

Pleasurable sensory wayfinding di Kota Tua = Pleasurable sensory wayfinding in Jakarta Old City

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20489476&lokasi=lokal>

Abstrak

ABSTRAK

Lingkungan yang menyenangkan dapat meningkatkan liveability dari sebuah kota (Rahman, et al, 2014), dan juga meningkatkan imageability suatu space dikarenakan memberikan meaning dari sensasi pleasurable. Dengan mengobservasi kegiatan serta sensory experience di ruang publik, saya bertujuan untuk memahami peluang pengalaman pleasurable digunakan sebagai cara untuk membantu proses wayfinding. Banyak penelitian membahas wayfinding telah dilakukan, kebanyakan berbicara tentang efisiensi yang dinilai dari berbagai aspek seperti pencahayaan (Suzer et al., 2018), suara (Chandrasekera, Yoon, dan D'Souza, 2015), dan bau (Koutsoklenis, dan Papadopoulos, 2011). Selain itu ada juga penelitian yang membahas pleasurable, contohnya rasa pleasurable dalam desain interaktif (Costello & Edmunds, 2007), desain ritel (van Rompay et al., 2011), dan perubahannya di lingkungan perkotaan (Ahmad Nia, Alpar Atun, Rahbarianyazd, 2017), tetapi tidak satupun dari penelitian tersebut yang mencoba menjelaskan bagaimana proses wayfinding bisa dilakukan dengan bantuan pengalaman sensory yang pleasurable. Metode yang digunakan dalam tulisan ini menggunakan teori dari Passini (1992) dan Costello & Edmonds (2007) dan dilakukan dengan observasi aktif, mapping, serta perekaman secara visual. Observasi dilakukan di kawasan Kota Tua Jakarta. Tulisan ini mengungkapkan bahwa pengalaman pleasurable yang membantu proses wayfinding berasal dari pengalaman sensory yang dapat mengakibatkan captivation dan sensation pada subjek yang terlibat.

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ABSTRACT

A pleasant environment can improve the liveability of a city (Rahman, et al., 2014), it also improves imageability of a space due to the meaning derived from pleasurable experience. By observing activities and sensory experiences in public spaces, this thesis aim to understand the opportunity for pleasurable experiences to be used as a way to help the wayfinding process. Many studies discussing wayfinding have been done, mostly talk about efficiency observed from various aspects such as lighting (Suzer et al., 2018), sounds (Chandrasekera, Yoon, and DSouza, 2015), and smells (Koutsoklenis, and Papadopoulos, 2011). In addition there are also studies that talks about pleasurable sensations, for example pleasurable in interactive design (Costello & Edmunds, 2007), retail design (van Rompay et al., 2011), and its changes in the urban environment (Ahmad Nia, Alpar Atun, Rahbarianyazd, 2017), but none of them actually trying to explain how wayfinding process could be done by the help of pleasurable experience. The method used in this paper uses theories from Passini (1992) and Costello & Edmonds (2007) and is done by active observation, mapping, and visual recording. Observations were done in Jakarta Old City (Kota Tua). This paper reveals that pleasurable experiences that help the wayfinding process come from sensory experiences that can lead to captivation and sensation to the subject involved.