

ABSTRACT

The development of these day has changed the nature and activities of society, one of the changes that has occurred is the increasing standard of living of the people along with consumptive nature and demands to meet physical (food, clothing, household needs) and mental (recreation) needs. The existence of this shopping center is in line with the modern and consumptive lifestyle of the people. The current shopping center competition has resulted in a combination of concept thoughts that unites shopping centers with other concepts, such as entertainment. With this background, Sinarmas Land presents The Breeze BSD City, a shopping center called "Mall without Walls" which carries the concept of Open Air Lifestyle. In this study, researchers wanted to find out the adjustment of the lifestyle center concept with the existing implementation in BSD and The Breeze BSD City. This study uses lifestyle center characteristics and visitor preferences using the VALS (Value, Attitude and Lifestyle) psychographic segmentation framework. Methods of data collection using field observations, interviews, documentation and distribution of questionnaires. The distribution of the questionnaire uses an online form from Google Form. The end result is that visitors to The Breeze BSD City are Achievers who are concerned with a different experience compared to other shopping centers, mixed tenants, natural lighting, clean and comfortable environment, strategic location and efficient circulation.

Keyword: lifestyle center, shopping center, visitor preferences