

Shopping street sebagai tempat belanja = Shopping street as a place to shop

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Abstrak

Shopping street merupakan jalan yang memiliki bangunan toko pada salah satu sisi atau kedua sisi jalan. Kehadiran shopping street membuat makna jalan tidak lagi hanya sebagai ruang sirkulasi, namun juga menjadi ruang aktivitas belanja dan bersosialisasi. Terdapat tiga cara berbelanja manusia, yaitu demand, semi demand dan impulse dengan pola konfigurasi bangunan linier dan non-linier. Pola linier dapat diterapkan pada tempat perbelanjaan dengan ketiga cara berbelanja manusia, namun pola non-linier hanya dapat diterapkan pada tempat belanja dengan cara berbelanja demand dan semi demand.

Shopping street merupakan tempat perbelanjaan yang terbentuk karena adanya cara berbelanja impuls dan pola linier dengan bangunan toko yang terus menerus dan berjumlah cukup banyak. Selain terbentuk karena cara berbelanja manusia dan pola konfigurasi bangunan, shopping street juga terdiri dari beberapa unsur, yaitu jalan sebagai lajur kendaraan, deretan bangunan toko di sisi jalan, trotoar sebagai jalur sirkulasi, manusia, serta aktivitas berjalan dan berbelanja. Jalan pada kawasan shopping street harus memiliki penataan fisik yang baik sehingga dapat menunjang aktivitas belanja yang dapat meningkatkan kualitas kondisi lingkungan.

.....Shopping street is a street that has store buildings on one side or both sides of the street. The presence of shopping street will make the meaning of a street not only just as a circulation space, but also as a space for shopping and social activities. Basically, There are three ways of shopping, namely demand, semi demand and impulse with linear and non linear building configuration. Linear pattern can be applied to shopping places with those three ways of shopping. On the other hand, non linear pattern can only be applied to the shopping places with demand and semi demand ways of shopping.

Shopping street is a shopping place that is formed because of the impulse way of shopping and the linear pattern with the store buildings that are continuous and quite a lot. In addition to being formed due to the way of shopping and building configuration pattern, shopping street also consist from several elements, which is the street as vehicle lanes, row of store buildings along the side of the street, sidewalks as a circulation path, humans, as well as walking and shopping activities. Street in the shopping street area should have a good physical arrangement so that it can support shopping activities that can improve the quality of environmental conditions.