

ABSTRAK

Koridor Jalan Kemasan dikenal sebagai sentra kerajinan perak yang berada di Kecamatan Kotagede. Di masa Kerajaan Mataram Islam, koridor jalan ini merupakan tempat tinggal pengrajin perak, namun saat ini perkembangan kerajinan perak di Jalan Kemasan semakin menurun. Hal ini disebabkan oleh kurangnya daya tarik kawasan dan *sense of place* yang ditandai dengan tidak adanya ruang ataupun aktivitas yang dapat mengangkat kerajinan perak, minimnya rasa aman dan nyaman, serta terganggunya pergerakan di sepanjang koridor. Mengingat penetapan Kotagede sebagai Kawasan Cagar Budaya, termasuk kerajinan perak sebagai bentuk wisata budaya, maka diperlukan perencanaan kawasan yang dapat meningkatkan daya tarik dan *sense of place*, yaitu melalui konsep *placemaking*. Terdapat empat elemen *placemaking* yang diperhatikan dalam perencanaan kawasan koridor Jalan Kemasan: (1) *comfort and image*; (2) *access and linkage*; (3) *uses and activity*; serta (4) *sociability*. Konsep *placemaking* juga melibatkan peran masyarakat sehingga metode analisis dilakukan melalui analisis kuesioner, *benchmarking*, dan kajian literatur. Pada perencanaan ini, pemilihan alternatif menggunakan metode *Analytic Hierarchical Process* (AHP) yang didukung dengan kuesioner. Alternatif terpilih kemudian didetailkan melalui *Cost-Benefit Analysis* (CBA) sebagai justifikasi kelayakan rencana dan pentahapan pembangunan. Keluaran dari perencanaan ini adalah *masterplan* yang mengacu pada elemen rancang kota dari Shirvani (1985), yaitu: (1) rencana guna lahan; (2) rencana tata bangunan; (3) rencana area pedestrian; (4) rencana *street furniture*; (5) rencana sirkulasi dan parkir; dan (6) rencana kegiatan.

Kata kunci: koridor jalan, sentra kerajinan perak, *placemaking*, *sense of place*

ABSTRACT

The corridor of Kemasan Street is well-known as a centre for silver crafts, located in Kotagede District. During the ruling of Islamic Mataram Kingdom, this corridor used to be the residence of silver craftsmen, but nowadays, the corridor seems to be devoid of its glory as the silver craft centre. This was caused by the lack of attractiveness and sense of place as indicated by the scarcity of places and activities that promote silver crafts, lack of safety and comfort, and disrupted pedestrian and vehicular movements along the corridor. Considering Kotagede as a Cultural Conservation Area (KCB), whereby silver craft is considered as asset for cultural tourism, there is a need for planning to increase attractiveness and enhance the sense of place in the corridor, namely using placemaking concept. There are four main aspects in placemaking: (1) comfort and image; (2) access and linkages; (3) use and activity; and (4) hospitality. As placemaking also consider the role of the community, the planning process involved analyses of questionnaire, benchmarking, and literature review. Selection of alternatives employed an Analytic Hierarchical Process (AHP), which was verified by questionnaire. The selected alternative was further scrutinized using Cost-Benefit Analysis (CBA) to justify its feasibility. The output of this planning project is a master plan, following Shirvani's (1985) urban design elements: (1) land use; (2) building form and mass; (3) pedestrian area; (4) street furniture; (5) circulation and parking; and (6) activities.

Keyword: *street corridor, silver craft center, placemaking, sense of place*