ABSTRACT

CIRCULATION PATTERN OF VISITORS IN THE BREEZE BSD CITY SHOPPING CENTER

Sovia Raihan.[1], Khalid Abdul Mannan, S.T., M.Ars. [2], Rahma Purisari, S.T.Ars., M.Ars., GP. [3]

[1] Architecture Study Program Student, Pembangunan Jaya University

[2] Lecturer in the Architecture Study Program, Pembangunan Jaya University

[3] Lecturer in the Architecture Study Program, Pembangunan Jaya University

The increasing number of residents in the city of Tangerang, the more needs and lifestyles of the community that must be met, starting from basic needs and secondary needs. In meeting the needs of these people, shopping centers or malls are an important part because urban people are more dominant in choosing to shop at malls, which is influenced by a sense of security and comfort when shopping. This is based on the result of spatial planning that is designed regularly so as to form a good and comfortable circulation pattern for visitors. Retail shops are designed in such a way as to indirectly shape the flow pattern of visitor circulation. The flow pattern of visitor circulation is also very influential on the distribution pattern of visitors apart from the ease of reaching the destination as well as in the placement of retail locations. Each shopping center has a different circulation pattern. The object of this research is located in The Breeze BSD City shopping center which aims to determine the relationship between circulation patterns and the distribution of visitors. Data collection was carried out using the observation method, namely behavior mapping (person centered mapping) and literature studies and conducting analysis based on the results of the data that had been collected. The results showed that the circulation pattern in The Breeze is a combination of linear, radial and spiral circulation patterns. With the existence of a linear circulation pattern, the location of the retailers at The Breeze is strategic so that all visitors can pass it.

***Keywords**: Shopping Centers, Circulation Patterns, Distribution of Visitors.*