

LAPORAN THESIS

**STRATEGI IMPLEMENTASI CORAK SARUNG SAMARINDA
KE DALAM ELEMEN PEMBENTUK CITRA KAWASAN
STUDI KASUS : CITRA NIAGA SAMARINDA**



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**PROGRAM STUDI MAGISTER ARSITEKTUR
FAKULTAS ARSITEKTUR DAN DESAIN
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SEMARANG**

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**Diajukan dalam Rangka Memenuhi
Salah Satu Syarat Memperoleh
Gelar Magister Arsitektur**



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ABSTRAK

Sarung Samarinda merupakan warisan budaya lokal Kota Samarinda yang memiliki beragam corak dengan makna filosofis sebagai representasi nilai budaya masyarakat. Sementara itu, Kawasan Citra Niaga Samarinda merupakan kawasan perdagangan bersejarah yang memiliki karakter, nilai budaya, dan identitas kawasan yang perlu dipertahankan dan diperkuat. Corak Sarung Samarinda juga telah digunakan pada beberapa elemen kawasan Citra Niaga sebagai bagian dari upaya merepresentasikan identitas budaya lokal. Namun, penerapannya belum didasarkan pada kesesuaian antara makna filosofis corak dengan nilai dan karakter kawasan, sehingga diperlukan strategi implementasi yang mampu menghubungkan makna budaya dengan elemen pembentuk citra kawasan.

Penelitian ini bertujuan merumuskan strategi implementasi corak Sarung Samarinda pada elemen pembentuk citra kawasan Citra Niaga Samarinda berdasarkan kesesuaian makna dengan nilai dan karakter budaya kawasan untuk memperkuat identitas budaya Citra Niaga Samarinda. Penelitian menggunakan pendekatan deskriptif kualitatif dengan metode studi kasus pada Kawasan Citra Niaga Samarinda. Analisis dilakukan melalui identifikasi makna filosofis corak Sarung Samarinda, identifikasi nilai dan karakter kawasan Citra Niaga, serta analisis kesesuaian berdasarkan kesamaan makna. Corak yang memiliki kesesuaian kemudian dianalisis melalui proses transfer makna yang meliputi makna, abstraksi nilai, kebutuhan ruang, prinsip desain, dan elemen pembentuk citra kawasan berdasarkan teori Kevin Lynch yang terdiri atas *path*, *edge*, *district*, *node*, dan *landmark*. Hasil analisis selanjutnya disintesis untuk merumuskan strategi dan rekomendasi implementasi.

Hasil penelitian menunjukkan bahwa dari 15 corak Sarung Samarinda yang dianalisis, diperoleh 7 corak yang memiliki kesesuaian makna dengan nilai dan karakter Citra Niaga, yaitu *Anyam Palupuh*, *Siparape*, *Balo Kudara*, *Pucuk*, *Balo Triolo*, *Dayak*, dan *Kammumu Hatta*. Kesesuaian tersebut menunjukkan bahwa hubungan antara corak Sarung Samarinda dan Citra Niaga dapat dibangun melalui kesamaan nilai dan makna, bukan semata-mata melalui kemiripan bentuk visual. Proses transfer makna menghasilkan hubungan antara corak, prinsip desain, dan elemen pembentuk citra kawasan, yaitu *path*, *node*, *district*, dan *landmark*. Hasil sintesis menghasilkan tiga strategi utama, yaitu penguatan interaksi sosial, penguatan identitas budaya, serta penguatan sejarah dan keberlanjutan kawasan. Strategi tersebut kemudian diterjemahkan ke dalam rekomendasi penerapan pada elemen arsitektur dan ruang kawasan, sehingga menghasilkan pedoman implementasi corak Sarung Samarinda berbasis makna yang dapat menjadi acuan dalam penguatan identitas dan citra kawasan Citra Niaga Samarinda.

Kata Kunci: Sarung Samarinda, makna filosofis, Citra Niaga, citra kawasan, elemen pembentuk citra, strategi implementasi.

ABSTRACT

Samarinda Sarong is a local cultural heritage of Samarinda City that consists of various patterns containing philosophical meanings as representations of the cultural values of the community. Meanwhile, Citra Niaga Area in Samarinda is a historic commercial area with distinctive characteristics, cultural values, and an identity that need to be preserved and strengthened. Samarinda Sarong patterns have also been applied to several elements of the Citra Niaga Area as an effort to represent local cultural identity. However, their implementation has not been based on the compatibility between the philosophical meanings of the patterns and the values and characteristics of the area. Therefore, an implementation strategy is needed to establish a connection between cultural meanings and the elements that form the image of the area.

This study aims to formulate a strategy for implementing Sarung Samarinda motifs into the elements that form the image of Citra Niaga Samarinda, based on the compatibility between the motifs' philosophical meanings and the cultural values and characteristics of the area, in order to strengthen the cultural identity of Citra Niaga Samarinda. The study employs a descriptive qualitative approach using a case study method in the Citra Niaga Area, Samarinda. The analysis was conducted by identifying the philosophical meanings of Samarinda Sarong patterns, identifying the values and characteristics of the Citra Niaga Area, and analyzing their compatibility based on similarity of meaning. Patterns that demonstrated compatibility were further analyzed through a meaning-transfer process consisting of meaning, value abstraction, spatial needs, design principles, and elements forming the image of the area, based on Kevin Lynch's theory, which consists of path, edge, district, node, and landmark. The results were then synthesized to formulate implementation strategies and design recommendations.

The results show that from 15 Samarinda Sarong patterns analyzed, 7 patterns were found to have meanings compatible with the values and characteristics of the Citra Niaga Area, namely Anyam Palupuh, Siparape, Balo Kudara, Pucuk, Balo Triolo, Dayak, and Kammumu Hatta. The compatibility indicates that the relationship between Samarinda Sarong patterns and the Citra Niaga Area can be established through shared values and meanings, rather than merely through visual similarity. The meaning-transfer process establishes relationships between the patterns, design principles, and elements forming the image of the area, particularly path, node, district, and landmark. The synthesis resulted in three main strategies: strengthening social interaction, strengthening cultural identity, and strengthening the historical continuity and sustainability of the area. These strategies are subsequently translated into recommendations for application to architectural and spatial elements, resulting in a meaning-based implementation guideline for Samarinda Sarong patterns that can serve as a reference for strengthening the identity and image of the Citra Niaga Area in Samarinda..

Keywords: *Samarinda Sarong, philosophical meaning, Citra Niaga, area image, image-forming elements, implementation strategy.*