

LAPORAN PENELITIAN MANDIRI
PERCEPATAN PROFESOR
KATEGORI C



PREFERENSI VISUAL KAWASAN BERSEJARAH
SEBAGAI DETERMINAN PELESTARIAN KAWASAN

Oleh:

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Dilaksanakan atas biaya PNBP Tahun Anggaran 2019
Fakultas Teknik Universitas Brawijaya berdasarkan kontrak
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Tanggal 3 Mei 2019

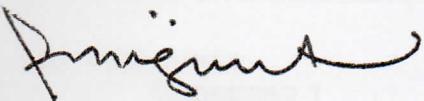
Fakultas Teknik
Universitas Brawijaya
Oktober 2019

HALAMAN PENGESAHAN

Judul Penelitian	:	Preferensi Visual Kawasan Bersejarah Sebagai Determinan Pelestarian Kawasan
Kategori Penelitian	:	C
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Anggota Peneliti (ke-n)	:	
Lama Penelitian Keseluruhan	:	7 bulan
Biaya Penelitian Keseluruhan	:	Rp. 20.000.000
Biaya Tahun Berjalan	:	-

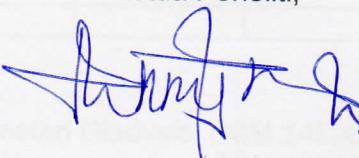
Malang, 26 Oktober 2019

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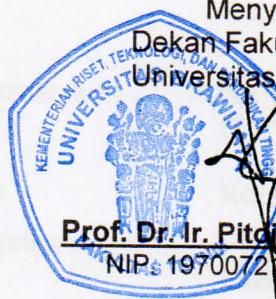
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IDENTITAS KEGIATAN

1. Judul Usulan : Preferensi Visual Kawasan Bersejarah Sebagai Determinan Pelestarian Kawasan
2. Kategori Penelitian : C
3. Ketua Tim Pelaksana
 - a. Nama Lengkap : Ir. Jenny Ernawati, MSP, Ph.D.
 - b. Bidang keahlian : Rancang Kota
 - c. Jabatan Struktural : -
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3. Anggota tim pengusul (sebutkan nama dan gelar akademik, bidang keahlian, matakuliah yang diampu yang relevan dengan topik penelitian, institusi, alokasi waktu/minggu, maksimum 4 orang)
 - a. Dosen:

No.	Nama dan Gelar Akademik	Bidang Keahlian	Unit Kerja	Alokasi Waktu (jam/minggu)
1.	Ir. Jenny Ernawati, MSP, Ph.D.	-Rancang Kota -Environment-Behaviour Studies	Fakultas Teknik	8 jam/minggu
2.				
3.				
4.				
 - b. Mahasiswa:
 - 1) Mahasiswa 1 : Kartika Lestari Gladysia (NIM.145060501111046)
 - 2) Mahasiswa 2 : Yolanda Kusumawati (NIM.165060501111044)

4. Objek penelitian : Kualitas visual kawasan bersejarah; Preferensi Masyarakat
5. Masa pelaksanaan penelitian :
 - a. Mulai : Mei 2019
 - b. Berakhir : Oktober 2019
6. Anggaran yang diusulkan : Rp. 20.000.000,-
(Terbilang: dua puluh juta rupiah)
7. Lokasi penelitian : Kota Malang
8. Hasil yang ditargetkan : Preferensi Visual Kawasan Bersejarah / Luaran: Publikasi pada jurnal internasional bereputasi
9. Institusi lain yang terlibat : -
10. Keterangan lain yang perlu : -

SUMMARY

The historic area has an important role in the realization of a city of identity. Unfortunately, developments to accommodate the demands for change often sacrifice the city's historic areas. Efforts to preserve cultural heritage such as historic areas are not intended to maintain the past alone, but in essence is to maintain the character of the region as part of the history of cultural heritage for the sustainability of the region's present and future. Therefore, the main challenge in urban development is achieving a balance between preserving cultural heritage and sustainable city development.

One of the most important determinants of efforts to preserve historic areas is community involvement. Community involvement in the form of perespi studies and public preferences has been agreed in the literature as a very important form of passive participation. Therefore, it is necessary to study community preferences for the visual quality of historic areas so that it can be seen what visual entities people like in historical areas that need to be preserved, and what dimensions are based on community evaluation of these historic areas, and what factors influence preferences visually a historical district. It is expected that the results of this study can provide meaningful input for management and development planning in historic areas.

This research combines qualitative and quantitative approaches. A qualitative approach is used to map the physical environment condition of the study area by applying the observation method. Then the selection of stimuli is carried out by identifying the visual elements of historic areas namely Historic architecture, Roadside heritage; Urban greenery; Modernity and development; Connectivity; and Visual chaos. These visual elements are photographed and used as stimuli in the questionnaire intended to explore the visual preferences of historic areas. Quantitative approaches are applied to explore evaluative criteria used by the community in evaluating the visual quality of historic areas. The locus of research was chosen by the Ijen Boulevard area which still has a strong character as a historic area. This study involved 150 respondents, namely regional users. The analytical method used is content analysis to determine stimuli, and for descriptive statistics to determine visual preferences and visual quality of historic areas.

Results indicated there are four visual elements preferred by respondents, i.e. urban greenery, historic architecture, roadside heritage, and connectivity. Meanwhile modernity and development was less preferred by the participants. Results also indicated there is one visual element that least preferred by respondents, i.e. Visual Chaos. The research findings show that the visual elements preferred by participants, all of the attributes evaluated positively, while the visual chaos as the least preferred visual element, all of its attributes evaluated negatively.

Targeted research output is dissemination of research results in reputable international journals.

Keywords: Visual Preference; Visual Element; Historic Street; Malang-Indonesia