh Kupang and Simo). The list of participants in the interview is shown in **Table 2**.

Table 2. List of interviewees involved in interviews.

Pseudonym	Role	Age (years old)	Gender	Residence length	Date	Type of Interview
Mr. Budi	Resident	40	Male	40 years	11/07/2022	Sit-down, semi-structured and walking interview

Mrs. Kina	Resident	42	Female	42 years	11/07/2022	Sit-down and semi-structured interview
Mr. Putra	Resident	37	Male	37 years	11/07/2022	Sit-down, semi-structured and walking interview
Mr. Dito	Resident	62	Male	32 years	11/07/2022	Sit-down, semi-structured and walking interview
Mr. Krisna	Resident	53	Male	33 years	26/09/2022	Online semi-structured interview
Mr. Hartono	Resident	45	Male	45 years	28/09/2022	Online semi-structured interview
Mrs. Tiara	Resident	39	Female	39 years	28/09/2022	Online semi-structured interview
Mr. Priyambodo	Other	25	Male	25 years	28/09/2022	Online semi-structured interview
Ms. Verina	Other	23	Female	10 years	6/10/2022	Online semi-structured interview
Ms. Riska	Other	24	Female	24 years	6/10/2022	Online semi-structured interview
Mr. Said	Other	25	Male	15 years	25/10/2022	Online semi-structured interview

Ms. Sari	Other	22	Female	17 years	26/10/2022	Online semi-structured interview
Ms. Ira	Other	24	Female	19 years	28/10/2022	Online semi-structured interview

*All pseudonyms are based on Indonesian names.

3.2.4 Second-hand data collection

Figure 9 shows that several secondary data are needed to answer the research question. Only relevant materials are chosen depending on the information resource's credibility and accuracy. For example, only news that has undergone the gatekeeping⁶ process and has been verified by the Indonesian Press Council, like Suara Surabaya (Saifudin, 2020) and Liputan 6, are used as research material. Moreover, document review has been used to gather specific information (e.g. the NGO revitalization project JI Kupang Gunung Timur Booklet and online local newspaper) as input for this research. During the interview, the latest local newspaper (see **Appendix 3**) that presents the negative reputation of Putat Jaya Village has been shown to the interviewee, and asked whether it has affected their lives or not.

3.3 Qualitative method analysis

3.3.1 Semi-structured interview analysis

The recorded interviews were carefully transcribed, printed, and analyzed using a color coding system to highlight the significance of each piece of data. This process helped to organize the information gathered from the interviews and to identify patterns and trends in the responses, allowing for a more comprehensive understanding of the experiences and perspectives of the residents. First, this research started with deductive coding as the set of codes has been decided following the conceptual model (**Figure 7**). The first set of code has been done to generate an overview of the data to get a sense of what it looks like. After that, inductive coding followed to allow flexibility, as it attends closely to context and supports the generation of theory (Warwick University, n.d.). Further, the author tried to categorize the codes and frames within each concept, such as place identity, place attachment, place reputation, and

⁶ Gatekeeping is a procedure which involves the selection of information and news based on criteria such as news value and news judgment, as well as undergoing a verification process (Saifudin, 2020.).

place change (see **Table 3**). Afterward, a hierarchical coding frame (**Appendix 4**) has been chosen to help organize codes based on how they relate to one another.

Table 3. Example interview coding

Interview	Representative quote	Code	Theory
Interview R1	“When I was kid, I was cycling in this neighborhood, therefore I know very well about their development since the beginning of the closure of the RLD”	Memory	Continuity of place identity
Interview R2	“People in Putat Jaya is more brave, they do not care whether it is right or wrong”	Uniqueness	Distinctiveness of place identity
Interview O1	“My family and my best friends are here, despite that my parents live in this area, I have a mandate to protect and take care of them”	Attach to people	Social factor of place attachment

3.4 Ethical consideration

Ethical considerations are essential throughout this qualitative data collection, particularly the use of cameras in the creation of documentary film. This ensures that no one acts in a manner that is damaging, in this case, to the local residents of Putat Jaya and other residents who live in the nearby area. When conducting qualitative research, it is necessary to consider anonymity, confidentiality, and informed consent as crucial ethical considerations (Sanjari et al., 2014). Further, participation in this interview is completely voluntary. It means that the participants can withdraw from the interview without providing any reason. Therefore, one of the safeguards and vital components that the author provided is informed consent (See **Appendix 2**), which explains the research's goal and how the interviewee's data will be used (Sanjari et al., 2014). The participants' anonymity and confidentiality were maintained by not requesting their names and identifying information during data collection, analysis, and reporting of the study results (Arifin, 2018). To safeguard the confidentiality of this research, the author uses a pseudonym when participants name their families.

3.5 Researcher positionality statement

Before I present the findings, I acknowledge my standpoint as an educated Chinese-Indonesian woman. As a person who was born and raised in Surabaya, having Bahasa as my native language made the participants feel at ease in sharing their personal experiences and expressing their thoughts and emotions, as we share the same mother tongue, enabling them to effectively communicate. As a female researcher and as a minority group in ethnicity, the security challenges are even more complex, especially in the ex-prostitution neighborhood. To mitigate these risks, the researcher chose to be accompanied by male colleagues during the four-days site visit to ensure safety and increase confidence. This measure helped to reduce the potential for danger and allowed the researcher to carry out the study without undue distraction or stress. It also reinforced the importance of considering the personal safety and well-being of researchers in the field, especially in areas that may be perceived as potentially hazardous or sensitive.

Chapter 4: Empirical findings

This study conducted 14 semi-structured interviews, consisting of 7 people who reside in Putat Jaya Village and 7 people who live surrounding this RLD neighborhood. The participants are ranging from the age 22 to 62 years old. All of them are Indonesian and have lived in the neighborhood for more than 10 years. Through the interviews, the residents shared their experiences living in the former RLD neighborhood and how the revitalization has influenced their lives, especially in terms of their perceived place identity. In addition, 3 interviewees participated in walking interviews – they recalled their past memories and explained the land use changes in Putat Jaya Village while walking through the neighborhood. The interview focused on the themes surrounding revitalization, place identity process, perceived place attachment, and their own perspective regarding place reputation of the neighborhood.

According to Kullberg et al. (2010), reputations are socially formed, and as a result, they can be influenced by the perspectives and experiences of other residents living outside of the neighborhood. This brings the research to the people who live surrounding this RLD, which focuses more on place reputation – since this can have a significant impact on the place identity, as the reputation of a neighborhood can shape the way in which it is perceived and experienced by both residents and outsiders. Therefore, it is necessary to consider multiple sources and points of view to fully understand the reputation of a place and its influence on place identity.

This chapter has two sections. First, land use changes will be explained based on the author's observations during the site visit in Surabaya, which has also been incorporated with the results from the walking interviews. Then, the semi-structured interview results will be discussed chronologically in the second section – which is then followed by the residents' perceived place identity before the revitalization, their experience during the revitalization, and their perceived place identity after the revitalization.



Figure 11. Bird market (left), playground (middle), and football field were captured from the outside (right); (own photos).

During the observation in Gang Dolly, the architecture of the former guesthouses is very peculiar in comparison to other guesthouses outside this alley. The façade has many statues and colorful detailed ornaments like a temple. Therefore, it can still clearly be recognized whether the guesthouse has changed into other usage of space. In addition, as it is shown in **Figure 11**, the land use has significantly changed into a bird market (**Figure 10, left**), an SME, a space for educational purposes, a football field (**Figure 10, right**) as well as a playground (**Figure 10, middle**). However, some of the spaces are still vacant with a government sign in front of the former guesthouses (**Figure 12**), stating that these are government property to prevent illegal land use.



- 1 Gateway Entrance
- 2 Bird market
- 3 SME Centre (Wisma Barbara)
- 4 Early Learning Centre for special needs children (PPT Cahaya Bunda)
- 5 Football Field
- 6 Playground

Figure 12. The existing land use condition in Gang Dolly (Inspired by NGO pilot project booklet).



Figure 13. The government sign is built to show the vacant former guesthouses are property of the Surabaya city government.

Besides some changes in land use, the atmosphere of Gang Dolly and Putat Jaya Village in essence has drastically changed. For example, the picture in **Figure 14** captures how the beer signs were existing along Gang Dolly. Also, the wooden carts used by people to sell their wares (in this case, mostly coffee and food) were standing in front of the brothels. This example shows an interesting viewpoint on the matter.

“I often walked in this neighborhood after I healed my client. Before the revitalization, the beer signs were everywhere, it was along this street. The panders were waiting on the street too. Not only in Gang Dolly, but they waited along the main road (Jalan Jarak) and brought the client to this alley. Every night was always lively and crowded. It keeps being lively during the day but is just not crowded anymore.” (Mr. Putra)



Figure 14. The situation of Gang Dolly before (left) by Rahayu (2016) and after (right) the revitalization (Kompas, 2022).

Moreover, the findings show that the efforts of revitalizing the RLD neighborhood can be beneficial not only for the community as a whole, but also for the children who live there. One of the walking interview participants mentioned that the alley used to be lively and crowded

with some kinds of brothels, but, compared to the current condition, many children can now play without parental supervision.

"My youngest can go everywhere he wants while his mom is working at the food court here and after the evening prayer, he will be back home for dinner. But now, I am much more worry-free compared to when my older child was the same age and I had to always pick him up from his friends' houses, even though he had grown up and could bike home." (Ms. Tiara)



Figure 15. These buildings used to be brothels that have transformed into commercial use (left), food court (middle), and souvenir store (right); (own photos).

Another example of how the neighborhood changed due to the revitalization is in **Figure 15** (left), those two buildings are located in Jalan Jarak (see map in **Figure 10**) and they have changed to commercial uses. This street in particular has a special attachment from one of the interviewees who participated in the walking interview.

"I was selling my coffee and snacks in front of that building. Back then, when one cup of coffee was still 1000 rupiah, I could sell it for 5000 rupiahs. It is 5 times higher, imagine! After my wares were sold, I went somewhere to get drunk. It happened everyday." (Mr. Budi)

In the middle, the interior of the building has been totally renovated with a modern look. The place has turned into a food court and a mini museum about the protest and struggles during the closing of the RLD in Putat Jaya Village. This food court was built by the government for the impacted residents to sell food, as well as a place for people to gather. This was also meant to attract people outside this neighborhood to come and boost the residents' economy.

“I am quite happy how this neighborhood turns into something positive, these are the residents who are selling their home food. It is a very modest food court, but it was a big house back then, newcomers will not recognize it! The government did well in renovating this place actually.” (Mr. Putra)

The findings support the idea that the physical and functional characteristics of a neighborhood can play a significant role in shaping its reputation and identity. This is evident in the case of the souvenir store on the right (**Figure 15**), which is located outside Gang Dolly but is marketed to tourists as being part of the *Dolly Saiki* (Dolly Now) neighborhood in Putat Jaya Village. This suggests that the community of Putat Jaya Village has deliberately chosen to present a new identity (i.e. Dolly) to outsiders, one that is distinct from the former reputation of Gang Dolly. These findings align with the concept proposed by Kullberg et al. (2010) that reputation is not just based on personal experience, but also on easily observable characteristics of a neighborhood.

“The brothels were spread along this village. Although this place is actually far from Gang Dolly, the tourism organization in this village has decided to use Dolly Saiki for this souvenir store since people outside have known this neighborhood as Dolly rather than Putat Jaya Village”. (Mr. Budi)

4.2 Semi-structured interview result

Living with prostitution in the community: An identity crisis

The study found that before the revitalization, residents who lived in the RLD neighborhood had a high tendency to move to other neighborhoods if there was a financial chance. However, the level of social aspects of their attachment is still high due to family closeness as well as with other neighbors. The identity process, which includes self-esteem, self-efficacy, distinctiveness, and continuity, will be analyzed in terms of time phase in the following section.

Loss of the sense of self-esteem of place identity and elimination of place distinctiveness

In 2014, the City Government of Surabaya closed the red-light district and began transforming the area. They replaced many of the guesthouse buildings with food courts, fitness centers, playgrounds, football fields, and common spaces for the community. While these changes brought new economic and social opportunities to the neighborhood, known as Putat Jaya Village, some residents struggled with the past of the neighborhood.

Before the revitalization, the residents felt a sense of shame and helplessness towards the RLD and tried to conceal their connection to the neighborhood. As a result of these feelings, two of the interviewees mentioned that they deliberately avoided friendships or conversations with women and even lied to their friends about where they lived. They felt that living in the former red-light district could reflect negatively on their character or reputation. The changes brought by the revitalization had a significant impact on the community, but for some residents, they also brought up complex emotions and challenges.

“I was scared to tell my girlfriends where I live, if they knew where I am from and where I live, I think they won’t be friends with me. “ (Mr. Dito)

Differentiation of self-efficacy

For the local residents, Putat Jaya Village was a cost-effective area to live in. Procurers, street vendors, and other low-skilled workers, such as pedicab drivers, were able to earn a substantial income, with some earning up to 100,000 Indonesian Rupiahs (approximately 7 euros) per day. This made it a convenient place for the resident with limited income to make a living in this village.

Furthermore, one of the residents of Putat Jaya Village mentioned that there was a lack of public hospitals or clinics in the area, which can be especially challenging for low-income residents as the neighborhood is surrounded by private hospitals. Moreover, the lack of spaces for children to play in the neighborhood was a factor in the decision to revitalize the RLD.

Inexistence of continuity

The continuity of place identity is a crucial aspect for maintaining the sense of history and ensuring a stable and recognizable environment (Twigger-Ross and Uzzel, 1996). Prior to the revitalization, Putat Jaya Village was on the decline, the residents were not only troubled by poor self-efficacy but also faced challenges to their self-identity continuity posed by stigmas such as "financial incompetence."

"I would move to another place if I had the means, but I lack the financial resources to purchase a house elsewhere. This is not only for my own well-being but also for the well-being of my children. Unfortunately, there was nothing we can do to change our current situation, people here are mostly poor." (Mr. Hartono)

Additionally, one interviewee stated that she did not feel at home and fit with the neighborhood due to the presence of many unfamiliar people, which made her feel uncomfortable (Ms. Kina).

Revitalization struggle and identity reconstruction at an earlier stage by the residents of Putat Jaya Village

In 2010, the government began to take action to close down the RLD, which included a ban on opening new guesthouses and sex worker establishments. In 2012, some sex workers were laid off and trained for other jobs. The closure of the RLD caused concerns among the street vendors, who formed a community called Front Pekerja Lokalisasi (FPL) to oppose the closure.

Residents of Putat Jaya Village experienced both positive and negative effects of the closure and revitalization of the area, with many of them relying on the prostitution industry as a source of income. Ms. Kina, one of the interviewees, expressed that the brothels had been present in the village for many years and were the source of income for many residents, thus their closure brought a lot of uncertainty and financial difficulties. Along with FPL, the street vendors protested against the closure on May 19th, 2014.

After eight years of revitalization, some media continue to spread negative rumors about Putat Jaya Village, which some of the interviewees attribute to irresponsible individuals. However, she also states that despite the lingering reputation issues, the residents have managed to recover from the negative effects of the decline of the area and its closure (Ms. Kina, Ms. Tiara, Mr. Hartono).

Duality of place self-esteem

The revitalization of Putat Jaya Village led to the improvement of the local lifestyle and residential environment, which was widely reported by the media. The village became clean, orderly, and rich in history, with a small museum displaying the collective memories of the local residents. Some residents felt that living in the neighborhood had negatively affected their job opportunities, while others believed it had helped their children develop toughness and resilience. The overall impact was a regained sense of pride in the community at the local level (Mr. Budi).

Enhancement in self-efficacy

Despite the physical improvements made to the neighborhood as part of the revitalization efforts, the closure of the RLD had a significant impact on the residents, many of whom relied

on the prostitution industry as a source of income. In response, the city government of Surabaya provided training programs to help the affected residents acquire new skills and find new employment or business opportunities. These training programs covered a wide range of skills such as batik, sewing, salon, and many more, which made it possible for the residents to develop new income streams and improve their livelihoods.

“I personally received training in making tempeh and took part in business workshops. It was a valuable opportunity for me, as well as other residents, during the revitalization of Putat Jaya Village as it allowed us to learn new skills and break free from reliance on the brothel industry as a source of income.” (Mr. Budi)

Maintenance of continuity

With the beautification of the physical environment and improvements in the village, according to the interviewees, Putat Jaya has become an ideal place for children to live, play and grow. The village now has playgrounds and football fields, which make it a pleasant place for children to play and engage in physical activities. The children can now play freely in the alley in front of their homes. Meanwhile, the residents, especially the parents, see this neighborhood as their homeland, but still remember the alley's historical past of the RLD as their memories.

Emphasizing of originality

Despite being stigmatized as financially incompetent, the residents of Putat Jaya Village have gradually come to accept their new identity as "Dolly" residents. Some of the individuals interviewed spoke about their shift towards embracing the village by participating in positive training programs. Despite facing the stigma, they have chosen to embrace their new identity and to work towards a better future for themselves and their community.

Emotional bonds with places

According to studies by Casakin et al. (2021) and Brown et al. (2003) about social factors of place attachment in revitalization neighborhoods, the inhabitants of Putat Jaya Village had established stronger social connections between the neighbors and developed a higher degree of attachment to the area. An interviewee reported that following the revitalization, the neighborhood was composed solely of permanent residents (Ms. Kina). She also added that before the closure, all sex workers were not originally from this area and there were a lot of people coming in and out of this neighborhood, which made her feel unsafe. The findings of the research indicate that the residents' perception of security within the neighborhood played a role in determining their attachment to it.

Place identity after the revitalization in 2014

The study found that 8 years after the revitalization, all the participants who lived there shared a feeling of being more attached to the neighborhood. This section will explore the individual place identity processes of each participant, considering their sense of place attachment as a key factor.

Identification of “I am from Dolly”

Twigger-Ross and Uzzell (1996) indicated that place distinctiveness can be defined from the following four perspectives: residential environment (urban or rural), region (some specific place), local place (a part of the local community), and personal experience (life history). Even after the revitalization, this study found that all interviewees who are residents of Putat Jaya Village defined their own identity as being related to the distinctiveness of their residential environment; that is, self-styled, called Dolly.

“I think most people have known Dolly from a long time ago. This village has a rich history, I was born in this place, I saw what happened in this place, and I am proud of it! I am not ashamed if I called myself part of Dolly because I don’t think people would know where Putat Jaya is.” (Mr. Hartono)

“Although I am originally not from this place, I have lived in this area for 32 years. I was here during the closure of the RLD and I am proud of the big change that happened in this area. Now, I proudly present to everyone that I am from Dolly”. (Mr. Dito)

Additionally, another unique finding has been found in this study. Some of the residents mentioned that their personal character might be different from other people. They called themselves fearless as they were ready to die during the demonstration. And they called themselves as gallant as the history of this neighborhood has a strong influence on their character development.

“We were ready to die during the protest, I was also one of the initiators of the revolt. The police were looking for me, but I hid somewhere outside Surabaya.” (Mr. Budi)

“I would say people in Putat Jaya are fearless, they are not afraid to die. I remember when the protests happened on that street, many posters were being hung stating their resistance”. (Mr. Krisna)

Variable self-esteem

As previously mentioned, the sense of having a rich history makes the people from Putat Jaya Village have a strong self-value, in being proud of living in the former RLD neighborhood. Especially all the interviewees who live in Putat Jaya Village witnessed the closure and the revitalization process of RLD. The study also found that the residents feel more attached to their home than they used to – because they are familiar with the surroundings and feel at ease there. One of the interviewees shared his business is life-changing for him and because of the revitalization, the product has been known internationally.

“I do not want to go back to old Dolly although I joined the protest of the closure of the RLD. I was on the wanted people list. But after the court withdrew the case, I started learning to produce tempeh – until now I am quite successful in my business. Even a Hungarian guy came to me to learn how to make tempeh.” (Mr. Budi)

Mr. Budi stated that his success in business was a factor in his positive experience with the revitalization, but acknowledged that others in the community who have lost their jobs and are now unemployed may not feel the same way. He noted that these individuals may feel even more inactive and incompetent due to a lack of job opportunities and that many have reported experiencing mental health issues as a result of their unemployment.

Mixed of self-efficacy

The revitalization of Putat Jaya Village is positively accepted by the residents. However, it cannot be denied by them that their income was very dependent on the RLD, as more people were coming in and out of this neighborhood then. Additionally, Putat Jaya Village was a low-income neighborhood, where residents often faced barriers to economic opportunity due to a lack of education. As a result, they may have struggled to improve their financial situation. On the other hand, some of the interviewees mentioned that this area has a big potential to develop an entrepreneurial business. Several SMEs have been scattered along this neighborhood, such as the Batik store which also offers drawing courses and how to make written-Batik, a food court, a hotel slipper convection, souvenir stores, and a gym studio. These SMEs are run by the residents of Putat Jaya Village, especially those who were economically impacted by the closing of RLD.

“The government has provided a place for me, which I am very grateful for, to open this hotel slippers business, people can come to Barbara guesthouse to learn to produce slippers for free!” (Ms. Tiara)

Despite the fact that the revitalization has had a positive impact on some individuals, those who did not benefit from the revitalization or who had previously relied on the surrounding prostitution area for their livelihood may prefer the situation before the revitalization.

“If the RLD was not closed by the government, as I am jobless now, I could have sold coffee or snacks in front of brothels if they were still open.” (Mr. Putra)

On the other hand, those who have been able to find better economic opportunities as a result of the revitalization may prefer the current situation.

“I was working in a furniture store before the revitalization. It was outside this neighborhood. After the closure, I started this food business in this food court. Honestly, I am earning more with the current condition.” (Ms. Kina)

In addition to the economic changes brought by the revitalization, the construction of playgrounds and football fields has had a significant social impact on young people and children in the neighborhood. While the number of playgrounds and greenspaces is still relatively low, children can now play actively without an afternoon curfew. Furthermore, the presence of many food stalls along Jalan Jarak makes it easier for people to find places to eat near their homes.

“I have lived in this neighborhood since I was born. There were no spaces for children to play at all. No space for teenagers to hang out. Now, the government has provided two football fields in Putat Jaya and one playground. I would say those are obviously not enough to accommodate all the children in this village, but it is a process.” (Ms. Tiara)

“I will not be starved because I am surrounded by food stalls. There you can find a variety of foods – from Chinese to Indonesian food. It is really terrific because those are cheap and I could just ride a motorbike to get there.” (Ms. Riska)

Strong continuity

Most residents had a strong attachment to the neighborhood and did not want to move due to the changes they had made and built there. The local environment held emotional significance for them because it marked past events and actions, as indicated as place-referent continuity

by Twigger-Ross and Uzzel (1996). Additionally, all of the interviewees, whether they were indigenous inhabitants or long-term residents, expressed pride in living in the neighborhood.

“I do not think I would find it easy to move away because of my memories, I have spent half of my life in this neighborhood. I think I almost know all the names in all these RW⁷s because I was the secretary back then. My kids have also grown here, it is just so many memories.” (Mr. Dito)

The five people who had lived in the area all their lives discussed the place with reference to past events in their lives.

“This place used to be a vintage cinema and everyday, and I used to play kite next to it because the parking area was so big. It seems that I can trace all my childhood in this big street.” (Mr. Krisna)

This study has also revealed an interesting insight through its female participants, where despite their established place identity when given the opportunity, they would consider relocating to another neighborhood for their children's well-being.

Putat Jaya Village reputation perceived by local residents

Putat Jaya Village was once known for being an immoral place, but things have changed since the closure of the RLD. According to a resident, Mr. Budi, the village has undergone a transformation and is now considered a beneficial place to live in. The closure of the RLD has played a significant role in improving the reputation of the village.

“Definitely, Putat Jaya Village has undergone a transformation since the closure of the RLD. As a resident, I can say that it has changed from an immoral to a beneficial village.” (Mr. Budi)

The reputation of the village was negatively affected by some individuals who stirred up the media (See **Appendix 3**, as the media mentioned that the seeds of prostitution are blooming again in June 2022). These individuals' intentions were not clear, but their actions caused disturbance to the residents, as the police began conducting evening inspections at late hours, usually around 1 am. These inspections caused inconvenience to the head of the RWs as they had to stay awake to assist the police in their checks of every alley in the village. The

⁷ RW (Rukun Warga means pillar of residents) is the division of regions in Indonesia under the village (Wikipedia).

negative reports and speculation surrounding the Putat Jaya Village have attracted the attention of people living in the surrounding area, which may further affect the reputation of the neighborhood.

"The media was stirred up by some irresponsible individuals, we don't know what their intentions were, but the evening inspections by the police caused disturbance to us, as the head of the RWs has to stay awake at 1 am because they usually come at that time and check every alley." (Mr. Hartono)

Identity reconstruction and reputation of residents living in the surrounding Putat Jaya Village

Before revitalization, the residents of Putat Jaya Village were experiencing a decline in their distinctiveness, continuity, self-efficacy, and self-esteem. The perception of people outside the neighborhood in understanding the revitalization effort's success can be different than those of the residents living in the neighborhood (Kullberg et al., 2010). The preservation of the neighborhood's identity has been recognized as a positive step in improving the well-being and happiness of the residents (Foroudi et al., 2020). Moreover, Kullberg et al. (2010) indicated that maintaining a community's identity can have a positive impact on the well-being of its residents. Further, the reputation of a location is also a crucial factor in shaping the economic behavior and attitudes of its residents.

The research findings show that individuals living near Putat Jaya Village were not disturbed by the presence of prostitution in the area, although six out of the seven participants supported the decision to close the red-light district for moral and legal reasons in Indonesia. On the other hand, one participant that opposed the revitalization mentioned that the prostitution activity should concentrate in one place to prevent Sexual Transmitted Disease (STD). In addition, the findings also show that the level of attachment to their homes is not directly related to proximity to a declining neighborhood but mainly due to personal's feelings and perspectives (e.g. cleanliness, acquaintances, and physical environment).

The main road in Putat Jaya Village (Jalan Jarak) connects to the neighboring area of Dukuh Kupang. However, many of the participants who live outside the RLD preferred to take alternative routes to Dukuh Kupang due to the environmental deterioration, narrow roads, and safety hazards in the RLD neighborhood.

“At that time, Jalan Jarak was always crowded and noisy. Especially after 5pm, we could even see the women were ready in front of the building and the cars were moving slowly and stopping along the street which caused traffic jams.” (Ms. Riska)

Safety reasons were confirmed by women participants, who were often forbidden by their parents from using this route.

“My mom always warned me not to use that road because she was concerned about the potential dangers for a woman like me. She feared that I might be targeted by fake scenes or even worse, encounter dangerous gangsters on the road.” (Ms. Verina)

During the closure of the RLD, all the interviewees reported that they were not negatively affected by the tense atmosphere caused by the protests. Instead, they tend to benefit from the revitalization efforts in the area. The infrastructure in Putat Jaya Village, such as the main road Jalan Jarak, has improved and made it easier for residents to access their homes. Additionally, an increase in the availability of food stalls in the neighborhood has made it more convenient for residents to find food.

“The use of the main road (Jalan Jarak) has greatly reduced my travel time and I am no longer afraid to use it at night.” (Ms. Verina)

However, one of the participants, Mr. Priyambodo, did express some concerns. First, he had been burgled twice, and therefore he often advises his guests not to park their cars carelessly in Dukuh Kupang as there is a high crime rate in the area. He also mentioned that his neighborhood is located near the former RLD which may be a contributing factor to the crime rate. Another interviewee also pointed out that although the red-light district is no longer visible, the threat of crime, such as robbery, may still exist in the area (Ms. Riska). These two participants in the research noted that despite the proximity of their family and relatives in the Dukuh Kupang neighborhood, the area's proximity to Putat Jaya Village and perceived lack of safety led them to consider moving to other locations that they deemed safer and more peaceful.

In addition, three out of seven participants noted that they could differentiate between people who live in their neighborhood and those who live in the larger Putat Jaya Village (Mr. Priyambodo, Ms. Verina, and Ms. Ira). They cited the neighborhood's close-knit community and the residents' attitudes as factors that distinguish them from those who live in the larger area, even though their neighborhoods are actually located next to each other.

Moreover, even after the revitalization, one of the interviewees from outside Putat Jaya Village can still recognize his childhood experience while passing the neighborhood.

“When I was in junior high school, I often went cycling to Putat Jaya Village with my friends. I remember in the big street that I crossed, there were a lot of women standing in front of karaoke bars, it was like a once in a lifetime experience, especially in Indonesia.” (Mr. Priyambodo)

Lastly, the majority of the participants (6 out of 7) reported observing a significant change in the reputation of Putat Jaya Village based on its physical characteristics. Although, one of the interviewees, Mr. Said, expressed a different perspective, stating that the reputation of the village has not changed, as he is friends with people who live there. Despite this, when asked about moving to another neighborhood, Mr. Said mentioned that he is strongly attached to his current neighborhood due to his close relationships with friends living there.

“Even though Dolly is closed now, I believe that the reputation of the area has not changed. The presence of criminal gangs and promiscuous behavior is still normal in the area, so the reputation remains the same.” (Mr. Said)

Chapter 5: Discussion

Our relationship with places is complex and dynamic, it evolves over space and time. Prohansky (1983) theory states that memories, including experience, emotions and relationships play a significant role in shaping an individual's sense of place identity. This idea is supported by the findings of this thesis, which indicates that prior to the closure of the RLD and the process of revitalization from 2014 to 2022 had a distinct impact on the development of the residents' place identity overtime. Furthermore, this study contributes to the research of Tani (2002) to the importance of including the perspectives and experiences of residents in red-light district neighborhoods. These residents are directly impacted by the changes in their community and their views and experiences are frequently neglected in previous studies (Tani, 2002).

The study used a mixed-methods approach, including both walking interviews and observation to explore the land use changes in the Putat Jaya Village. The author believes that those methods complement each other. From the observation during the visit to the location in Surabaya, the author was able to identify patterns that emerge in the data, meanwhile the

walking interview method was used to gain a deeper understanding of the residents' experiences and perceptions of the revitalization process. It also provides context and allows for a more holistic understanding of the changes that have occurred in the actual environment. Furthermore, the findings align with Riccio's (1992) study, which found that revitalization can change the specific atmosphere of a neighborhood through changes in the physical environment. This was evident in Putat Jaya Village through the creation of spaces for children and the transition from guesthouses to small and medium enterprises. As one man described, the ambiance in the alley has transformed. Instead of numerous food carts waiting in front of brothels, it is now a vibrant place for children to play.

The study conducted an exploratory examination of the construction of place identity among local residents of Putat Jaya Village, which was a former RLD neighborhood undergoing urban revitalization. Adopting Breakwell's (1992) theory of identity process, the study showed that Putat Jaya Village, as a place where local residents were born and grew up, plays an important role in the identity process of the residents. However, the study found that various elements of place have different effects on the construction of place identity before and after revitalization and that they interact with one another. Before revitalization, even though residents had a sense of self-efficacy and their needs were being met in terms of their identity, if a place failed to provide them with self-esteem and posed a threat to their sense of continuity, they might choose to eliminate the distinctiveness of that place and look for another location that offered them greater self-esteem. This was mentioned by one of the residents, who expressed their intention to move if they had the means, despite any financial considerations.

According to Brown & Perkins (1992), during the revitalization process the residents faced difficulties in establishing their identities, referred to as "disruption," which resulted in a loss due to the disturbance of their daily routines. In this study, it became clear that the residents' sense of self-esteem was challenged by the duality of their internal and external identities, as portrayed by the media. However, this research found that external factors, such as the actions of the city government of Surabaya, also enhanced the residents' self-efficacy by providing numerous training for affected residents. Furthermore, the residents' use of the neighborhood as a means of maintaining continuity with the past, by using the alleyways as a way to memorialize the atmosphere of the neighborhood in the past, was also observed. Through this, the residents began to form a connection to their hometown by linking their current physical environment with their memories. As a result, when individuals were able to develop their self-esteem, enhance their self-efficacy, and maintain the continuity of a place, they became more accepting of their identity as natives or identified themselves as people who are originally from the neighborhood. Additionally, in this phase the attachment to the place started

to occur. There was evidence of feeling safe and stronger social connections with neighbors established.

As the revitalization of Putat Jaya Village progressed, the neighborhood gradually transformed into a bustling commercial area. This distinctiveness led local residents to proudly refer to themselves as "from Dolly", despite the original name of the village, Putat Jaya. The fluctuation of self-esteem in this context means that individuals' self-worth changes based on the circumstances they are in. According to the theoretical framework of this study, these feelings are perceived differently by each individual, and it leads to mixed self-efficacy. The revitalization had a positive impact on those who could meet their daily needs within the neighborhood, but a negative impact on those who could not, and even led to mental health issues due to unemployment. Furthermore, strong continuity appeared when the participants responded that they did not want to move from this neighborhood due to the changes they had made and built there. The neighborhood is marked by past events and struggles for some individuals. Despite their level of attachment and strong identity to the neighborhood, this study also found that gender might be a contributing factor in determining place identity. This was evident from female participants who would consider relocating to another neighborhood for their children's well-being reasons.

The study found that place self-esteem is a crucial factor in the formation of place identity. When a place provides an individual with a sense of self-worth, the individual will actively identify with the unique characteristics of that place. However, self-esteem alone is not enough. Place identity is multi-dimensional and requires support from place distinctiveness and self-efficacy. Furthermore, a high self-efficacy of a place can effectively encourage the local residents to maintain their self-esteem, distinctiveness, and continuity of place, while a low self-efficacy may lead to the erosion of the place identity. Therefore, during the revitalization process, it is important to increase place self-efficacy in order to motivate residents to actively support their place identity.

Moreover, residents were asked about their perceptions and experiences of Putat Jaya Village. All participants agreed that the village has improved and transformed into a better neighborhood "from an immoral village to a beneficial village." This statement shows that place identity and place reputation are intertwined, because they both involve the way that individuals perceive and understand the neighborhood. An immoral village refers to a prostitute neighborhood that existed in Putat Jaya Village and this can be linked to history and physical environment as factors. "Beneficial village", on the other hand, refers to the way that individuals identify with a place and the meaning that it holds for them. Additionally, the

residents' perspectives on the revitalization were not influenced by the media, but they did mention that media attention caused increased inspections, leading to curiosity from non-residents and creating another speculation that affects the reputation of the neighborhood. However, non-residents mostly rely on the media as their source of information about the Putat Jaya Village. Only one participant stated that they did not see any change in the neighborhood due to their personal experience. And those who believe the neighborhood has changed highlighted the benefits of the improved road and no longer feel afraid to use it at night.

The existence of prostitution in Putat Jaya Village has elicited divergent opinions. For some, it is seen as hidden and kept out of sight, while others believe it does not exist at all. The views surrounding the issue are highly polarized, creating differing perspectives among individuals. Therefore, the study highlights that spaces of prostitution are socially constructed but also individually experienced, and how these spaces can be viewed as a sexualized space, moral space, safe/unsafe space, as well as a unique and meaningful place (Tani, 2002; Aalbers & sabat, 2012). The level of place attachment influences place identity, as well as place reputation for both positive and negative perspectives. As mentioned above, the local residents played a role in shaping Putat Jaya Village's reputation through their action and perception. Besides, for non-residents there was evidence of individuals who were strongly attached to the neighborhood but still held a negative reputation of Putat Jaya Village based on their own experiences. This illustrates how personal values, experiences, and sense of place can shape one's perception of a place and the meaning that it holds for them. Lastly, in conclusion this study suggests that the level of place attachment, whether high or low, does not necessarily determine whether a place has a positive or negative reputation.

Chapter 6: Conclusion

In general, the revitalization of Putat Jaya Village in 2014 has indeed influenced the inhabitants' place identity. As proposed in the introduction of this study, using the Breakwell model of identity process (i.e. distinctiveness, continuity, self-efficacy, and self esteem) has clarified the emotional significance of Putat Jaya Village residents' place identity. Moreover, the process of revitalization in a declining area, in this case a red-light district, has involved physical improvements, increased economic activity, and changes in social and cultural dynamics which leads to the level of attachment of an area.

Before revitalization, the area of Putat Jaya Village was considered as a Red-light District neighborhood, causing local residents to feel ashamed of their association with the neighborhood. This reputation led to a loss of self-esteem and continuity for the residents, but it also created a sense of positive self-efficacy for some whose livelihoods were dependent on

the neighborhood's situation. Since the closure of the Red-light district began in 2014, the revitalization process has brought both benefits and challenges for some residents, particularly those who lost their jobs. The renovations improved the physical environment, providing spaces for children to play, but also led to a duality of self-esteem. To help residents adjust to these changes, the enhancement of self-efficacy was necessary to motivate them to construct a new identity for the place. This was achieved by providing training programs, which helped the residents to feel more fulfilled and provided them with opportunities to learn new skills and start new businesses. This increased sense of self-efficacy led to the acceptance of their identity as residents of Putat Jaya Village and they began to view the neighborhood as their homeland, while also remembering its history. Furthermore, this phase also led to a stronger emotional bond between the residents and the neighborhood as they have a stronger connection with the neighbors.

After 8 years of revitalization, the residents of Putat Jaya Village finally felt proud to call themselves "I am from Dolly." The community had adopted the name "Dolly," after one of the biggest prostitutes in the village, to represent their neighborhood. Though the revitalization brought positive changes such as improved opportunities, it also had negative consequences for some residents, like a decline in self-worth, mental health, and unemployment. Some residents experienced an increase in self-efficacy by starting new businesses or acquiring new skills. Despite the challenges, the residents felt a strong continuity with their neighborhood as it held a lot of personal and historical significance to them.

The above-mentioned conclusions shows that self-esteem is key in forming place identity, but it is not enough on its own. Place identity involves self-esteem, place distinctiveness, and self-efficacy. High self-efficacy in a place can maintain its self-esteem, distinctiveness, and continuity, while low self-efficacy can erode place identity. Hence, increasing place self-efficacy during revitalization is crucial to support residents in promoting their place identity. Furthermore, this thesis has emphasized the need for periodic evaluation of place identity due to the ongoing spatial changes. It has also recognized the overlap between place identity and place attachment (see, e.g. Hernández et al. 2007). Both can be influenced by a variety of circumstances and studying different types of samples can help to understand the relationship and distinction between them. In addition, it shows that a positive place reputation can enhance place identity by increasing residents' self-esteem, self-efficacy, and attachment to the place, as shown in the after revitalization section. Conversely, a negative place reputation can undermine place identity by diminishing residents' sense of belonging and attachment to the place.

Implications of the study

This study highlights the importance of considering residential well-being and related concepts in urban design planning (Kullberg et al., 2010). It specifically focuses on the relationship between people-place relationships in red-light district neighborhoods and the physical environment in a revitalization process. The findings suggest that planners must re-evaluate the physical environment and incorporate the experiences and perspectives of the local residents in order to create livable and meaningful places.

Given the context of the study, the framework is particularly relevant in the context of prostitution neighborhoods undergoing revitalization. The study sheds light on how these neighborhoods are often seen as "the other side of the city" and how the experiences and perspectives of the local community should be considered in the revitalization process. The study also introduces a new framework for understanding the psychological impact of revitalization on people-place relationships (Devine-Wright, 2009). This framework considers the interplay between place identity (e.g. see Twigger-Ross & Uzzel, 1996), place attachment (e.g. see Brown et al., 2003; von Wirth et al., 2016), and place reputation (e.g. see Kullberg et al., 2010) in the context of change. The framework guides future research by exploring how different groups participate in shaping the change and how these interpretations are adopted by the local residents, ultimately influencing their emotional, evaluative, and behavioral responses (Devine-Wright, 2009).

The study has significant implications for urban design and planning, particularly in the context of revitalizing former prostitution neighborhoods. The analysis of the residents' perceptions of place identity and the ongoing stigma highlights the importance of considering the history and social dynamics of these areas in revitalization efforts. The findings suggest that reducing stigma and fostering social inclusion and tourism are key tactics for improving the economic well-being of the community.

Moreover, the study provides a valuable contribution to the understanding of how the built environment and social dynamics influence societal norms and behaviors. This information is important for promoting positive social outcomes and addressing questions of social justice and equity. The study highlights the need for planners and urban designers to consider the complex interplay between the physical and social aspects of these neighborhoods and the importance of community engagement in the revitalization process.

Limitation and recommendation for further research

The thesis provides an in-depth examination of the experience and perspective of residents in red-light districts neighborhoods, which is an area that is often neglected in previous research. By doing so, this study helps to provide a more comprehensive understanding of the challenges and opportunities faced by the communities. However, the study may have limited scope and may not be generalizable to all red-light district neighborhoods or other similar communities, since the concept of sense of place is based on individual perspective.

Furthermore, due to limited time, this study has a small sample size of 14 participants, consisting of 7 local residents and 7 individuals from surrounding the neighborhood. Despite the low number of participants, the study has reached saturation. Moreover, population census data can be a valuable tool for understanding the flow of people into and out of the study area and therefore understanding the composition of the community. Yet, obtaining this information can be challenging due to the complicated nature of the bureaucracy in Indonesia.

Upon reviewing **Table 2**, it is noted that the ages of the local residents in the study start at 35 years old, while the ages of the non-residents range from 22-25 years old. It would be insightful to explore the identity process across a wider range of ages. This paper suggests that adding a quantitative analysis to the research on place attachment, place identity, and place reputation would provide valuable insights into the topic. For example, surveys could be used to gather data on the residents' demographic characteristics, such as age, gender, and income, as well as their perceptions of various aspects of their neighborhood, such as the safety, cleanliness, and community involvement. Statistical analysis could then be used to identify which demographic characteristics are associated with higher levels of place attachment, place identity, and place reputation. While qualitative methods, such as walking interviews and semi-structured interviews, provide a rich and detailed understanding of residents' experiences and perceptions of their neighborhood, quantitative methods would provide a more comprehensive and generalizable understanding of how residents perceive their neighborhood and the influence of the revitalization.

References

- Aalbers, M. B. & Sabat, M. (2012). Re-making a landscape of prostitution: the Amsterdam Red Light District. *City*, 16, 1-2.
- Arifin, S. R. M. (2018). Ethical Considerations in Qualitative Study. *International Journal of Care Scholars*, 1(2).
- Ashworth, G. J., White, P. E. & Winchester, P. M. (1988). The Red-light District in the West Europe City: A Neglected Aspect of the Urban Landscape. *Geoforum*, 19(2), pp. 201-212.
- Ashykin, S. & Trilaksana, A. (2019). Perubahan social ekonomi masyarakat sekitar Kawasan lokalisasi Dolly wilayah Putat Jaya pasca penutupan 2014. *Avatara e-Journal Pendidikan Sejarah*, 7(1).
- Astuti, A. P. (2017). Kebijakan walikota Surabaya dalam penutupan lokalisasi Dolly Surabaya tahun 2014. Universitas Islam Negeri Syarif Hidayatullah.
- Bilig, M. (2005). Sense of place in the neighborhood, in locations of urban revitalization. *GeoJournal*, 64, 117-130.
- Burhani, A. N. (2014). Dinamika social di Kawasan pusat aglomerasi Pantura: Jabodetabek, Kedungsepur, dan Gerbangkertosusila, Aulia Hadi (ed.), 215-240. Jakarta: LIPI & Gading Inti Prima.
- Brown, B. B. & Werner, C. M. (1985). Social cohesiveness, territoriality, and holiday decorations: The influence of cul-de-sacs. *Environment and Behavior*, 17, 539-565.
- Brown, B. B. & Perkins, D. D. (1992). Disruptions in place attachment. In I. Altman & S. Low, Eds, *Place Attachment*. New York: Plenum Press.
- Brown, B., Perkins, D. D. & Brown, G. (2003). Place attachment in a revitalizing neighborhood: Individual and block levels of analysis. *Journal of Environmental Psychology*, 23, 259-271.
- Bonaiuto, M., Breakwell, G. M. & Cano, I. (1996). Identity Processes and Environmental Threat: the effects of nationalism and local identity upon perception of beach pollution. *Journal of Community & Applied Social Psychology*, 6(3), 157-175.

Breakwell, G. M. (1986). *Coping with threatened identity*. London: Methuen.

Breakwell, G. M. (1993). *Integrating paradigm: methodological implications*. In G. M. Breakwell & D. V. Canter, Eds., *Empirical approach to social representation*. Oxford: Clarendon Press.

Carpiano, R. (2009). 'Come take a walk with me': The "go-along" interview as a novel method for studying the implications of place for health and well-being. *Health Place*, 15(1), 263-272.

Casakin, H., Ruiz, C. & Hernández, B. (2021). Place attachment and the neighborhood: A case study of Israel. *Social Indicators Research: An International and Interdisciplinary Journal for Quality-of-Life Measurement*, Springer, 155(1), 315-333.

Crowe, S., Cresswell, K., Robertson, A., Huby, G., Avery, A. & Sheikh, A. (2011). The case study approach. *BMC Medical Research Methodology*, 11(100).

Cuba, L. & Hummon, D. M. (1993). A Place to Call Home: Identification with dwelling, community and region. *The Sociological Quarterly*, 34(1), 111-131.

Dewi, S. P., Susanti, R. & Wungo, G. L. (2020). Spatial impact of the Semarang old town revitalization: the emergence of formal and informal space. *IOP Conf. Series: Earth and Environmental Science*, 592.

Devine-Wright, P. (2009). Rethinking NIMBYism: The role of place attachment and place identity in explaining place-protective action. *Journal of Community & Applied Social Psychology*, 19, 426-441.

Foroudi, P, Cuomo, MT, Foroudi, MM et al. (2 more authors) (2020) Linking identity and heritage with image and a reputation for competition. *Journal of Business Research*, 113. pp. 317-325.

Flick, U., Kardorff, E. & Steinke, I. (2004). *A companion to qualitative research*. London: Sage.

Fresque-Baxter, J. A. & Armitage, D. (2012). Place identity and climate change adaptation: a synthesis and framework for understanding. *WIREs Clim Change*, 3, 251-266.

Ginting, N., Nasution, A. D. & Rahman, N. V. (2017). More attractive more identified: distinctiveness in embedding place identity. *Procedia Environmental Science*, 37, 407-419.

Grindsted, A. (2005). Interactive resources used in semi-structured research interviewing. *Journal of pragmatics*, 37(7), 1015-1035.

Hernández, B., Hidalgo, M. C., Salazar-Laplace, E. & Hess, S. (2007). Place attachment and place identity in natives and non-natives. *Journal of Environmental Psychology*, 27, 310-319.

Hidalgo, M. C. & Hernández, B. (2001). Place attachment: Conceptual and empirical questions. *Journal of Environmental Psychology*, 21, 273–281

Jorgensen, B. S. & Stedman, R. C. (2001). Sense of place as an attitude: Lakeshore owners attitudes toward their properties. *Journal of Environmental Psychology*, 21(3), 233-248.

Kalandides, A. (2011). The problem with spatial identity: Revisiting the 'sense of place'. *Journal of Place Management and Development*, 4(1), 28-39.

Kinney, P. (2018). Chapter 11: Walking Interview. *The SAGE Handbook of Qualitative Research Ethics*. pp 175-176.

Kompas. (2022). Dolly dulu lokalisasi terbesar di Asia Tenggara kini akan di sulap jadi tempat wisata religi. Retrieved on January 7, 2023 from <https://surabaya.kompas.com/read/2022/09/14/183411178/dolly-dulu-lokalisasi-terbesar-di-asia-tenggara-kini-akan-disulap-jadi?page=all>

Kullberg, A., Timpka, T., Svensson, T., Karlsson, N., & Lindqvist, K. (2010). Does the perceived neighborhood reputation contribute to neighborhood differences in social trust and residential wellbeing? *Journal of Community Psychology*, 38(5), 591-606.

Lalli, M. (1988). Urban related identity. In D. Canter, *et al.*, Eds., *Environmental Social Psychology*. London: Kluwer Academic Publisher.

Lalli, M. (1992). Urban related identity: Theory, measurement, and empirical findings. *Journal of Environmental Psychology*, 12, 285-303.

Lewicka, M. (2008). Place attachment, place identity, and place memory: Restoring the forgotten city past. *Journal of Environmental Psychology*, 28, 209-231.

Lynch, J., & Mannion, G. (2016). Enacting a place-responsive research methodology: walking interviews with educators. *Journal of Adventure Education and Outdoor Learning*, 16(4), 330–345.

Oselin, S. S. (2009). Leaving the Streets: Transformation of Prostitute Identity Within the Prostitution Rehabilitation Program. *Deviant Behavior*, 30(4), 379–406.

Permentier, M., Van Ham, M., & Bolt, G. (2007). Behavioral responses to neighbourhood reputations. *Journal of Housing and the Built Environment*, 22, 199–213.

Plunkett, D., Phillips, R. & Kocaoglu, B. U. (2018). Place attachment and community development. *Journal of Community Practice*, 26, 471-482.

Proshansky, H. M., Fabian, A. K. & Kaminoff, R. (1983). Place-identity: Physical world socialization of the self. *Journal of Environmental Psychology*, 3, 57-83.

Rahayu, A.(2016). Gang Dolly, bekas lokalisasi terbesar di Asia Tenggara kini telahh berubah wajah jadi wisata mural! Retrieved on December 9, 2022 from <https://www.hipwee.com/travel/gang-dolly-bekas-lokalisasi-terbesar-di-asia-tenggara-kini-telah-berubah-wajah-jadi-wisata-mural/>.

Rashid, Y., Rashid, A. & Waseem, A. (2019). Case study method: A step-by-step guide for business researchers. *International Journal of Qualitative Methods*, 18.

Rowless, G. D. (1983). Place and personal identity in old age: observation from Appalachia. *Journal of Environmental Psychology*, 3, 299-313.

Saifudin, W. (2020). Proses Gatekeeping radio Suara Surabaya dalam menjaga akurasi berita di tengah serbuan hoax. Thesis. Universitas Airlangga.

Sanjari, M., Bahramnezhad, F., Fomani, F. K., Shoghi, M. & Cheragi, M. A. (2014). Ethical challenges of researchers in qualitative studies: the necessity to develop a specific guideline. *Journal of Medical Ethics and History of Medicine*, 7(14).

Schoder, D. (2017). Breaking the taboos and making policy. Retrieved on September 19, 2022 from <https://www.aeaweb.org/research/tippelzones-street-crime-netherlands-prostitution>.

Shaolian, D. (2017). Impact of urban renewal on the place identity of local residents -a case study of Sunwenxilu traditional commercial street in Zhongshan City, Guangdong Province, China. *Journal of Heritage Tourism*, 12(3), 311-326.

Skifter Andersen, H. (2008). Why do residents' want to leave deprived neighborhoods? The importance of residents' subjective evaluations of their neighborhoods and its reputation. *Journal of Housing and the Built Environment*, 23, 79–101.

Stedman, R., Beckley, T., Wallace, S. & Ambard, M. (2004). A picture and 1000 words: Using resident-employed photography to understand attachment to high amenity places. *Journal of Leisure Research*, 36(4), 580-606.

Stopp, H. (1978). The distribution of massage parlor in the nation's capitol. *Journal of Popular Culture*, 11, 989-997.

Mazanti, B. & Pløger, J. (2003). Community planning – from politicised places to lived spaces. *Journal of Housing and the Built Environment*, 18, 309–327.

Mueller, A & Schade, M. (2012). Symbol and place identity: A semiotic approach to internal place branding – case study Bremen (Germany). *Journal of Place Management and Development*, 5(1), 81-92.

Tani, S. (2002). Whose Place is This Space? Life in the Street Prostitution Area of Helsinki, Finland. *International Journal of Urban and Regional Research*, 26(2), 343–359.

Riccio, R. (1992). Strolling the strip: prostitution in a North America city, in: Donald G. Janelle (E.d.) Geographical snapshot of North America, 58-60.

Riswanda, Corcoran-Nantes, Y. & McIntyre-Mills, J. (2016). R-framing prostitution in Indonesia: a critical systemic approach. *Syst Pract Action Res*, 29, 517-539.

Ruslan, N. K., Hartanto, D. D. & Santoso, M. A. (n. d.). Perancangan Film Dokumenter: Potret kehidupan anak-anak di Kawasan Dolly. *Petra Christian University*.

Wang, S. & Chen, J. S. (2015). The influence of place identity on perceived tourism impacts. *Annals of Tourism Research*, 52, 16-28.

Wahyuni, H. (2014). PSK dan tekanan social pasca penutupan Gang Dolly Surabaya. *Universitas Trunojoyo Madura*.

Warwick University. (n.d.). Retrieved on October 18, 2022 from <https://warwick.ac.uk/fac/soc/ces/research/current/socialtheory/maps/when/>.

Wester-Herber, M. (2004). Underlying concerns in land-use conflicts – the role of place-identity in risk perception. *Environmental Science & Policy*, 7, 109-116.

Von Wirth, T., Grêt-Regamey, A., Moser, C. & Stauffacher, M. (2016). Exploring the influence of perceived urban change on residents' place attachment. *Journal of Environmental Psychology*, 46, 67-82.

Appendices

Appendix 1: Interview Guide | For Local Residents and Residents live surrounding Gang Dolly

Research proposal title: Transformation of the Red-Light District neighborhood identity of Putat Jaya Village, Surabaya, Indonesia

Date of Interview : _____

Name of Interviewee : _____

Occupation : _____

Contribution for Gang Dolly : _____

Duration of interview : _____

Introduction

Before Interview	<p>Hi, I am Jennifer Septiana from the University of Groningen. I am currently doing my master thesis on how the revitalization of Putat Jaya Village in 2014 change the neighborhood identity.</p> <p>First, we will conduct the interview here, and later we will continue with walking interview for around 30 minutes (only for walking interview) – where you can show me the memory of this place, where do you think the meaningful place is, and see how the land-use changed after the revitalization.</p> <p>The purpose of walking interview is to explore the sites where identity had been created, disturbed, precariously held and finally internalized. Understand the lived experiences of others. It encourages reflection on how a person felt at previous time in a certain place, and how they feel about themselves today and how a place has been part of their navigation through identities.</p> <p>Handing the consent form and ask if it is okay for the interview to be recorded.</p>
------------------	---

List of Interview Questions

No	Questions	Potential follow-up question
1	Before we start the interview, do you have any question?	
2	What is your gender?	
3	How old are you?	
4	How long have you lived in this neighborhood?	<p>Are you satisfied with your neighborhood?</p> <p>Can you describe how is your daily life in this neighborhood?</p> <p>Do you only live here or also work here?</p>
5	How important does this neighborhood for you?	<p>How attached are you to this neighborhood before and after the revitalization?</p> <p>Why are you attached to this neighborhood?</p> <p>What factors do you think to influence this feeling?</p> <p>Are you close with your neighborhood? Or Do you think the proximity to the facilities enhance your attachment to this neighborhood?</p> <p>What is your contribution to this neighborhood?</p>
6	How do you describe your neighborhood to an outsider?	What sort of image do you think other people who do not live in this area have of it?
7	What do you think is the current reputation of Putat Jaya Village?	
Revitalization process		
8	Were you here during the closure of the RLD?	How do you experience the process of revitalization?
9	What do you think about the revitalization of the RLD?	Since the revitalization in 2014, is the process of the revitalization still on going?

		Do you think the neighborhood changed for the better? Why?
10	Do you think the reputation of the neighborhood changed?	How and why/why not?
11	What does the media portray this neighborhood?	Does this have impact to the residents?
12	Could you explain how land use change in Putat Jaya Village changed over time, especially before and after revitalization?	
Place Identity Process		
13	What do you feel living in Putat Jaya or nearby with Putat Jaya?	**Self-esteem
14	What impact has the revitalization had on your life?	What do you feel are the advantages and disadvantages of revitalization for you in having lived here for a long time? (or if she/he is new, why?) **Self-efficacy
15	What are you proud of/special as a person living in Putat Jaya?	In your opinion, what makes Putat Jaya community different from others? **Distinctiveness
16	Do you have special memories in this neighborhood?	Was that affected by the revitalization process? *Continuity
17	Other than economy aspects, is there anything that you want to improve or keep from the process of revitalization?	
Closing questions		
18	Do you miss your neighborhood when you are away?	
19	Is there anything you would like to ask or add to the interview?	

Appendix 2: Informed Consent

Informed consent

Consent form for the interview on “**Transformation of the Red-Light District (RLD) neighborhood identity of Putat Jaya Village, Surabaya, Indonesia**” for Master Thesis University of Groningen, the Netherlands.

1. I have been informed about the research project. I was able to ask question and my questions were answered to my satisfaction. I had enough time to decide to participate in the research.
2. My participation is completely voluntary. I can skip the question that being asked. I can withdraw and stop from the research at any time, without having to provide a reason.
3. I give my permission for using the interview data for educational purposes. I agree to participate in this interview, and I am aware that this interview will be recorded.
4. I would like my name to remain anonymous or use a pseudonym to maintain my privacy. **(Yes/No)**
5. All the information gathered during this interview will be publicly available and will only be shown in an institutional context for grading purposes. If you wish to receive a copy of the final work be aware that the information is not professionally reviewed and not meant for publication, thus we ask that you do not share it with third persons.
6. If you have any further questions and would like to receive the final result from this research. Please do not hesitate to contact me via email at jennifer.septiana@student.rug.nl

Name and signature of the participant of the research study.

Date:

.....
...

I, Jennifer Septiana, declare that the research participant has been informed about the research. I will notify the participant about the matters that could influence his/her participation in the research.

Name and signature of researcher.

Date:

Jennifer Septiana

Appendix 3: Latest local online newspaper

6 NEWS CRYPTO SAHAM BISNIS BOLA SHOWBIZ TEKNO FOTO HOT CEK FAKTA ISLAMI C

Home > **Jatim**

Viral Eks Lokalisasi Gang Dolly Kembali Buka, Begini Fakta Sebenarnya

Liputan6.com
24 Jun 2022, 01:00 WIB

Share 13



Kawasan Gang Dolly Selepas Penertiban (Lipu...

FeWo-direkt Ferienwohnungen für dich und deine Lieben Finde deine

suarasurabaya.net

HOME NEWS POTRET KELANA KOTA VIDEO RADIO

KELANA KOTA

Sewindu Dolly Ditutup, Kini Bibit-bibit Prostitusi Bersemi Kembali

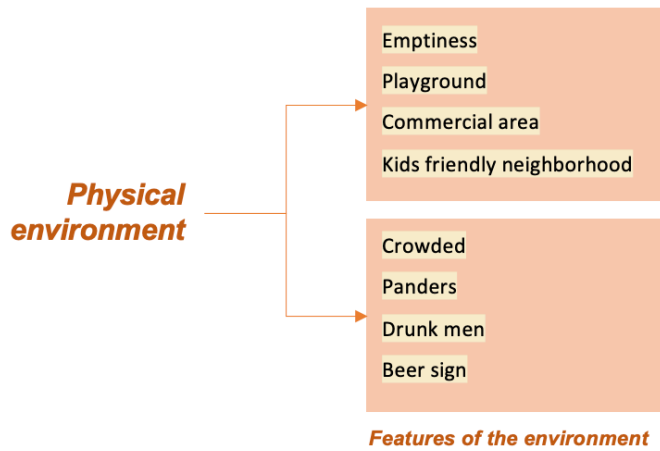
Laporan oleh Retha Yuniar
Rabu, 22 Juni 2022 | 12:56 WIB

Bagikan

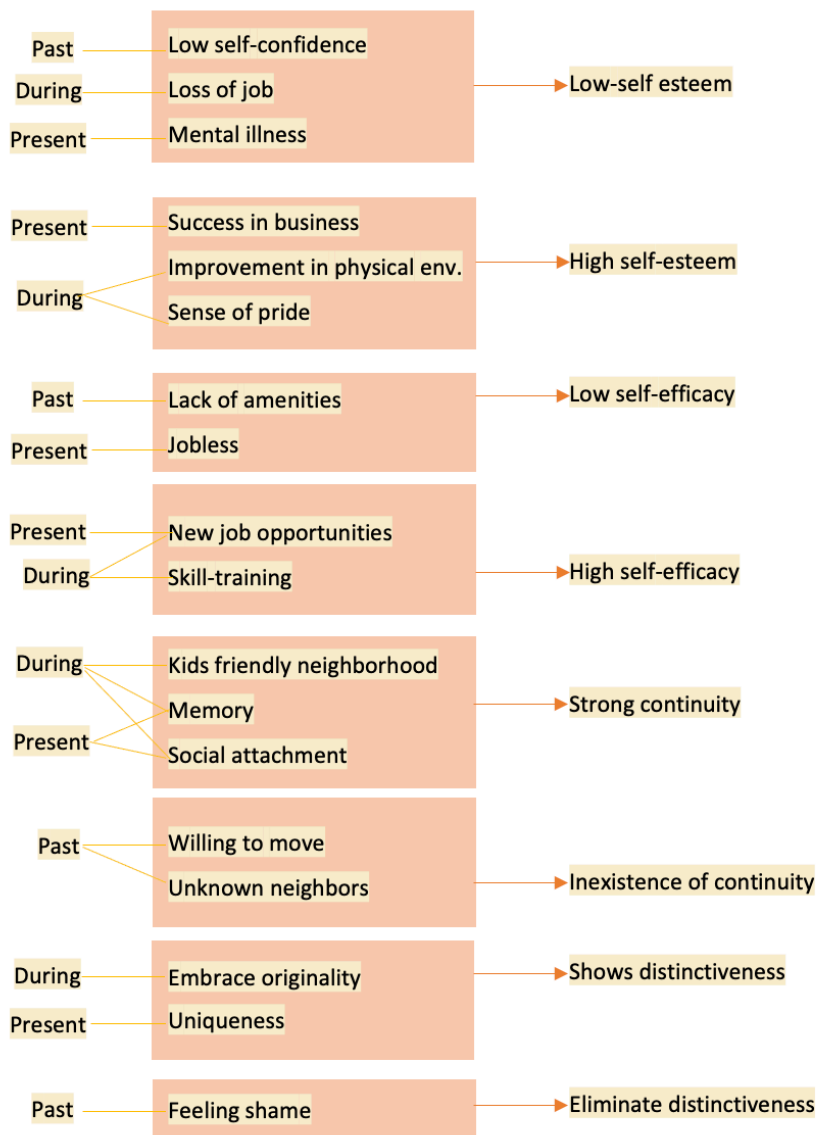


Appendix 4: Code tree

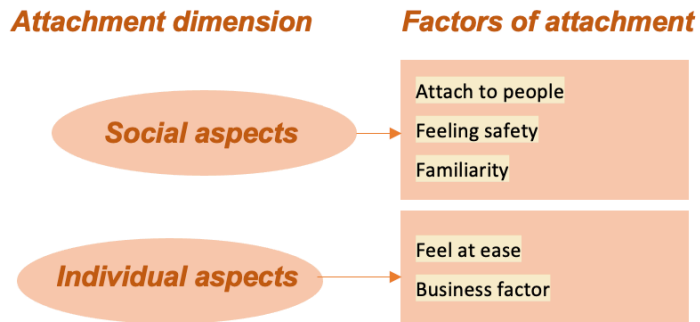
Land use change



Identity process



Place attachment



Place reputation

