



The Effect of Relocating Street Hawkers on Urban Vitality in the Malioboro Tourism Area, Yogyakarta

Pengaruh Relokasi Pedagang Kaki Lima terhadap Vitalitas Lingkungan Kawasan Wisata Malioboro, Yogyakarta

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ABSTRACT

Since the 1970s, street hawkers have considered Malioboro an icon of the city of Yogyakarta. Malioboro has become increasingly crowded. Seeing this condition, a decision was made to relocate the street hawkers from the Malioboro corridor. This decision has pros and cons; some consider street hawkers to be a place for creativity, a sector that greatly affects the level of crowds and is the main attraction for the Malioboro area. However, few people consider it a barrier to the original face of the Malioboro corridor. Urban vitality is an important aspect of increasing visitor interest; it relates to comfort, security, safety, and fun as the main indicators. This study aims to examine the impact of the relocation decision on the vitality of Malioboro as a tourist area. Using qualitative methods, this study compared the reality through field surveys and online questionnaires that had been distributed for one week to a total of 61 respondents who had ever visited Malioboro with the theory of urban vitality and urban tourism precincts. To get a conclusion on whether the Yogyakarta city government's decision to relocate the street hawkers from Malioboro Street can maintain or even reduce Malioboro's urban vitality.

INFO ARTIKEL

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ABSTRAK

Sejak tahun 1970-an Pedagang Kaki Lima (PKL) menghiasi wajah Malioboro sebagai ikon Kota Yogyakarta. Malioboro pun semakin ramai dikunjungi, beberapa orang menilai PKL ini justru menurunkan keindahan koridor Malioboro. Berdasarkan kondisi tersebut, maka terbitlah keputusan untuk merelokasi PKL Malioboro. Sebagian orang menganggap PKL merupakan sektor yang memengaruhi tingkat keramaian dan menjadi daya tarik tersendiri bagi kawasan Malioboro. Namun, tidak sedikit yang menganggap sebagai penghalang wajah asli Jalan Malioboro. Vitalitas lingkungan adalah aspek penting dalam meningkatkan ketertarikan pengunjung. Penelitian ini bertujuan untuk mengkaji dampak keputusan tersebut terhadap vitalitas Malioboro sebagai kawasan wisata. Dengan menggunakan metode kualitatif, penelitian ini membandingkan realita melalui survei lapangan dan kuesioner online yang dikumpulkan selama satu minggu dengan total 61 responden dan menggunakan teori vitalitas lingkungan dan kawasan wisata. Hal tersebut dilakukan untuk mendapatkan simpulan apakah keputusan untuk merelokasi PKL Malioboro dapat mempertahankan atau bahkan mengurangi vitalitas perkotaan kawasan Malioboro.

Introduction

Since the beginning of the 1970s, Malioboro has become the center of urban government and the economy. Malioboro Street is an attractive tourist destination for every visitor. The emergence of street hawkers was based on Patih Danureja's permission in 1970 for courtiers to trade. Then, several people from the Chinatown area also opened shops, until finally some of these street hawkers filled the front of Malioboro and blocked its façade. Seeing these conditions, a decision was issued to relocate the Malioboro street hawkers. In addition, the Regional Government of Yogyakarta wants to make the Malioboro tourist area one of the UNESCO cultural natural reserves. However, this decision also has pros and cons.

According to Yogyakarta Mayor Regulation Number 37 of 2010, "street hawkers have been regulated by the Yogyakarta City government", where the scope of the study area is classified as the location where street hawkers are allowed. However, over time, the DIY Regional Government (Pemda) has decided to relocate street hawkers (PKL) starting in early February 2022. Two new locations for street hawkers have been prepared, namely the former Indra Cinema Building and the former Yogyakarta Tourism Office Building, both of which are still in the Malioboro Tourism Area.

Before the relocation decision was made, street hawkers in the Malioboro street corridor filled the pedestrian walkway and facade of Malioboro. The pedestrian area becomes very narrow, with a width of 5 m, and is mostly filled with street vendors. Clearly, this is not inclusive and is less comfortable. However, this area is a meeting point for every visitor, with a variety of activities that can be carried out depending on the goods and snacks sold by the street vendors. At night, we can see several street markets, and not infrequently, there are art performances.



Figure 1 Art Performances for Uniting Street Hawkers
(Source: Kompasiana.com)

By providing varied events and activities, such as concerts, art exhibitions, street theater, and street markets, people will be attracted to an area just to see what's going on. Also, by having people on the streets, in cafes, and moving through the public realm, urban vitality is stimulated (Montgomery, 1995). This statement is clearly the opposite of the Yogyakarta city government's decision. The most lively and interesting parts of cities are places of complex variety where small-scale business activity is well represented. Therefore, diversity is essential to the success of cities, supported by sizable populations with a variety of preferences and tendencies (Montgomery, 1995). The Malioboro Street corridor with street hawkers has been a landmark, a place where transactions, meetings, a diversity of activities, and discussions are held. In other words, they increased the urban vitality of the Malioboro Street corridor. So, the question that will arise is whether the Yogyakarta city government's decision to relocate the street hawkers from Malioboro Street can be maintained, or it reduces Malioboro's urban vitality instead.

Urban vitality is the life of an area for approximately 24 hours. Urban vitality is used to encourage more interaction between activities and public spaces (Montgomery, 1995). Vitality in urban public spaces refers to spaces that are safer, more desirable, and more attractive, and they can offer more choices for social activities as well as being venues for cultural exchange and creativity. The vitality of the area is formed from four categories of vitality: economic vitality, social vitality, urban vitality, and cultural vitality. However, this research focuses on the theory of urban vitality and its constituent aspects. Susiyanti (2003) says several aspects affect the vitality of the urban area, namely comfort, security, safety, and fun. The following are indicators for each aspect of assessing the urban vitality of the area:

Table I Indicators of Urban Vitality

No	Aspects	Variable	Indicators
1.	Comfort	Pedestrian Path	Protected from the weather and available shelter for pedestrians
			The physical shape of the sidewalk is unbroken and sloping
			Freedom of movement, not hindered by the use of other lines
			Disabled friendly
		Green Open Space	The existence of public open spaces (parks, plazas)
			Can absorb heat and noises
		Motor vehicle parking	Close to trading activities
			Public transportation facilities and bus stops are available
		Accessibility	Ease of access to the trading area
		Building Management	Adequate order and density of buildings
2.	Security	Pedestrian Path	Pedestrian activity to create an active corridor
		Area Activities	All-day area activities
		Lighting	Adequate lighting, good visibility, and an unobstructed view
3.	Safety	Building structure	Ensure human safety from possible accidents or injuries due to failure of the building structure
		Fire Danger	Equipped with instructions on how to prevent, overcome, rescue from fire, and clear signs indicating the way out
			Equipped with fire stairs, 2-hour fireproof walls, and an available fire zone
		Pedestrian Path	Avoid conflicts between users of the area with motorized vehicles
			Avoid the danger of falling, crashing into poles, or trees
4.	Fun	Pedestrian Path	An interesting pedestrian route in terms of activity creativity and beauty
			Pedestrian paths are sought in the shortest and clearest paths, and not congested
		Area Attraction	Aesthetic, recreational, attractive, prestigious, and creative.
			There are various unique attractions
			Landmark of a trade area that is different from other areas, available certain image-forming sculpture

Source : (Jalaladdini et al, 2011; Pohan et al, 2018)

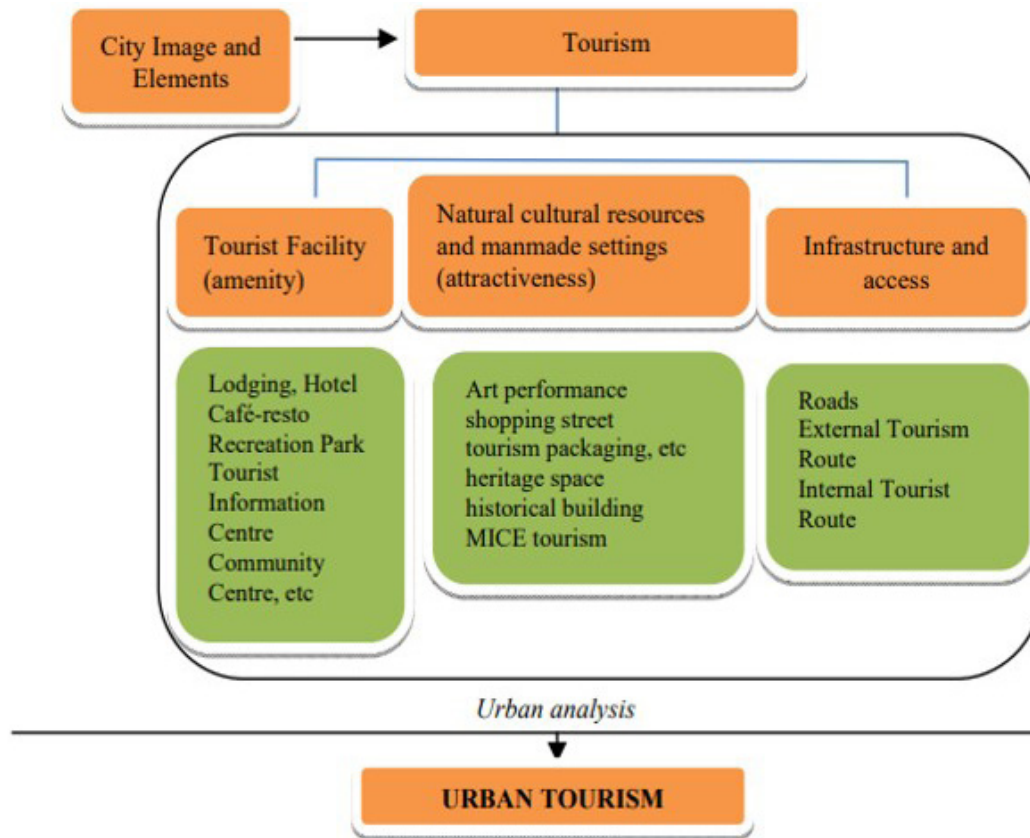


Figure 2 Urban Tourism Precincts Framework
(Source: Jalaladdini et al,2011)

These two related theories have the same goal, the number of visitors increases though the street hawkers are relocated.

Table II The Link between Urban Vitality and Urban Tourism Precincts

No	Urban Tourism Precincts Indicators	Urban Vitality Indicators
1	Social interactions	Enjoyment
2	Safety	Security and Safety
3	Sense of Belonging & Sense of Place	Convenience and Fun
4	Have Different Facilities	Convenience and Security
5	Transformability	Convenience
6	Aesthetics	Enjoyment
7	Accessibility	Convenience and Fun

Since there is a gap between Montgomery's 1995 statement that diverse activities can increase urban vitality and the relocation of street hawkers to the same place, the diversity of activities is reduced. This study aims to prove and examine further the relocation decision that affect the urban vitality of Malioboro Street and to find a link between the urban vitality of Malioboro Street and its role as an urban tourism precinct.

Method

This research used a grounded theory qualitative research method. Grounded theory is a qualitative research method that uses a set of systematic procedures to inductively develop a theory about a phenomenon. This method starts with a statement that is still vague and finally produces a theory that is collected from various data points. Qualitative research is research that is descriptive. Process and meaning are highlighted in qualitative research. The theoretical basis is used as a guide so that the research focus is on accordance with the facts in the field.

Procedure and Design

The following are the stages of this research:

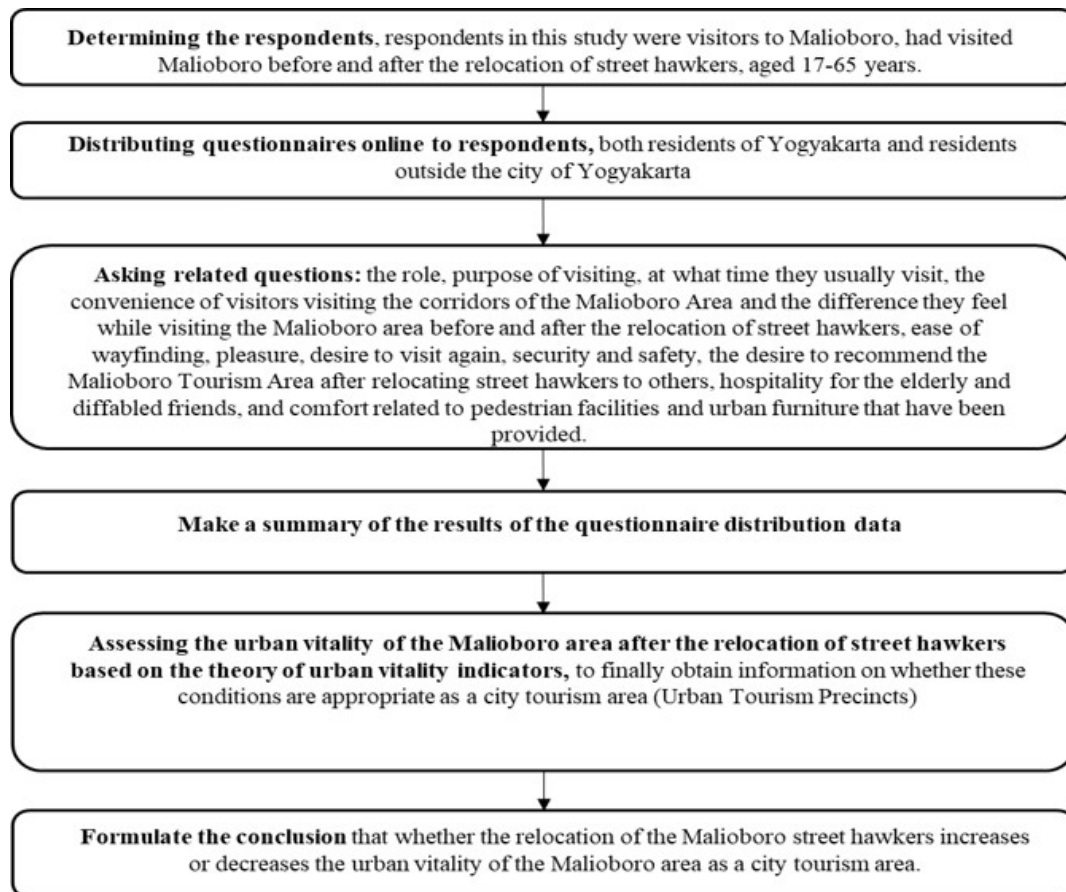


Figure 3 Research Stages

Data Collection

Data sources in this study are grouped into two categories: primary data and secondary data. The primary data in this study were obtained from the results of distributing online questionnaires with the following criteria: Malioboro visitors, aged 17–65 years, who have visited Malioboro before the relocation (meaning before February 2022) and after the relocation of street hawkers (after February 2022). In addition to the questionnaire, the primary data for this research will also be obtained from the researcher's documentation when visiting the Malioboro area after the street hawkers were relocated. Secondary data were obtained from a literature review, previous research, and comparative studies, including theoretical studies related to urban vitality and urban tourism in public places and a study of the Yogyakarta Street hawker arrangement policy.

The data collection techniques used were document analysis, observation, and questionnaire distribution. The observation technique used in this study was a field survey to observe the vitality of Malioboro Street after the street hawkers were relocated. For online questionnaires, researchers prepared a research instrument in the form of written questions with answers using a Likert scale (scale 1–5) to formulate the conclusions obtained.

The scope of this research area is the city of Yogyakarta, precisely on Malioboro Street. However, this research will focus on the Malioboro Street corridor, 1 km from the north, right at the Malioboro Kembang Market Park intersection, to the Marga Mulya Church intersection, Yogyakarta. This research was conducted in the period of March–May 2022, and field documentation was taken in March 2022.

Data Analysis

Based on this type of research, namely qualitative research, the data analysis technique used is descriptive qualitative, where the results of the data obtained will be processed into a description and study of the impact of the relocation of street hawkers on the vitality of Malioboro Street as a tourist area. Starting from data collection, processing data by concluding primary and secondary data, and ending at the conclusion.

The data sampling method that was used in this study was probability sampling. Proportionate stratified random sampling was done by making layers (strata), and then from each layer, several subjects were taken randomly. The number of subjects from each layer (strata) was the research sample. In this study, the strata referred to are classified based on the age classification and the role of visitors to the Malioboro tourist area.

Result and Discussion

At night, it can be seen that the activity along the Malioboro Street corridor is still bustling with visitors. However, there are no busy culinary activities, which are usually located in the pedestrian area. Activities tend to be quiet; the crowd point is in Teras Malioboro, the area where street hawkers are moved.

Field Observation and Survey Results

Documentation during the day was taken at 11.30 a.m. The condition of the Malioboro Street corridor tends to be quiet; there are not many activities to do, unlike the conditions before the relocation of street hawkers, where many activities could be carried out.



Figure 4 Pedestrian Night Conditions in Malioboro Street

Vehicle parking is provided at several points, but still along the Malioboro Street corridor. This is being done to avoid traffic jams and crowds of vehicles that used to fill Malioboro Street. This is considered quite good because this tourist corridor has become tidier.



Figure 5 Vehicle Parking Area on Malioboro Street

Optional transportation such as *delman* (horse carts) and pedicabs is provided at several points closest to the pedestrian area. This is available to support the economy of the city of Yogyakarta. Because horse carts and pedicabs are typical regional transportation, this is also considered to improve the visitor experience.



Figure 6 Pedicabs as Transportation Options around Pedestrian Routes

As for the pedestrian path itself, nowadays it feels quieter. A pedestrian path with urban furniture that is disabled-friendly has existed since before the relocation, but when there were street hawkers, the pedestrian path became narrower and was not flexible, so it tended to be dangerous for the disabled. The facade of this shopping arcade is neatly arranged and still maintains the uniqueness of the Yogyakarta cultural heritage building, although several shops carry a contemporary architectural style.



Figure 7 Pedicabs as Transportation Options around Pedestrian Routes

There are regional landmarks that are typical of the Malioboro Tourism Area with Javanese script and several new landmarks where visitors can take pictures with statues. These new landmarks also serve as zone markers. Lighting lamps for pedestrian paths scattered in the area can also become regional landmarks, considering their shape is very similar to Javanese carvings. Apart from landmarks, there is also signage or markers scattered in the Malioboro Tourism Area. These markers can make it easier for visitors to find their destination. In addition, there is uninterrupted vegetation to support the beauty of the pedestrian paths, although the vegetation in the form of trees and ornamental plants cannot absorb solar heat and noise.



Figure 8 Malioboro Street Corridor Markers, Landmarks, and Vegetation

The atmosphere of the pedestrian path now feels neater and more orderly, with urban street furniture that is scattered, which can provide comfort for visitors to relax and can be a point of interaction between visitors. Urban street furniture in the form of seats, bollards, trash cans, and hand washing areas is able to enhance the visitor experience when visiting the Malioboro Tourism Area. This urban street furniture is also used and well-maintained by visitors.



Figure 9 Urban Street Furniture on Pedestrian Path at Malioboro Street Corridor

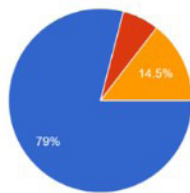
Online Questionnaire

The online questionnaire had been distributed for one week, with a total of 61 respondents in the period March–May 2022. The respondents have the following criteria: Malioboro visitors who have visited Malioboro before the relocation (meaning before February 2022) and after the relocation of street hawkers (after February 2022) and are aged 17–65 years. The age range used in this study aims to identify inclusivity. These are the following results:

Table III Online Questionnaire

No	Category	Demographics
1	Age	78.7% are respondents aged 17-29 years; 14.68% aged 45-65 years; and 6.6% aged 30-44 years
2	Role	100% role as tourists/visitors
3	Destinations	57.4% recreation; 27.9% shopped; 11.5% culinary, and 3.3% other activities
4	Activity time	72.1% are active at 18.00-24.00; 26.2% are active at 11.00-17.00; and 1.6% are active at 05.00-10.00

Please state the age :



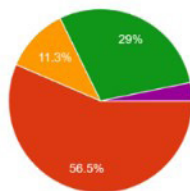
Please state your role when visiting the Malioboro area :

● 17-29
● 30-44
● 45-65



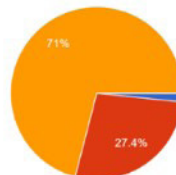
● Trader
● Visitors/ tourist

What is your purpose in visiting the Malioboro area?



● Trading
● Recreation
● Culinary
● Shopping
● Others

At what time do you usually visit the Malioboro area?

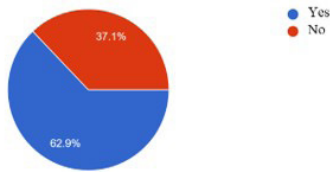


● 05.00-10.00
● 11.00-17.00
● 18.00-24.00

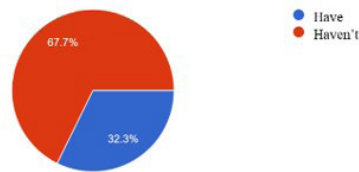
Figure 10 Respondents' Data

From these characteristics, with an assessment using a Likert scale (1–5), the results were obtained in an outline, such as convenience before and after the relocation: 67.2% felt more comfortable with the current conditions; 24.6% felt very comfortable; and 8.2% felt uncomfortable. Ease of wayfinding: 70.5% find it easy to find places of interest, roads, and landmarks they are going to; 19.7% find it very easy; and 9.8% find it difficult. The bustling area: 73.8% feel the current conditions are busier and livelier; however, 26.2% feel otherwise. Enjoyment: 83.6% feel happier with the current conditions, but 16.4% feel otherwise. Desire to visit again: 62.3% feel like visiting the Malioboro Tourism Area after experiencing the current conditions, 34.4% feel like they want to, and 3.3% feel they don't want to and tend to avoid it. Security: 72.1% feel safer visiting the Malioboro Tourism Area at this time, and 26.2% feel very safe. Inclusivity: 82% feel the current conditions are friendly enough for the elderly and disabled; 11.5% feel the current conditions are very friendly for the elderly; and 6.6% feel they are very unfriendly. Regarding urban street furniture, 95.1% feel the available urban street furniture enhances their experience, and 4.9% feel the opposite.

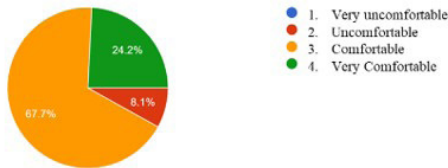
Are you aware of the latest news regarding the relocation of 1,832 street hawkers who are usually located along the corridor of Jl. Malioboro?



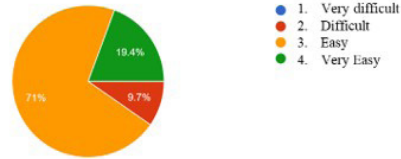
Have you visited the Malioboro Area corridor after the relocation of street hawkers in early February 2022?



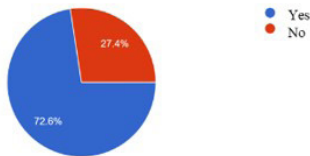
When compared with the previous conditions, how comfortable were you when visiting the Malioboro area after the street hawkers were relocated?



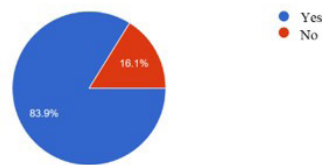
With conditions like this, do you find it easier to find roads, shops, or other destinations when visiting the Malioboro area?



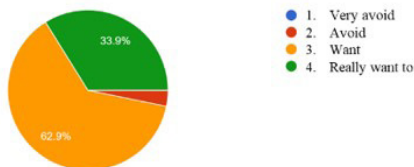
Do you feel that the corridor atmosphere in the Malioboro area is now busier and livelier?



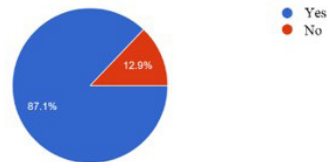
Do you feel happier with the current condition of the Malioboro area corridor?



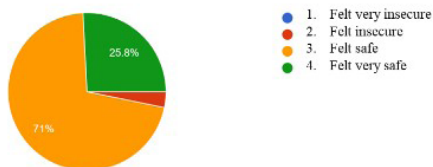
How eager are you to revisit the Malioboro area in the next opportunity?



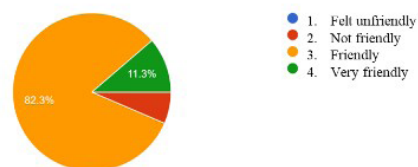
Would you recommend the Malioboro area to other people?



In terms of safety and security, do you feel safer when visiting the Malioboro area after the relocation of street hawkers?



Is the condition of the corridor Jl. Malioboro currently friendly enough for the elderly and friends with disabilities?



Do you feel that pedestrian facilities such as; chairs, shady areas, and greenery which are facilitated in the corridor of Jl. Malioboro at this time can make your visiting experience more enjoyable?

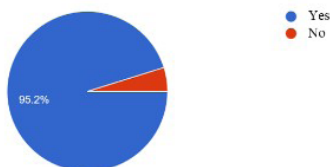


Figure 11 Online Questionnaires

Urban Vitality Assessment on Urban Vitality Indicators

This assessment method compares the results of the survey and the results of the questionnaire to the indicators of urban vitality that have been listed in Table 11. Indicators of urban viability. More details are explained in:

Table IV Urban Vitality Assessment Based on Urban Vitality Indicators

No	Aspect	Variable	Indicators	Condition of Malioboro Street	
				Before Relocation	After Relocation
1.	Convenience	Pedestrian Path	Protected from the weather and available shelter for pedestrians	No	Yes
			The physical shape of the sidewalk is unbroken and sloping	Yes	Yes
			Freedom of movement, not hindered by the use of other lines	No	Yes
			Disabled friendly	No	Yes
		Green Open Space	The existence of public open spaces (parks, plazas)	No	Yes
			Can absorb heat and noises	No	No
		Motor Vehicle Parking Area	Close to trading activities	Yes	Yes
			Public transportation facilities and bus stops are available	Yes	Yes
		Accessibility	Ease of access to the trading area	Yes	Yes
2.	Security	Building Management	Adequate order and density of buildings	No	Yes
		Pedestrian Path	Pedestrian activity to create an active corridor	Yes	No
		Area Activities	All-day area activities	Yes	Yes
3.	Safety	Lighting	Adequate lighting, good visibility, and an unobstructed view	No	Yes
		Building Structure	Ensure human safety from possible accidents or injuries due to failure of the building structure	No	Yes
			Equipped with instructions on how to prevent, overcome, rescue from fire, and clear signs indicating the way out	-	-
		Fire Hazard	Equipped with fire stairs, 2-hour fireproof walls, and an available fire zone	-	-
			Avoid conflicts between users of the area with motorized vehicles	Yes	Yes
		Pedestrian Path	Avoid the danger of falling, crashing into poles, or trees	No	Yes

No	Aspect	Variable	Indicators	Condition of Malioboro Street	
				Before Relocation	After Relocation
4.	Fun	Pedestrian Path	An interesting pedestrian route in terms of activity creativity and beauty	No	Yes
			Pedestrian paths are sought in the shortest and clearest paths, and not congested	Yes	Yes
		Area Attraction	Aesthetic, recreational, attractive, prestigious, and creative.	No	Yes
			There are various unique attractions	Yes	No
			Landmark of a trade area that is different from other areas, available certain image-forming sculpture	Yes	Yes

From this table, it is found that the number of “yeses” in the current condition column is higher, so it can be concluded that the current situation is better based on urban vitality assessment indicators. However, there are some drawbacks, such as the lack of interesting activities in the Malioboro Street corridor, so the atmosphere of the Malioboro Tourism Area is not lively, and the selection of vegetation is not quite right, so it has not been able to reduce the sun’s heat and noise.

Urban Vitality Assessment on Urban Tourism Precincts

This assessment was carried out to assess the urban vitality of Malioboro Street as a tourist area. This assessment method compares the results of the survey and the results of the questionnaire to the indicators of urban poverty in precincts, which are explained in more detail in the following table:

Table V Urban Vitality Assessment Based on Urban Tourism Precincts Indicators

No	Aspects	Variable	Indicators	Condition of Malioboro Street	
				Before Relocation	After Relocation
1.	Social Interactions	Invites the occurrence of communication between visitors	Available street furniture that supports visitors to sit and relax	Yes	Yes
			Available unique area attractions	No	Yes
2.	Safety	Safety against unwanted traffic, crime, and experiences	Available pedestrian activity so that corridor activity is active	Yes	No
			Available activities throughout the day	Yes	Yes
			Adequate lighting, good visibility, and an unobstructed view	No	Yes
3.	Sense of Belonging & sense of place	There is an image that is formed, and it feels like home	Formed interaction, social activity, and easy-to-spot landmarks.	Yes	Yes

No	Aspects	Variable	Indicators	Condition of Malioboro Street	
				Before Relocation	After Relocation
4.	Various Facilities	There are various facilities so that the area feels important	Variety of activities and facilities,	No	Yes
			Protected from the weather and there is a shelter for pedestrians	No	Yes
			The availability of commercial and entertainment facilities	Yes	Yes
			Public open spaces (parks, plazas)	No	Yes
			Aesthetic, recreational, attractive, and prestigious	No	Yes
5.	Transformability	Can be a place for visitors to express their activities	Public transportation facilities and stops are available	Yes	Yes
			Ease of access to the trading area	Yes	Yes
			Adequate order and density of buildings	No	Yes
6.	Aesthetics	Satisfy the needs and visuals of visitors	Availability of unique area attractions	No	Yes
			New buildings must be able to visualize the old buildings	Yes	Yes
7.	Accessibility	Stimulate mountaineers to be present in the region	Increase accessibility to public space	No	Yes
			The physical shape of the sidewalk is unbroken and sloping	Yes	Yes
			Diffable friendly	No	Yes
			Close to trading activities	Yes	Yes
			Avoid the danger of falling, hitting a pole, or a tree	No	Yes
			An interesting pedestrian route both in terms of activity and beauty	No	Yes
			Pedestrian paths are sought in the shortest and clearest paths, and not congested	Yes	Yes

It can be seen that the number of “yeses” in the current condition column is higher than in the previous condition column. It can be concluded that the urban vitality of Malioboro Street as a tourist area after the relocation of street hawkers is better than before the relocation of street hawkers.

Conclusion

The relocation can increase the urban vitality of the Malioboro area as a tourist area, with several notes that can be taken to increase the comfort of visitors, namely by increasing the variety of activities, creating a lively atmosphere in the pedestrian area, and choosing the right vegetation to minimize the sun's heat and noise. Because visitors have simply lost their sense of place and sense of belonging to the Malioboro Tourism Area, which they knew before, it has increased comfort and a variety of activities. Furthermore, it can also increase their attractiveness.

The relocation of Malioboro Street hawkers has succeeded in increasing pedestrian comfort and tidiness in the Malioboro corridor. The Malioboro Street corridor became cleaner and tidier after the

relocation. Since the street hawkers vacated the front facade of Malioboro, the pedestrian area has become wider. There is a shaded area that can be used in the heat or rain. So that pedestrians have choices and feel more comfortable strolling around.

This research shows that there is harmony between theories of urban vitality and urban tourism and the actual conditions in the field. Because urban tourism has similar aspects to urban vitality, such as attraction, safety, accessibility, and so on, When the region's vitality improves, its role as an urban tourism precinct will also increase.

This study has some limitations. Such a questionnaire may not completely cover some questions to dig deeper for the information needed. When the research was conducted in the post-pandemic era, it was not possible to conduct interviews at the research location. It has been tried several times by the author, but none of the respondents wanted to be interviewed. For further studies, we need to do a face-to-face interview to get the right target respondents in the study location.

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