



PERSEPSI PELAKU USAHA TERHADAP PENATAAN FISIK DI JALAN MALIOBORO

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INTISARI

Jalan Malioboro merupakan suatu Jalan di Kawasan Strategis Kota Yogyakarta yang berkaitan erat dengan kegiatan pariwisata. Penataan kawasan Malioboro memiliki visi pemanfaatan ruang Jalan terbuka untuk mendorong tumbuh dan berkembangnya kegiatan budaya, pariwisata, ekonomi secara berkelanjutan. Penelitian ini bertujuan untuk menggambarkan penataan fisik di Jalan Malioboro tahun 2016 dan untuk mengidentifikasi persepsi pelaku usaha terhadap penataan fisik di Jalan Malioboro.

Metode penelitian yang digunakan deduktif kualitatif dengan pendekatan rasionalistik. Teknik sampling yang digunakan adalah accidental sampling dengan sampel juru parkir dan pedagang kaki lima di sisi timur Jalan Malioboro. Data diolah dengan cara Triangulasi Data sebagai kegiatan check, recheck dan crosscheck untuk dijadikan suatu kesimpulan.

Hasil analisis menunjukkan bahwa Penataan Jalan Malioboro tahap pertama tahun 2016 meliputi relokasi parkir dan penataan pedestrian. Dilihat dari segi waktu, penataan fisik Jalan Malioboro berjalan baik akan tetapi implementasinya belum berjalan optimal jika dinilai dari sosialisasi dan juga pengawasan. Berdasarkan Persepsi Pelaku Usaha secara umum Penataan Jalan Malioboro tahap pertama sejauh ini telah berjalan baik dan tidak memberi dampak kerugian bagi mereka, sebaliknya bagi pelaku usaha juru parkir justru Penataan Fisik Jalan Malioboro memberi dampak kerugian karena belum optimalnya fungsi Taman Parkir Abu Bakar Ali dimanfaatkan pengunjung sebagai tempat parkir.

Kata Kunci : Persepsi, Penataan, Malioboro

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PERCEPTION OF SMALL-SCALE BUSINESS ACTORS TOWARDS PHYSICAL SPATIAL PLANNING AT MALIOBORO STREET

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ABSTRACT

Malioboro Street is a strategic area in Yogyakarta City which is closely-related to tourism activities. The physical spatial planning of Malioboro area has a vision to exploit the open road space in order to encourage the growth and development of cultural activities, tourism, and economic sustainability. This study was aimed to describe physical spatial planning in Malioboro Street in 2016 and to identify small-scale business actors' perceptions towards physical spatial planning in Malioboro Street. The research used deductive qualitative method with rationalistic approach. An accidental sampling technique was used with parking clerk and street vendors on the east side of Malioboro Street as samples. The collected data were then processed by triangulating the data as check, recheck and crosscheck activities. The results revealed that for the first phase, Malioboro Street physical spatial planning in 2016 included both relocation of parking area and pedestrian spatial planning. In terms of time, the physical spatial planning of Malioboro Street functioned well, however, in terms of socialization and supervision, it did not work optimally. Furthermore, based on view point of small-scale business actors in general, the spatial planning functioned well and showed no negative impacts. On the contrary, parking clerk at Abu Bakar Ali parking area gained negative income impact, since only few visitors used the facility.

Keywords : Perception, spatial planning, Malioboro street

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