

## ABSTRAKSI

RAHMAT BHAKTI DARMAWAN, Studi Penilaian Kelayakan Program Revitalisasi Kawasan Perdagangan Khusus Tekstil Cipadu Berdasarkan Peraturan Menteri Pekerjaan Umum Nomor 18 Tahun 2010 Tentang Pedoman Revitalisasi Kawasan. Dibimbing oleh Medtry, ST. MT.

Pasar Cipadu merupakan pusat perdagangan jasa dan telah ditetapkan sebagai Kawasan perdagangan khusus berupa pengembangan pasar tekstil Kota Tangerang. Kawasan ini membentuk koridor panjang yang berada di jalan KH. Wahid Hasyim Kecamatan Larangan dengan mengambil sebagian wilayah di tiga kelurahan yaitu Kelurahan Cipadu, Cipadu Jaya dan Kreo Selatan. Pada masa awal pembangunan Kawasan Cipadu tersebut, dapat dikatakan bahwa sarana pendukung Kawasan tersebut telah cukup terpenuhi. Namun seiring berjalannya waktu, dimana bertambahnya jumlah penduduk, berkembangnya daerah sekitar, dan telah menjadi jalan utama penghubung, memunculkan masalah-masalah baru yang diantaranya kemacetan, kurang terawatnya sarana prasarana pendukung,, tidak adanya jalan pedestrian, kurangnya lahan parkir kendaraan hingga masalah kebersihan. Selain itu, jangkauan konsumen Kawasan Cipadu telah berskala kota dikarenakan pasar tersebut tidak kalah bersaing dengan pasar grosir tekstil lainnya yang ada di Jakarta seperti pasar Tanah Abang, Cipulir, dan Majestik. Selain itu juga telah berkembang ke aneka ragam perdagangan. Pemerintah memandang hal ini dapat dijadikan momentum merubah kawasan tersebut menjadi kawasan wisata. Hal ini juga tertuang dalam Permen PU Nomor 18 Tahun 2010 tentang Pedoman Revitalisasi Kawasan. Saat ini, jumlah penduduk pada kawasan ini juga telah meningkat dari tahun 2016 berjumlah 189.955 jiwa hingga saat ini telah berjumlah kurang lebih 2018 berjumlah 198.950. Perencanaan penataan, harus melihat dari segala aspek secara komprehensif. Hal ini sangat penting agar tidak terulang kembali hal-hal yang sebelumnya telah terjadi. Melihat beberapa permasalahan dan data-data pendukung, maka rencana revitalisasi kawasan tersebut, perlu dilakukan.

Kata Kunci: kawasan perdagangan dan belanja, revitalisasi, dan arahan strategi.

## ABSTRACT

RAHMAT BHAKTI DARMAWAN, Feasibility Assessment Study of the Revitalization Program for the Cipadu Textile Special Trade Area Based on Regulation of the Minister of Public Works Number 18 of 2010 concerning Guidelines for Area Revitalization. Supervised by Medtry, ST. MT.

Cipadu Market is a service trade center and has been designated as a special trading area in the form of textile market development in Tangerang City. This area forms a long corridor on Jalan KH. Wahid Hasyim, Larangan District, by taking part of the area in three urban villages, namely Cipadu, Cipadu Jaya and South Kreo Villages. In the early days of the development of the Cipadu Area, it could be said that the supporting facilities for the area were sufficiently fulfilled. However, over time, where the population has increased, the surrounding area has developed, and has become the main connecting road, has led to new problems, including congestion, poorly maintained supporting infrastructure, absence of pedestrian roads, lack of parking for vehicles and hygiene problems. In addition, the reach of Cipadu Area consumers has been on a city scale because the market is no less competitive with other textile wholesale markets in Jakarta such as the Tanah Abang, Cipulir, and Majestik markets. Besides that, it has also developed into a variety of trades. The government views this as a momentum to turn the area into a tourist area. This is also stated in the Minister of Public Works Regulation Number 18 of 2010 concerning Guidelines for Area Revitalization. At present, the population in this area has also increased from 2016 amounting to 189,955 people to date, it has amounted to approximately 2018 totaling 198,950. Arrangement planning, must see from all aspects comprehensively. This is very important so that things that have happened before will not happen again. Seeing several problems and supporting data, it is necessary to plan the revitalization of the area.

Keyword: Trade and shopping area, revitalization, and strategic direction.