ABSTRACT

FINAL PROJECT REPORT - RA 091381
EVEN SEMESTER 2013/2014

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Title : Redesign Keputran Market Surabaya
Theme : Flow
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The expanding services scope of Keputran market have significantly triggered growing number of traders and commodities available on the market and impacted quality space around the Keputran area. The city government had done the standarization and modernization of market design that aims to increase the quantity of provision stall number. However, there are indications of misunderstanding about users behavior in the market place, resulting new problem to Keputran market. About 40% of new stalls remain empty, and the customers occupied the pedestrian, half of road, and river banks. And also the traffic caused by each time process of loading and unloading the market commodities.

The process of designing this final project is directed to unravel the complexity of problems found in the old Keputran market. Preliminary data from Keputran market feasibility study will be adjusted to the implementation standard of a healthy market. Then, the analysis focuses on patterns of behavior problems, the available facilities, and the market potential. The design exploration concept will be developed from three (3) issues: behavior, cleanliness, and circulation. Theme 'flow' was chosen as a reference in developing the design as well as a market solution to the problem of Keputran market.

Keywords: Traditional Market, Behavior, flow