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The Potential of Urban Heritage as an Economic Driver in the Sisingamangaraja Street Corridor, Sidoarjo Regency

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ABSTRACT

The Sisingamangaraja Street Corridor in Sidoarjo Regency holds historical and cultural value with the potential to drive local economic development, particularly in the trade, service, and creative industry sectors. The development of public spaces, such as street corridors and historic buildings, is a crucial step in addressing the impact of modernization on architectural preservation and its influence on the spatial planning and aesthetics of the area. This study employs a sequential exploratory method with a quantitative approach, involving heritage element analysis using scoring based on building characteristics and their economic impact in shaping the identity of the Sisingamangaraja Street Corridor. The findings indicate that the Old House Building scores within the interval class of 26-33, revealing a heritage potential 90% higher than that of the Coffee Shop. Variables with high scores demonstrate significant potential to attract tourists and support cultural preservation. Conversely, variables with low scores require architectural solutions in the form of better spatial planning to enhance the visual and functional connectivity among the area's elements. This suggests that strategic management of Urban Heritage potential can create job opportunities, attract tourists, strengthen the local economy, and maintain a balance between cultural heritage preservation and modernization demands.

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1. INTRODUCTION

Economic activities play a crucial role in the development and growth of a city, particularly through the presence of rapidly growing commercial corridors. Commercial corridors have the potential to influence the spatial development of community activities, especially in the trade sector (Sari et al., 2023). One example of a rapidly developing commercial corridor is the Sisingamangaraja Street Corridor in Sidoarjo Regency, which has become a strategic area with significant historical and cultural value. This street not only houses various historical buildings but also serves as a center for trade and services, making a substantial contribution to the city's economic growth.

This area has rapidly developed into a regional-scale Central Business District (CBD), driving the growth of informal activities in the city center. This condition has led to an increasing demand for land and the conversion of open spaces into commercial buildings (Nugraha & Fauzy, 2017). The development of urban heritage through the revitalization of historic areas not only contributes to the preservation of cultural values but also has a positive impact on the local economy (Fuadi, 2023). This revitalization often involves infrastructure improvements, optimization of public spaces, and enhanced accessibility, which can attract more visitors. By creating an appealing and tourist-friendly environment, the area has the potential to serve as a destination for visitors seeking to experience the beauty and uniqueness of Sidoarjo's culture. This, in turn, will support the growth of small and medium enterprises (SMEs) and the creative industry, contributing to job creation and increased community income (Rina, 2023).

Cultural preservation also plays a crucial role in economic development. A sense of ownership and responsibility for cultural heritage can be fostered through community involvement, which not only strengthens local identity but also encourages active participation in economic activities related to tourism and culture (Suranny, 2020). As the Sisingamangaraja Street Corridor continues to develop, various challenges in land use have emerged. The increasing demand for land modernization for commercial purposes, without proper planning, often leads to the degradation of aesthetic value and the functionality of public spaces, especially in areas with high economic activity (Annafi, 2024).

The main issue in the street corridor is the use of slow lanes and road shoulders as parking areas, which disrupts traffic flow and reduces user convenience. Additionally, the lack of proper billboard management results in visual disorder along the street, impacting the area's aesthetics (Tumangkeng et al., 2017). Variations in building characteristics, such as facades, heights, and scales, further contribute to visual inconsistency, making the area appear unorganized despite its high economic potential (Elvira et al., 2023).

The urban heritage potential of Sisingamangaraja Street plays a significant role in the development of the local cultural economy. Its historical value, architectural features, and existing landmarks can attract visitors, while its strategic location and ample open spaces enhance the area's accessibility (Vannesa, 2023). Economic activities in this area also contribute to the improvement of services and facilities for the community. Additionally, the preservation of cultural heritage supports social interaction and community life, fostering sustainable economic development (Irnawan, 2024). Therefore, the management and development of this potential are essential for enhancing community well-being and strengthening Sidoarjo's cultural identity.

Based on initial observations, Sisingamangaraja Street requires architectural solutions to enhance the physical quality of the corridor. This approach involves identifying existing issues and exploring the potential of the Sisingamangaraja Street corridor. The proposed solutions

include more integrative spatial planning to improve visual and functional connectivity between elements (Magdalena et al., 2024). As a result, the created public spaces will not only have improved visual appeal but also enhance the physical quality of the area while preserving its historical and cultural values and supporting economic impact (Wodson & Sulistyo, 2015).

2. METHOD

This research consists of five interrelated main stages, beginning with a field observation of the Sisingamangaraja Street corridor in Sidoarjo. This observation aims to identify urban heritage elements, including architectural, historical, and local values, as a foundation for understanding the area's characteristics (Erdiyanto et al., 2024).



Picture 1. Research Location Mapping
(Source: Analysis, 2024)

The second stage involves analyzing the potential of urban heritage and existing issues to evaluate the contribution of area elements to local economic development while identifying preservation challenges (Tjiptoherijanto, 2016). The third stage focuses on determining the research methodology, where the collected data is organized into an evaluation table with ordinal scale-based assessment indicators to facilitate the measurement of relevance and potential (Handayani, 2017).

Tabel 1. Criteria

Variable	Criteria	Score
Location	Rural Area	1
	Urban Area of the Regency	2
	Administrative Urban Area	3
Historical	Has a cultural history in the form of area history and important figures on a local scale.	1
	Has a cultural history in the form of area history and important figures on a national scale.	2
	Has a cultural history in the form of area history and important figures on an international scale.	3
Age	< 50 Year	1
	= 50 Year	2
	> 50 Year	3

Variable	Criteria	Score
Architectural Period	Represents a style period of less than 50 years	1
	Represents a style period of 50 years	2
	Represents a style period of more than 50 years	3
Architectural Value	Has aesthetic value in one component (head, body, or base of the building)	1
	Has aesthetic value in two components (head, body, and base of the building)	2
	Has aesthetic value in all components (head, body, and base of the building)	3
Relationship Buildings and Open Space	Does not have access and circulation from the building to the open space.	1
	Has access and circulation from the building to the open space but is limited (available access does not allow visitors to move freely).	2
	Has access and circulation from the building to the open space.	3
Authenticity	No changes in one component (shape, material, or layout).	1
	No changes in two components (shape, material, or layout).	2
	No changes in all components (shape, material, and layout).	3
Rarity	The building has the same form and function in other areas.	1
	The building has a similar form but a different function in other areas.	2
	The building exists only in its specific area.	3
Landmark	The building is not an icon of the area.	1
	The building serves as a supporting icon that enhances the area's image.	2
	The building serves as the main icon that strengthens the area's image.	3
Economic Impact	Does not have any impact on community income or job opportunities.	1
	Has an impact on one component (community income or job opportunities).	2
	Has an impact on both community income and job opportunities.	3
Social Impact	Provides one component (cultural wealth, impact on social status, or impact on community quality).	1
	Provides two components (cultural wealth, impact on social status, or impact on community quality).	2
	Creates an impact by raising community awareness of cultural wealth, social status, and community quality.	3

Source: Handayani, 2017

The fourth stage involves data processing and analysis using a scoring method based on Sturges' model, assigning scores from 1 to 3 to assess the potential of urban heritage elements (Asuri et al., 2020). Each score reflects the weight or emphasis on the importance of variables in the assessment context, and the potential level is determined using class intervals derived from the analysis.

Tabel 2. Sturges Model Formula

$K = 1 - 33 \log n$	$Ki = \frac{a - b}{k}$
Description	a: Highest Score
K: Number of Classes	(n x highest value)
N: Number of Data	b: Lowest Score
Ki: Interval Class	(n x lowest value)

Source: Asuri *et al.*, 2010

$$\text{Potential Percentage} = \left(\frac{\text{Value Obtained}}{\text{Maximum Value}} \right) \times 100\%$$

The Sturges model will generate class intervals that reflect potential levels, providing deeper insights into the area's economic development based on the total scores obtained from the analysis (Elvira et al., 2023).

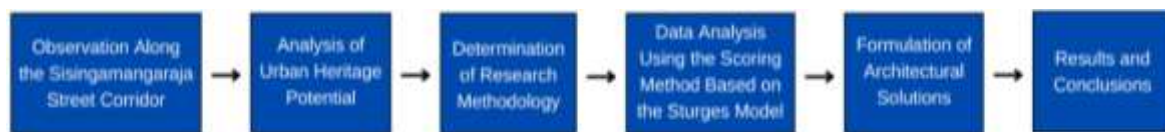
Tabel 3. Interval Class

Interval Class	Percentage (%)	Potential Score
>30	> 100%	Very High
26 - 30	85% - 96%	High
21 - 25	63% - 85%	Moderate
15 - 20	50% - 63%	Low
< 15	< 50%	Very Low

Source: Asuri *et al*, 2010

The final stage of this research is the formulation of architectural solutions based on the data analysis results. These solutions are designed to strengthen the preservation and development of buildings, focusing on enhancing heritage value as a key driver of local economic growth. This study employs the Sequential Exploratory method with a quantitative approach to identify building potential through surveys, observations, and the assessment of key variables such as historical, architectural, and social values (Suharsimi, 2010). This approach enables an analysis of the contribution of these elements in supporting local economic development and strengthening the area. Data analysis is conducted using the Miles and Huberman model, which includes the stages of data collection, reduction, presentation, and conclusion drawing (Amaris, 2019). The scoring process based on an ordinal scale provides a clear representation of the strengths and weaknesses of the area in supporting local economic development.

These five stages can be visualized in a flowchart to facilitate a comprehensive understanding of the research process. Additionally, relevant mathematical equations can be included to explain the data analysis steps in greater detail.

Picture 2. Research Flowchart
(Source: Analysis, 2024)

3. RESULT AND DISCUSSION

3.1 Existing Condition of Urban Heritage Potential on Jalan Sisingamangaraja

The existing conditions of the urban heritage potential on Sisingamangaraja Street were identified by examining the old houses and coffee shops. The following presents the existing conditions of the urban heritage potential along the Sisingamangaraja Street corridor.

A. Old House 1

Old House 1, located at Jl. Sisingamangaraja No. 50, Sidoarjo, holds potential as an urban heritage development site. This is due to its architectural design, which reflects colonial-era architecture through several elements such as Doric columns, a tympanum, and roof embellishments, making the building a landmark and a significant identity within the street corridor. The building's authenticity has been preserved since 1940. The faded paint and weathered walls add an authentic charm to the house as a historic structure. Its strategic location at the end of the main road enhances the role of this house as an Urban Heritage icon, promoting public awareness of the importance of cultural heritage preservation.



Picture 3. Existing Condition of Old House 1
(Source: Researcher's Documentation, 2024)

Economically, Old House 1 has significant potential as a commercial space, such as a historical museum or a vintage-themed coffee shop. From a social perspective, the building has the potential to serve as a community activity center, fostering interaction and strengthening a sense of unity and pride in cultural heritage.

B. Old House 2

The old house on Jl. Sisingamangaraja No. 147, Sidoarjo, holds significant potential for inclusion in Urban Heritage development. Its high-pitched roof and louvered windows serve as distinctive architectural features that reflect the identity of Indische architecture—an architectural style shaped by the acculturation of European and local influences. Although the house underwent repainting in 2024, its original design remains unchanged, preserving its authenticity as a unique symbol of cultural fusion. Its strategic location further enhances its potential as a landmark, attracting visitors and promoting the legacy of Indische architectural heritage to the broader community.



Picture 4. Existing Condition of Old House 2
(Source: Researcher's Documentation, 2024)

Economically, this house has the potential to be utilized as a space for creative enterprises. Additionally, it can be optimized as a community center to support social and cultural activities, such as art exhibitions, community discussions, and community empowerment programs.

C. Kedai Kopi Potehi

Kedai Kopi Potehi is located at Jalan Sisingamangaraja No. 66, Sidoarjo. The building was originally a shophouse owned by a Malay family, constructed during the Dutch colonial period. In 2018, the ground floor was renovated and repurposed into a coffee shop. Despite this functional transformation, most elements of Indische architecture have been preserved. This is evident in the building's design, which features thick walls, louvered windows, and a pyramidal roof.



Picture 5. Existing Condition of Kedai Kopi Potehi
(Source: Researcher's Documentation, 2024)

This coffee shop has relatively good accessibility, as it is directly reachable from the main road, Jalan Sisingamangaraja. Economically, Potehi Coffee Shop creates employment opportunities for the local community and contributes to the economic development of the area. Its presence also helps preserve the architectural heritage of Jalan Sisingamangaraja. Additionally, the coffee shop serves as a gathering place for both small and large community groups and is frequently utilized for various social activities through venue reservations.

D. Toko Kopi Harlem

This building was originally a shophouse constructed in 2010 and was renovated into a coffee shop in 2024. Toko Kopi Harlem adopts a minimalist architectural concept with a vintage-style interior. The location is easily accessible via Jalan Sisingamangaraja. Although not architecturally unique, the coffee shop stands out due to its façade, which prominently features the name "TOKO KOPI HARLEM" in contrasting colors.



Gambar 6. Existing Condition of Toko Kopi Harlem
(Source: Researcher's Documentation, 2024)

Economically, Toko Kopi Harlem plays a role in promoting Jalan Sisingamangaraja to a wider audience, creating opportunities for local residents to provide additional facilities that contribute to the area's economic growth. From a social and cultural perspective, the coffee shop serves as a space for interaction, fostering the development of new social networks through the "work from café" trend, thereby enhancing productivity for visitors.

3.2 The Potential of Urban Heritage in Supporting Economic Development on Sisingamangaraja Street

Scoring is the process of assessing the urban heritage potential of the research object, aiming to understand its historical, architectural, and socio-cultural value. This process involves assigning weights based on specific criteria, such as architectural authenticity, historical significance, economic function, and social and cultural roles within the surrounding community. (Yubelta, 2021). Through scoring, the potential of each object can be compared objectively, providing a clear assessment. This evaluation serves as a foundation for developing solutions or recommendations to enhance the urban heritage value of the building. (Tiara et al., 2024).

Table 4. Assessment Score

No.	Variable	Score Old House 1	Score Old House 2	Score Kedai Kopi Potehi	Score Kedai Kopi Harlem
1	Location	2	2	2	2
2	Historical	2	2	1	1
3	Age	3	3	2	1
4	Architectural Period	2	2	2	1
5	Architectural Value	3	3	3	3
6	Relationship Buildings and Open Space	1	1	1	1
7	Authenticity	3	3	3	3
8	Rarity	3	1	1	1
9	Landmark	3	2	2	2

No.	Variable	Score Old House 1	Score Old House 2	Score Kedai Kopi Potehi	Score Kedai Kopi Harlem
10	Economic Impact	3	3	3	3
11	Social Impact	2	2	2	2
Total		27	24	22	20

Source: Analysis, 2024

Based on the assessment of Urban Heritage potential on Jalan Sisingamangaraja, Old House 1 exhibits a higher potential than Old House 2, with scores of 27 and 24, respectively. Among the coffee shops, Potehi Coffee Shop received a higher score than Harlem Coffee Shop, with scores of 22 and 20, respectively. The assessment results indicate that buildings with minimal structural modifications tend to be the most iconic and possess the highest Urban Heritage value. In contrast, buildings with the lowest scores are those with an architectural period of less than 50 years.

3.3. Architectural Solutions to Maximize Urban Heritage Potential on Sisingamangaraja Street

Sisingamangaraja Street holds significant potential in reflecting cultural and historical identity; however, it remains underutilized due to a lack of attention to spatial relationships, building functions, and social interactions. Architectural solutions are needed to enhance connectivity and support cultural sustainability as well as community activities (Pratiwi et al., 2022).



Picture 7. Design Alternatives for The Old House 1
(Source: Analysis, 2024)

The Old House 1 received the lowest score in the Building Interrelationship and Open Space elements. The building feels more isolated from its surroundings due to a high fence that separates the interior from the public area. The front yard serves only as a boundary to the sidewalk without any landscape elements that support activities. Additionally, this building has the potential to become a landmark of the area due to its prominent colonial

architectural style, which stands out more than other nearby structures, despite its lack of maintenance.

The proposed architectural solution is to incorporate modern touches into this historic building while preserving its colonial architectural value. The design alternative updates the façade with brighter colors and adds functional elements such as access pathways to open spaces. The building's connection with its surroundings is enhanced by introducing a low, transparent fence, well-organized green spaces, and open areas that serve as social interaction hubs. This solution creates a more welcoming and functional environment, improving the integration between the building and its surroundings.



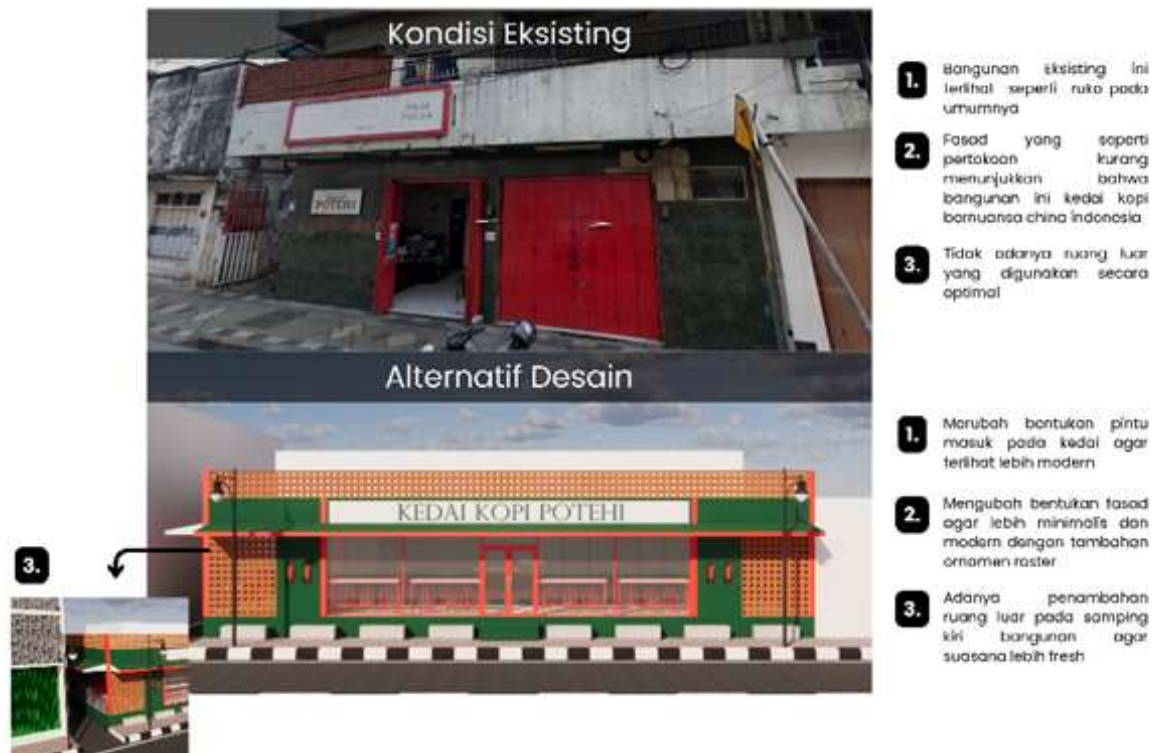
Picture 8. Design Alternatives for The Old House 2
(Source: Analysis, 2024)

The Old House 2 received a low score in the Building Interrelationship and Open Space elements. Its closed-off character limits engagement with the surrounding environment, making it less supportive of public activities and aesthetics. The building's simple and rigid facade also restricts its potential for social interaction. However, its eclectic colonial style presents an opportunity for development into concepts such as a coffee shop, thematic workshop, art exhibition space, or community center, fostering greater local engagement and revitalizing the area.

The architectural solution involves modernizing the façade while maintaining its traditional essence. Decorative lattice elements are applied to the building's sides to create a more dynamic and visually appealing appearance. The open space in front of the building is redesigned to be more active, incorporating sitting group areas that support public activities such as social gatherings and commercial events. This enhances the building's functionality, fosters social interaction, and introduces a modern aesthetic while preserving its colonial character.

Kedai Kopi Potehi is located in a less strategic area with limited connectivity to its surroundings, which reduces its appeal as a public interaction space. The surrounding open spaces remain underutilized, and the building design does not yet fully reflect the richness of local culture. Nevertheless, the cafe holds significant potential to be developed as both a

cultural destination and a local economic hub. Its design can be optimized by integrating distinctive Chinese architectural elements, enhancing its identity and attractiveness.



Picture 9. Design Alternatives for Toko Kedai Kopi Potehi
(Source: Analysis, 2024)

The architectural solution for Kedai Kopi Potehi is designed to strengthen local cultural identity through a distinctive architectural approach and functional optimization. For the facade and interior, Chinese-inspired mural elements are incorporated to create an authentic atmosphere, making the cafe a prominent and iconic landmark along the corridor. The redesign of open spaces supports public activities by introducing comfortable and functional seating areas around the cafe. Additionally, pedestrian pathways are reorganized to improve connectivity between the cafe and its surroundings, facilitating better social interaction.

The cafe is envisioned as a cultural activity center, hosting community programs such as Potehi puppet performances, cultural workshops, and local art exhibitions. These initiatives not only preserve cultural heritage but also enhance community engagement. This transformation is expected to position the cafe as a cultural hub that reinforces local identity while contributing to economic growth through cultural tourism.

Toko Kopi Harlem received the lowest score in the Age and Architectural Period category, as it is a 2000s building featuring a modern and minimalist style. This architectural style makes the coffee shop appear less harmonious with its surroundings, which are predominantly characterized by Indische and colonial-style buildings. Most structures in the area are over 50 years old and feature distinctive elements such as high-pitched roofs, classical columns, and large windows, reinforcing the district's identity as an Urban Heritage area. The contrasting architectural style of Toko Kopi Harlem results in a lack of visual and historical integration within the area, despite its positive contribution to the local economic dynamics.



Picture 10. Design Alternatives for Toko Kopi Harlem
(Source: Analysis, 2024)

The architectural solution to this issue is to redesign the façade to better align with the architectural styles prevalent on Jalan Sisingamangaraja. Incorporating louvered windows, Doric columns, and acroterion ridge ornaments can create a more historic appearance that harmonizes with the surrounding environment. Additionally, the use of a white color scheme enhances visual cohesion. With these modifications, Toko Kopi Harlem can integrate more seamlessly into the area's character and strengthen its appeal as part of the Urban Heritage district, while still maintaining its function as a modern and relevant space.

4. CONCLUSION

The analysis of Urban Heritage potential on Sisingamangaraja Street, Sidoarjo, reveals that heritage buildings scored within the 26-33 interval range, indicating a 90% higher heritage potential compared to coffee shops. This highlights the area's significant potential for development as a cultural, economic, and social destination. The key findings of this study are as follows: The Old House 1 has high architectural and historical value, with authentic colonial design and potential adaptive reuse as a museum or vintage coffee shop. The proposed enhancements include a brighter facade, preserved colonial ornaments, open access with a low fence, and green spaces to support social interaction. The Old House 2 has a closed-off character, limiting public engagement and aesthetic appeal. The proposed solution includes material modifications, structured seating areas, and improved connectivity through an open entrance and transitional terrace space. Its transformation into an art gallery or creative workshop would enhance social interaction, establish it as a creative economy hub, and strengthen its integration with the surroundings. Kedai Kopi Potehi faces connectivity issues, limiting its appeal as a public interaction space with a local Chinese cultural theme. The proposed design incorporates bold color schemes (green and red) and decorative lattice elements (roster) on the facade, enhancing textural depth and cultural identity. Toko Kopi Harlem is enhanced with nako windows, Doric pillars, and acroterion ridge ornaments, reinforcing its historical essence while aligning with the surrounding heritage. A white façade creates a clean, elegant visual harmony, attracting visitors while maintaining modern relevance. This transformation positions the coffee shop as an integral part of the cultural and economic landscape.

This study highlights the importance of architectural solutions that preserve historical values while meeting modern demands. The utilization of Urban Heritage along Sisingamangaraja Street not only contributes to cultural preservation but also drives local economic growth and enhances social interaction. The findings serve as a reference for future research on urban heritage management in Indonesia.

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