

ABSTRACT

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Title : *Retail Park Design with a Placemaking Architectural Approach in Jakarta*

Jakarta is in the first tier with the largest economy in Indonesia reaching 16.95% in 2015 (Jefriando, 2017). However, due to Covid-19, all sectors of the Indonesian economy including Jakarta experienced a contraction of minus 5.32% (Umah, 2020). One of the most influential sectors is the retail sector, especially shopping centers which only provide food and basic necessities during the pandemic. As a result, the tenants decided to stop and the shopping center experienced a 77% decrease in revenue (Petriella, 2020). The phenomenon of retail closure occurs because it has had a significant impact and has experienced financial distress or has entered a bankruptcy situation (Fajar Ramdani et al., 2021). This happens because during the pandemic people prefer to go to open spaces (Petriella, 2021), but in shopping centers there is no public space or open space so people are afraid of being exposed to the virus (Ekarina, 2020). The problem that underlies this research is that shopping centers cannot adapt to the pre-pandemic era because of their closed design and the absence of activities that guarantee 24 hours. Therefore, it takes a development in retail design with the application of placemaking on the uses and activity parameters so that people can carry out various activities in shopping centers that are active for up to 24 hours. Besides being able to make people start activities outside, it can also make shopping centers busy with visitors again.

Keywords: *Pandemic; Shopping center; Retail Design; Placemaking.*