ABSTRACT

Narrative is more than about storytelling. Narrative also can play important roles to organize the events and experiences of our lives in order to make sense of and create the things we make sense of, including identity of place. The interpretation and narrative of humans about place are formed by their memory and experience in the past to provide an identity of place. This study aims to look how the public participation in Surabaya Green and Clean Program in Rungkut Menanggal Sub-district (re)construct the identities of place and its people. This research applies qualitative research method by conducting semi-structured in-depth interview and field observation. For the technique of data collection, this research uses snowball method up to 5 informants of Rungkut Menanggal Sub-district as a place to take the data within this research. Cliff Hague and Paul Jenkins’s place and identity theory is chosen to analyze on this phenomenon. In order to get a deeper understanding about narrative that is formed through memories and experiences in which it could create place identity, *Self-narrative* theory by Dan McAdams is used as supporting theory. The result shows that Green and Clean Program as a planning by Surabaya Government plays an important role in meaning making processes and identity formation in a participation activity from the Rungkut Menanggal citizens.

*Keywords* : Surabaya Green and Clean Program, Narrative, Place, Identity