



## Art Plaza in Makassar: Determining Location and Site in Building Planning

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### Abstract

*The planning of the Art Plaza in Makassar can fulfill the need to encourage the spirit of work and creativity for artists and build a forum and as a bridge of appreciation of art and culture with the community. Location determination analysis is based on taking into account the basic considerations taken and the division of Makassar City and several factors that need to be considered in determining the location of Plaza Seni, including; accessibility for transportation and communication lines, location must be easily accessible to the community or close to the highway and available infrastructure and facilities easily, for example; available pedestrian, accessible for people with disabilities. An adequate location for planning an art plaza is in the district of Ppanakukkang, Kelurahan Paropo. From the location of the site, it can be concluded that the chosen site is feasible enough to become a planning site for the construction of Plaza Seni in Makassar.*

### Introduction

Art and culture are evidence of a civilization that grows and develops somewhere (Price, 2001). Indonesia, with all its potential arts and culture, has been recognized by other countries in the world because it is one of the countries with a very diverse artistic and cultural wealth (Acciaioli, 1985). The many tribes that develop in Indonesia strongly encourage the formation and development of art and culture, because in Indonesia each group or tribe has its own identity or characteristics in terms of art and culture (Picard, 1997).

One effort to arouse people's interest in art is to provide art containers that can accommodate all activities related to art and culture (Hatcher, 1999).

Makassar is an area in South Sulawesi which is one of the tourist destinations and surrounded by developing cities, this area also has a diversity of arts and culture that is quite diverse (Sutton, 2002). The interesting construction of Makassar city architecture based on local art and culture that is accommodated by the Makassar city government (Yunus et al., 2012). Diversity supports the creation of various performances or activities throughout the year as a permanent agenda of artistic activities each year.

Compiled from the Department of Culture and Tourism of Makassar city. There were recorded 12 activities or events with the number of visitors above 250 people in 2014 with the total number of visitors reaching 4900 people since 2010 the event increased annually to reach 19.4% and the number of visitors continued to increase to reach 31.26% each year. This development shows the amount of appreciation and interest of the community towards art. Art and cultural assets as resource-based development (De La Harpe, et al, 2009).

Makassar as an Indonesian Tourism Destination Region does indeed have significance for the past (in relation to tradition), the present (enriching life), and the future (inspiring future lives). Makassar itself currently has not many facilities available to accommodate art activities that cover all aspects of people's lives.

Departing with the hope as one of the big cities that have great cultural and artistic potential, it is necessary to become the identity of the community as a differentiator with other regions, space planning for organizing and expressions like these artists can be appreciated by all levels of society with backgrounds diverse culture.

Thus the existence of a promotional container as well as displaying the work of artists, improving aspects of tourism and business through local and foreign tourist visits that can encourage the regional economy to become more developed and developing. Then the selection of Makassar city as the Plaza Arts venue can still be explored further with a myriad of backgrounds and potential in the area that are worthy of development and more attention as an important aspect in the development of tourism in the Makassar area.

Seeing the potential that Makassar has in the fields of culture, art, tourism, industry, artisans, and art-makers who have considerable potential, it is felt that a container is needed to accommodate all types of activities and create a new aesthetic for Makassar. The Plaza of Arts in Makassar also fulfills the need to encourage the spirit of work and creativity for artists and build a forum and as a bridge of appreciation of art and culture with the community.

Planning Plaza art in Makassar has the goals and objectives of the culture, among others: obtaining alignment of the function of the plaza as a shopping space as well as being open to the public as a place for recreational and educative interaction and producing contextual designs, with a strong identity, with the application of concepts that are interconnected with surrounding environment.

## **Methods**

Location determination analysis is based on taking into account the basic considerations taken and the division of Makassar City and several factors that need to be considered in determining the location of Plaza Seni, including; accessibility for transportation and communication lines, location must be easily accessible to the community or close to the highway and available infrastructure and facilities easily, for example; available pedestrian, accessible for people with disabilities. In accordance with government policies regarding the City Spatial Plan (RTRWK). Availability of public utilities, public buildings need clean water, sewage/sewage, electricity, and telephone lines. The developer must make the utility always available.

## **Results and Discussion**

### *Analysis of the Location of Art Plaza in Makassar*

Based on considerations, criteria can be determined in the selection of alternative locations, namely: (1) in accordance with Makassar City Land Use Regulations and City Spatial Detail Function. (weighting 40%) (2) located in areas traversed by the city transportation lane from all directions (Weight 30%). (3) the provision of land that is sufficient to accommodate the activities/space requirements and allows for future development. (weighting 20%). (4) availability of city utilities facilities and infrastructure, including clean water, electricity, telephone, drainage, and sanitation (weighting 20%)

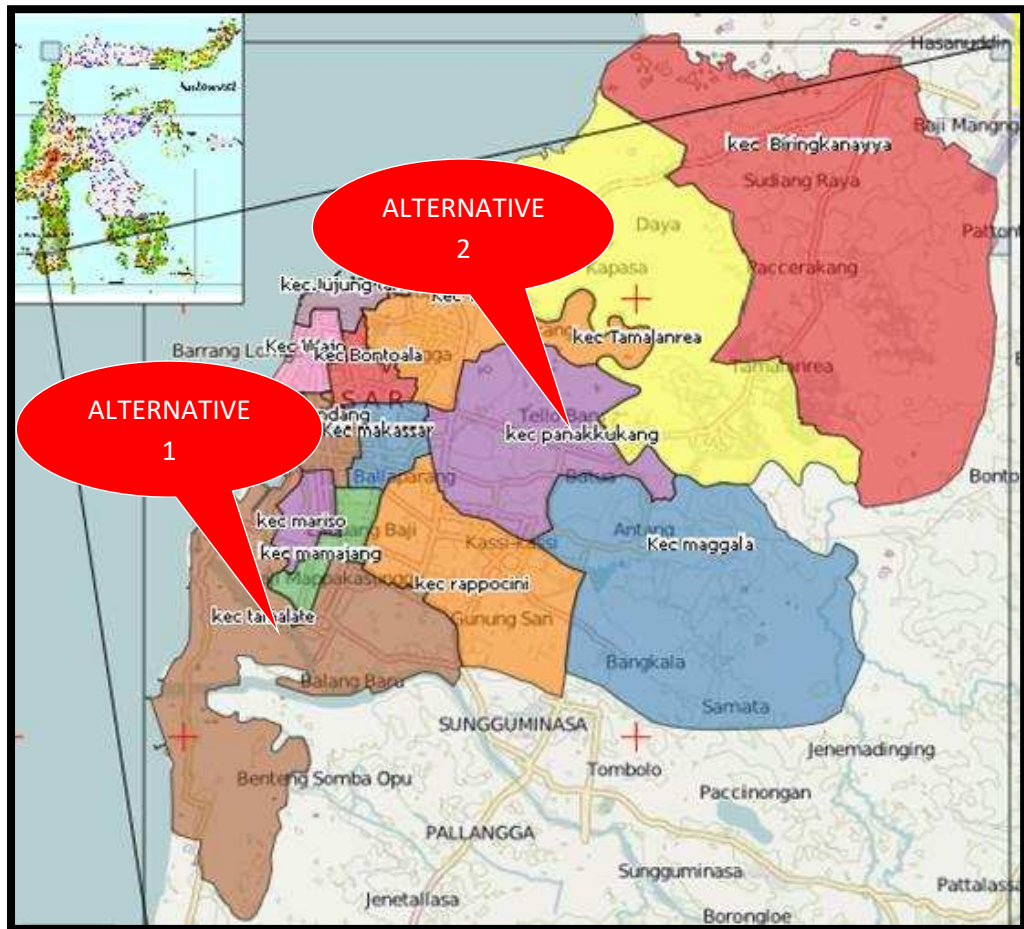


Figure 1. Modified Makassar location determination map from [www.darimakassar.com](http://www.darimakassar.com)

Based on the above criteria, 2 alternative locations were selected, namely (1) Tamalate district with an area of 20.21 Ha. The main function as Social Services, Settlement, and Trade. This location also has several potentials, one of which is a developing recreation area. Alternative (2) Panakukkang sub-district with an area of 17.05 Ha with a population density of 147,659 inhabitants in 2014, is an area with the main function of education and trade and supporting functions of settlements and social services.

Table 1. Determination of Location

Criteria	Weight	Alternative 1		Alternative 2	
		Value	Weight x Value	Nilai	Weight x Value
A	40	4	160	3	120
B	30	2	60	4	120

C	20	3	60	2	40
D	20	4	80	4	80
Total		-	360	-	390

Source: Data Processing Result, 2019

Value remarks:      2 less supportive  
                              3 supportive  
                              4 very supportive

After seeing the weighting table above, the chosen location is alternative 2, namely Panakukkang District.

*Site Determination Analysis*

Site determination is influenced by the nature and character of the activity and its relationship to the object itself (Akin, 1988). In this plan, namely Plaza Seni. In determining the site, several factors need to be considered, including: (1) Accessibility for transportation routes; (2) Supporting site environment in terms of topographical aspects (soil conditions), and activities that occur. (3) City utilities are available; (4) Extensive land area that is likely to develop. (5) The shape and characteristics of the site that are favorable to the development of the plan, are easy to process and develop, as well as environmental safety factors.

Based on the above considerations, criteria can be determined in site selection, namely: (1) Being in an area traversed by a city transportation line (40) (2) Land Contour (topography) is good, and the Land Area is quite adequate especially for the parking area. 25; (3) Availability of facilities and infrastructure of urban utilities, including clean water, electricity, telephone, drainage and sanitation, 10. Supporting view conditions, 25.

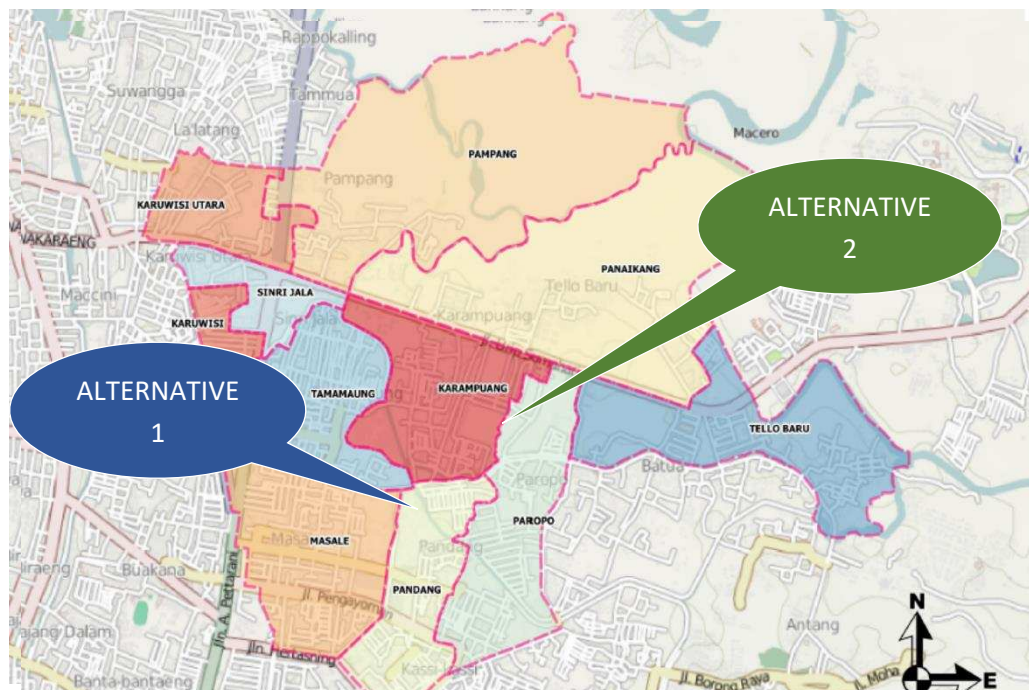


Figure 2. Modified map of Panakukkang district from source: [www.darimakassar.com](http://www.darimakassar.com)



Based on the previous criteria, 2 alternative sites are determined, namely: (a) Alternative Site 1 (Kelurahan Masale). Site is located on the *adiyaksa street* and north boulevard, and is surrounded by shops, and shop houses. The site looks narrow at the front and extends at the rear, the available land area is sufficient for the facilities and the amount of space needed by Plaza Arts. But the condition of the fiu is less open because it is surrounded by shops 2 floors and 3 floors.

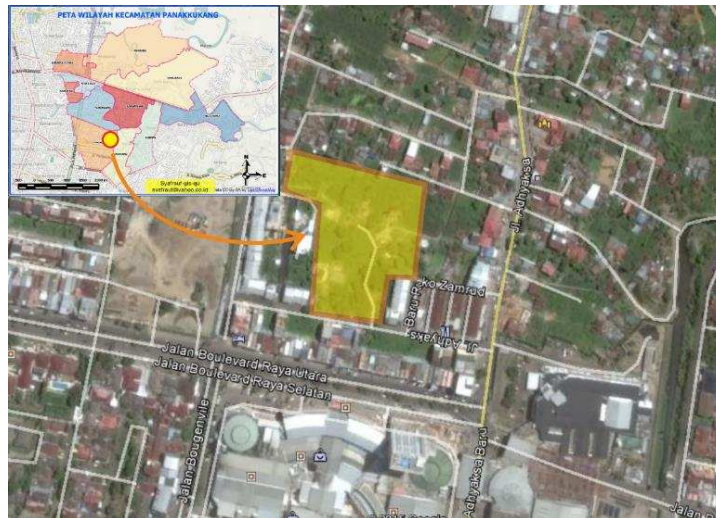


Figure 3. Site Map of the Masale District Area. Source: Google Earth, 2015.

Alternative 2 (Kelurahan Paropo) can be seen from the site conditions passed by the Toddopuli Raya in the west and 3 other roads, namely the IV orchid road to the north, the Orchid highway to the east, and the hobby market road to the south. Passed by city transportation, and adequate land area for Plaza Seni.



Figure 4. Ex-District Site Map Paropo Modification from source: Google Earth, 2015

Table 2. Weighting of site selection

Criteria	Weight	Alternative 1		Alternative 2	
		Value	Weight x Value	Value	Weight x Value
A	40	2	80	4	160
B	25	3	75	3	75
C	10	4	40	4	40
D	25	2	50	3	75
Total		-	245	-	350

Source: Data Processing Result, 2019

Value remarks:       2 Less supportive  
                               3 Supportive  
                               4 very supportive

After seeing the weighting table above, the site chosen is Alternative 2, namely Paropo Village. Site Conditions, site planning is carried out with regard to site conditions and possible impacts arising from physical changes on it. The purpose of site planning is so that the overall spatial program and its needs can be realized in an integrated manner by taking into account the conditions, the natural environment, the artificial physical environment, and the surrounding social environment.

Tread is a trade and tourist focus lane with relatively flat contours and is at the height of halfway, and is the main road. Tread as the location of Plaza Seni in Makassar has the following boundaries; Physical boundaries, namely Commercial areas, residential areas, shopping areas/settlements, environmental boundaries, Toddopuli highways, orchid roads, hobby market roads, and road edges.

Achievement on the Site is influenced by Circulation to the site in the form of public vehicles and pedestrian areas and private vehicles, site circulation based on its presence will affect circulation within the site. (1) Existing achievements, site location is on a route that is easily accessible by any vehicle. Achievement is easy with public and private transportation passing through Plaza Seni and the location is close to the commercial center, Settlement. (2) Design response, consideration of the location of the entrance on the site can be seen in the following position analysis table: Strengths, easily achieved and observed by motorists, 4 roads pass through the site, making it easy to select the entrance. Deficiencies, causing a buildup of vehicles at a red light but in the context of smooth traffic. Verdict: The most strategic position.

Site circulation is the main access to the site through which a variety of vehicles use two lanes. The response, circulation patterns within the site are influenced by several demands for consideration as follows; (1) visitor circulation requires a fast and easy circulation path so that the entrance position is easy to find; (2) The position between the main entrance (main entrance) and the main side door (side entrance is separated to facilitate the achievement of

each function between the visitors of the cast and manager and to prevent the occurrence of cross circulation (cross) in the site; (3) Circulation in the area parking needs to be considered so that there is no cross circulation between vehicles as well as pedestrians. In addition, consideration needs to be given to the closeness of access between the location of the parking lot with the building mass; (4) Noise, the noise factor greatly influences the placement of buildings against noise sources. Response noise from the mainline of Jalan Todoppuli Raya can be reduced by placing a barrier in the form of trees.

Potential Direction of the Wind, the potential of the view is very influential on the direction of view of the building so that vision (visual) will provide attraction to the physical building. Existing view into the site, view into the site is in the direction of view originating from outside the site. A potential 4th view on the tread direction is as follows; (1) from the direction of Jalan Todoppuli Raya. The most potential view comes from the front of the road, namely; Jalan Todoppuli Raya; (2) From the direction of the hobby market road, the potential view comes from the direction of the tourist hobby market which can easily get the location of the site; (3) From the back of the site, which is the direction of Jalan Anggrek Raya and settlements; (4) From the right side, view from the side that leads to settlements and shops; (5) View out of the site, a building that is on the road that passes through the location of the art plaza, a very strategic zone for the orientation of the facade processing in accordance with the direction of view.

Climatic conditions, existing climatic conditions with responses; (1) anticipated building sunlight by using sun shading to reduce the effects of reflections or glare. (2) the arrangement of vegetation is done to reduce the intensity of the sun during the day. (3) against blowing sea breeze the wind is broken using trees arranged in such a way.

## Conclusion

Determination of the location of the Plaza art is determined by taking into account several factors, namely Accessibility for transportation and communication lines, land contours, surrounding facilities, and public utility networks based on site selection criteria, it can be concluded that an adequate location for planning an art plaza is located in Ppanakukkang sub-district, Paropo sub-district. From the location of the site, it can be concluded that the chosen site is feasible enough to become a planning site for the construction of Plaza Seni in Makassar located in Panakukkang Subdistrict in Paropo village which has good site conditions with an area of about 19150 m<sup>2</sup>.

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