

## Abstrak

Ekonomi Kreatif kerap dicanangkan sebagai salah satu sektor ekonomi yang berpengaruh dan memiliki potensi besar dalam perkembangan era Industri 4.0 di berbagai bagian dunia tidak terkecuali Indonesia. Kekayaan seni dan budaya yang tersebar di seluruh daerah Indonesia menjadi modal utama dalam pengembangan potensi industri kreatif, salah satunya di Kota Yogyakarta, yang sejak lama dikenal sebagai pusat seni dan budaya. Banyaknya komunitas sektor kreatif yang tersebar di kota ini, membuat kurang terciptanya kolaborasi serta interaksi antar pelaku sehingga pertumbuhan sektor kreatif kurang optimal. Selain itu, sarana creative hub yang telah dibangun sejauh ini memiliki paradigma eksklusif yang diperuntukan bagi komunitas tertentu sehingga dampak yang diberikan tidak menyentuh hingga kalangan umum.

Yogyakarta Creative Plaza dirancang untuk mengakomodasi *creative hub* - ruang publik - fasilitas pertunjukan (*event*) dalam satu area dengan tujuan menciptakan ruang inklusif dan menciptakan interaksi antara pelaku sektor kreatif dengan masyarakat umum, sebagai sarana untuk mempromosikan produk dan kegiatan kreatif secara langsung, serta menjadi ruang yang merespon potensi wisata berbasis kepentingan khusus dan *event* (MICE) akibat kegiatan sektor, dengan pendekatan desain permeabilitas arsitektur yang memperhatikan aspek (1) visibilitas; dan (2) aksesibilitas sebagai komponen pembentuknya.

Kata Kunci: Creative Plaza, Ekonomi Kreatif, Desain Inklusif, Permeabilitas Arsitektur

## ***Abstract***

*The Creative Economy is often declared as one of the most influential economic sectors and has great potential in the development of the Industrial 4.0 era in various parts of the world, including Indonesia. The richness of arts and culture that is spread throughout Indonesia is the main capital in developing potentials of the creative industry, one of which is in the city of Yogyakarta, which has long been known as the center for arts and culture. The large number of creative sector communities that are dispersed around the city makes it less likely to create collaboration and interaction between actors so that the growth of the creative sector is less than optimal. Also, the creative hub facilities that have been built so far have an exclusive paradigm that is purposely intended for certain communities so that the impact that is given does not reach the public.*

*Yogyakarta Creative Plaza is designed to accommodate creative hubs - public spaces - performance facilities in one area to create an inclusive space design and generate interactions between creative sector actors and the general public, as a medium to directly promoting products and creative activities, as well as a response to the potential of special interest-based tourism and events (MICE) due to creative economy sector activities, with an architectural permeability design approach that takes into account the aspects of (1) visibility; and (2) accessibility as a constituent component.*

*Key word: Creative Plaza, Creative Economy, Inclusive Design, Permeability of Architecture*