

ABSTRAK

Perkembangan gaya hidup urban di Kota Semarang mendorong perubahan pola aktivitas masyarakat yang semakin terkait dengan konsumsi, rekreasi, interaksi sosial, dan ekspresi identitas melalui fashion. Di sisi lain, pertumbuhan industri fashion lokal dan meningkatnya minat terhadap produk dalam negeri menciptakan kebutuhan akan fasilitas komersial yang tidak hanya berfungsi sebagai tempat berbelanja, tetapi juga sebagai ruang interaksi dan pengembangan ekonomi kreatif. Namun, hingga saat ini belum tersedia pusat perbelanjaan yang secara khusus mewadahi berbagai local brand fashion dalam satu kawasan terintegrasi. Penelitian ini bertujuan merancang Pusat Belanja Local Brand Fashion dengan interpretasi gaya hidup urban di Semarang. Metode yang digunakan adalah pendekatan kualitatif melalui observasi, wawancara, studi literatur, dan dokumentasi. Data dianalisis melalui proses reduksi, interpretasi, dan sintesis desain untuk menghasilkan konsep perancangan yang sesuai dengan kebutuhan pengguna dan karakter kawasan. Hasil perancangan menghadirkan pusat belanja sebagai lifestyle destination yang mengintegrasikan fungsi retail, ruang komunal, area kreatif, event space, kafe, dan ruang publik interaktif. Konsep desain menginterpretasikan budaya konsumtif, eksistensi, dan kreativitas sebagai representasi gaya hidup urban, yang diwujudkan melalui pendekatan arsitektur komersial modern dengan sentuhan identitas lokal Semarang. Perancangan ini diharapkan dapat mendukung perkembangan ekonomi kreatif serta meningkatkan eksistensi local brand fashion di Kota Semarang.

Kata kunci: pusat perbelanjaan, local brand fashion, gaya hidup urban, Kota Semarang, arsitektur komersial modern

ABSTRACT

The development of urban lifestyles in Semarang City has led to changes in community activities that are increasingly associated with consumption, recreation, social interaction, and identity expression through fashion. At the same time, the growth of the local fashion industry and increasing interest in domestic products have created a demand for commercial facilities that function not only as shopping destinations but also as spaces for social interaction and creative economic development. However, there is currently no shopping center in Semarang that specifically accommodates various local fashion brands within an integrated area. This study aims to design a Local Brand Fashion Shopping Center with an interpretation of urban lifestyle in Semarang. The research employs a qualitative approach through observation, interviews, literature review, and documentation. The collected data were analyzed through data reduction, interpretation, and design synthesis to develop a design concept that responds to user needs and site characteristics. The design result presents a shopping center as a lifestyle destination that integrates retail functions with communal spaces, creative areas, event spaces, cafés, and interactive public spaces. The design concept interprets consumer culture, self-expression, and creativity as representations of urban lifestyles, implemented through a modern commercial architectural approach combined with Semarang's local identity. This design is expected to support the development of the creative economy and enhance the existence of local fashion brands in Semarang City.

Keywords: shopping center, local fashion brands, urban lifestyle, Semarang City, modern commercial architecture.