

## ABSTRACT

### ***The Analysis Of Architectural Design In Forming A Sense Of Place At The Lapan Square Building***

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*Creative hub is currently a trend among millennials. Especially around South Tangerang, the emergence of creative hub has spread to several locations, including The Lapan Square. The creative hub accommodates the social activities of millennials, and they have their own pride whilst doing activities there, especially at the creative hub, which is in the business center. Turns out, The Lapan Square is not located in the business center of South Tangerang, and by having unique characteristics of the building, The Lapan Square has managed to become a magnet for the millennial generation because it has a visual character in its architectural design. This research will explore how an architectural design through the visual characteristics of The Lapan Square building can create an impression for its users, or in other words, form a sense of place. Sense of place can occur through various visible and invisible aspects. The visible aspect is the form of design in buildings, such as the use of materials and the shape of the container building used, meanwhile the invisible aspect includes the user's feelings towards the building design of The Lapan Square. By using a descriptive qualitative method, researchers will describe the phenomena that will occur through data collection, by carrying out observations and interviews to obtain perceptions from users about the place and how the users feel in The Lapan Square building.*

**Keywords:** *creative hub, visual character, sense of place*

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Publication Years : 1960 - 2021