

## ABSTRACT

### **CITYHUB PLAZA DESIGN IN THE GOLDEN TRIANGLE OF JAKARTA: SUDIRMAN CENTRAL BUSINESS DISTRICT (SCBD) WITH A MODERN URBAN OASIS CONCEPT APPROACH**

I Made Iwan Karmawan<sup>1)</sup> , Khalid Abdul Mannan, S.T., M. Ars., Gp.<sup>2)</sup>

1) Student of Architecture Department, Universitas Pembangunan Jaya

2) Lecturer of Architecture Department, Universitas Pembangunan Jaya

DKI Jakarta as a business and economic center makes it one of the busiest and most populous provinces in Indonesia. The rapid economic and business activity is reinforced by the term Golden Triangle in the Jakarta area, where this imaginary Triangle stretches through three main business districts in South Jakarta to Central Jakarta, namely Mega Kuningan, Kuningan Persada, and SCBD (Sudirman Central Business District). This design will be carried out in the South Jakarta SCBD area which is one of the most expensive areas in Indonesia and one that is the target of various investors. SCBD with its location on the border of South Jakarta and the dense center certainly makes it dominated by the productive generation, namely Generation Z and Millennials. These two generations have recently had issues where they often change jobs in a short period of time and some of them are influenced by the balance of work time and also the work environment. In addition, the status of SCBD as a leading business superblock area needs to support its business activities through MICE (Meeting, Incentive, Convention, and Exhibition) and one thing that could support this is the existence of a business hotel. However, the orientation of SCBD as a business center also still has disadvantage, which is a limited open land in this area for workers to rest after several hours of indoor work due to the massive construction of buildings in this area. Based on these issues and potential, a mixed-use highrise building design is proposed in the form of Cityhub Plaza in the SCBD area which consists of offices, shopping centers, 5-Star business hotels, and communal open spaces that all carry the concept of a Modern Urban Oasis. This design is expected to be able to handle various issues that exist both on a regional and city scale as well as accommodate various functions that are able to improve and maintain economic turnover while maintaining the image of the SCBD area.

**Keywords:** SCBD, High Rise Building, Mixed-use, Urban Oasis, Modern Architecture

Libraries : 56

Publication Years : 1996 - 2023