

ABSTRACT

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Study Program : Urban Studies
Urban Specialty in Asset Management
Title : Analysis of Uses of Potential Asset as a Commercial Centre Which
is Cooperated With Private Sector.
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This research assessed several terminal location in five areas in DKI Jakarta Provinsi, and also looked about the economical asset, the life cycle of those assets and how much expenses needed to maintain asset for increasing the usage asset.

The aim of this research was to find out the criteria to maximize the commercial building. To give added values for the government investment and private investor.

This research was based on qualitative research and survey method. The survey is a cross section at one. Data was analysed using Multivariate Analysis of Variance (Manova). This technique is more advanced than Analysis of Variance (Anova) or spatial analysis with Arc View GIS 3.3. program.

Based on the result of analysis can be summarized : 1). Station which has comparative advantage or is looked for by private sector to use as a commercial centre is : a). Station Pulo Gadung can be used as a super regional shopping centre. b). Station Kampung Rambutan can be used as a regional shopping centre. c). Station Senen can be used as a community shopping centre. 2). The strategic value of asset (location), The condition of circumstance and traffic condition are more advantageous and unique than others attributes. 3). Since station and shopping centre are a destination place, all stations can be made as a multifunction area which linked with commercial centre.

The research result suggests station which build as a multifunction area linked with trade centre should think about the intensity of development of multifunction area.

Key word : Use Station Asset, Accessibility, Circumstances Condition, Commercial Center.