

Pola Wayfinding di Pasar Tradisional Informal pada Malam Hari = Wayfinding Patterns in Informal Traditional Market at Night

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Abstrak

Perkembangan pasar tradisional informal pada malam hari menimbulkan tantangan bagi pengunjung, terutama perempuan, dalam menemukan pedagang yang dituju. Tantangan ini memunculkan isu wayfinding akibat susunan ruang yang terus berubah dan visibilitas yang terbatas. Penulisan ini bertujuan untuk melihat pola perilaku dan strategi wayfinding pengunjung, serta elemen lingkungan pasar yang berinteraksi dengan pengunjung saat berbelanja di malam hari. Pengambilan data dilakukan secara kualitatif melalui observasi langsung, pengamatan perilaku pengunjung saat berbelanja, dan wawancara. Hasil pengamatan menunjukkan bahwa pola wayfinding bersifat subjektif berdasarkan interaksi antara kepribadian pengunjung dengan kondisi elemen lingkungan. Meski demikian, terdapat kecenderungan untuk memilih jalur dan lapak berdasarkan intensitas pencahayaan. Perubahan susunan lapak yang dinamis turut menyebabkan kecenderungan disorientasi. Temuan ini juga menegaskan pentingnya elemen visual yang konsisten dan mudah dikenali di sepanjang jalur pasar tradisional informal untuk mendukung proses kognisi ruang. Selain itu, perhatian terhadap kontras visual menjadi krusial agar citra lingkungan tetap terbaca dengan jelas, baik pada siang maupun malam hari.

.....The development of informal traditional market at night poses challenges for visitors, especially women, in finding the traders. This challenge raises the issue of wayfinding due to dynamic spatial arrangements and limited visibility. This paper aims to observe visitors' wayfinding behavior and strategies, as well as the environmental elements of the market that interact with visitors while shopping at night. Data was collected qualitatively through direct observation, observation of visitor behavior while shopping, and interviews. The results of the observation show that the wayfinding pattern is subjective based on the interaction between visitors' personalities and the condition of environmental elements. However, there is a tendency to choose paths and stalls based on lighting intensity. Dynamic changes in the arrangement of stalls also cause a tendency for disorientation. This finding also emphasizes the importance of consistent and easily recognizable visual elements along the informal traditional market path to support the process of spatial cognition. Furthermore, visual contrast must be carefully considered to ensure that the environmental image remains legible, both during the day and at night.