

Koridor penelitian berada di kawasan terminal angkutan Purworejo dimana terminal menjadi suatu simpul Kabupaten/ Kota, dalam pertumbuhannya koridor kawasan terminal angkutan Purworejo membentuk sebuah koridor komersial, fenomena yang terjadi bahwa koridor komersial dipenuhi oleh sektor informal hal tersebut mengganggu mobilitas manusia dan kendaraan sehingga menimbulkan crowded. Di sisi lain kurangnya fasilitas pada koridor komersial untuk mendukung keberadaan terminal dan sebagai tempat untuk mendukung interaksi social. Penelitian placemaking bertujuan untuk mengetahui tingkat placemaking, mengetahui strategi desain koridor komersial dengan pendekatan placemaking, dan Mengetahui konsep pengembangan koridor komersial berdasarkan teori placemaking dan apresiasi masyarakat.

Penelitian placemaking dilakukan menggunakan metode kuantitatif dan metode deskriptif kualitatif, metode kuantitatif didapat dari kuesioner yang di isi oleh pengguna koridor pada lokasi penelitian, data yang dihasilkan diolah menggunakan penilaian likert dan di analisis untuk mengetahui tingkatan placemaking. Metode deskriptif kualitatif dilakukan dengan kajian teori/ regulasi dan data hasil observasi lapangan data tersebut di analisis untuk mengetahui faktor- faktor yang berpengaruh pada pembentukan placemaking. Rekomendasi desain yang telah di buat kemudian dilakukan explanatory research dengan focus group discussion (FGD) yang melibatkan perwakilan pengguna koridor jalan guna mengetahui rekomendasi desain yang dibuat sudah sesuai dengan kebutuhan pengguna koridor.

Hasil penelitian di ke empat segmen amatan pada koridor komersial kawasan terminal angkutan Purworejo bahwa Penggal Jl.KHA Dahlan memiliki tingkat placemaking 51,69% hasil netral, Node Jl.KHA Dahlan memiliki tingkat placemaking 48,35% hasil netral, Penggal Jl. Pramuka memiliki tingkat placemaking 50,16% hasil netral, dan Node Jl.A Yani memiliki tingkat placemaking 55,90% hasil netral. Hasil *focus group discussion* (FGD) yang telah dilakukan pada proposal desain yang telah di buat terdapat tiga catatan yaitu:

1. Penambahan kapasitas drop off barang untuk kebutuhan pertokoan.
2. Jumlah PKL perlu diperbanyak.
3. Jumlah street furniture (bangku) pada area PKL bisa di kurangi.

Kata kunci: Placemaking, Koridor Komersial, Terminal Purworejo

The research corridor is located in the Purworejo transportation terminal area where the terminal becomes a Regency / City node. In its growth, the Purworejo transportation terminal area corridor forms a commercial corridor, a phenomenon that occurs is that the commercial corridor is filled with the informal sector, this disrupts the mobility of people and vehicles, causing crowded. On the other hand, it lacks facilities in commercial corridors to support the existence of the terminal and as a place to support social interaction. The placemaking research aims to determine the level of placemaking, to know the design strategy of commercial corridors with a placemaking approach, and to know the concept of developing commercial corridors based on placemaking theory and community appreciation.

Placemaking research was carried out by using quantitative methods and qualitative descriptive methods, quantitative methods were obtained from questionnaires filled out by corridor users at the research location, data generated and processed by using Likert's assessment and analyzed to determine the level of placemaking. Qualitative descriptive method was carried out by studying theory/regulation and the data from field observations were analyzed to determine the factors that influenced the formation of placemaking. The design recommendations that had been made were then carried out by explanatory research with focus group discussions (FGD) involving representatives of road corridor users to find out that the design recommendations made were in accordance with the needs of corridor users.

The results of the research in the four observation segments in the commercial corridor of the Purworejo transportation terminal area showed that corridor section of Jl.KHA Dahlan had a placemaking rate of 51.69% with the result of neutral, Node of Jl.KHA Dahlan had a placemaking rate of 48.35% with the result of neutral, corridor section of Jl. Pramuka had a placemaking rate of 50.16% with the result of neutral, and node of Jl.A Yani had a placemaking rate of 55.90% with the result of neutral results. The results of the focus group discussion (FGD) that have been carried out on the design proposals that have been made there are three notes, namely:

1. Adding the drop off capacity of goods for shopping needs.
2. The number of street vendors needs to be increased.
3. The number of street furniture (benches) in the street vendor area can be reduced.

Key words: Placemaking, Commercial Corridor, Purworejo Terminal.