

ABSTRACT

Name : Wenny
Study Program : Architecture
Title : Revitalization of the Glodok Pancoran Area with Sense of Place Approach and Urban Image Elements.

The Pancoran Glodok area, once known as Chinatown with a strong cultural and historical footprint, is now experiencing a shift in function to become more modern and commercial. The typical Chinese architecture has been replaced by contemporary designs, which has led to the blurring of its original identity. Therefore, it is imperative to restore a sense of place to preserve the Chinese cultural heritage and increase appreciation of the area. The designer used quantitative and qualitative methods, through literature reviews, precedent studies, observations in the Glodok Pancoran area, questionnaires to visitors, and interviews with traders, local residents, and cultural experts. The data is then analyzed to formulate design criteria that include open space integration strategies to encourage social interaction, infrastructure innovation to improve mobility, and preservation and improvement of landmarks that become the identity of the area. The design criteria include aspects of sustainability, cultural inclusiveness, increased social interaction, and the development of public spaces that are open to the entire community. In the end, the designer hopes that the revitalization design of Glodok Pancoran area will not only provide practical solutions, but also help in a deeper understanding of the revitalization design of the area with a sense of place approach and city image elements. This design is expected to be able to restore the sense of place that has been lost in the Glodok Pancoran area through its city image elements. In addition, this design is also expected to provide guidance for policy makers and developers to plan the revitalization of the Glodok Pancoran area by considering aspects of sense of place, as well as being an example for researchers and architects for future revitalization activities.

Keywords: *revitalization, identity, sense of place, urban city elements, Glodok*