# Street furniture concept in Pasar Buah and Bukit Gundaling Based on place identity

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**Abstract.** Tourism is one of the largest sources of the foreign exchange for a country, that encourage many developers to develop it. Karo District located in the province of North Sumatera, Indonesia, which has many tourist destinations with natural and cultural resources, including Pasar Buah and Bukit Gundaling. To develop Tourism, one of way is with increasing place identity in tourist destinations. Unfortunately, place identity in Pasar Buah and Bukit Gundaling are still lacking, so it needs improvement, one of that is the Street furniture in Pasar Buah and Bukit Gundaling. This study aims to design the concept of the Street furniture planning in Pasar Buah and Bukit Gundaling. The method used is a qualitative method, that is design street furniture using five groups elements of street furniture: decorative element, service furniture, trade furniture, signaling furniture, and advertisement furniture. The result of this study is the concept of the design street furniture of Pasar Buah and Bukit Gundaling, which can use to improve place identity in tourism of Karo District.

**Keyword:** Street furniture; Tourism; Place Identity

## 1. Introduction

Tourism is one source of foreign exchange earnings for a Country. One way to increase tourism is to improve the identity of the location of the tourist attraction. Pasar Buah dan Bukit Gundaling are two tourist attraction in Karo District which have low place identity. Therefore it needs the planning of the tourist attraction, one of them is a planning of street furniture. Street furniture is all elements that are collectively in a landscape of the road for convenience, fun, information, circulation control, protection and enjoyment of road users [11]. This study aims to design concept of street furniture by the identity place. The results of the research can be used to improve tourism and comfort of tourists and local people in Karo District.

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## 2. Literature Research

Street furniture is one of the physical aspects, and part of a human made landscape element or hard landscape, which is one of formers Identity place in an area [2], [6], [7]. The principle of place identity are four; they are Distinctiveness, Continuity, Self-esteem, and Self-efficacy. Distinctiveness that is, tourists perceptions of the uniqueness of a place and things that can be done in that location are different from other areas [12]. Continuity is the values, experience, and familiarity of tourists at tourist sites. Self-esteem is the evaluation, commitment and sense of belonging tourists have in the destination.

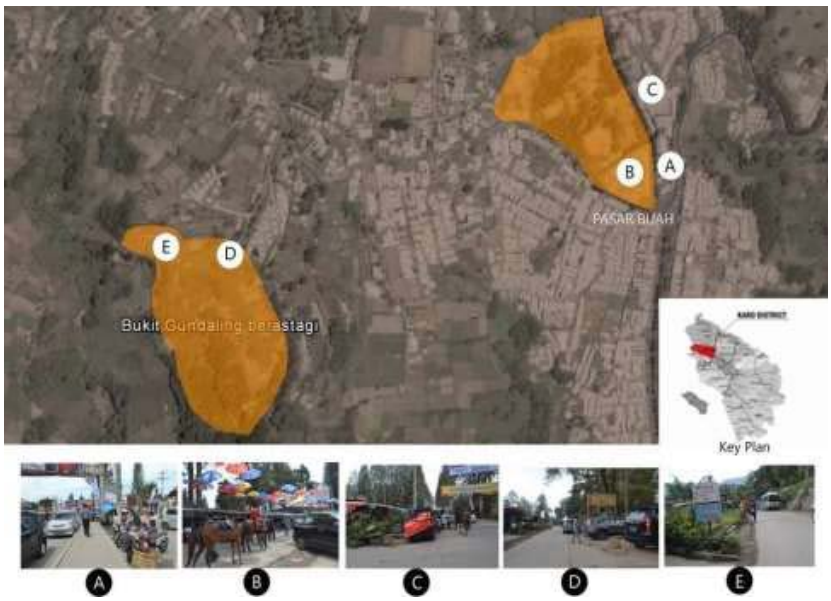
In the continuity, the physicality of a place is not important, but more to the values contained there in and the memories/experiences of a person [14]. Self-efficacy that is the comfort, security, confidence, and ease of accessibility, there when people are satisfied with their needs somewhere so that they can act rationally and efficiently. Comfort is a pleasant feeling that someone feels when in an environment [13]. The principle is forming The identity of the place which is the previous research [16], of the researchers used as a background in the planning of street furniture. In its placement in the street landscape, street furniture can serve as decorative elements; furniture for leisure; trade furniture; and advertising [2]. An attractive quality of a tourist attraction can hold by planning and design street furniture that takes into the elements of the surrounding environment, Fused as an interesting composition. Not complete elements of street furniture in a region were causing irregularities area [10]. It is supported by the principle of place identity, where street furniture is incomplete, will cause uncomfortable street furniture users. Planning of street furniture is to improve Tourism in Karo District. Street furniture has five elements: Decorative element; Service furniture element; Trade furniture Element; Signaling Element; and Advertisement furniture element [2].**3.**

## 3. Methods

### *3.1 Research Area*

Research area is located in Karo District, which has a high Tourism potential. There are two locations of the famous tourist attraction for tourists and local people in Karo Regency, that is Pasar Buah and Bukit Gundaling. Both areas were chosen based on previous research [16], and because this area is rated as the location that is most popular with both tourists and residents and the distance between these two locations is close together. Pasar Buah is a must-visit place for tourists visiting Karo District. Tourists can find fresh fruits and vegetables in this market, one of that Berastagi fruits bought by tourists, namely orange and markisa. While Bukit Gundaling a tourist attraction where visitors can enjoy the panorama of Mount Sibayak and Sinabung. Because of the beauty of natural panorama that can be enjoyed from Bukit Gundaling, make Bukit Gundaling included in natural tourism potential in Karo Regency.

**Figure 1.** Research Area




*3.2 Methode*

The method used in this research is the qualitative method. This method collects problems on every element of street furniture located in Pasar Buah and Bukit Gundaling, which then found the concept of good street furniture planning solution, using five elements of street furniture [2], namely: Decorative Elements: decorative lamps, flower pots, and ornamental plants; Service Furniture Elements: sidewalks, dumpster, seating, police station, bus stop; Trade Furniture Elements: stall; Signaling Elements: traffic signs, signage; and Advertisement Elements: billboards / advertisements

## 4. Result and Discussion

Street furniture location of tourism in Pasar Buah and Bukit Gundaling are involving the planning; there are various problems found in five elements of street furniture in research area [2]. Decorative Element which has less amount in the location of tourism object. Elements of service furniture that have damaged conditions. Elements of trade furniture located everywhere. Still minimal Element signaling on the location of attractions. And Advertisement Elements that have a large size, prominent and not appropriate placement in the location of the attraction.

*4.1 Decorative element*

Street furniture that serves as a decorative element has not been found on the location of the Pasar Buah and Bukit Gundaling. Elements Decorative street furniture that must be found on the location of attractions include decorative lights, flower pots, and ornamental plants. Provision of decorative lamps and ornamental plants is one facility that serves as a supporting environment in the location of tourism [5]. Decorative elements are not in the research location makes the way along the tourist sites seem monotonous, so it takes elements of decoration along the street area in Pasar Buah and Bukit Gundaling. Elements of the decoration of street furniture that is decorative lamps and also ornamental plants must be in areas that are free from the sidewalk or pedestrian path, which has a height of up to 4 meters, with a distance of 10 meters and using a good material.




**Figure 2.** Site Plan Decorative Elements; (a) Pasar Buah (b) Bukit Gundaling

Ornamental plants and trees for roads should be by the local climate and also weather resistant. With the planning Elements of Decorative street furniture in the location of tourist attractions, will increase the comfort of the visual aspect [6], [15].




**Figure 3.** Street view Before and After; (a) Pasar Buah (b) Bukit Gundaling

*4.2 Service furniture element*

Elements of furniture at the Pasar Buah and Bukit Gundaling already exist, but some elements have been damaged, including sidewalks, streetlights, and dumps. But there are still elements of furniture services that have not existed in the location of tourist attractions, such as the location of Bukit Gundaling tourist attraction has no pavement that can be used by pedestrians, whereas the width of the road at the location of Bukit Gundaling tourist attraction to the sidewalk. Sidewalks in Bukit Gundaling, commonly used by local people to sell their products, such as food/beverages and flower plants. The use of sidewalks as a shopping area disrupts pedestrian paths, does not reinforce the character of the location of a tourist attraction [8].




**Figure 4.** Site Plan Service furniture elements

The other elements service furniture, which have not been located in the research area are bus stops and also Police station. Police station and bus stop are needed at the destination of Pasar Buah and Bukit Gundaling. The police station can serve to arrange traffic, along road in Pasar Buah and also Bukit Gundaling.




**Figure 5.** Police Station before and After

While Bus Stop are needed for residents and also tourists, who want to use public transportation. Police station and bus stop are placed on the amenities line. Shelters shall be placed at any radius of 300 meters or potential points of the area, with quantities as required, and materials used are high durability materials such as metal [4].

*4.3 Trade Furniture Element*

Stalls are one of the elements of trade furniture on street furniture [3]. Elements Trade furniture at Pasar Buah, and Bukit Gundaling is available, but still have irregular placement and also arbitrary sizes, such as in the location of Bukit Gundaling tourist attraction, which has irregular placement and disturbing pedestrian. The uncomfortable feeling of a tourist attraction will divert individual beliefs about a place and will cause a negative influence on the tourist attractions [5]. In addition to the location of Bukit Gundaling attractions, there is a pedestrian parking lot used by tourists and visitors to park while visiting the stalls where to eat and selling souvenirs by the locals.




**Figure 6.** Site Plan Trade Furniture




**Figure 7.** Stalls before and after

The regular small business activity, which is the activity of buying and selling can be done in the pedestrian space, can be the main attraction of the tourism object [4], as in the Pasar Buah in the picture, but can cause problems if the pedestrian space is not organized good.Terms of utilization, Distance building to the trading area is 1.5 to 2.5 meters, so as not to disturb pedestrian circulation. The pedestrian width is at least 5 meters, and the width of the selling area is a maximum of 3 meters, or 1: 1.5 between the width of the pedestrian path and the width of the trading area [4].

*4.4 Signaling Element*

Element signaling on the location of attractions Pasar Buah and Bukit gundaling already exist, but the quantity is still less. Elements of signs are also still less attention by tourists and local people who visit the tourist attractions Pasar Buah and Bukit gundaling as well as signs forbidden parking; there are still motorcycles and cars carelessly around the area where the sign is located. Useful information to provide marks or information to local people and tourists [4].




**Figure 8.** Site Plan Signaling Elements

Some signs do not work well in providing information to the public, due to its position being covered by other signs, advertisements or vegetation in the region. Marks, signs, and signage should be placed in the path of the amenities, at the point of social interaction, on a path with a stable pedestrian flow, with the appropriate quantity, and the materials used are made of materials of high durability, and do not cause glare effects. Designing Elements of good signs directing traffic and pedestrians to their destination [9].

*4.5 Advertisement Element*

Elements Advertising on Pasar Buah and Bukit gundaling has a location that is not strategic and make the atmosphere of the location of the location of the resort becomes less beautiful, especially the location of Pasar Buah Object, there is a large billboard. Size The billboards are too big to cause the billboard to be visually prominent on the location of the attraction. While at the Bukit Gundaling there are advertisements placed on the sidewalks, which can disrupt pedestrians when using sidewalks. Can be placed at the point of social interaction to meet the economic needs of the region [4]. The advertising element placed around the road segment must be medium-sized and do not interfere with pedestrians using sidewalks around the road. Otherwise, the size of billboards should not stand out.




**Figure 9.** Site Plan Advertisiment elements




**Figure 10.** Reklame board before and after

## 5. Conclusion

Pasar Buah and Bukit Gundaling is the location of a tourist attraction that requires the concept of planning street furniture. At the location of tourism object of Pasar Buah and Bukit Gundaling, element of service furniture, element of trade furnishings, sign elements and advertising element already exist in location of tourism object, but the element still not complete and need the concept of planning, while element of decoration on the location of the destination is not found. Elements Street furniture on the location of attractions will support the convenience of tourists and residents when visiting the location of the attraction. Meanwhile in the Pasar Buah and Bukit Gundaling still low of Element of Street Furniture. Therefore, the five elements of street furniture in the location of tourism object must be reorganized for the development and arrangement of tourism object in Karo District. The arrangement of Elements of Street Furniture on the location of attractions in Karo Regency is expected to support the increase of tourism and also the Economy in Karo District. For further research, the researcher recommends investigating how to improve the arrangement of Street Furniture location of tourism in Karo Regency. The researchers also recommend more research on the concept of arranging street furniture in other tourist locations.

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