

ABSTRAK

Kawasan Eropa Kota Lama Surabaya merupakan kawasan heritage yang memiliki nilai sejarah, arsitektur, dan simbolik penting bagi identitas Kota Surabaya. Pascarevitalisasi tahun 2024, kawasan ini mengalami peningkatan kualitas fisik dan visual, tetapi keterkaitan antar-elemen ruang dalam membentuk citra kawasan masih perlu dikaji. Penelitian ini bertujuan menganalisis keterkaitan path, edge, district, node, dan landmark dalam membentuk citra Kawasan Eropa sebagai ikon wisata heritage. Penelitian menggunakan pendekatan kualitatif deskriptif melalui observasi, wawancara, dokumentasi, dan studi literatur. Analisis dilakukan berdasarkan konsep imageability dan legibility Kevin Lynch, serta mempertimbangkan aspek karakter visual, nilai sejarah, aktivitas dan persepsi pengguna.

Hasil penelitian menunjukkan bahwa Jalan Rajawali berperan sebagai path utama, Sungai Kalimas sebagai edge historis, koridor Rajawali–Internatio sebagai district inti, area Gedung Internatio dan Taman Jayenggrono sebagai node, serta Jembatan Merah sebagai landmark utama yang diperkuat oleh Gedung Internatio dan Gedung Cerutu. Citra kawasan terbentuk sebagai koridor heritage kolonial yang memadukan kesan historis dengan pengalaman wisata kontemporer, seperti berjalan kaki, berfoto, dan bersantai. Pasangan path–district menjadi elemen paling dominan karena membentuk urutan pengalaman ruang dan atmosfer kolonial. Meskipun memiliki imageability tinggi, legibility kawasan sebagai satu jaringan ruang masih belum optimal akibat lemahnya keterhubungan antarelemen. Oleh karena itu, penguatan citra perlu diarahkan pada peningkatan konektivitas ruang, kejelasan batas, kesinambungan karakter visual, dan integrasi narasi sejarah.

Kata kunci: citra kawasan; kawasan heritage; lima elemen Lynch; imageability; legibility

ABSTRACT

The European Zone of Surabaya's Old Town is a heritage area with significant historical, architectural, and symbolic value for the identity of Surabaya. Following the 2024 revitalization, the area experienced improvements in its physical and visual quality; however, the relationship between spatial elements in forming the area's image remains insufficiently understood. This study aims to analyze the relationship between the five elements of *path*, *edge*, *district*, *node*, and *landmark* in shaping the image of the European Zone as a heritage tourism icon. A descriptive qualitative approach was employed through observation, interviews, documentation, and literature review. The analysis used Kevin Lynch's concepts of *imageability* and *legibility*, together with visual character, historical value, activities, and user perceptions.

The findings show that Jalan Rajawali functions as the main *path*, the Kalimas River as a historical *edge*, the Rajawali–Internatio corridor as the core *district*, the areas surrounding Gedung Internatio and Taman Jayenggono as *nodes*, and the Red Bridge as the primary *landmark*, supported by Gedung Internatio and Gedung Cerutu. The area's image is formed as a colonial heritage corridor that combines historical character with contemporary tourism experiences, such as walking, taking photographs, and relaxing. The *path–district* relationship is the most influential element because it creates a sequential spatial experience and reinforces the area's colonial atmosphere. Although the area has high *imageability*, its *legibility* as an integrated spatial network remains limited due to weak connections between its elements. Therefore, strengthening the area's image should focus on improving spatial connectivity, clarifying boundaries, maintaining visual continuity, and integrating historical narratives.

Keywords: city of image; heritage area; Lynch's five elements; imageability; legibility.