

Kualitas ruang dan kenyamanan Taman Bacaan Masyarakat (TBM) pada pusat perbelanjaan (mal) = Quality of space and comfortness of Taman Bacaan Masyarakat (TBM) at shopping center (mall)

Citra Trisiella, author

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Abstrak

Munculnya Taman Bacaan Masyarakat diharapkan mampu mengubah persepsi masyarakat terhadap ruang baca. Ruang baca pada pusat perbelanjaan (mal) bisa menjadi daya tarik tersendiri bagi pengunjung mal. Taman bacaan di mal harus bisa bersaing dengan ritel-ritel dalam mal. Penataan ruang TBM@Mal harus dirancang dengan baik, sehingga tidak kalah dengan penataan ruang pada ritel lain dalam mal. Penataan ruang selain untuk menambah daya tarik harus memperhatikan kualitas ruang baca agar tercipta kenyamanan pengunjung. Kehadiran TBM@Mal kurang mendapat perhatian dari masyarakat. Namun TBM@Mal sudah cukup baik dalam menciptakan ruang baca yang baik. Dalam penulisan ini, penulis mencoba menganalisis kaitan antara konteks mal, elemen interior serta kualitas ruang pada taman bacaan di pusat perbelanjaan.

.....The emergence of Taman Bacaan Masyarakat are expected to change the public perception of the reading room. Reading room at the shopping center (mall) could be the main attraction for mall visitors. Taman Bacaan at the mall should be able to compete with retailers in the mall. Spatial planning of TBM@Mal should be well designed, so as not to lose the arrangement of space to other retailers in the mall. Spatial planning in addition to add to the appeal must pay attention to the quality of the reading room in order to create the comfort of visitors. The presence of TBM @ Mal less attention from the public. However TBM @ Mal has been good enough in creating a good reading room. In this paper, the authors tried to analyze the link between the context of the mall, the interior and the quality of the reading room at the shopping center.