

## INTISARI

*Landmark* merupakan penanda spasial dan visual dari sebuah ruang. Monumen kota seperti Monas dan Menara Eiffel berperan sebagai *landmark* bagi ruang kota disekitarnya. Kedua *landmark* tersebut memiliki karakter yang serupa, sehingga peneliti tertarik untuk mengamatinya berdasarkan aspek kriteria kualitas *landmark*. Kedua *landmark* ini diamati lalu dibandingkan kekurangan dan kelebihanannya, untuk mendapatkan masukan bagi desain kawasan Monas.

Peneliti menggunakan metode penelitian dedukif komparatif. Unit amatan kawasan ini adalah kawasan Monas dan kawasan Menara Eiffel dengan analisis pada tingkatan rancang kota (*urban design*). Peneliti menganalisis kedua kawasan dengan tiga variabel utama hasil deduksi: *imageability*, *accessibility*, dan *vitality*. Peneliti menggunakan data *Google Earth* untuk mendapatkan data dan membuat peta kawasan. Observasi kawasan dilakukan secara jarak jauh menggunakan *Google Street*. Observasi yang melibatkan perasaan dan penginderaan non-visual dilakukan dengan analisis konten dari *Google Review*, data ulasan pengunjung dikuantifikasi untuk mendapatkan ekspresi pengunjung kedua kawasan tersebut.

Berdasarkan hasil penelitian, Monas memiliki tugu yang mampu menjadi obyek visual *landmark*, namun desain kawasan disekitarnya menghalangi kenampakan tugu. Berbeda dengan Menara Eiffel, desain ruang disekeliling Menara Eiffel sangat mendukung kenampakan *landmark*. Akses di kawasan Monas buruk oleh karena ukurannya yang terlalu besar, berbanding terbalik dengan kawasan Menara Eiffel yang didesain dengan skala manusia. Keduanya dinilai baik dalam menunjang kunjungan wisata maupun rekreasi, hanya saja kawasan Menara Eiffel memiliki masalah keamanan dan *overcrowding*. Belajar dari kelebihan kawasan Menara Eiffel, kawasan sekitar Monas harus memperhatikan kenampakan tugu dan memperkecil ukuran blok.

***Kata Kunci: Landmark, Monumen, Imageability, Accessibility, Vitality, Rancang Kota, Monas, Menara Eiffel***

## ABSTRACT

*Landmark* by the definition is a spatial visual marker. City Monuments such as Monas and Eiffel tower plays an important visual role as a *landmark* for its *urban* surroundings. Both monuments have character resembles that draws interest to look into it using character qualities of a *landmark* possess. These qualities are compared between two *landmarks* to find features that may become valuable insight for Monas future development.

The research was conducted in a comparative deductive approach as both *landmarks* are the unit of observation within the *urban design* scoop of analysis. Through *landmark* related theory deduction, there are three main units of analysis aspect: *imageability*, *accessibility*, dan *vitality*. This research intensively used Google features to provide data needed to do the research such as Spatial data was retrieved using Google Earth, a visual observation was done using Google Street, and non-visual sensing was done using Google Review by quantifying the visitor's impression of the *landmark*.

According to the research, Monas has huge potential to become a distinctive *landmark* for its surroundings, but the nearby spatial features block its visibility thus reducing its role as a visual *landmark*. On the other hand, Eiffel Tower has a supportive spatial *design* that enhances its visibility as a *landmark*. In terms of *accessibility*, Monas has a poor quality of *design* caused by its huge scale that off-limit by the human comfort scale. The opposite properties can be found in Eiffel Tower whereas the scale is within human comfort. Both *landmarks* are doing well in providing tourism and recreation, but only Eiffel that has an overcrowding problem. By this insight, the researcher suggests that Monas need to pay more attention to its visibility and reduce its block size to improve access.

**Keywords:** *Landmark, Monument, Imageability, Accessibility, Vitality, Urban Design, Monas, Eiffel Tower*