



## ABSTRACT

This research is conducted in the central area of Yogyakarta, that is, Malioboro area since Malioboro contains complexity on activities which are focused on this area. Geographically, the area is located atrategic and unique phisiographically for the location is between two big rivers. Winongo river and Code river. Based upon the development, the problem of transportation particularly referring to the traffic management becomes so influencing to the development of Malioboro area. One part of the traffic management is the management of traffic density that manages the traffic density in order to be solved. Hence, this research tries to answer the aims of the research which are focused to know and to identify the location in which the traffic density occurs and the factors which influence the traffic density.

The method applied id secunder data analysis method which is obtained from interrelated institutions in which there are data about the street class, street capacity, and transportation model in the area. Beside the secunder data, the field cheeking needs to be done in order to synchronize the secunder data. Thus, the research analysis is conducted by analysis V-C Ratio, Analysis of Parking Capacity on the street sides, Analysis of Facility Service Supplay, and Analysis of Maping which are aimed to visualize the result of the research in the from of the plan of traffic management. Some of those analysis are used to prove the hypothesis decided before.

The result of the research is in the form of the alternatives of problem solving. They are : remanagement of the traffic line, management of transportation model, management of the development of social-economy facility, and management of parking area aspecially on the street sides which are dense and narrow. It is based on the maping result showing the traffic density that generally is caused by : the running pattern of the traffic that can be felt by all transportation model in Malioboro where the traffic density increases. The complexity degree of kinds of service facility makes people attracted to access this area. Hence, it needs to prepare the new CBD area which is able to intercept the similar activities in the area. The existence of parking area using the street sides becomes the extra obstacle for the running of vehicles, so that the density degree increases, affecting the running of the vehicle. Such condition causes the area becomes uncomfortable for the street users.