

ABSTRACT

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A traditional market is the result of civilization, so that a place that can appear there is the result of decades of history of Indonesian civilization. In this case, a place is the result of the construction of a society. In this study discusses the Muara Baru Market. Unfortunately, the existing traditional market has not responded to the generation that was there in system design. Thus, less coating across generations (X, Y, Z). Even though each of these generations is a user of traditional markets. Coupled with the placement and distribution of places that are not optimal. So, there is something that needs to be discussed more deeply regarding the relationship between traditional markets, generational differences, and placemaking. To create new parameters, where the design of all traditional markets can be enjoyed by all generations in the future. By using quantitative research methods, it involves several theories regarding the making of places, theories about generations, and the history of the traditional market itself. This research can be studied more deeply with analysis and discussion that looks at two perspectives, namely a generational perspective and a placemaking perspective.

Keywords: *Generations, Traditional Market, Placemaking*