

ABSTRAK

Koridor Jalan Prof. Sudarto, SH merupakan akses utama menuju Kampus Universitas Diponegoro (UNDIP) Tembalang yang secara ideal berperan sebagai *campus gateway* atau gerbang kawasan kampus. Sebagai gerbang utama, koridor ini seharusnya mampu menghadirkan identitas kawasan yang kuat, kualitas visual yang baik, serta fungsi ruang yang mendukung karakter lingkungan pendidikan. Namun, perkembangan kawasan yang pesat akibat pertumbuhan aktivitas perdagangan, jasa, dan permukiman di sepanjang koridor diduga telah menyebabkan terjadinya perubahan karakter kawasan yang tidak sejalan dengan fungsi idealnya sebagai gerbang kampus.

Penelitian ini bertujuan untuk menganalisis tingkat ketidaksesuaian karakter Koridor Jalan Prof. Sudarto, SH sebagai gerbang masuk Kampus UNDIP berdasarkan aspek identitas kawasan (*place identity*), kualitas visual (*visual quality*), dan fungsi kawasan. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan metode survei persepsi pengguna koridor yang didukung observasi lapangan dan dokumentasi visual. Analisis dilakukan melalui pengukuran persepsi terhadap elemen-elemen pembentuk karakter koridor seperti landmark, signage, fasad bangunan, vegetasi, *streetscape*, fungsi ruang, dan aktivitas kawasan.

Hasil penelitian menunjukkan bahwa Koridor Jalan Prof. Sudarto belum mampu menampilkan karakter yang kuat sebagai *campus gateway*. Dari aspek identitas kawasan ditemukan rendahnya tingkat legibility dan imageability yang menyebabkan citra kawasan sulit dikenali secara konsisten. Dari aspek kualitas visual, koridor menunjukkan lemahnya koherensi visual, tingginya *visual clutter* akibat dominasi reklame dan aktivitas komersial, serta rendahnya kualitas *streetscape*. Sementara itu, dari aspek fungsi kawasan terjadi pergeseran fungsi yang ditandai dominasi aktivitas perdagangan dan jasa sehingga mengurangi representasi karakter pendidikan. Meskipun demikian, beberapa elemen fisik seperti Gedung Widya Puraya dan Muladi Dome masih berfungsi sebagai landmark yang kuat bagi pengguna kawasan. Temuan penelitian menegaskan adanya kesenjangan antara karakter aktual koridor dengan karakter ideal *campus gateway* Universitas Diponegoro. Oleh karena itu, diperlukan strategi penataan koridor yang terintegrasi melalui penguatan identitas visual, peningkatan kualitas *streetscape*, pengendalian fungsi kawasan, dan penataan elemen-elemen pembentuk citra kawasan guna mewujudkan gerbang kampus yang lebih representatif.

Kata Kunci: gerbang kampus, identitas kawasan, kualitas visual, *streetscape*, koridor jalan.

ABSTRACT

The Prof. Sudarto, SH Street corridor is the primary access route to the Diponegoro University (UNDIP) Tembalang Campus, ideally functioning as a campus gateway. As the main entrance, this corridor should present a strong spatial identity, high visual quality, and spatial functions that support the character of an educational environment. However, the rapid development of the area, driven by the growth of commercial, service, and residential activities along the corridor, is suspected to have caused a shift in the area's character that is misaligned with its ideal function as a campus gateway.

This research aims to analyze the level of character discrepancy of the Prof. Sudarto, SH Street corridor as the entrance gateway to the UNDIP Campus, analyzing the aspects of place identity, visual quality, and spatial function. The study employs a quantitative descriptive approach using a corridor user perception survey method, supported by field observations and visual documentation. The analysis is conducted by measuring perceptions of the elements shaping the corridor's character, such as landmarks, signage, building facades, vegetation, streetscapes, spatial functions, and regional activities.

The results indicate that the Prof. Sudarto Street corridor has not yet been able to display a strong character as a campus gateway. Regarding place identity, low levels of legibility and imageability were found, making the area's image difficult to recognize consistently. From the aspect of visual quality, the corridor exhibits weak visual coherence, high visual clutter due to the dominance of billboards and commercial activities, and low streetscape quality. Meanwhile, in terms of spatial function, a functional shift has occurred, characterized by the dominance of trade and service activities, thereby reducing the representation of an educational character. Nevertheless, several physical elements, such as the Widya Puraya Building and the Muladi Dome, still function as strong landmarks for the area's users. The research findings confirm a gap between the corridor's actual character and the ideal character of the Diponegoro University campus gateway. Therefore, an integrated corridor management strategy is required through strengthening visual identity, improving streetscape quality, controlling area functions, and organizing elements that shape the area's image to realize a more representative campus gateway.

Keywords: campus gateway, place identity, visual quality, streetscape, street corridor.