

INTISARI

Revitalisasi Kawasan Pogung Rejo Kabupaten Sleman Sebagai Real Estate *Student-Life Center*

Kabupaten Sleman memiliki potensi besar pada pengembangan real estate, khususnya hunian mahasiswa. Kebutuhan akomodasi untuk mahasiswa pendatang yang semakin tinggi menjadi potensi bagi Kawasan Pogung Rejo yang berlokasi di Dusun Pogung Kidul, Kecamatan Mlati, Kabupaten Sleman sebagai kawasan hunian mahasiswa karena lokasinya yang berdekatan dengan Universitas Gadjah Mada. Namun, kawasan Pogung Rejo dinilai kurang memadai dalam perannya sebagai ruang hunian mahasiswa. Kawasan Pogung Rejo menghadapi berbagai permasalahan fisik seperti aksesibilitas dan mobilitas yang terganggu, kegiatan komersial dan ruang publik tidak didukung dengan fasilitas yang memadai, serta kualitas lingkungan yang kurang terjaga dan kurangnya *place branding*. Selain permasalahan fisik, terdapat pula permasalahan non-fisik yaitu kegiatan pemasaran hunian mahasiswa dan komersial kurang efektif dan efisien karena minimnya jalinan kerjasama. Oleh karena itu, diperlukan revitalisasi kawasan agar terwujud kawasan Pogung Rejo yang mampu memenuhi akomodasi hunian untuk mahasiswa dengan kualitas dan kuantitas yang memadai, serta meningkatkan daya saing dengan memaksimalkan potensi kawasan untuk meningkatkan kegiatan sosial-ekonomi kawasan. Konsep *Student Housing* merupakan konsep utama yang digunakan dan dikembangkan sebagai dasar perencanaan Kawasan Pogung Rejo. Konsep ini diadaptasi dan disesuaikan dengan kebutuhan kawasan sebagai ruang hunian mahasiswa, serta dikombinasikan dengan konsep *Creative Space*, *Commercial Street* dan *Commercial Strip* untuk mewadahi ide utama pada penyelesaian masalah dan menghasilkan konsep ideal *Student Life Center*. Dengan menggunakan *Soft System Metodology*, perencanaan ini menghasilkan *masterplan* real estate *Student Life Center* dengan tipe pengembangan revitalisasi kawasan melalui *Public Private Community Partnership Model*.

Kata Kunci:

Commercial Street-Strip, Creative Space, Indekos, Public Private Community Partnership, Student Life Center

ABSTRACT

Revitalization of Pogung Rejo Area, Sleman Regency As Student Life Center Real Estate

Sleman Regency has great potential in real estate development, especially student housing. The growing need for accommodation for immigrant students has become a potential for the Pogung Rejo area, which is located in Pogung Kidul, Mlati, Sleman Regency as a student residential area because of its location close to Gadjah Mada University. However, the Pogung Rejo area is considered inadequate as a student residence. The Pogung Rejo area faces various physical problems such as impaired accessibility and mobility, commercial activities and public spaces not supported by adequate facilities, poor environmental quality, and lack of place branding. In addition to physical problems, there are also non-physical problems, namely marketing activities for student housing and commercial activities that are less effective and efficient because of the lack of cooperation. Therefore, it is necessary to revitalize the area to realize the Pogung Rejo area which can provide residential accommodation for students with adequate quality and quantity, as well as increase competitiveness by maximizing the potential of the area to increase regional socio-economic activities. The Student Housing concept is the main concept used and developed as the basis for planning the Pogung Rejo area. This concept was adopted and adapted to the needs of the area as a student residential and combined with the concepts of Creative Space, Commercial Street, and Commercial Strip to accommodate the main idea of solving problems and producing the ideal concept of the Student Life Center. Using the Soft System Methodology, this plan resulted in a Student Life Center real estate master plan with the type of area revitalization development through the Public-Private Community Partnership Model.

Keywords:

Boarding House, Commercial Street-Strip, Creative Space, Public-Private Community Partnership, Student Life Center