

ABSTRACT

THE IMPACT OF CITAYAM FASHION WEEK ON PUBLIC SPACE CHANGES IN THE BNI DUKUH ATAS AREA

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In one of the public spaces in Central Jakarta, namely the BNI Dukuh Atas public space, several changes occurred due to the emerging Citayam Fashion Week (CFW) phenomenon. This change resulted from the influence of style and culture brought from the outside community/CFW, so that the CFW community unconsciously intervened in this public space. This happens because of the needs that must be met due to the unavailability of public space in their area. As a result of the changes that occur, it often creates a new function from the initial function that was previously set by the designer, so that it can change the previous impression/image. Therefore, the purpose of this research is to look at the quality of design that makes BNI Dukuh Atas public spaces attractive to the CFW community and the community unconsciously intervenes, and how the process of change in BNI Dukuh Atas public spaces is due to the intervention of the CFW. In analyzing this research using qualitative methods, namely by observing the field, documenting, depicting or mapping public spaces in 2D and interviewing the CFW community and local residents, taking into account several criteria where the results of the data will be processed and used as material for analysis to determine the impact of the CFW community intervention that occurred. The results of this study prove that the BNI Dukuh Atas public space has a design quality that invites the CFW community due to the unavailability of public space in their area, so there is an intervention by CFW in the public space. Then the interventions carried out by the outside community proved the impact of Citayam Fashion Week on changing the impression/image, function and quality of BNI Dukuh Atas's public space. However, this is an important breakthrough in the realm of architecture regarding the availability of good public space in areas, especially remote areas, to accommodate community activities and a community.

Keywords : Public Space, External Community, Intervention.