

MULTIVARIATE ANALYSIS OF FACTORS DRIVING COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF URBAN ART VILLAGES: A CASE STUDY OF KENTINGAN ART VILLAGE, SURAKARTA CITY

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ABSTRACT

Active community participation is essential for the sustainable development of urban art and cultural villages. This study examines the factors influencing community participation in the development of Kentingan Art Village, Surakarta City, using a Community-Based Tourism (CBT) perspective and a spatial-participatory approach. The research adopts a qualitative case study design. Data were collected through in-depth interviews with 20 key informants, focus group discussions, participatory observation, and GIS-based spatial mapping. The data were analyzed using thematic analysis and spatial analysis to identify the opportunities and challenges for community-based tourism development. The findings indicate that community participation remains relatively low due to limited economic benefits, weak tourism institutions, and the absence of a formal community-based tourism management organization. Nevertheless, Kentingan Art Village possesses considerable potential, including active MSMEs, urban farming, cultural heritage, and Kampung Seni Kentingan as a center of traditional arts. The study also reveals that sociocultural factors, particularly residents' sense of belonging, local identity, and appreciation of cultural heritage, play a more significant role in encouraging participation than physical environmental conditions. Furthermore, integrating local economic activities with cultural tourism and strengthening institutional collaboration are essential to achieving sustainable tourism development. These findings highlight that successful urban community-based tourism depends not only on improving physical infrastructure but also on reinforcing social capital, cultural identity, community empowerment, and participatory governance. This study contributes to the literature by demonstrating how a spatial-participatory approach can support tourism planning and cultural preservation in urban art villages.

Keywords: *art village; community participation; logistic regression; place attachment; sociocultural geography*



INTRODUCTION

Thematic arts-culture villages in urban areas have become an important phenomenon in community development and local tourism (Liu, 2022; Moayerian et al., 2022; Qu & Zollet, 2023). The Kentingan Art Village in Surakarta City is a concrete example of community empowerment efforts through art and creative economy. This village has long been known to the public as an "art village" and has recently developed into the ASRI MSME Village which combines the potential of arts and culture with local micro businesses. The existence of the Kentingan Art Village not only has aesthetic and cultural value, but also becomes a social space for residents to interact and create.

Despite its cultural assets and active MSMEs, Kentingan Art Village faces several challenges, including low community participation in tourism initiatives, weak tourism institutions, limited collaboration among stakeholders, and insufficient integration between cultural activities and local economic development. These conditions make the village a relevant case for examining the implementation of CBT in urban settings.

Community participation plays a crucial role in the sustainability of art village development. The more actively involved the residents are in planning, implementing programs, and maintaining facilities, the greater the Sense of belonging and sustainability of the community initiative. In the context of sociocultural geography, participation cannot be separated from the relationship of human beings to their place and community (Moayerian et al., 2022). Theory of place attachment (attachment to place) suggests that citizens' emotional attachment to the neighborhood in which they live can motivate collective efforts to improve the community (Collins et al., 2021; Lisha et al., 2024; Mouratidis, 2021; Sommer et al., 2025; Zuraidi et al., 2023). In other words, the love and pride of the village itself tend to encourage the involvement of residents in various activities for the common good. Cross-border research by (Shin & Jin, 2022) It even mentions place attachment as a predictor of future participation in the community. This confirms that strong ties with the local environment have the potential to increase the sustainable participation of citizens.



In addition to emotional bonds, local cultural identity factors and values are also thought to play a role in encouraging participation. The Kentingan Art Village has its own unique arts and culture, so residents who are aware and appreciate this unique value may be more encouraged to be involved in preserving the heritage of their community. A study by (Radzuan et al., 2024) in Melaka, Malaysia, found a significant positive relationship between awareness of the importance of living cultural heritage and the level of local community participation in its preservation. The higher the awareness of the people of the peculiarities and important values of their culture, the more actively they participate in community activities to preserve and advance the heritage.

The physical and spatial factors of the village environment have also long been considered to influence social interaction and citizen participation (Amanah, 2024; Hertati, 2020; Wibowo & Belia, 2023). Communal spaces, such as community halls, art studios, or open fields, provide a place for residents to gather and engage in activities. Research (Zhu, 2015) in China's urban settlements shows that the existence of communal

spaces has an important "civic value": common spaces help to build local social capital and increase citizens' attachment to their neighborhoods, which ultimately encourages grassroots participation. Similarly (Francis et al., 2012) reported that the high quality of public open spaces and environmental facilities is positively related to the strong Sense of community in a new settlement. These findings indicate that a conducive physical environment can strengthen social interaction and citizen participation through increased comfort and interaction opportunities.

However, in the context of an arts-cultural community such as Kampung Kentingan, it is worth examining whether physical factors or more dominant sociocultural factors encourage community participation. The urgency of this study lies in the need for a holistic understanding of the drivers of citizen participation, so that the art village development program can be focused on the most influential aspects. Identifying these key determinants is essential for designing more effective community-based tourism strategies that strengthen local engagement, cultural preservation, and the long-term sustainability of the village's creative economy.



This study aims to analyze the factors driving community participation in the development of the Kentingan Art Village in Surakarta through a sociocultural geographical approach. The five variables studied included physical condition, function of communal space, emotional attachment, perception of community, and unique values of the village. The theoretical foundation includes community participation, Sense of community, and local identity as a driver of citizen involvement. The results are expected to be the basis for the development strategy of sociocultural art villages.

This study contributes to the literature in three ways. First, it examines CBT development within an urban cultural village context, which remains underexplored compared to rural tourism destinations. Second, it integrates thematic analysis with GIS-based spatial mapping to identify tourism assets and development opportunities. Third, it proposes a spatial-participatory framework that links community participation, cultural preservation, and local economic development through MSMEs and creative industries.

Although previous studies have extensively examined community

participation in rural tourism destinations, limited attention has been given to community-based tourism development in urban cultural villages that combine cultural heritage, creative economy activities, and spatial characteristics. Furthermore, few studies have integrated community participation analysis with spatial mapping to support tourism planning in urban community settings. This study addresses this gap by examining the opportunities and challenges of CBT development in Kentingan Art Village through a spatial-participatory approach.

MATERIALS AND METHODS

This study uses a quantitative approach with a descriptive-analytical design. The type of research is an explanatory survey that aims to test the influence of several independent variables on community participation as dependent variables.

The case study was conducted in Kampung Seni Kentingan, Jebres Village, Surakarta City. This location was chosen because it is a developing art thematic village, so it is relevant to study the dynamics of citizen participation (Noviani et al., 2024; Osza & Noviani, 2025). Research location can be seen more clearly in **Figure 1**.



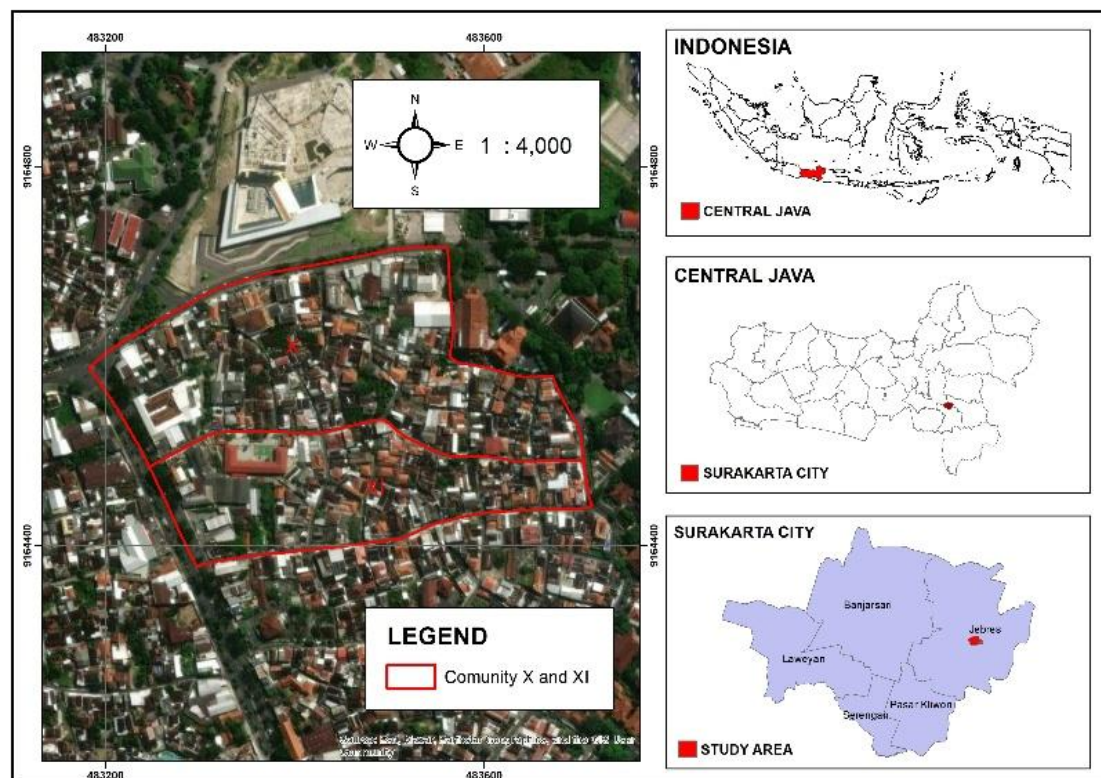


Figure 1. Research Location

Source: Personal Analysis

The subjects of the study were residents of Kampung Kentingan (RW 10 and RW 11) who were adults and had lived in the area for at least 1 year. Community leaders, including representatives of Rukun Tetangga (RT) and Rukun Warga (RW), the smallest neighborhood-based administrative units in Indonesia, were involved as key informants in this study. Respondents were selected using purposive sampling to ensure that participants possessed relevant

knowledge and experience related to tourism development, local culture, and community participation.. The research area consisted of residents of neighborhood units (RW) 10 and 11 in Kentingan Art Village. The total number of respondents was 30, which is considered representative considering the number of households in both RWs. The operational definition of research variables can be seen in **Table 1**.

Table 1. Operational Definition of Research Variables

Variable Type	Variable Name	Operational Definition	Measurement Indicators
Dependent	Community Participation	The level of involvement of respondents in art village development activities	1. Low: never/very rarely engaged 2. Moderate: engaging occasionally or at certain activities 3. High: regularly involved in a committee/coordinator
	Physical Condition of the Village	Respondents' assessment of the quality of the physical infrastructure of the village	Cleanliness, neatness, public facilities (roads, channels, lighting)
Independent	Functions of Communal Spaces	Utilization of village public space for social and cultural activities	The use of art studios, RW halls, and open spaces by residents
	Emotional Attachment	A level of emotional attachment and pride in the art village	A sense of pride, a sense of belonging, a local identity
	Community Perception	Perception of the dynamics and quality of social relations in the village community	Administrator effectiveness, justice, program benefits, and social security
	Local Unique Values	Residents' perception of the uniqueness of the identity of the art village	Reputation of arts-culture, local history, and distinctive cultural symbols

Source: (Manzo & Perkins, 2014)

The data collection instrument is in the form of a closed questionnaire with a Likert scale and categories. Each variable is measured through several question items. Emotional bonding is measured by statements such as "I am proud to be part of Kampung Seni Kentingan" (scale: 1 = strongly disagree to 5 = strongly agree). Citizen participation was identified through questions on the frequency and type of engagement in the past 6 months. The validity and reliability of the instruments have been tested before the main survey. The collected data were analyzed using logistic regression analysis, considering

the ordinal/category scale dependent variables (participation rate). Logistic regression is used to identify which factors significantly affect the probability of citizens participating. Before the regression, a correlation test between variables and a chi-square test were performed to see the initial association in a bivariate manner. The stages of analysis include: (1) Chi-square test between each independent variable and participation, (2) Coding of variables into categories according to the needs of the logistics model (e.g. dummy coding for categorical variables), (3) Multiple logistic regression including all



independent variables, the enter method, (4) Interpretation of the regression coefficient (Odds Ratio) and significance (p-value) at $\alpha = 0.05$. The model was evaluated with a goodness-of-fit (Hosmer-Lemeshow test) and pseudo- R^2 (Nagelkerke R^2) to assess predictive ability. The results of the analysis are presented in the form of a table and interpreted by relating to theories and findings of previous research.

RESULTS AND DISCUSSION

1. Respondent Characteristics

The study respondents consisted of 18 men and 12 women, ranging in age from 20 to 60. The majority had a high school education or higher and had lived in Kentingan Village for more than five years. Approximately 21 respondents

reported being involved in village activities, although the frequency of their involvement varied. Ten respondents reported "high" participation (regularly active), eight respondents reported "moderate" participation, and 12 respondents reported "low" participation (almost never involved). This indicates that there is still a gap in the level of involvement, with only one-third of the population categorized as very active in village activities.

2. Bivariant Analysis

The chi-square test was first performed to see the relationship between each factor and the participation rate. **Table 2** presents a summary of the chi-square test results for the five independent variables studied.

Table 2. Logistic Regression Analysis Results

Independent Variables	Coefficient (B)	Exp(B)	Sig. (p-value)	Interpretation
Physical Condition	-0,141	0,869	0,858	Insignificant
Function of Space	2,774	16,014	0,079	Close to significant
Emotional Bonding	8,237	3.777,240	0,000	Very significant
Unique Values	5,707	301,005	0,025	Significant
Perception	0,701	2,016	0,609	Insignificant
Constant (Intercept)	-16,983	—	0,010	—

Source: Personal Analysis

From **Table 2**, it can be seen that four out of five factors show a significant relationship with community participation at a 95% confidence level.

The physical condition of the village environment has a low χ^2 value with $p = 0.273$ ($p > 0.05$), which means that there is no statistically significant association



between the physical quality of the environment and the level of citizen participation. Meanwhile, the function of communal spaces, the emotional bonds of residents, the perception of the village's unique values, and the perception of the community were all significantly associated with participation. Residents' emotional attachment to the village showed the strongest relationship ($\chi^2 = 11.50$, $p = 0.001$), followed by spatial function ($\chi^2 = 6.84$) and local unique values ($\chi^2 = 7.00$). Community perception had a more moderate effect ($\chi^2 = 4.00$, $p = 0.046$).

3. Multivariant Analysis (Logistics Management)

Multiple logistic regression was conducted to examine the simultaneous influence of the five variables on the probability of high resident participation. In general, the results of the logistic regression are in line with the findings of the bivariate test. The resulting regression model is significant (model feasibility test $p < 0.05$) with a Nagelkerke R^2 value of about 0.50, indicating that about 50% of the variability of participation decisions can be explained by these five factors together.

Individually, the Emotional Bonding made the most significant contribution in the model ($p < 0.01$). Odds ratio for high emotional bonds, $>$ showed that residents who had a strong attachment to Kampung Kentingan had a much higher probability of active participation than those who had weak ties. These findings are consistent with the initial hypothesis and the environmental-community psychology literature, where place attachment is considered a key factor driving pro-community behavior (Manzo & Perkins, 2014; Shin & Jin, 2022). (Manzo & Perkins, 2014) affirming that an emotional bond to a place can motivate joint efforts to improve the community. In the context of Kampung Kentingan, residents who feel proud and "own" their art village tend to feel personally responsible for preserving and advancing it. This can be seen from the stories of several active respondents who stated that they were involved because "this village is part of my identity, so I have to take care of it". Strong emotional bonds have been shown to encourage a willingness to sacrifice time and energy for joint activities, such as mutual cooperation, studio preservation, or local art festivals. These local findings are in line with



other community studies that link attachment to environmentally caring behaviors and mutual cooperation; Strong bonds are often accompanied by tangible actions of maintaining shared facilities, cleaning up the environment, and protecting community assets (Ayaviri-Nina et al., 2023; Bujdosó et al., 2015; Saleh et al., 2022; Umam et al., 2022; Yasir et al., 2021). Thus, emotional bonds are like the "social glue" that unites citizens: the stronger the Sense of belonging and attachment, the more solid the participation formed. The local unique value perception variable also appeared significantly in the logistics model ($p < 0.01$). Odds ratio. It shows that residents who consider Kampung Kentingan to have unique values and high privileges tend to be 2-3 times more likely to become active participants than those who rate its uniqueness low, after controlling for other factors. These results confirm the importance of identity and communal pride as drivers of participation. Residents who are aware of the unique artistic and cultural richness of their village feel compelled to maintain and promote this uniqueness through active involvement. Theoretically, this is in line with the framework of social identity

and Community Pride, where local uniqueness is a source of pride for residents so as to motivate them to contribute to preserving their collective identity (Mubarok & Lokaprasidha, 2020; Richards, 2018; Sitikarn et al., 2022).

Research (Amanah, 2024) supports these findings with evidence that awareness of the value of unique cultural heritage is directly proportional to increased participation at "active" levels. In the case of Kampung Kentingan, residents who see their village as a center for traditional art typical of Solo are likely to feel called to take part in community activities, as their participation is seen as a way to show love and pride for the art village. Practically, these results underscore the need to elevate local uniqueness as social capital. Initiatives such as annual art festivals, exhibitions of local cultural achievements, or highlighting village history in public spaces will further make residents aware of the richness of their communities and encourage a sense of pride that leads to participation (Susio et al., 2020).

The function of communal space emerged as the third significant variable in encouraging participation ($p < 0.01$). Residents who consider the use of



village public spaces to be good and active have a higher tendency to participate. This makes Sense because a communal space that functions optimally will be an arena for social interaction and collaboration among residents. For example, the Gogon Puppet Studio, which actively holds rehearsals and art performances, or the RW meeting hall, which is routinely used for deliberations, has become a magnet for citizen involvement.

The results of this regression are in line with the theory of placemaking and participatory planning: living public spaces act as catalysts for the formation of social networks and participation(Mouratidis, 2021). (Zhu, 2015) It was also found that the existence and quality of communal space have indirect implications on participation by increasing place-based social capital and citizen attachment. In Kampung Kentingan, common spaces such as art stages, multipurpose halls, and open areas have been used for joint activities (dance exercises, exhibitions, community meetings). These findings confirm the importance of a "place-making" approach in the development of local cultural communities: when citizens have stage and spaces of

expression in their environment, they feel more facilitated to gather, discuss, and take action(Susio et al., 2020; Wibowo & Belia, 2023). Conceptually, this supports the view that the availability of adequate common space is not just a matter of physical infrastructure, but a communal symbol that strengthens a common identity and triggers the participation of residents to utilize the space for the sake of village life.

4. Perception of the Community

Based on the analysis data, it showed a significant but weakest influence compared to other factors (p close to 0.05). Residents with positive perceptions of community performance (e.g., believing that village administrators are effective, village activities bring real benefits, and a harmonious and fair atmosphere) tend to participate more actively than those with negative/cynical perceptions, even though the differences are not as strong as bond or uniqueness. These results are in line with the theory of social exchange, which states that individuals decide to participate after weighing their perceived benefits and costs(Management et al., 2023). If



citizens feel that participation brings many advantages (e.g., improving social cohesion or improving the environment), their motivation to get involved will increase; On the contrary, the perception that "no results" will inhibit participation (Management et al., 2023). The study showed that residents who rated their village organizations as capable of making real change tended to feel more personal and collective benefits (Senevirathna et al., 2023).

The implication is that positive perceptions will strengthen citizens' belief that their participation is meaningful, thus encouraging them to continue to be involved. In the case of Kentingan, when residents saw that the art event committee was working transparently and successfully, or realized that mutual cooperation really made the village cleaner and more comfortable, they became more enthusiastic to participate. On the other hand, if there are residents who feel that their voices are not heard or activities are considered futile, their enthusiasm for participation decreases. Although the effect of these perceptual variables is not as large as emotional attachment or pride in local uniqueness, the findings provide an important picture: efforts to preserve

Sense of efficacy (the feeling that joint efforts bring results) and trust in the community need to be considered to maintain citizen participation. In the concept of Collective efficacy, the perception that neighbors care for each other and are able to work together is a prerequisite for the success of collective action (Radzuan et al., 2024). Therefore, improving communication, program transparency, and accountability at the local level can be strategies to improve public perception and, in turn, encourage broader participation.

The physical conditions of the environment did not have a significant effect in the multivariate model ($p > 0.05$). This means that the difference in the quality of physical infrastructure between respondents does not adequately explain the difference in participation rates. These findings somewhat contradict the common assumption that a conducive physical environment encourages interaction and participation. Some literature does report the importance of the quality of public spaces to a sense of community (Francis et al., 2012). These findings are in line with research (Nurjaman & Cendrawasih, 2024) which found that economic benefits are one of the main



factors influencing community participation in tourism village management. When people see opportunities to increase income, their involvement in tourism activities tends to increase.

However, the conditions in Kentingan Village are different from Penglipuran Village, Bali, where community participation has been actively developed because the economic, social, and cultural benefits of tourism activities have been felt by residents (Silitonga & Wirawan, 2026) Penglipuran's success shows that community participation is not only influenced by social awareness, but also by the existence of clear and sustainable economic incentives. Thus, the low participation in Kentingan Village can be understood as a consequence of the lack of a mechanism that is able to connect tourism activities with improving community welfare.

5. Sociocultural Geography Implications

The above findings confirm that in the context of local cultural communities such as Kampung Seni Kentingan, social and cultural factors have more influence on community participation than physical-spatial factors. The important

implication is that this kind of community development strategy must focus on strengthening social ties, local identity, and the collective perception of citizens, while of course not neglecting the physical improvement of the environment. From a sociocultural geographical perspective, urban space is not only a physical container but also a place that is socially interpreted by its inhabitants. Residents' participation is greatly influenced by how they interpret their village – whether as a place to live or as a community of special value. Therefore, the empowerment of the art village community should be rooted in local values and the involvement of residents. Development programs should ideally be focused on facilitating the formation of such communal bonds and pride.

Several practical steps can be taken, for example: the preservation of local arts and culture (establishing an inclusive art studio), recording and publishing local history (making a monograph or village history corner), organizing an annual art festival, and providing a space for expression for local artists. These activities that strengthen communal identity will have an impact on the increased Sense of belonging of the



villagers, which in turn encourages their active participation. Thus, the development of Kentingan Art Village and similar villages should integrate physical and sociocultural approaches: adequate infrastructure and empowered communities.

Kampung Kentingan has more than 50 active MSMEs, homestay potential, and urban farming activities that have the potential to support the development of community-based tourism. However, the findings of the study show that this potential has not been optimally integrated into tourism products. This condition is different from various CBT models that have succeeded in connecting local economic activities with tourism experiences, so that they are able to create added value for the community (Mochamad Hanafi, 2024) Research (Amalina & Haniek Listyorini, 2025) also shows that the involvement of MSMEs and community groups in tourism activities contributes to the sustainability of tourist destinations. Therefore, the main challenge in Kampung Kentingan is not the absence of economic resources, but the absence of a strategy that is able to integrate local economic assets into the tourism value chain.

CONCLUSIONS

This study concludes that community participation in the development of Kentingan Art Village is more influenced by sociocultural factors than physical factors. Emotional attachment and pride in local, unique values have proven to be the main drivers of citizen participation. The function of communal spaces and positive perceptions of the community also contribute, albeit moderately. Meanwhile, the physical condition of the environment has no significant effect.

Implicitly, the strategy for the development of art villages needs to emphasize strengthening social capital and local identity through citizen involvement, joint art activities, and cultural appreciation. A holistic sociocultural geographical approach is important to be applied in thematic village policies. These findings show that in the context of participation, the 'social glue' of attachment and identity is stronger than the 'brick and mortar' of physical development.

This study has a limitation: the findings are based on a single case study in Kentingan Art Village and therefore may not be directly generalizable to other urban tourism villages. Future research



should examine the effectiveness of specific CBT interventions, such as the formation of tourism awareness groups (Pokdarwis), cultural tourism programs, and MSME integration strategies. Comparative studies involving several urban cultural villages would also be valuable for identifying broader patterns and best practices in community-based tourism development.

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