

## Keterkaitan adaptive reuse dengan perubahan nilai properti = Adaptive reuse relation to change in property value

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### Abstrak

[<b>ABSTRAK</b><br>

Indonesia merupakan salah satu negara yang pertumbuhan propertinya sangat pesat. Strategi pengembangan properti yang direncanakan kadang berhasil namun sering juga gagal sehingga banyak bangunan yang mengalami tingkat kekosongan yang tinggi. Penelitian ini memfokuskan pada bagaimana suatu tempat yang tidak terpakai

dimanfaatkan kembali secara produktif dengan beralih fungsi baru tanpa merobohkan bangunannya (adaptive reuse) berlaku sebagai pemicu untuk meningkatkan dan memaksimalkan nilai properti bangunan tersebut dan nilai properti pada kawasan sekitar. Dengan fungsi baru akan memperpanjang siklus hidup pada bangunan. Perubahan fungsi pada bangunan tidak terlepas dari berkembangnya kreativitas dan keinginan manusia untuk menghasilkan sesuatu yang baru untuk memberikan manfaat yang lebih besar. Penelitian ini mengambil sampel pada kawasan Istana Kuta Galeria, dimana kawasan ini merupakan ruko-ruko dengan banyak ruangnya yang tidak terpakai. Pendekatan penelitian menggunakan pendekatan kualitatif sehingga menghasilkan uraian mendalam mengenai perubahan ruko menjadi hotel. Dalam penelitian ini dilakukan analisis pada faktor-faktor seperti politik, hukum, ekonomi, sosial, lingkungan, dan budaya yang berpengaruh di dalam peningkatan nilai properti. Hasil penelitian menunjukkan bahwa strategi adaptive reuse berdampak pada nilai

properti melalui peningkatan secara positif pada aspek ekonomi dan produktivitas pada bangunan tetapi tidak berimbas pada bangunan sekitarnya yang masih berada di dalam satu kawasan.

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<b>ABSTRACT</b><br>

Indonesia is one of the countries where property growth have increased significantly in the last couple of years. Often the strategy for property development will gain success, but it is not unusual that it is become a failure resulting in high vacancy rate on buildings. This research was focusing on how unused place can productively be reused with a new function without tearing down the previous and/or existing buildings (adaptive reuse) and therefore trigger increased and maximized the value of property. With the increasing value of the property, it will prolong the life cycle of a building. The adaptive reuse relies heavily on the growing human's creativity and their eagerness to create something that will benefit for larger community. This research took sample Istana Kuta Galeria, which is a commercialized area with many unused spaces. Qualitative approach is used in this research to explain further about

the change from shops to become a hotel. This research was also analysed factors such as politics, law, economics, social, environment and culture that affecting the value of the property. The result of this research showed that adaptive reuse strategy is impacting the value of property by a positive increase on economy and buildings' productivity; however it does not affecting surrounding buildings on the same neighborhood.;Indonesia is one of the countries where property growth have increased significantly

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