

Evaluating The Role Place Identity on Cultural Tourism Sustainability in Samarinda Weaving Community Using Propensity and Correlation Analysis

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ABSTRACT

This study evaluates place identity's role in sustaining cultural tourism within Samarinda's Weaving Community. Using a quantitative approach, data from 87 weavers were collected (Jan-Feb 2025). The methodology involves a proportion test for initial identity level diagnosis, followed by correlation analysis (Spearman's ρ) to reveal how place identity sub-variables influence cultural tourism sustainability. Findings show over 50% of weavers have moderate place identity, with a significant correlation ($\rho = 0.596$) to tourism sustainability. These insights suggest strengthening place identity via community engagement and infrastructure support to preserve weaving heritage and boost cultural tourism.

INTRODUCTION

Place is a fundamental entity that not only provides a container for daily activities but also imbues profound meaning for the surrounding communities (Kyle & Chick, 2007), subsequently manifesting as place attachment (Lewicka, 2011). This attachment is reinforced by social bonding, which is crucial in fostering a sense of community (Raymond et al., 2010). In the Indonesian urban context, such communities are often found in "kampung kota" (urban villages), settlements rich in historical value where diverse cultures converge, forming a distinctive place identity. Place identity is understood as a component of self-identity, shaped through the interaction between individuals and their physical environment, encompassing personal and social dimensions of one's connection to a place.

The Samarinda Weaving Cultural Tourism Village serves as a significant example of a historical urban village, existing since 1668, founded by artisans and traders who migrated from Sulawesi (Direktorat Tradisi et al., 2010). The weaving craft in this village has evolved into an icon of Samarinda City and a local economic hub, with Samarinda Sarong as a distinctive souvenir (Rifayanti et al., 2017). Since 2012, the Samarinda City Government and the National Crafts Council (Dekranas) have officially designated the Weaving Cultural Tourism Village as a cultural tourism destination, in line with national tourism priorities (Hayuni & Syahbana, 2014). The presence of cultural heritage houses and the recognition of Samarinda Woven Sarong as Intangible Cultural Heritage (WBTB) further strengthen the village's identity and cultural tourism potential (Unesco Permanent Delegation of the Republic of Indonesia, 2016). The weavers, typically from intergenerational lines, uphold weaving as a living intangible heritage, fostering a strong collective identity.

Despite its rich historical and cultural heritage, the Weaving Village's place identity faces serious sustainability challenges. The number of weavers has declined drastically from 718 in 1984 to only 159 in 2010, most of whom are elderly. Intergenerational interaction has weakened, interest in weaving is diminishing, and several traditional weaving houses have shifted functions. Supporting infrastructure, including residential conditions and wastewater treatment facilities, remains suboptimal, while marketing efforts, inter-weaver collaboration, and tourism awareness are limited. These conditions reflect weaknesses in several sub-variables of place identity – familiarity, attachment, perception, commitment, and memorable life experiences – which pose a threat to the long-term sustainability of this intangible cultural heritage-based tourism village (Kantor Perwakilan Bank Indonesia, 2014).

This research contributes significantly to enhancing the understanding of place identity's role in cultural tourism sustainability. Phenomenologically, this study is driven by concerns over the diminishing weaving activities and the eroding place identity inherent to the Weaving Village, which serves as a vessel for Intangible Cultural Heritage. The urgency of this research lies in analyzing the social conditions of the community and their implications for place identity and the sustainability of the Weaving Cultural Tourism Village. This paper's contributions include utilizing a unique niche sample – weavers as cultural

actors preserving intangible heritage—and enriching theory and methodology through micro-spatial analysis of place identity with specific variable adjustments tailored to the Weaving Village. The research methodology is systematically designed: a proportion test serves as an initial diagnostic to understand the basic condition of place identity, while correlation analysis acts as an in-depth examination to unveil the mechanisms by which place identity (through its components) influences and contributes to cultural tourism sustainability. This approach ensures that the research findings are not only descriptive but also provide a strong analytical understanding of the relationship between place identity and the sustainability of cultural tourism destinations. Thus, this study aims to evaluate the role of place identity in sustaining cultural tourism within the Samarinda Weaving Community, ultimately contributing to the community's prosperity and well-being by leveraging historical assets and cultural heritage in a sustainable manner.

THEORETICAL REVIEW

Place Identity

Place identity, a pivotal construct in environmental psychology, refers to the emotional attachment to the important characteristics of a place that imbues meaning and purpose for its inhabitants (Williams & J.Vaske, 2003). It is intrinsically linked to the maintenance of spatial meaning, which in turn reflects a part of an individual's self-definition. The formation of place identity is dynamic, evolving through continuous interaction between individuals and their environment. It is also influenced by social connections and a sense of community, where shared experiences and collective memory contribute to a strong identification with a particular locality (Relph, 1976).

Place identity is comprehensively understood through five key sub-variables (Lalli, 1992):

1. **Familiarity with the Living Environment:** This pertains to the interaction of artisans within their neighborhood based on daily experiences and activities, fostering social closeness within the community. It reflects the degree of social interaction and daily engagement with the local environment.
2. **Attachment to the Living Environment :** This dimension encompasses the interactions between artisans and the broader community, facilitating the achievement of shared goals or needs through the physical characteristics and utilization of space within the Weaving Village. It signifies emotional and functional ties to the physical aspects of the place, influenced by collective utilization of space and community values like mutual cooperation.
3. **Perception of the Living Environment:** This refers to the artisans' evaluation of the Weaving Village as a conducive environment for craft activities. It captures their assessment of the physical conditions, available infrastructure, and external support. While emotional comfort and pride in historical and cultural values are present, there are often critical views regarding structural limitations.

4. **Commitment to the Living Environment:** This indicates the artisans' willingness and intention to remain in the Weaving Village. It is driven not merely by functional or economic considerations but by strong emotional attachments formed through daily life experiences, social interactions, and cultural continuity. This affective attachment acts as a primary motivator for individuals to stay, even amidst structural limitations or minimal external support.
5. **Memorable Life Experiences Related to the Living Environment :** This sub-variable captures the significant life experiences of artisans residing in the Weaving Village that shape their identification with the place. These experiences contribute to the

Based on observations within the Samarinda Weaving Cultural Tourism Village, it is hypothesized (H1) that more than 50% of artisans possess a moderate sense of place identity in the community's development. This hypothesis is supported by findings indicating that while some groups demonstrate strong identification, the majority show moderate levels, suggesting room for improvement, particularly concerning their connection with public facilities and government support

Cultural Tourism Sustainability

Cultural tourism sustainability refers to tourism that focuses on history and culture to preserve existing cultural heritage. It involves maintaining the integrity of cultural assets while ensuring long-term benefits for the local community and environment (Kementerianian Pariwisata, 2019). For the Weaving Cultural Tourism Village, sustainability is crucial given its status as a vessel for intangible cultural heritage—the weaving activity itself. The continuity of this cultural practice and the well-being of its practitioners are central to the village's identity and its viability as a cultural tourism destination. Challenges such as declining artisan numbers, inadequate infrastructure, and limited marketing pose significant threats to this sustainability. Therefore, understanding and strengthening factors like place identity are vital for ensuring the longevity of cultural tourism in such contexts.

The Implication of Place Identity on Cultural Tourism Sustainability

A strong place identity profoundly impacts the sustainability of cultural tourism, particularly concerning environmental and social dimensions. A space with a robust identity fosters increased awareness and communal bonds among its inhabitants. The identity of an environment evolves from a continuous, reciprocal relationship between the place and its occupants, ideally culminating in a cultural creation by its citizens and serving as a means for preserving the city's cultural continuity (Oktay, 2002; Kim & Kaplan, 2004).

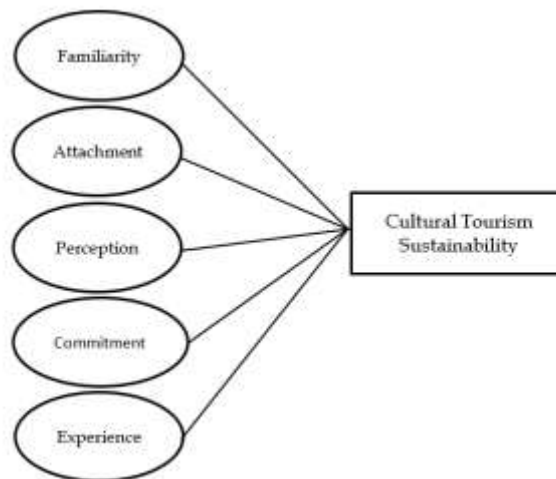


Figure 1. Conceptual Framework about Correlation between Sub-Variables of Place Identity to Cultural Tourism Sustainability

Therefore, each sub-variable of place identity plays a critical role in fostering cultural tourism sustainability:

1. Familiarity and Attachment cultivate deep emotional and functional ties, driving community members to preserve their heritage and actively engage in activities that ensure the village's cultural and economic viability, including the maintenance of environmental quality. This cohesion promotes collective action towards sustainable practices.
2. Perception of the environment, encompassing its physical state and support systems, directly influences community satisfaction and willingness to invest in the place's future. Positive perceptions, coupled with critical awareness of deficiencies, encourage efforts to improve infrastructure and environmental conditions that underpin sustainable tourism.
3. Commitment to the living environment ensures the continuity of cultural traditions and the artisan community itself. This affective bond translates into a desire to protect and enhance the local environment and its cultural assets for future generations, directly supporting sustainability.
4. Memorable Life Experiences strengthen collective memory and reinforce the cultural significance of the place. These experiences motivate artisans to actively participate in preserving their heritage and promoting responsible cultural tourism, fostering a sustainable future for the village's unique cultural landscape.

METHODOLOGY

This study employs a clear and concise quantitative approach to evaluate the role of place identity in sustaining cultural tourism within the Samarinda Weaving Community.

Research Location

The research was conducted in Kampung Tenun Samarinda, specifically encompassing the areas of RT 01 and RT 02. This location was selected as it represents the core of the weaving community and the officially designated cultural tourism village.

Population and Sample

The population for this study consisted of all weavers residing in Kampung Tenun Samarinda, RT 01 and RT 02, totaling 87 individuals. Given the manageable size of the population, the entire population served as the sample for this research, ensuring comprehensive data collection from the whole artisan community.

Research Type and Data Collection Method

This study adopted a quantitative research design. Primary data collection was carried out through the dissemination of questionnaires to respondents. The questionnaires were structured using a Likert scale, which allowed respondents to indicate their level of agreement or disagreement with various statements, thereby enabling the quantification of perceptions and attitudes related to the research variables.

Research Variables

The study investigated two main variables:

1. **Place Identity:** This variable is conceptualized through five sub-variables, with each sub-variable measured by 15 indicators. The sub-variables of place identity include: Familiarity with the Living Environment (FA), Attachment to the Living Environment (AT), Perception of the Living Environment (PR), Commitment to the Living Environment (CM), Memorable Life Experiences Related to the Living Environment (EPC).
2. **Cultural Tourism Sustainability:** This variable is assessed through three sub-variables, with each sub-variable consisting of 10 indicators. The composite value for the Cultural Tourism Sustainability variable was obtained by summing the scores from each of its constituent sub-variables.

Data Analysis Techniques

Data analysis proceeded through several critical stages:

1. **Proportion Test**

The proportion test was utilized as an initial diagnostic tool to examine descriptive hypotheses regarding the prevalence of place identity levels among artisans. To perform this test, ordinal data from the Likert scale were transformed into an interval scale. To perform this test, ordinal data from the Likert scale were transformed into an interval scale. A common approach for this transformation is the Method of Successive Intervals (MSI) or similar methods, which convert categorical scores into interval values based on assumptions

of cumulative distribution. Following this transformation, the steps for the proportion test using the z-statistic (Z count) are as follows (Azwar, 2005):

- a. Convert Ordinal Data to Interval
Ordinal data obtained through instrument questionnaire moreover formerly converted into interval data. This process done with set Likert scale for give weight representative numerical to level perception respondents .
- b. Determination of Upper Class Limit Value
Upper limit value class determined with add up mark
$$z = \frac{\hat{p} - p_0}{\sqrt{\frac{p_0(1-p_0)}{n}}}$$

maximum from interval data at each indicator . This value represent score the highest that can be achieved in measurement .While that , the lower limit set in a way absolute in value zero (0).
- c. Determining the Total Respondent Score Limit
next step is set the upper and lower limits of the total score from overall answer respondents. This value obtained based on accumulation score from all over measured indicators in study.
- d. Determining the Number of Classes Category
In research This used five classes category for interpret level response respondents. The category consists of upper: very low, low, medium, high, and very high .
- e. Determining the Class Interval Limit Range
Stage next is set interval range for each class. Range This counted based on range value, namely difference between the total upper limit value (result addition mark maximum from all over indicator) and lower limit (zero). Range This Then divided equally for determine the interval limits for the five classes that have been set.
- f. Classification of Respondents' Total Scores to in Class
After range class set, done identification to the total answers every respondents for determine to which class are they in including. This process aim get distribution frequency or amount craftsmen in each category class.
- g. Hypothesis Formulation: Defining the null hypothesis (H0) and the alternative hypothesis (H1) concerning the population proportion (e.g., H0:p≤0.50 versus H:p>0.50 for the assumption that more than 50% have a moderate place identity).
- h. Determination of Significance Level (α): The established tolerance for error was 5% (0.05).
- i. Calculation of Test Statistic (Z count): Using the proportion test formula to compute the Z count value based on the sample proportion and the hypothesized proportion.

.....(1)

Information :

- z = value test statistics (z -count)
- \hat{p} = proportion results observation (number respondents in the category certain divided by total respondents)
- p_0 = expected proportion or proportion hypothesis (usually set researchers , in study This is 0.5 or 50%)
- n = total number of respondents

- j. Determination of Critical Value (Z table): Finding the appropriate Z. Table value corresponding to the significance level (α) and the type of test (one-tailed/two-tailed).
 - k. Decision Making: Comparing Z count with Z table. If Z count > Z Table (or p-value < α), then H_0 is rejected, meaning the alternative hypothesis is accepted.
2. Validity and Reliability Tests
- Prior to the main analysis, all indicators for both Place Identity and Cultural Tourism Sustainability variables underwent validity and reliability tests using SPSS software .
- a. Validity Test: The validity of the research instrument was assessed using a construct validity approach through the Pearson Product-Moment correlation method (Polit & Beck, 2006). Data were collected from 87 respondents for a questionnaire consisting of five sub-variables, with each sub-variable comprising 15 indicator items. For each sub-variable, a total score was computed by summing all indicator items within that specific sub-variable. The validity testing process involved correlating the score of each indicator item with its respective sub-variable's total score. The criterion for validity was determined based on the significance value (2-tailed) of the Pearson correlation coefficient. An indicator item was declared valid if its significance value (p-value) was less than the predetermined significance level ($\alpha = 0.05$). All statistical calculations were performed using IBM SPSS Statistics software.
 - b. Reliability Test: This test assesses the consistency and stability of the measurement instrument. Reliability is commonly evaluated using Cronbach's Alpha coefficient. A questionnaire is considered reliable if its Cronbach's Alpha value is > 0.60. All indicators in this study met these stringent criteria, ensuring the robustness of the collected data (Cronbach, 1951).
3. Spearman Correlation Test
- Following the general understanding of place identity levels from the proportion test, Spearman correlation analysis was employed as an in-depth analysis to measure the strength and direction of the non-parametric relationship between the sub-variables of place identity

(familiarity, attachment, perception, commitment, memorable life experiences) and the Cultural Tourism Sustainability variable. The Spearman test was chosen due to the nature of the data, which may not always conform to normal distribution or full interval/ratio scales. Results interpretation is based on the correlation coefficient (ρ), ranging from -1 to +1, where values approaching +1 indicate a strong positive correlation, and values approaching -1 indicate a strong negative correlation (Field, 2018). The significance value (p-value) is also used to determine if the correlation is statistically significant at the established confidence level (e.g., 5%).

The systematic application of these methods ensured that the research findings were not only descriptive but also provided a robust analytical understanding of the complex relationships between place identity and cultural tourism sustainability within the Samarinda Weaving Community.

RESULTS

Proportion Test of Artisan's Self-Identification Level Towards Place Identity in the Samarinda Woven Cultural Tourism Village

The proportion test of artisan's self-identification level towards place identity in the Samarinda Woven Cultural Tourism Village was conducted to evaluate the extent to which artisan identify themselves with their living environment. This analysis involved the distribution of respondents based on class categories, sub-variable achievements, and specific indicators.

Table 1. Results of the Proportion Test of Craftsmen's Spatial Identity Level towards the Woven Village

Class Category	Class	Number of Respondents	Proportion (%)	Z Calculated	Z table	Conclusion
Very Low	0-36	0	0.00	-9.33		
Low	37-73	9	10.34	-7.40		
Medium	74-110	52	59.77	1.82	1.645	H0 Accepted, Ha Rejected
High	111-147	15	17.24	-6.11		
Very High	148-184	11	12.64	-6.97		

The results of the proportion test show that the majority of respondents, 52 people or 59.77%, are in the "Medium" category with a class range of 74–110. The calculated Z-value for this category is 1.82, which is greater than the Z-table (1.645), thus the null hypothesis (H0) is accepted and the alternative hypothesis (Ha) is rejected. This indicates that more than 50% of artisan identify themselves with spatial identity in the medium category.

The distribution of respondents in other categories shows that 15 respondents (17.24%) are in the "High" category, 11 respondents (12.64%) in the "Very High" category, and 9 respondents (10.34%) in the "Low" category. No respondents were included in the "Very Low" category (0%). These results

indicate that the craftsmen's spatial identification is generally at a moderate level, with more limited variation compared to their sense of togetherness.

Instrument Validity

The validity of the 75 indicator items across the five sub-variables of spatial identity was assessed using Pearson Product-Moment correlation. Each indicator item was correlated with its respective sub-variable's total score. A significance level (α) of 0.05 was used as the criterion for validity, meaning that indicator items with a two-tailed significance value (p-value) less than 0.05 were considered valid. The total sample size for this analysis was 87 respondents.

The results for each sub-variable are presented as follows:

1. **Familiarity with the Living Environment (FA):** All 15 indicator items for Familiarity with the Living Environment demonstrated a significant positive correlation with the total score for this sub-variable (Skor FM/Skor FA), with p-values consistently below 0.05. This indicates that all 15 items are valid measures of the Familiarity with the Living Environment construct.
2. **Attachment to the Living Environment (AT):** Similarly, all 15 indicator items measuring Attachment to the Living Environment exhibited significant positive correlations with the Skor AT ($p < 0.05$). This confirms the validity of all items within this sub-variable.
3. **Perception of the Living Environment (PR):** For the Perception of the Living Environment sub-variable, all 15 indicator items showed significant positive correlations with their respective total score (Skor PR), with all p-values less than 0.05. Consequently, all items for Perception of the Living Environment are deemed valid.
4. **Commitment to the Living Environment (CM):** The validity test for the Commitment to the Living Environment sub-variable revealed that all 15 indicator items were significantly correlated with the Skor CM ($p < 0.05$). This indicates that every item contributes validly to the measurement of Commitment to the Living Environment.
5. **Memorable Life Experiences Related to the Living Environment (EPC):** Finally, all 15 indicator items designed to measure Memorable Life Experiences Related to the Living Environment demonstrated significant positive correlations with the Skor EPC ($p < 0.05$). Therefore, all items under this sub-variable are considered valid

Instrument Reliability

The reliability of the research instrument was assessed using Cronbach's Alpha (α) coefficient to evaluate the internal consistency of the 75 indicator items distributed across five sub-variables of spatial identity. The testing was conducted separately for each sub-variable, including only those items that had previously been identified as valid. A common acceptance threshold for reliability was adopted, where a Cronbach's Alpha value of ≥ 0.70 was considered indicative of good reliability. All statistical analyses were performed using IBM SPSS Statistics.

The reliability test results for each sub-variable are as follows:

1. **Familiarity with the Living Environment (FA):** The sub-variable Familiarity with the Living Environment, comprising 15 indicator items, yielded a Cronbach's Alpha value of **0.895**. This value indicates excellent reliability, demonstrating high internal consistency among the items measuring this construct.
2. **Attachment to the Living Environment (AT):** For the Attachment to the Living Environment sub-variable, with its 15 indicator items, the obtained Cronbach's Alpha value was **0.902**. This figure also signifies excellent reliability, confirming that the items within this scale are consistent in their measurement.
3. **Perception of the Living Environment (PR):** The Perception of the Living Environment sub-variable, consisting of 15 indicator items, showed a Cronbach's Alpha value of **0.887**. This value confirms that the instrument used to measure the perception of the living environment possesses a very good level of reliability.
4. **Commitment to the Living Environment (CM):** The reliability test for the Commitment to the Living Environment sub-variable (15 indicator items) resulted in a Cronbach's Alpha value of **0.878**. This value also falls into the excellent category, indicating strong consistency among the items.
5. **Memorable Life Experiences Related to the Living Environment (EPC):** Lastly, the Memorable Life Experiences Related to the Living Environment sub-variable, with its 15 indicator items, exhibited a Cronbach's Alpha value of **0.916**. This value is the highest among all sub-variables, affirming the outstanding reliability of the items measuring memorable life experiences.

Correlations between Spatial Identity Sub-Variables and Cultural Tourism Sustainability

Spearman's rank-order correlation was conducted to assess the relationships between the five sub-variables of spatial identity (Familiarity with the Living Environment/FA, Attachment to the Living Environment/AT, Perception of the Living Environment/PR, Commitment to the Living Environment/CM, and Memorable Life Experiences Related to the Living Environment/EPC) and the overall Cultural Tourism Sustainability (SCT) variable. This non-parametric test was chosen due to the non-normal distribution observed in several variables. A significance level of $\alpha=0.05$ was set for all analyses. The results are presented as follows:

1. **Familiarity with the Living Environment (FA) and Cultural Tourism Sustainability (SCT)** A strong, positive, and statistically significant correlation was found between Familiarity with the Living Environment and Cultural Tourism Sustainability ($r_s=0.612, p<0.001$). This indicates that higher levels of familiarity with the living environment are associated with greater cultural tourism sustainability.

2. **Attachment to the Living Environment (AT) and Cultural Tourism Sustainability (SCT)** There was a strong, positive, and statistically significant correlation between Attachment to the Living Environment and Cultural Tourism Sustainability ($r_s=0.603, p<0.001$). This suggests that a stronger sense of attachment to the living environment is related to higher levels of cultural tourism sustainability.
3. **Perception of the Living Environment (PR) and Cultural Tourism Sustainability (SCT)** A strong, positive, and statistically significant correlation was observed between Perception of the Living Environment and Cultural Tourism Sustainability ($r_s=0.626, p<0.001$). This finding implies that a more positive perception of the living environment is associated with enhanced cultural tourism sustainability.
4. **Commitment to the Living Environment (CM) and Cultural Tourism Sustainability (SCT)** A moderate, positive, and statistically significant correlation was found between Commitment to the Living Environment and Cultural Tourism Sustainability ($r_s=0.449, p<0.001$). This indicates that greater commitment to the living environment is associated with improved cultural tourism sustainability.
5. **Memorable Life Experiences Related to the Living Environment (EPC) and Cultural Tourism Sustainability (SCT)** A strong, positive, and statistically significant correlation was identified between Memorable Life Experiences Related to the Living Environment and Cultural Tourism Sustainability ($r_s=0.617, p<0.001$). This suggests that more memorable life experiences related to the living environment correspond to higher levels of cultural tourism sustainability.

DISCUSSION

This study examined the role of place identity and its five sub-variables in sustaining cultural tourism within the Samarinda Weaving Community. The proportion test revealed that more than half of the weavers exhibited a moderate level of place identity. While this finding provides a stable foundation, it also indicates that there is substantial room for improvement, particularly in dimensions where connection to the living environment is weakening.

The correlation analysis offers nuanced insights into the contribution of each dimension. Familiarity with the Living Environment ($\rho = 0.612, p < 0.001$) showed a strong positive relationship with cultural tourism sustainability, suggesting that residents who frequently interact with their environment and maintain daily engagement with community spaces are more likely to support sustainable tourism practices. This is consistent with statement who emphasize that repeated interactions foster deeper cognitive and emotional bonds, which in turn enhance community-driven preservation efforts. In the context of the Weaving Village, such familiarity likely reflects a historical tradition where the home, workplace, and social sphere overlap – a pattern that has been disrupted by declining artisan numbers and changing land use (Lewicka, 2011)(Raymond et al., 2010).

Attachment to the Living Environment ($\rho = 0.603, p < 0.001$) also demonstrated a strong relationship with sustainability, aligning with Kyle & Chick (2007), who found that emotional ties motivate residents to participate in conservation and tourism initiatives. In Samarinda, attachment may be rooted in the pride of producing the woven sarong, a cultural symbol recognized nationally. However, the weakening of intergenerational transmission threatens this attachment, as younger generations may not share the same emotional connection to weaving.

Perception of the Living Environment ($\rho = 0.626, p < 0.001$) emerged as the strongest correlation among the five dimensions. Positive perceptions of infrastructure, environmental quality, and external support appear to directly encourage participation in tourism activities. This reinforces findings by Kim & Kaplan (2004), who argue that a supportive physical environment enhances residents' willingness to invest in the community's future. In the Weaving Village, however, existing critical views about infrastructure (e.g., wastewater treatment plant, housing conditions) indicate that perceptions could be further improved through targeted urban and environmental upgrades.

Memorable Life Experiences ($\rho = 0.617, p < 0.001$) were also strongly correlated with sustainability, highlighting the role of personal and collective memories in motivating preservation. Similar to findings by Relph (1976), unique place-based experiences contribute to a shared identity that residents seek to protect. For many weavers, these experiences are tied to production processes, cultural festivals, and intergenerational collaboration—activities that could be revitalized and documented to strengthen collective memory.

In contrast, Commitment to the Living Environment ($\rho = 0.449, p < 0.001$) showed a moderate correlation, weaker than the other dimensions. This suggests that while emotional and historical bonds exist, they may not fully translate into a long-term intention to remain or actively invest in the community. One possible explanation is the declining economic viability of weaving as a livelihood, which may push younger residents to seek opportunities elsewhere, thereby reducing commitment levels. This echoes observations in other cultural tourism contexts (Hu et al., 2019), where economic pressures often outweigh cultural ties in shaping residents' decisions.

From a practical standpoint, these findings underline the importance of integrating place identity enhancement into tourism development strategies. First, increasing familiarity and attachment could involve creating more communal spaces and collaborative events where weaving activities are visible and accessible, thereby restoring daily interactions between artisans and their environment. Second, improving perceptions requires targeted infrastructure investments, such as upgrading public facilities and ensuring environmental cleanliness, to instill pride and satisfaction among residents. Third, curating and promoting memorable experiences—through cultural festivals, storytelling projects, and hands-on weaving workshops—could reinforce both local identity and visitor engagement. Lastly, strengthening commitment may require economic incentives, such as expanding market access for woven products,

facilitating artisan cooperatives, and integrating weaving into broader creative economy initiatives.

Overall, this study not only confirms the theoretical link between place identity and cultural tourism sustainability but also contextualizes it within the socio-economic realities of the Samarinda Weaving Community. By aligning these findings with global literature and local conditions, it becomes evident that sustaining intangible cultural heritage requires both emotional-cultural reinforcement and tangible economic support.

CONCLUSIONS AND RECOMMENDATIONS

This study unequivocally demonstrates that place identity plays a significant and positive role in promoting cultural tourism sustainability within the Samarinda Weaving Community. Despite over 50% of weavers exhibiting a moderate level of place identity, all five examined dimensions – Familiarity with the Living Environment, Attachment to the Living Environment, Perception of the Living Environment, Commitment to the Living Environment, and Memorable Life Experiences Related to the Living Environment – are significantly and positively correlated with Cultural Tourism Sustainability. This highlights that residents' connection to their living environment is a vital asset for the long-term well-being of cultural tourism, and even moderate levels of place identity contribute meaningfully to sustainability.

Based on these conclusions, the following actionable recommendations are proposed for stakeholders, including community leaders, local government, and tourism operators, to enhance cultural tourism sustainability in the Samarinda Weaving Community and similar contexts:

1. **Strengthen Cognitive and Affective Bonds:** Implement targeted programs (e.g., educational workshops on local history and weaving traditions, community festivals, oral history projects) to deepen residents' familiarity, attachment, and positive perceptions of their living environment and cultural heritage.
2. **Facilitate Memorable Experiences:** Develop and promote authentic cultural tourism products and engagement opportunities that allow both residents and visitors to create genuine and lasting memories connected to the weaving heritage and local environment, thereby reinforcing place identity.
3. **Enhance Community Commitment and Participation:** Foster greater resident commitment by ensuring transparent and inclusive participation in tourism planning and decision-making processes. Establish volunteer initiatives that empower residents to actively contribute to the preservation and promotion of their cultural and natural assets.
4. **Integrate Place Identity in Development Strategies:** Local authorities and tourism developers should strategically integrate place identity enhancement into broader cultural tourism development policies and marketing efforts. This includes promoting community-based tourism models that prioritize local well-being, cultural integrity, and environmental protection.

FURTHER STUDY

While this study provides valuable insights into the role of place identity in sustaining cultural tourism within the Samarinda Weaving Community, several avenues remain open for further exploration. First, future research could adopt a longitudinal design to track changes in place identity and cultural tourism sustainability over time, allowing for a better understanding of causal relationships and the impact of external socio-economic shifts. Second, a mixed-methods approach that combines quantitative surveys with qualitative techniques such as in-depth interviews, participatory mapping, and ethnography would capture the nuanced, lived experiences of artisans that may not be fully reflected in numerical data. Third, investigating mediating and moderating variables—such as perceived economic benefits, generational differences, and levels of tourism governance—could explain variations in the strength of correlations found in this study, particularly for the commitment dimension. Fourth, comparative studies with other weaving communities or cultural tourism villages across Indonesia and Southeast Asia would help identify unique and shared challenges, thereby improving the generalizability of findings. Lastly, intervention-based research—where specific programs to strengthen familiarity, attachment, perception, and commitment are implemented and evaluated—could provide practical evidence on the most effective strategies for enhancing place identity and ensuring the sustainability of intangible cultural heritage.

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