

ABSTRAK

Kebijakan Pemerintah Daerah Kabupaten Kudus untuk mewujudkan tata ruang kota yang aman dan nyaman bagi pejalan kaki sekaligus mengembangkan tujuan wisata baru dilakukan dengan membangun Kudus *City Walk*. Pembangunan tersebut meliputi perbaikan jalur pedestrian, penambahan koridor baru, penambahan *landmark*, penataan PKL, dan pengaturan lokasi parkir. Berdasarkan observasi, pengembangan Kudus *City Walk* sebagai tujuan wisata kuliner telah tercapai. Namun, keberhasilan tersebut tidak diiringi dengan ketertiban dari pengunjung maupun PKL. Jalur pedestrian dimanfaatkan menjadi tempat makan dan tempat parkir kendaraan. Penelitian ini bertujuan untuk menilai kondisi jalur pedestrian dengan teori *walkability*, menilai kesesuaian pemanfaatan jalur pedestrian, serta mengidentifikasi faktor yang berpengaruh terhadap pemanfaatan jalur pedestrian Kudus *City Walk* pada sisi utara dan sisi selatan. Pendekatan yang digunakan dalam penelitian ini adalah deduktif dengan metode analisis kombinasi. Metode kuantitatif digunakan untuk menilai kesesuaian kondisi jalur pedestrian terhadap enam kriteria *walkability* (kelayakan, aksesibilitas, kegunaan, keamanan, kenyamanan, dan kemenarikan) yang dijabarkan menjadi 13 indikator. Sementara itu, metode kualitatif digunakan untuk menganalisis hasil observasi lapangan terkait kesesuaian pemanfaatan jalur pedestrian dan hasil wawancara terkait identifikasi faktor yang berpengaruh terhadap pemanfaatan jalur pedestrian. Hasil penelitian ini adalah jalur pedestrian Kudus *City Walk* sisi utara kurang sesuai dengan kriteria keamanan dan kenyamanan, sedangkan jalur pedestrian sisi selatan hanya kriteria kelayakan yang sesuai dan kriteria keamanan yang kurang sesuai. Pemanfaatan jalur pedestrian tidak sesuai karena ada fungsi lain selain berjalan kaki, berolahraga, dan duduk santai. Sementara itu, hasil wawancara menunjukkan bahwa terdapat tiga faktor yang berpengaruh, yaitu kurangnya pengawasan pemerintah daerah, kurangnya kesadaran masyarakat, dan kebijakan pemerintah daerah.

Kata Kunci: *City Walk*, Jalur Pedestrian, Kesesuaian Pemanfaatan, Pejalan Kaki, *Walkability*

ABSTRACT

Kudus Regency Government policy to create a safe and comfortable urban layout for pedestrians as well as to develop new tourist destinations is carried out by building the Kudus City Walk. The development includes the improvement of pedestrian paths, the addition of new corridors, the addition of landmarks, the arrangement of street vendors, and the arrangement of parking locations. Based on observations, the development of Kudus City Walk as a culinary tourism destination has been achieved. However, this success was not accompanied by visitors or street vendors. The pedestrian path is used as a place to eat and a parking lot for vehicles. This research aims to assess the condition of pedestrian path with walkability theory, assess the suitability of the use of pedestrian path, and identify factors that influence the utilization of the Kudus City Walk pedestrian path on the north and south sides. The approach used in this research is deductive with a combination analysis method. Quantitative methods are used to assess the suitability of pedestrian path conditions against six walkability criteria (feasibility, accessibility, usability, safety, comfort, and attractiveness) which are elaborated into 13 indicators. Meanwhile, qualitative methods were used to analyze the results of field observations related to the suitability of the use of pedestrian paths and the results of interviews related to the identification of factors that influence the use of pedestrian paths. The results of this research are the northern side of the Kudus City Walk pedestrian path does not match the safety and comfort criteria, while the south side pedestrian path only meets the appropriate eligibility criteria, and the safety criteria are not suitable. The use of pedestrian paths is not appropriate because there are other functions besides walking, exercising, and sitting. Meanwhile, the results of the interview show that there are three influential factors, namely the lack of local government supervision, lack of public awareness, and local government policies.

Keywords: *City Walk, Pedestrian Path, Suitability of Use, Pedestrians, Walkability*