

ABSTRAK

ANALYSIS OF DESIGN AND MEANING OF TUGU PAMULANG BARU TANGERANG SELATAN LANDMARK

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South Tangerang City is a city that is growing with challenges in the development process. With a development, it is hoped that the city can be easily recognized, so the area must have a city identity so that it is easily recognized by the community. One of the physical forms that supports the formation of regional identity is building a landmark. In South Tangerang, precisely in the Pamulang sub-district, there is one of the landmarks, namely the Pamulang Monument which should be able to carry a strong city identity. However, in the course of time, the Pamulang Monument has experienced many changes and discussions, one of which went viral in 2021 due to public criticism of the monument which does not describe the city. From public criticism, finally Tugu Pamulang was revitalized which was inaugurated in 2022. Due to the changes that have occurred in Tugu Pamulang, it is interesting to know how a landmark is related to the city's identity in depth.

In the approach research carried out based on qualitative descriptive research in the naturalistic paradigm and explanation through visualization, researchers will analyze how the meaning of the Pamulang Monument is. The purpose of conducting a study on the Pamulang Monument is to find out the results of the revitalization of its shape from the meaning of a city identity, whether it has been described in its physical function as a landmark.

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