

Analisis Karakteristik Ruang dan Lokasi Fulfilment Center sebagai Tipologi Bangunan Real Estat Industrial = Spatial and Location Characteristic of Fulfilment Center as an Industrial Estate Typology

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Abstrak

Properti industri kini tidak hanya mengenal pergudangan sebagai warehouse, pertumbuhan retail daring (e-commerce) membuat adanya pergeseran kebutuhan pergudangan berdasarkan fungsinya sebagai pusat logistik dan titik distribusi. Retail daring merupakan salah satu hasil digitalisasi dan perkembangan teknologi yang mempengaruhi real estat. Dampaknya tidak hanya kepada properti komersial namun juga terhadap permintaan terhadap properti industrial. Pengaruh terhadap properti industrial yaitu kemunculan fulfilment center. Dengan adanya perbedaan fungsi antara warehouse konvensional dan fulfilment center, maka tipologi kedua bangunan ini pun berbeda. Fulfilment center memiliki beberapa faktor penting dalam pengembangan warehouse pada era retail daring, hal ini berupa lokasi, fleksibilitas ruang, dan penggunaan teknologi dan data. Penelitian ini merupakan penelitian kualitatif yang diinvestigasi berdasarkan dua indikator utama, yaitu secara karakteristik ruang dan secara karakteristik lokasi. Penelitian ini ditujukan untuk menganalisa kebutuhan akan ruang dan lokasi fulfilment center dan karakteristik bangunannya terhadap gudang konvensional. Hasil dari penelitian ini menunjukkan bahwa fulfilment center memiliki karakteristik utama dalam bangunannya, yaitu fleksibilitas ruang, keterhubungan antar ruang, dan pemanfaatan teknologi pada bangunannya yang berimplikasi terhadap konfigurasi ruang didalamnya. Kebutuhan lokasi fulfilment center disesuaikan berdasarkan dua hal yaitu secara operasional melalui strategi distribusi perusahaan dan secara arsitektural yaitu kriteria lahan yang mempertimbangkan aspek infrastruktur, pemerintahan, dan pasar.

.....Industrial property recently does not only recognize a conventional warehouse as a storage building, the growth of online retail (e-commerce) has created a shift in warehousing needs based on its function as a logistics center and distribution point. Online retail is one of the products of digitization and technological developments that affect real estate. The impact is not only limited to the commercial property but also on the demand for industrial property. The influence of online retail on industrial property is the emergence of a fulfillment center. With the function differences between the traditional warehouse and fulfillment center, the typology of the two buildings is also different. The fulfillment center has several important factors in warehouse development in the online retail era, these are location, space flexibility, and the use of technology and data. This research is a qualitative research which is investigated based on two main indicators, namely spatial characteristics and location characteristics.

This research is intended to analyze the need for space and the location of the fulfillment center and the characteristics of the building against conventional warehouses. The results of this study indicate that the fulfillment center has a unique characteristics that differentiate this building with conventional warehouse, namely space flexibility, connectivity between spaces, and the use of technology in the building which has implications for the configuration of the space inside. The fulfillment center location needs are adjusted based on two things, namely operationally through the company's distribution strategy and architecturally, namely land criteria that consider infrastructure, government, and market aspects.