Abstract

Surabaya Municipal Government using *Green and Clean Program* could create a new narrative about place and identity in Surabaya society. Sense of place is process of receiving, selectively reconstructing, and then re-communicating a narrative that constitutes identity and transforms a space into a place. It is interesting to find out how public participation in Surabaya Green and Clean program (re)construct the identity of Nyamplungan’s place identity and its people. It is argued that *Surabaya Green and Clean* can change Nyamplungan’s place identity and its people, and stimulate people to continually to apply their new habit that is concerned with the cleanliness and environment. The result of discussion are Nyamplungan’s place identity and its people are not changed through *Surabaya Green and Clean program*. Nyamplungan’s society just changed their habit temporarily during the program. One of the continuing programs is *Bank Sampah* because it is profitable, unlike the environmental benefit, whose advantage is unseen. There is no new identity constructed or reconstructed towards Nyamplungan or its people through *Green and Clean Program*. However, this program has successfully changed, though a little bit, people’s habits in RW 04 to be more concerned and aware of the environment. The crucial obstacle to construct a new identity in Nyamplungan is the pessimism tone, namely the social ideological setting which involves leadership and economic matters, while the potentials to construct a new identity are the aesthetic ideology and communal character.

**Keywords:** Identity, Narratives, Place, Surabaya Green and Clean