



ABSTRACT

Pasar merupakan elemen penting yang melekat di kehidupan masyarakat sejak jaman dahulu, baik pasar sebagai bangunan fisik maupun pasar sebagai sistem ekonomi. Dilihat dari sejarahnya pasar mengalami beberapa perubahan fungsi. Pada zaman kerajaan (Keraton Yogyakarta) pasar merupakan fasilitas umum tempat perputaran ekonomi sekaligus tempat interaksi sosial. PASTY Tanaman Hias merupakan bagian dari kompleks PASTY (Pasar Satwa dan Tanaman Hias Yogyakarta) yang menjual ikan hias dan tanaman hortikultura. PASTY Tanaman Hias diklasifikasikan sebagai pasar tingkat III dan terletak di Mantrijeron, Kota Yogyakarta. Dalam perkembangannya, dinas perindustrian dan perdagangan menuntut pasar tidak hanya sebagai pusat perbelanjaan, namun juga sebagai pusat pengembangan sektor industri, edukasi, dan wisata. Dengan menganut prinsip pembangunan Kota Yogyakarta yang berpegang pada keselarasan lingkungan buatan, manusia, dan alam, proposal ini bertujuan untuk mengembangkan PASTY Tanaman Hias dengan pendekatan retrofitting. Dalam penulisan ini, perancangan ditujukan untuk mengoptimalkan fungsi komersial dan wisata PASTY, menambah fasilitas edukasi dengan menyesuaikan (retrofitting) konsep aslinya yaitu pasar dalam taman serta pasar sebagai tempat rekreasi (shopping leisure) dan wisata.

Kata kunci: pasar, retail, retrofitting, shopping leisure.



ABSTRACT

Market has been an important element in society's daily life for a long time, whether as a physical form or as an economic system. Perceived from its history, the market has gone through a few changes in its function. In the era when Keraton Yogyakarta was first established, the market served its function as a place for economic cycles and a place for people to have social interactions. PASTY Tanaman Hias is a part of a larger market complex known as PASTY (Pasar Tanaman Hias dan Satwa Yogyakarta) where people sell pets and horticulture plants. Based on the administrative regulation, PASTY Tanaman Hias is classified as class III market and located in Mantriweron, Yogyakarta City. In its development, the industrial and trading government service demands that a market is not only established for shopping centers but it should also act as an industrial, education, and tourism generator. Adhering to Yogyakarta's City Development principles which conform in harmony between human, nature, and manmade environment, this proposal is intended to develop PASTY Tanaman Hias with a retrofitting approach. During this process, the design is expected to optimize its commercial and tourism service of PASTY, supplement its educational facility while conforming with its original concept as a market inside a garden as well as a market with shopping leisure and tourism service.

Keywords: Market, retail, retrofitting, shopping leisure.