

Proceedings Tourism, Environment and Community Development: TECD Forum 2026, Pages 50-59, Volume 1 No.1 (2026)

Received: February / Revised: February / Accepted: February / Published: March

Tourism, Environment and Community Development: TECD Forum 2026

HOW TO INCREASE THE ATTRACTIVENESS OF URBAN TOURISM IN HERITAGE AREAS? A STUDY OF THE NGARSOPURO-GATOT SUBROTO AREA, SURAKARTA CITY

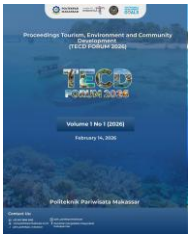
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ABSTRACT

The Ngarsopuro-Gatot Subroto area is a road corridor that stretches from north to south in front of the Pura Mangkunegaran in Surakarta City. In 2007, the Surakarta City Government began revitalizing this road corridor with the hope of increasing its appeal to tourists. However, the development of urban tourism in this area is still considered to be less than optimal because it still relies on a weekly night market event to attract tourists. This study aims to explore the urban tourism energy of the Ngarsopuro-Gatot Subroto area. Various issues related to the concept of urban tourism are also explored, including spatial issues, urban form, and architectural issues. The results of this exploration are used to evaluate urban tourism management at the research location. This study uses a qualitative approach with a comparative study design. Data was collected through literature study and field observation. In the process, the researcher compares the Ngarsopuro area with two other locations that are considered successful in implementing the concept of urban tourism, namely the Malioboro area in Yogyakarta and La Rambla in Barcelona. Based on the results of the study, the main energy of the Ngarsopuro-Gatot Subroto area is as a heritage tourist attraction whose existence cannot be separated from Pura Mangkunegaran. However, when compared to Malioboro and La Rambla, the energy in the Ngarsopuro area is still not strong enough to be used as an urban tourist attraction. This is due to the lack of diversity in activities and tourist attractions, destination branding, and tourism facilities in the area. Therefore, to create a lasting impression like Malioboro and La Rambla as examples of successful urban tourist attractions, the Ngarsopuro-Gatot Subroto area needs improvement. Several things that need to be improved include the concept of tourism development by promoting the energy of the area, improving amenities, accessibility, and attractions that support this area as an urban tourist attraction.

Keywords: urban tourism; Ngarsopuro-Gatot Subroto area; destination management; heritage tourism.



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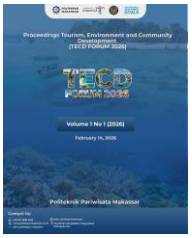
INTRODUCTION

The Ngarsopuro-Gatot Subroto area consists of two road corridors in the center of Surakarta City that stretch from north to south, right on the south side of the Mangkunegaran Palace. Meanwhile, these two corridors are separated by a city road called Jalan Slamet Riyadi. The name Ngarsopuro is an acronym taken from the Javanese language, namely ngarso, which means front, and puro, which means palace. This acronym is derived from the location of the Ngarsopuro corridor, which is right in front of the Mangkunegaran Palace, the residence of the leader of the Mangkunegaran Duchy, which is autonomously under the Surakarta Sultanate. In this corridor, there are several buildings with important historical value, including the Triwindu market, the Siswo Mangkunegaran school, formerly the Hollandsch-Inlandsche School, and the Ngarsopuro Electricity Substation (*Algemeene Nederlandsche Indische Electriciteits Maatschappij*). Meanwhile, the Gatot Subroto corridor is located just south of the Ngarsopuro corridor. The name Gatot Subroto itself is taken from a national hero, whose name is often immortalized as the name of streets in several cities in Indonesia. Unlike the Ngarsopuro corridor, the Gatot Subroto corridor falls under the jurisdiction of the Surakarta Sultanate. Currently, the Ngarsopuro-Gatot Subroto corridor has grown into a commercial area dominated by shops and several traditional markets.

Seeing the potential in the Ngarsopuro-Gatot Subroto area, the Surakarta City Government is working to increase the attractiveness of tourism in the area. In 2007, the Surakarta City Government began revitalizing the Ngarsopuro corridor by renovating the Triwindu Market building, constructing the Ngarsopuro Market, improving pedestrian facilities, and organizing the Ngarsopuro Night Market (Arsianti, 2016). Revitalization efforts continued in the following years along the Gatot Subroto Road corridor. Quoting Kurniawan (2025), in 2021 the Surakarta City Government once again revitalized these two road corridors, such as adding two gateways separating the Kasunanan Surakarta and Kadipaten Mangkunegaran areas, beautifying shop facades, and adding several public facilities along the road.

However, the revitalization efforts of the Ngarsopuro-Gatot Subroto corridor have not been entirely successful in increasing urban tourism appeal. Based on initial observations, urban tourism activities in this area are not yet significantly visible. Tourism activities still rely on occasional events held at certain times, including the Ngarsopuro Night Market held every Saturday night. In addition, tourism activities tend to take place at existing tourist attractions such as Mangkunegaran Palace and Triwindu Market. Meanwhile, activities in the Ngarsopuro-Gatot Subroto corridor are still dominated by the daily activities of the local community, such as trade, office work, and vehicle traffic on the road.

Based on the above explanation, this study departs from the issue of urban tourism



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in the Ngarsopuro-Gatot Subroto area, which is considered to be still not optimal. Although supported by efforts to revitalize the area, the tourist attraction is still not enough to attract tourists to come and enjoy this road corridor. Therefore, this study attempts to examine why tourism activities in the Ngarsopuro-Gatot Subroto area have not been fully maximized from an urban tourism perspective. Thus, this study has several objectives. First, this study aims to explore the energy of urban tourism appeal in the Ngarsopuro-Gatot Subroto area. Various issues related to the concept of urban tourism are also explored, including spatial issues, urban form, and architectural issues. The results of this exploration are used to evaluate urban tourism management at the research location. Thus, this study is expected to contribute both theoretically and practically to the management of urban tourist attractions in cultural heritage areas.

Before discussing the research results further, there are several things that need to be understood about the concept of urban tourism. According to Ashworth & Page (2011), there are at least three keywords to understand the concept of urban tourism. The first is spatial context. Urban tourism is characterized by its location in a "city" area. Here, city is not defined as an administrative unit but as an area with specific properties and characteristics. The main characteristic that can be seen is economic activity that does not depend on agriculture, which distinguishes it from rural areas. The second is diverse activities. In urban areas, there are various activities and supporting facilities, such as cultural activities (festivals and arts), historic buildings, nightlife, shopping centers, and so on, which then attract tourists to visit. This diversity then creates interaction between tourists and the host community, which is the third keyword. As a consequence, urban tourism activities often make it difficult to distinguish between tourists and the host community, because their activities overlap. For this reason, Ashworth & Page (2011) illustrate urban tourism activities as shown in the figure below.

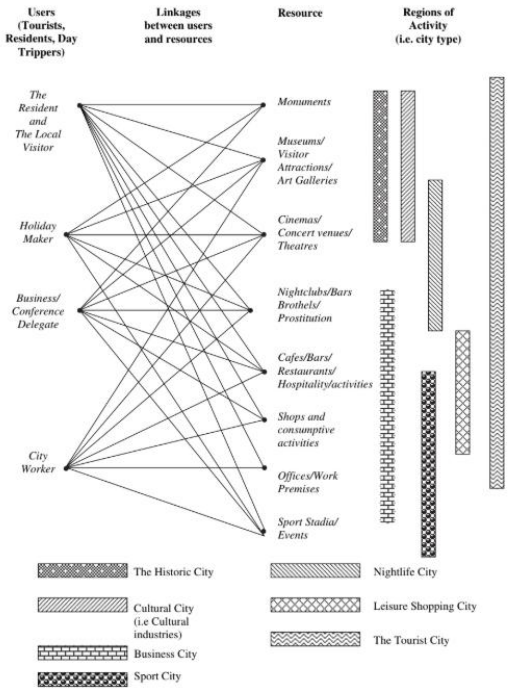


Figure 1. Illustration of activities in cities that are urban tourism destinations. Source: Ashworth & Page (2011).

RESEARCH METHODS

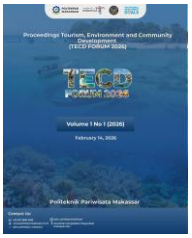
This study uses a qualitative approach with a comparative study design. The qualitative approach is used to understand dynamic phenomena, events, and community activities in accordance with the situation at the research location. Meanwhile, the comparative case study design is used to compare the main research location with several other locations that are considered to have similar characteristics and have successfully implemented the concept of urban tourism. In this study, there are two locations used as examples of the successful implementation of the urban tourism concept, namely the Malioboro area in Yogyakarta and La Rambla in Barcelona. The Malioboro area was chosen because, based on the author's observations and previous literature, tourist activities in this area are very massive. Both the activities of the local community and tourists are interrelated. Meanwhile, the study by Ayudya et al. (2023) shows that urban tourism spaces on Malioboro Main Street are spread out in a centralized, linear, and scattered pattern. In this pattern, tourists can enjoy several attractive zones, including shopping, cultural experiences, and culinary experiences. Meanwhile, La Rambla is also one of the famous urban tourism destinations in Barcelona and is visited by many tourists (Alexander & Tang, 2010).

In the data collection process, data was collected through literature studies and field observations. The literature study was conducted by searching for, reviewing, and synthesizing literature relevant to the topic and location of the study. The scientific literature was obtained from books and scientific journals found on the internet. Meanwhile, the field observation process was divided into two teams, with three people conducting observations in the Malioboro area in October 2024 and three others conducting observations in La Rambla at the same time. Then, observations in the Ngarsopuro-Gatot Subroto area were conducted in November 2024. The results of field observations that were considered important were then recorded for further analysis.

Then, the data analysis process was divided into several stages. First, the results of field observations were grouped according to their categories, such as accessibility, amenities, and attractions or tourist attractions. Then, the results of field observations and literature studies related to the history of the Ngarsopuro-Gatot Subroto area were compiled to formulate the energy of the area. After that, the results of observations in the Ngarsopuro-Gatot Subroto area were compared with the Malioboro and La Rambla areas. Several aspects were assessed, including spatial issues, urban form, and architectural issues. Furthermore, the research results were then discussed scientifically and concluded with practical recommendations for urban tourism management at the research location.

RESULTS AND DISCUSSION

Tourism Attraction Energy in the Ngarsopuro-Gatot Subroto Area and Its Reality



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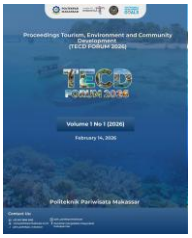
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In the introduction above, a brief overview of the area was mentioned. Then, in this section on results and discussion, the author will describe the Ngarsopuro-Gatot Subroto area in more detail. Based on observations and literature reviews, there are several toponyms in the Ngarsopuro-Gatot Subroto area that cannot be separated from the history of the area. Some of these toponyms are now used as the names of markets, villages, and subdistricts around the research location.

The first is the toponym “Keprabon”. The name Keprabon is the name of the sub-district where the Ngarsopuro corridor is located. Quoting Pikatan (2023), the Keprabon area was once the residence of the prabu or king. This is inseparable from the location of the Keprabon sub-district, which is on the border between the Mangkunegaran Duchy and the Surakarta Sultanate. In this subdistrict, there is a village called Kampung Ngarsoprojo, which has now developed into a tourist village. The second toponym is Triwindu, the name of a market on the east side of the Ngarsopuro road corridor. Historically, before it was used as a market, this location was a horse stable belonging to the palace (Wardhani, et al., 2019). Then, in 1939, the horse stable was converted into a market to commemorate the 24th year of KGPAA Mangkunegara VII's reign and as a birthday gift for Nurul Khamaril, the daughter of KGPAA Mangkunegara VII (Absar & Hidayati, 2024). In Javanese, tri means three and windu means eight years, or three windu (24 years) commemorating the reign of the ruler at that time.

Then, in the Gatot Subroto Road corridor, there are two important toponyms. The first is Kemlayan, which is the name of the village in the Gatot Subroto corridor. The name Kemlayan is an acronym for ke-mlaya-an, which is the place of Abdi Dalem Niyaga (gamelan musicians) and dancers. The Kemlayan area was a residential area for abdi dalem karawitan (musicians) from the palace who were quite famous at that time, known as Mlaya. Due to the fame of these figures, the community has passed down their names to refer to the area (Sudharmono et al., 2010). The second is Singosaren, which covers the area around Singosaren Market, from the Danar Hadi Batik shop to the east to the Singosaren Market intersection, and north to the Pon Market intersection. In the past, the area around Singosaren Market was the residence of KPH Singosari, the son-in-law of Sunan Paku Buwana IX. Therefore, this area is often referred to as Singosaren by the local community, and this toponym is still used today (Sudharmono et al., 2010).

Based on the results of the study, it shows that the main energy of the Ngarsopuro-Gatot Subroto area as a heritage tourist attraction is its inseparable existence with the Mangkunegaran Temple. In addition, current community activities and the existence of cultural heritage buildings provide supporting energy for the area. However, the author's analysis shows that when compared to Malioboro and La Rambla, the energy in the Ngarsopuro-Gatot



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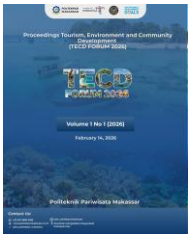
Subroto area is still not as strong as those two areas. This is due to the lack of diversity in activities, tourist attractions, destination branding, infrastructure, and accessibility in the Ngarsopuro-Gatot Subroto area. Observations show that tourism activities in the Ngarsopuro-Gatot Subroto area are not as busy as in La Rambla and Malioboro, even though the area has the Triwindu Market, a night market event every weekend, and cafes, restaurants, and shops along the road. This is because La Rambla and Malioboro offer a variety of activities and entertainment, making the atmosphere of these two destinations more lively, such as the appeal of shopping, culinary, art performances, and easy access to cultural sites.

Furthermore, La Rambla and Malioboro are urban tourist attractions that are well known both nationally and internationally. As a result, these two areas attract more tourists from outside the region. In addition, La Rambla and Malioboro have something in common, namely that tourist and local community activities go hand in hand and they both use city facilities. This is in line with the concept of urban tourism mentioned by Ashworth & Page (2011), which states that in urban tourism, it is difficult to distinguish between tourists and local communities based on motivation or behavior because they use the same city facilities. This is different from what happens in the Ngarsopuro-Gatot Subroto area, where activities on weekdays are not as busy as on weekends, especially on Saturday nights. Thus, although these three tourist attractions share similarities as pedestrian areas with their own unique histories, the energy of urban tourism in the Ngarsopuro area has not yet been able to match that of La Rambla and Malioboro, both in physical and non-physical terms.

Spatial Issues in the Ngarsopuro-Gatot Subroto Area

As one of the urban tourist attractions and public spaces in the city of Surakarta, the Ngarsopuro-Gatot Subroto area has several spatial issues that affect its function, hinder its development, and optimize it as an urban tourist attraction.

The first issue is inefficient spatial planning. Revitalization in 2007-2009 was carried out by enhancing its visual appeal, comfort, safety, atmosphere, and uniqueness in an effort to maximize its tourist appeal, without neglecting its function as a public space. However, the existing physical layout still does not fully support tourist activities. Although the Ngarsopuro road corridor has wide sidewalks (±5 meters), the space for tourist activities is not maximized on this relatively short road (±250 meters). This is quite a contrast when compared to the sidewalks on La Rambla (±1.24 km) or Malioboro (±1.27 km), which allow the length of the road in these areas to provide more tourist attractions as hooks for tourists visiting the area. Research shows that longer roads with many nodes leading to the city road network will attract more tourists (Amen et al., 2023) and have the potential to create comprehensive walking routes, thereby



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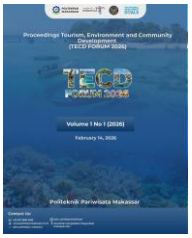
enhancing the overall tourist experience (Kulakov & Shishkanov, 2019). The length of the road allows for the development of tourist attractions on La Rambla and Malioboro, while the relatively short length of the Ngarsopuro road corridor has limited tourist attractions.

Furthermore, inefficient spatial planning has resulted in limited vehicle parking facilities in the Ngarsopuro area (parking facilities are only available on the road shoulders), causing car and motorcycle drivers to park their vehicles in unauthorized areas. This is especially true during night markets, car-free days, and religious activities at the Majelis Tafsir Al-Quran (MTA). At these times, the pedestrian walkway, which should be used by pedestrians, becomes a parking lot. In fact, this has also been experienced by the Malioboro area, which has undergone continuous and irregular physical development, resulting in the east side of Jalan Malioboro-Ahmad Yani being filled with motorcycles parked on the pedestrian walkway. This prompted the Yogyakarta City Government to issue Yogyakarta City Mayor Regulation No. 67 of 2015, which regulates parking arrangements by creating parking pockets on Abu Bakar Ali Street and Pabringan Street (Sekda Kota Yogyakarta, 2015) and relocating the two-wheeled vehicles to four Special Parking (TKP) (Sholekhah, Z. P., 2018). Additionally, Ngarsopuro could adopt the concepts of La Rambla and Malioboro, where the pedestrian area is larger than the road for vehicles, or transform the road corridor into a vehicle-free zone. This would allow the road corridor to enhance its architectural space, thereby increasing the tourism appeal of the corridor (Kulakov & Shishkanov, 2019).

Urban Form dan Architecture Issues

Currently, the Ngarsopuro-Gatot Subroto area is used for government, educational, and commercial activities, as well as being part of Surakarta City's tourism. To support tourism activities, the area is equipped with several facilities such as seating along the pedestrian walkway equipped with power outlets, as well as decorative lights and road barriers that add to the beauty of the area. In addition, to support public transportation needs, TransSolo and Feeder Van are available in this area, as well as stop signs in front of Triwindu Market and in front of Bromantakan 56 Elementary School in Surakarta. This is similar to Malioboro and La Rambla, which are very complex areas with various activities, including tourism, entertainment, government, education, and other local community activities. This is also supported by a fairly complete mode of transportation, but the La Rambla area focuses on tourism, entertainment, and arts without the continuity of educational and governmental activities.

In terms of building architecture, the Ngarsopuro area has several cultural heritage buildings, including Pura Mangunegaran on the north side of the road, SDN Bromantakan 56 Surakarta (formerly known as *Hollandsch-Inlandsche School*/*Sekolah Siswo/Sekolah Ongko Siji*), which was the first indigenous



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school in Surakarta (Barokah, 2016), and the Ngarsopuro Electricity Substation "*Solosche Electriciteit Maatschappij*" on the west side (Amaldjati, 2021). On the east side of the road is the Triwindu Market. Currently, these buildings still function as they did originally. For example, the SDN Bromantakan 56 Surakarta building is still active today as an educational building, and the Triwindu Market has continued to function as a center for selling antiques since 1939. Meanwhile, the Ngarsopuro "*Babon ANIEM*" Power Station has been converted into a heritage museum and cafe (Istibsaroh, 2024).

Meanwhile, along Gatot Subroto Street, the architecture in this area does not particularly stand out as a cultural heritage site. This area tends to be a commercial area, with buildings along this street being modified according to the preferences of each shop owner and tending to be modern buildings. Although there have been efforts by the government in 2009 to create murals showing that the area is a village of artists, this activity is considered to cause confusion regarding the concept of the Gatot Subroto corridor as an urban tourism area. Therefore, it can be concluded that the architecture in the Ngarsopuro and Gatot Subroto corridors is quite diverse, and overall, the architecture of this area does not have a strong impression like Malioboro and La Rambla.

CLOSING

Conclusion

The Ngarsopuro area has the potential to be an urban tourist attraction in the city of Surakarta. The existence of the Mangkunegaran Palace, Triwindu Market, several historic buildings, and local community activities can be the basis for the development of urban tourism. In addition, the Gatot Subroto Road corridor can be a supporting area for the Ngarsopuro corridor, which is considered too short. Lessons learned from the management of Malioboro in Yogyakarta and La Rambla in Barcelona can be used as a reference for the development of Ngarsopuro - Gatot Subroto, which has a similar appeal as a pedestrian area in an urban area.

Based on field observations, tourism development in the Ngarsopuro - Gatot Subroto area is currently still not optimal, as it has not yet maximized its potential and energy. Unlike La Rambla and Malioboro, which highlight cultural heritage areas, making them authentic and distinct from the surrounding areas. Therefore, as a tourist area, the Ngarsopuro - Gatot Subroto area needs to consider the energy that exists in the area. This is very important to leave a deep impression on tourists and make the Ngarsopuro and Gatot Subroto areas have a sense of place as an urban tourist attraction.

Suggestion

Thus, the Ngarsopuro - Gatot Subroto area needs to strengthen its image and energy. It should continue to promote the concept of urban tourism as described by Ashworth & Page (2011), namely an area that has a

variety of attractions and activities where the local community and tourists can blend together. Future tourism development should not be event-driven, relying solely on specific events to attract large numbers of tourists during certain periods.

To create a lasting impression like Malioboro and La Rambla, the Ngarsopuro - Gatot Subroto area has several things that need to be improved. These include a development concept that promotes the energy of the area, improvements to amenities, accessibility, and attractions that support the area's status as an urban tourism destination known to tourists. As a result, the Ngarsopuro - Gatot Subroto area will not only be known as a highway in the middle of the city, but as a unique urban tourism destination in Surakarta that cannot be found in other areas.

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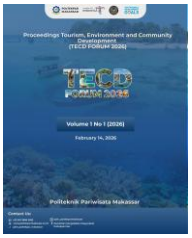
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