

## ABSTRACT

### ***ANALYSIS OF CREATIVE PLACEMAKING IN PUBLIC SPACE TO STRENGTHEN PLACE IDENTITY (CASE STUDY: SARINAH BUILDING)***

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*Sarinah Building is the first shopping center building in Indonesia that needs to be preserved. Sarinah re-opened on March 21 2022. After temporarily closing for renovations in 2020, Sarinah transformed and returned with a new and modern architectural face. Revitalization efforts were made to revive the existence of the Sarinah Building, as a shopping center activity center, a place for promoting local products and a public space. This research emphasizes public space, which has the potential to strengthen the identity of a place. Creative placemaking is used as a public space design approach that reflects the creativity of art and culture. Optimizing quality public space uses a creative placemaking design theory approach to strengthen place identity as a successful form of public space. This study uses a qualitative method, which is analyzed descriptively. With this, researchers will analyze how the application of creative placemaking can strengthen the identity of public space.*

**Keywords:** *Creative placemaking, Public Space, Sarinah Building, Place Identity*