

ABSTRACT

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Study Program : Architecture

Title : *Revitalization of the Serang City square area with a placemaking approach*

A vast open space in the urban area of Indonesia especially in Java is also well known as alun – alun or city square. In the city of Serang there is also a square located in the middle of the city. It is divided into two parts such as west side alun – alun which functions as main open space, and east side alun – alun which contains social value (sports and recreation). Alun – alun kota Serang itself is a historical heritage, the square of Serang has been here even before the city of Serang is declared, it is a silent witness to the development of the city of Serang. Unfortunately, as the city keeps on developing following the modern world, turn out that the square is quite late in its development. Some problems were also encountered in this square such as the shifting of the main social value caused by the economic value that happens in the square, dissatisfaction of the society while spending time in the square and the square is said to not represent the face of the city of Serang as a province of Banten. Therefore, through this design process, it is to revitalize the main value of the Serang city's square as well as to represent the face of the city of Serang through placemaking approach to produce an active square which could give satisfaction for the community and able to bring the cultural values and the modernization of the city of Serang to represent its face. The theory used in this research are revitalization, placemaking, public open spaces, cultural heritage, and human behavior in public space. Qualitative research methods with literature studies connected to precedents is used as the tools for observation and interview at the square of Serang city. The results are then carried out in depth analysis to produce design criteria to answer the problem that happens in the square of Serang city. The design concept for this revitalization is “pocket of activity” a concept which is formed by the identity of a square and through the placemaking approach. In placemaking it explains about the importance of community in a place, it is transforming spaces into places with high social value. Therefore, the pocket of activity concept is a concept to transform the square of Serang city as not only an open green space but also a place where community could express themselves, to form sense of belonging of the square and various of optional activity could happen flexibly.

Keywords: open green space, square of Serang city, placemaking, pocket of activity