

Aesthetics of Cities: Visual Perceptions of Building Facades in Taman Ismail Marzuki as a Reflection of the City Image of Jakarta, Indonesia

Annisa Tjahya Fitrianty¹, Herry Santosa^{2*}, Jenny Ernawati³

^{1,2,3} Master Program of Architecture & Built environment, Department of Architecture, Faculty of Engineering, Brawijaya University, Indonesia.

*Corresponding Email: herrysantosa@ub.ac.id

Received	Accepted	Published
10.03.2025	22.06.2025	30.06.2025

Abstract

The Taman Ismail Marzuki area has been recently, revitalized as a center of arts and educational facilities in Jakarta, Indonesia. This revitalization includes adding new buildings comprised of various facilities as part of the revitalization process. Visual perceptions of these urban environments arise from diverse interests, abilities, and aspects of the communities inhabiting them. Indeed, these differences have various implications, making the visual process complex and challenging to recognize.

This research employs a quantitative approach to ascertain the community perceptions of the Taman Ismail Marzuki area and to determine the characteristics of the visual elements of the facades that contribute to forming the image of the city. Data collection methods included field observations and questionnaire surveys, with data analysis using mean scores and multiple linear regression tests. The results were interpreted by evaluating the quantitative data, previous research studies, and existing conditions.

The research findings show how the visitors perceive the character of the revitalized buildings and their influence on forming the image of the city. It concludes that the aspects of the facades such as architectural style, as well as the elements such as walls, sun shading, and ornaments contribute to the dominant building characters that shape the image of the city.

Keywords: Facade Elements, Image of the City, Visual Perception, Urban Aesthetics, Taman Ismail Marzuki, Indonesia.

Introduction

Developments and changes of a city are influenced by various interconnected aspects. geographic location, infrastructure development, population growth, economic factors, advances in science and technology, socio-cultural factors, and even the government policies, among many others. They encompass revitalization activities that can help guide the growth and development of a city by renewing and rebuilding existing areas, thus keeping pace with the times. Revitalization can also aid in developing a historical city and reviving the environment, city and the buildings.

Taman Ismail Marzuki is located at Jalan Cikini Raya, No. 73, Cikini Sub-District, Menteng District, Central Jakarta, which is a Special Capital Region of Jakarta, Indonesia. The name of this area is given to it relates to the name of a local musician, Ismail Marzuki, who is considered the creator of Indonesian songs with more than 200 titles; for his contributions to the world of art, the name Ismail Marzuki was immortalized as the name of an artistic expression venue in Jakarta. Thus, the PKJ TIM (Jakarta Arts Center Taman Ismail Marzuki) has become one of the creative hubs for artists, students, and art institutions in Jakarta. Since its inauguration on November 10, 1968, Taman Ismail Marzuki has hosted various art activities, including the Contemporary Art Festival, the People's Art Festival, and the Student Art Festival. Over time, Taman Ismail Marzuki gradually deteriorated due to globalization. The number of visitors has begun to decrease every year. Therefore, a revitalization plan for this area has been initiated in 2007.

The revitalization competition of PKJ TIM began with the initiative of several artists who proposed rearranging the PKJ TIM area engineered by the Jakarta Provincial Government through the Department of Culture. It responded positively at that time. Thus, in 2007, a revitalization competition for PKJ TIM was held with a focus on the physical arrangement of the area following the delayed development plan from the previous master plan. Through the same scheme, the design also aimed at transforming the PKJ TIM courtyard, initially dominated by vehicle parking areas, into a green space with pedestrian access to the inner part of the area. The Theater Jakarta, Planetarium, and several other existing buildings were included in the retained and renovated areas to accommodate new public and private needs.

The revitalization of TIM involves a series of activities aimed at restoring PKJ-TIM as an arts center. Considering the aspects that influence the growth and development of the area, the revitalization of Taman Ismail Marzuki involves the construction of modern infrastructure, improving accessibility, utilizing technology, and considering socio-cultural aspects in its design and programs. There are two aspects to this activity: physical and non-physical. The physical aspect includes two things. First, the implementation of the PKJ-TIM Masterplan resulting from the 2007 TIM Masterplan Competition with some modifications (including rebuilding the theater space and exhibition space that was demolished in 1996/1997). Secondly, it included the renovation of several facilities that are outdated or no longer adequate; for instance, Graha Bhakti Budaya, Galeri Cipta, and others.

The revitalization of TIM began in 2017, adding several functions to buildings such as the Amir Hamzah Mosque, Trisno Sumardjo Building, and Oesman Effendi Exhibition Building. In addition, the revitalization also included the renovation of several existing buildings, such as the Jakarta Library, Graha Bhakti Budaya, and the Planetarium. The Taman Ismail Marzuki area is included in the city's public service zone, which functions as buildings for cultural arts and entertainment facilities. Various art and cultural events have been regularly showcased, including drama performances, dance, music, puppetry, poetry readings, art exhibitions and film screenings. Currently, there are 8 cultural and entertainment facilities in the Taman Ismail Marzuki area, including the Parking Building, Ali Sadikin Building, Oesman Effendi Gallery, Tuti Indra Malaon Theater, Graha Bhakti Budaya, Teater Jakarta, and Trisno Sumardjo Building.

With revitalization of an area, there is often a threat of unguided and non-contextual changes in the character of the area (Misavan & Gultom, 2014). The renovation of buildings in Taman Ismail Marzuki also altered the overall appearance of the buildings, especially their facades. Following the revitalization of Taman Ismail Marzuki, differences in the appearance of building facades and geometric inconsistencies have begun to emerge. Misavan & Gultom, (2014) show that varied interests, capabilities, and perceptions of the urban community have led to issues with the visual elements of the area. This revitalization can be reflected in the physical condition of the area, creating visual compositions that are difficult to recognize. According to Lynch (1960) perceptions of the Observers of these elements of the area can quickly influence changes in the image of the city while Yu (2019) shows that they significantly impact urban spatial development and activities. Perovic & Folic (2012) add that visual perception plays a crucial role in shaping the interaction between people and their urban

environment, and perception is also involved in shaping individuals' attitudes toward their city. According to them, visual perception influences the development of the city's physical structure by encompassing building elements, spaces, and ambiance that are interconnected to create an urban living environment.

Therefore, there is a need for guidance to preserve the character or distinctive features of the area to prevent the adverse effects of losing the image of an area. In this context, this research examines the buildings in the Taman Ismail Marzuki area in order to re-evaluate the characteristics of visual facade elements and their influence on forming the image of the area.

Its aim is to offer insights into the way in which the facades of an area contribute to the perception of the image of a city: in this case, Taman Ismail Marzuki region of Indonesia.

Its objectives are

1. To determine the aesthetic characteristics of the buildings in the Taman Ismail Marzuki area of Central Jakarta.
2. To ascertain the ways in which people perceive the character of the region and construct an image of the city.
3. To propose ways in which these perceptions can be utilized to enhance the image of the city.

Theoretical Framework

Lynch (1960) proposes that the image of a city represents its identity, formed through the relationship of various unique elements that are easily visible and understandable and leave an impression on anyone who sees and experiences them. The image not only emphasizes the prominent physical elements of the city but is also the result of various public perceptions that have emotional connections with the city. The image of an area plays a crucial role as a vital element in influencing an individual's perceptions of their environment. Rapoport (1977) adds that the dominant and prominent characteristics of the elements forming the image of a city can create a deep impression on individual perceptions. According to Lynch (1960), the characteristics emerge from the strong interactions between the individual and his environment. In fact, Perovic & Folic (2012) argue that the image of a city is formed through the interaction between the observers and their environment, where visual achievements are expressed through the complexity and continuity among elements that contribute to impressions and memories.

Building facades significantly influence the image of a city by shaping the perceptions and appreciation of a community. According to Santosa et al (2021), the image is formed through the uniqueness and prominent characteristics of the environment, including the appearance or facades of buildings. Facades are part of the elements of a building that emphasizes its value and structure and contribute to the visual attractiveness of the area, reflecting the character of the city (Wijaya et al., 2019).

Indeed, the facade is the first aspect that attracts attention when entering a building. Therefore, it has a significant role in creating a deep impression on a person and shaping the image of a building. The presence of specific characteristics or uniqueness on the facade can be a determining factor in giving the building a strong identity.

Moreover, the uniqueness of a building is influenced by several factors, such as architectural style, construction materials, culture, environment, and innovative technology. Details on building facades play a crucial role in shaping the visual uniqueness of a building (Santosa et al., 2021). Buildings that are in harmony with history provide sensory experiences and aesthetic comfort, as well as stimulate reactions and interactions in the community, contributing to a cohesive and attractive city image (Santosa et al., 2021). As Khaerunnisa et al. (2022) argue, the cultural and historical traces of a city can play a significant role in maintaining the integrity of natural and cultural heritage, which is essential for preserving the attributes and overall image of a city.

Review of Literature

Many have conducted research on visual facade elements (Azis et al., 2019; Fauziah et al., 2012; Jennath & Nidhish, 2016; Mardhatillah et al., 2022; Ramli et al., 2020; Sadeghifar et

al., 2019; Santosa et al., 2013; Santosa & Fauziah, 2017; Wijaya et al., 2019). Generally, they discuss the evaluation, assessment, and identification of which visual facade elements have the highest influence on forming the quality of building facades. Moreover, others (Hardiansyah et al., 2023; Khaerunnisa et al., 2022; Yu, 2019) discuss the formation of the image of an area through the character of various city-forming elements that are continuous with the local cultural elements. Many have also examined the visual facade elements that influence the formation of the character of an area (Misavan & Gultom, 2014; Perovic & Folic, 2012; Santosa et al., 2018; Suri & Sugiri, 2015), evaluating the building facade elements and their influence on shaping the character of an area. For example, Rizqiyah (2016) and Wibowo & Navastara (2020) have identified building facades on a street corridor in shaping the identity of the area, with results showing that creating a good identity or image of the area requires attention to building facades and elements that are interconnected with each other.

As shown, many studies related to visual elements of building facades have been widely conducted. However, research specifically discussing the characteristics of visual facade elements that shape the image of an area still needs to be explored through assessments of public perceptions. With the revitalization of the Taman Ismail Marzuki area, there have been significant additions and changes to the entire area, especially in the facades of each building. However, there is a paucity of studies that evaluate the characteristics of visual facade elements and their influence on forming the image of this area.

Research Methodology

This research used a quantitative descriptive method, describing the physical characteristics of the research location and understanding public perceptions related to facade elements based on predetermined variables. The buildings in the study area consists of all the buildings in the Taman Ismail Marzuki area in Jakarta, totaling 8 buildings (Fig. 1). Sampling was carried out on each building according to Regulation of the Minister of Public Works No. 18 of 2010 related to the Area Revitalization Guidelines. The criteria for the research object are those undergoing revitalization or adding new functions to the building. Thus, this research selected four sample buildings, namely Ali Sadikin Building, Trisno Sumardjo Building, Graha Bhakti Budaya, and Amir Hamzah Mosque. Data collection was conducted from December 2022 to February 2023 in the Taman Ismail Marzuki area on Jalan Cikini Raya, No. 73, Cikini Sub-District, Menteng District, Central Jakarta, Special Capital Region of Jakarta.

Questionnaires were distributed to visitors who had been to Taman Ismail Marzuki post-revitalization based on their experiences. The questionnaire contained questions related to respondent demographics (background, gender, age, occupation, domicile, and frequency of visits), assessment of building facade elements, and questions about the overall image of the Taman Ismail Marzuki area. The questionnaire also included maps and images of each element on the building facades as stimuli to recall their memory of the conditions in that place. The research used random sampling as a method for selecting respondents, which involved gathering data from whomever the researcher met in the Taman Ismail Marzuki area. Criteria for respondents were limited to visitors aged 17 and above who had visited the Taman Ismail Marzuki area after its revitalization. The data from the questionnaire totaled 120 respondents, which were then screened to arrive at 100 respondents who met the criteria for further selection.

The visual aspects of building facades were evaluated as independent variables (X) using a Likert scale with 5 points. On the other hand, the aspects that contribute to the city image were assessed as dependent variables (Y) using a multiple rating scale measurement (Table 1). The study used a quantitative approach to measure the relationship between visual facade elements and the city image. Certain steps were taken to ensure accuracy when analyzing the quantitative data. First, normality and reliability tests were conducted to ensure that the data distribution was in a normal condition. Next, mean scores were calculated to assess public perceptions of the visual characteristics of facades in each building; the assessment scores can be seen in the Table 2. Finally, multiple linear regression analysis was performed to evaluate the influence of building characteristics formed through building facade elements on the formation of image of the city.

Table 1: Research Variable
Source: Author

Topic	Source	Variable	Measurement Scale
Identification of visual elements of building facades towards the formation of city images	(Fauziah et al., 2012; Ramli et al., 2020; Suri & Sugiri, 2015)	Architectural Style	Likert Scale (Very Disagree–Very Agree)
	(Mardhatillah et al., 2022; Ramli et al., 2020)	Wall	
	(Fauziah et al., 2012; Mardhatillah et al., 2022; Ramli et al., 2020)	Doors and Windows	
	(Fauziah et al., 2012; Ramli et al., 2020; Santosa & Fauziah, 2017)	Sun Shading / Eaves	
	(Mardhatillah et al., 2022; Ramli et al., 2020; Sadeghifar et al., 2019; Suri & Sugiri, 2015)	Ornament	
	(Askari & Dola, 2009; Mardhatillah et al., 2022; Ramli et al., 2020; Sadeghifar et al., 2019)	Material	
	(Askari & Dola, 2009; Fauziah et al., 2012; Mardhatillah et al., 2022; Ramli et al., 2020; Sadeghifar et al., 2019; Suri & Sugiri, 2015)	Color	
	(Fauziah et al., 2012; Ramli et al., 2020; Sadeghifar et al., 2019)	Texture	
	(Rizqiyah, 2016; Wibowo & Navastara, 2020)	City Image	Multiple Rating Scale (Very Weak–Very Strong)

Table 2: Categorization of Mean Score Assessment
Source: Author

Mean Score	Description
1.00–1.79	Very Disagree/Very Weak
1.80–2.59	Disagree/Weak
2.60–3.39	Neutral
3.40–4.19	Agree/Strong
4.20–5.00	Very Agree/Very Strong

The Case Study

To determine the characteristics of buildings in the Taman Ismail Marzuki area, this study focused on buildings in the Taman Ismail Marzuki. Out of the eight buildings, four buildings were selected based on the research object criteria according to the Regulation of the Minister of Public Works No. 18 of 2010, namely the Ali Sadikin Building, Trisno Sumardjo Building, Graha Bhakti Budaya, and the Amir Hamzah Mosque. To understand the suitability of building facade visual elements in shaping the image of the Taman Ismail Marzuki area, they were examined from the perspective of the community visiting the area, considering several aspects such as architectural style as well as visual facade elements, walls, doors and windows, sun shading, ornaments, materials, colors, and textures.

The four buildings examined are as follows.

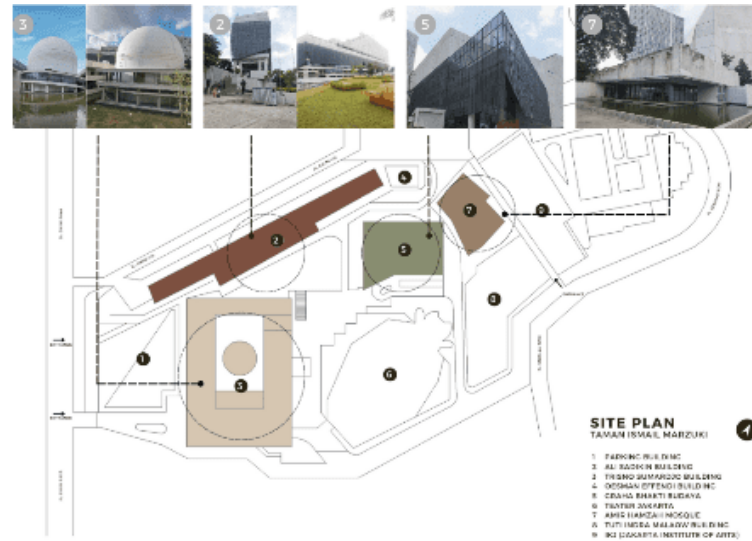


Fig. 1: Research Study Areas
Source: Author, 2023

Results and Discussion

The respondents in this study were members of the public who at the time of the study were currently in the Taman Ismail Marzuki area or have visited the Taman Ismail Marzuki area in Jakarta after its revitalization. Of the 120 respondents, 100 were selected for further analysis based on the pre-established criteria. Based on gender, most respondents in this study were female, accounting for 64%. Meanwhile, male respondents make up 36% of the total 100 respondents. Regarding age, most respondents (86%) were between 17–25 years old, while the remaining (14%) were between 26–55 years old. Regarding occupation, most respondents (80%) were students, while the rest (40%) worked as civil servants, private employees, entrepreneurs, and others. These characteristics indicate that most visitors to Taman Ismail Marzuki are relatively young. Based on domicile, 53% resided in Jakarta, and most visitors (77%) have visited Taman Ismail Marzuki between one to four times. This characteristic indicates that the respondents were already familiar with Taman Ismail Marzuki's conditions.

Normality and Reliability Test

Before analyzing the questionnaire data, it is necessary to test its normality and reliability using SPSS software. All four buildings had Monte Carlo significance values > 0.05 in the normality test. The data is normally distributed because the P-value is greater than 0.05. As seen in Table 3, all buildings have Cronbach's Alpha coefficient values > 0.6 . These results indicate that all statement items used in this study are reliable for further analysis.

Table 3: Normality and Reliability Testing
Source: Author

Kolmogorov-Smirnov Normality Test				
Model	N	Monte Carlo Sig. (2-tailed)	Critical Points	Meanings
Ali Sadikin Building	100	0.382	0.05	Normally distributed
Trisno Sumardjo Building	100	0.568	0.05	Normally distributed
Graha Bhakti Budaya	100	0.327	0.05	Normally distributed
Amir Hamzah Mosque	100	0.748	0.05	Normally distributed

Cronbach Alpha Reliability Test

Model	N	Cronbach's alpha	Critical Points	Meanings
Ali Sadikin Building	100	0.682	0.60	Reliable
Trisno Sumardjo Building	100	0.738	0.60	Reliable
Graha Bhakti Budaya	100	0.809	0.60	Reliable
Amir Hamzah Mosque	100	0.787	0.60	Reliable

Characteristics of Visual Elements of the Building Facade

Mean score analysis was conducted to determine the public's perception ratings of the visual facade elements' characteristics in each building within the Taman Ismail Marzuki area. For the Ali Sadikin Building (Table 4), it was concluded that the respondents' ratings for the highest visual facade element were for the Ornament variable, with a mean score of 4.26, and the lowest was for the Building Wall variable, with a mean score of 2.86. For the Trisno Sumardjo Building, it was concluded that the respondents' ratings for the highest visual facade element were for the Architectural Style variable, with a mean score of 4.05, and the lowest was for the Building Facade detail variable, with a mean score of 3.09.

Table 4: Characteristics of Visual Elements of Building Facades in Taman Ismail Marzuki
Source: Author

Variable	Mean Score								Graph				
	AS	Ket	TS	Ket	GBB	Ket	AH	Ket	1	2	3	4	5
[X1]	3.96	Agree	4.05**	Agree	4.27**	Very Agree	3.59	Agree					
[X2]	2.86*	Neutral	3.25	Neutral	3.79	Agree	2.71*	Neutral					
[X3]	3.00	Neutral	3.18*	Neutral	3.61*	Agree	3.17	Neutral					
[X4]	4.02	Agree	3.09	Neutral	4.00	Agree	2.84	Neutral					
[X5]	4.26**	H. Agree	3.85	Agree	3.91	Agree	4.04**	Agree					
[X6]	3.47	Agree	3.42	Agree	3.80	Agree	3.17	Neutral					
[X7]	3.63	Neutral	3.57	Agree	3.63	Agree	3.40	Agree					
[X8]	3.31	Neutral	3.31	Neutral	3.96	Agree	3.12	Neutral					
[Y]	4.04	Agree	3.86	Agree	4.12	Agree	3.01	Neutral					

Keterangan:

AS = Ali Sadikin Building
TS = Trisno Sumardjo Building
GBB = Graha Bhakti Budaya
AH = Amir Hamzah Mosque

— AS — TS — GBB — AH

** : Highest Score

* : Lowest Score

[X1] = Architectural Style
[X2] = Wall
[X3] = Doors and Windows
[X4] = Sun Shading / Eaves
[X5] = Ornament

[X6] = Material
[X7] = Color
[X8] = Texture
[Y] = City Image

In the mean score assessment of Graha Bhakti Budaya (Table 4), it is concluded that the respondents' ratings for the highest visual facade element were for the Architectural Style variable, with a mean score of 4.27, and the lowest was for the Building Door and Window variable, with a mean score of 3.61. For the Amir Hamzah Mosque, it is concluded that respondents' ratings for the highest visual facade element were for the Ornament variable, with a mean score of 4.04, and the lowest was for the Building Wall variable, with a mean score of 2.71.

Influence of Building Facade Elements on the Image of the City

Regression analysis was conducted to examine the influence of building characteristics formed through the building facade on the image of the Taman Ismail Marzuki area. Table 5 presents the results of regression analysis through ANOVA. The results indicate that the Ali Sadikin Building significantly influences the image of the Taman Ismail Marzuki area, with a calculated F value of $6.813 > \text{critical F value of } 2.03$ and $p < 0.05$ (Table 5). The results from the model summary (Table 6) show that the R square value for the Ali Sadikin Building is 0.375. Thus, it can be concluded that the facade elements of the Ali Sadikin Building simultaneously influence the image of the Taman Ismail Marzuki area (Y) by 36.1%.

Like the Ali Sadikin Building, the Trisno Sumardjo Building also shows a calculated F value of $2.619 > \text{critical F value of } 2.03$, and $p < 0.05$ (Table 5), indicating that the facade elements of the Trisno Sumardjo Building significantly and simultaneously influence the formation of the image of the Taman Ismail Marzuki area, with an influence of 18.7% (Table 6).

Table 5: ANOVA^a The Influence of Characteristic Building Facade Elements on the City's Image
Source: Author

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
Ali Sadikin Building	Regression	29.159	8	3.645	6.813	.000 ^b
	Residual	48.681	91	.535		
	Total	77.840	99			
Trisno Sumardjo Building	Regression	16.852	8	2.106	2.619	.013 ^b
	Residual	73.188	91	.804		
	Total	90.040	99			
Graha Bhakti Budaya	Regression	22.198	8	2.775	6.256	.000 ^b
	Residual	40.362	91	.444		
	Total	62.560	99			
Amir Hamzah Mosque	Regression	75.285	8	9.411	12.286	.000 ^b
	Residual	69.705	91	.766		
	Total	144.990	99			

a. **Dependent Variable:** [Y] City Image

b. **Predictors:** (Constant), [X8] Texture, [X5] Ornament, [X3] Doors and Windows, [X1] Architectural Style, [X4] Sun Shading / Eaves, [X7] Color, [X6] Material, [X2] Wall

In Graha Bhakti Budaya (Table 5), there is a significant influence on the image of the Taman Ismail Marzuki area, with a calculated F value of $6.256 > \text{critical F value of } 2.03$ and $p < 0.05$. The model summary results (Table 6) indicate that the R square value of Graha Bhakti Budaya is 0.355. Thus, it can be concluded that the facade elements of Graha Bhakti Budaya simultaneously influence the image formation of the Taman Ismail Marzuki area by 35.5% (Y).

In the case of the Amir Hamzah Mosque, there is a calculated F value of $12.286 > \text{critical F value of } 2.03$, and $p < 0.05$ (Table 5), indicating that the mosque significantly influences the formation of the image of the Taman Ismail Marzuki area with an influence of 51.9% (Table 6). Overall, it can be concluded that, for all four buildings, the significance value of the facade element variables such as (X1) Architectural Style, (X2) Wall, Door, and Window (X3), Sun Shading (X4), Ornament (X5), Material (X6), Color (X7), and Texture (X8) of the Ali Sadikin building simultaneously influence the variable of the image of the Taman Ismail Marzuki area (Y).

Table 6: Model Summary^b - Influence of Characteristic Building Facade Elements on the City Image
Source: Author

Model Summary^b				
	R	R Square	Adjusted R Square	Std. Error of the Estimate
Ali Sadikin Building	.612 ^a	.375	.320	.731
Trisno Sumardjo Building	.433 ^a	.187	.116	.897
Graha Bhakti Budaya	.596 ^a	.355	.298	.666
Amir Hamzah Mosque	.721 ^a	.519	.477	.875

- a. **Predictors:** (Constant), [X8] Texture, [X5] Ornament, [X3] Doors and Windows, [X1] Architectural Style, [X4] Sun Shading / Eaves, [X7] Color, [X6] Material, [X2] Wall
b. **Dependent Variabel:** [Y] City Image

Multiple regression analysis was conducted to test the influence of two or more independent variables (facade visual elements) on the dependent variable (area image). Based on the results of the regression analysis, the facade visual element variables that significantly influence the formation of the image of the Taman Ismail Marzuki area are architectural style, walls, sun shading, and ornament on the buildings (Table 7). These elements are distinctive features or characteristics of the buildings that affect the formation of the area image of Taman Ismail Marzuki.

Table 7: A Regression Model of Characteristic Building Facade Elements on the City's Image
Source: Author

Coefficients ^a																
	Ali Sadikin Building				Trsino Sumardjo Building				Graha Bhakti Budaya				Amir Hamzah Mosque			
	Unstandardized Coefficients		Standardized Coefficients		t-statistics		P-value		Unstandardized Coefficients		Standardized Coefficients		t-statistics		P-value	
	1.418		2.573	.012	1.539		2.445	.016	1.306		2.888	.005	.491		.931	.354
[X1]	.673	.619	5.330	.000	.274	.263	2.499	.014	.277	.296	2.609	.011	.115	.094	1.024	.309
[X2]	-.018	-.026	-.227	.821	-.004	-.004	-.030	.976	-.004	-.005	-.045	.964	.436	.429	3.686	.000
[X3]	.068	.073	.754	.453	.034	.036	.317	.752	.038	.045	.467	.642	.042	.033	.338	.736
[X4]	.045	.041	.396	.693	.097	.116	1.089	.279	.053	.066	.610	.543	.283	.291	2.928	.004
[X5]	-.111	-.103	-1.060	.292	.234	.198	1.869	.065	.201	.244	2.422	.017	-.056	-.043	-.523	.602
[X6]	.082	.091	.860	.392	.128	.139	1.119	.266	.005	.005	.053	.958	.033	.032	.326	.745
[X7]	-.073	-.081	-.827	.410	-.151	-.146	-1.176	.243	.014	.017	.160	.873	-.001	-.001	-0.12	.991
[X8]	.023	.033	.299	.766	.004	.005	.042	.966	.113	.132	1.091	.278	.037	.038	.343	.732

Keterangan:

Sig.<.05 or t-statistics > t-table 1.990 = Significant Variable

Dependent Variable: [Y] City Image

Independent Variable:

[X1] = Architectural Style, [X2] = Wall, [X3] = Doors and Windows, [X4] = Sun Shading / Eaves, [X5] = Ornament, [X6] = Material, [X7] = Color, [X8] = Texture

Based on the results of multiple linear regression analysis (Table 7), there is a similarity in architectural style elements in the three buildings, namely the Ali Sadikin Building, the Trisno Sumardjo Building, and Graha Bhakti Budaya. Architectural style becomes the architectural element with the highest aesthetic quality in the buildings in Taman Ismail Marzuki. The architectural style is used as the architectural style aimed at creating identity and strengthening the character of the building as one of the elements forming the image of an area or city. In the architectural style element, the Ali Sadikin Building has a significance value of $p: 0.00$; $p < 0.05$, the Trisno Sumardjo Building with a value of $p: 0.014$; $p < 0.05$, and Graha Bhakti Budaya with a value of $p: 0.011$; $p < 0.05$ (Table 7).

Considering the existing conditions in the area, the architectural style in these three buildings is indeed the most prominent (Figure 2). Modern architectural styles combined with the local identity of the surrounding area are used to represent the characteristics of the Taman Ismail Marzuki area as an arts center. In line with research by Wijaya et al. (2019) and Santosa et al. (2021), architectural style is a visual element that plays a role in shaping the visual uniqueness of a building and influences the image that can convey expressions and cultural meanings. The cultural and historical heritage of a city can play a significant role in maintaining the integrity of natural and cultural heritage, which is essential for preserving the attributes and overall image of the city (Khaerunnisa et al., 2022).



Fig. 2: (from left to right) Ali Sadikin Building, Trisno Sumardjo Building, and Graha Bhakti Budaya
Source: Author, 2023

In the facade of the Ali Sadikin Building, visitors entering Taman Ismail Marzuki will be greeted by the presence of the 'Balaksuji' staircase, which is typical of traditional Betawi houses. Secondly, apart from being designed using the scheme of Betawi traditional houses, there is also a visual abstraction of the song "Rayuan Pulau Kelapa" by Ismail Marzuki, translated into the arrangement of facade modules and the landscape of trees in the area (Figure 6). Thirdly, batik motifs in the form of triangular *tumpal* on Betawi fabric are applied to the unique arrangement of ornaments on the facade of the Ali Sadikin Building (Figure 3). In Betawi society tradition, the *tumpal* motif resembling crocodile teeth also means warding off evil for those who wear or install it. In the Trisno Sumardjo Building (Figure 2), there is the Jakarta Planetarium building, which was officially inaugurated in 1968. From this, the planetarium building strongly represents the history of the area. The construction of the Trisno Sumardjo Building restored its building layout according to the design by Perentjana Djaja, who designed it previously. Supporting buildings were made to surround and face the planetarium, placed as the main orientation. The chosen architectural style was modern minimalist so that it can maintain continuity with the planetarium building. This is in line with research by Yu (2019), which found that the image of a city can be formed through the preservation of historical heritage and a balance between tradition and modernity in every element of urban design. The planetarium shape was restored to its original form by removing supporting buildings that previously covered the body of the planetarium.

Ramps were made circular as the main circulation element to facilitate comfortable movement around the planetarium area (Figure 2).

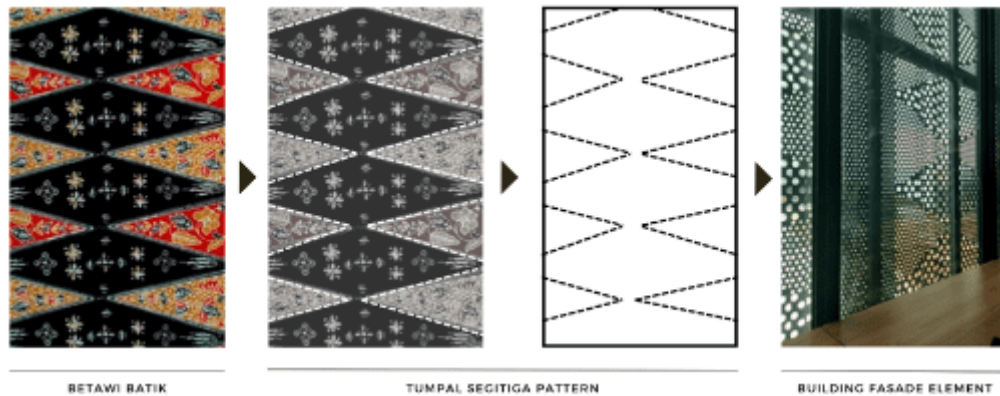


Fig. 3: Transformation of Betawi Batik Pattern on Building Facades

Source: Author, 2023

The explanation above is in line with the research by Sadeghifar et al. (2019), stating that the identity or character of a building can be formed through cultural and local elements of the surrounding area, which can support the formation of the city's image from the impressions created. It can be concluded that the architectural style criteria on the building facades in the Taman Ismail Marzuki area can influence the city's image by emphasizing modern minimalist architectural styles while still reflecting the area's characteristics to maintain its identity.

Furthermore, suppose the revitalization of buildings in this area or similar areas is necessary, it is recommended that the architectural style used highlights the distinctive features of the local region, as seen in the Ali Sadikin Building and Graha Bhakti Budaya. This step is expected to enhance visual continuity among buildings in the Taman Ismail Marzuki area, creating comprehensive harmony and strengthening the artistic image of the area.

In Graha Bhakti Budaya, there are facade elements besides architectural styles that influence the image of the Taman Ismail Marzuki area, namely ornamentation. Ornaments, also known as decorations, are applied to the building's facade to enhance its aesthetic appeal. Ornaments are used as additional attractive elements and can serve as distinctive features or identities of a building. Regarding ornament elements, Graha Bhakti Budaya shows a significance value of $p: 0.017$; $p < 0.05$ (Table 7), indicating that ornaments positively influence the formation of the image of the Taman Ismail Marzuki area.

These findings are consistent with the mean score assessment results (Table 4), with a score of 3.91. Respondents agree that the ornaments on Graha Bhakti Budaya can strengthen the distinctive features or character of the building, contributing to shaping the image of the Taman Ismail Marzuki area.



Fig. 4: The building façade of Graha Bhakti Budaya

Source: Author, 2023

Based on the existing conditions, the ornaments on the building facades demonstrate uniqueness in each design. Details on the building facades play a crucial role in shaping the visual uniqueness of a building (Santosa et al., 2021). Several factors, such as architectural style, construction materials, cultural context, environment, and innovative technology can influence this uniqueness. There is harmony in the facade design of every building in Taman Ismail Marzuki. As seen in the Ali Sadikin Building (Figure 5), the uniqueness of the ornaments on Graha Bhakti Budaya refers to the facade concept of the Ali Sadikin Building applied to the walls and sun shading (Figure 4).



Fig. 5: The Building Facade of the Ali Sadikin Building
Source: Author, 2023

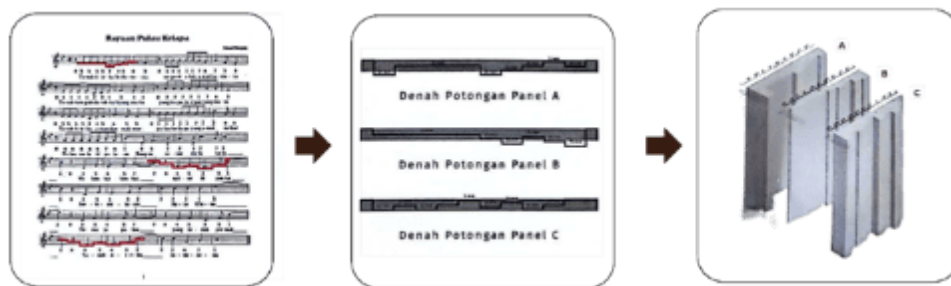


Fig. 6: Building Ornament from the Musical Note Composition of the "Rayuan Pulau Kelapa" Song
Source: Author, 2023

The ornament concept drew from the locality of the song "Rayuan Pulau Kelapa," symbolizing Indonesia as an archipelagic nation. This ornament concept adopted the musical notes composition of the "Rayuan Pulau Kelapa" song by Ismail Marzuki as the main inspiration for the revitalized building facade (Figure 6). The incorporation of cultural elements became most prominent in the building's ornaments, aligning with the research findings by Yu (2019), stating that the image of Taipei City was formed through the preservation of historical elements with a balance between tradition and modernity in the design of each urban element. The cultural and historical aspects of a city can play a crucial role in maintaining the integrity of natural and cultural heritage, which is essential for preserving the attributes and overall image of the city (Khaerunnisa et al., 2022). These aspects contribute to shaping the image of a city, making it distinct from others and easily memorable.

Furthermore, in the case of Amir Hamzah Mosque, the results of multiple linear regression analysis (Table 7) indicate that among the visual facade elements (X), the Wall variable (X2) has a significant influence on the variable representing the image of the Taman Ismail Marzuki area (Y) with a significance value of $p: 0.00; p < 0.05$. The Sun Shading variable (X5) also has a significant influence on the variable representing the image of the Taman Ismail Marzuki area (Y) with a significance value of $p: 0.004; p < 0.05$. These results were then compared with the mean score results (Table 4), which indicate that the values for the visual facade elements, walls, and eaves were the lowest. For the walls, the mean score is 2.71, and for eaves, the mean score is 2.84. Respondents stated that the walls and eaves at Amir Hamzah

Mosque were considered neutral in shaping the building's character, contributing to the city's image.



Fig. 7: The Building Facade of Amir Hamzah Mosque
Source: Author, 2023

Looking at the existing conditions, the walls of the four buildings share similarities in basic form, color, and material. That is consistent with the view of (Fauziah et al., 2012), which states that when establishing new buildings to strengthen the city's image, it is necessary to consider and harmonize the elements forming the building facade. However, upon examining the existing condition of Amir Hamzah Mosque, it is evident that the walls and eaves have experienced a decline in visual quality (Figure 7), indicated by the presence of moss due to direct exposure to rainwater on the building facade. That makes Amir Hamzah Mosque appear darker due to insufficient maintenance.

From this identification, it can be concluded that the visual elements of the facade, walls, and eaves of Amir Hamzah Mosque negatively influence the image of the Taman Ismail Marzuki area. Therefore, more intensive maintenance is required to ensure the sustainability and improvement of the visual quality of Amir Hamzah Mosque so as not to diminish the image of the Taman Ismail Marzuki area.

Conclusion

The Taman Ismail Marzuki area is being revitalized to revive it as a center for arts, culture, and entertainment in Jakarta. Adding new buildings with various facilities is part of this revitalization. With the revitalization that changes the entire buildings, especially the facades, the character and identity of the area also undergoes changes, which affect the formation of the image of the city. Therefore, the study explores public perceptions of building facade elements in Taman Ismail Marzuki, Jakarta, as one aspect that shapes the image of the area. Based on the public assessment of visual facade elements, it is apparent that these elements play a significant role in shaping the image of the Taman Ismail Marzuki area post-revitalization. Four of the eight variables studied (architecture style, walls, sun shading, and ornaments) significantly impacted the image of the city.

It is concluded that the architectural style and ornaments of the Ali Sadikin Building, Trisno Sumardjo Building, and Graha Bhakti Budaya are two visual facade aspects capable of providing distinctiveness and positive characteristics to the buildings, thus enhancing the overall image of the Taman Ismail Marzuki area. However, the other two elements, the walls and eaves of the Amir Hamzah Mosque, contribute to less favourable characteristics of the building, negatively impacting the image of the Taman Ismail Marzuki area. Therefore, special attention is needed for the maintenance and improvement of the visual quality of certain facade elements, especially the walls and eaves of the Amir Hamzah Mosque, to ensure that the image of the Taman Ismail Marzuki area can be maintained and enhanced after revitalization.

This study focuses on the visual aspects of building facades that contribute to the image of the Taman Ismail Marzuki area. However, it does not include all the factors that shape the image of the city. There are other factors that need to be examined further to gain a better understanding of the formation of the Taman Ismail Marzuki city's image. Another suggestion is to increase the accuracy of the research results; the categorization of respondents could be added as an improvement of the method.

References

- Askari, A. H., & Dola, K. B. (2009) Influence of Building Façade Visual Elements on Its Historical Image: Case of Kuala Lumpur City, Malaysia. *Journal of Design and the Built Environment*, 5, 49–59.
- Azis, B., Santosa, H., & Ernawati, J. (2019) Penilaian Persepsi Masyarakat Terhadap Bangunan Besejarah Di Koridor Kayutangan, Malang, Indonesia. *Local Wisdom: Jurnal Ilmiah Kajian Kearifan Lokal*, 11(1), 1–15.
<https://doi.org/10.26905/lw.v11i1.2514>
- Fauziah, N., Antariksa & Ernawati, J. (2012) Kualitas Visual Fasade BangunanModern Pasca Kolonialdi Jalan Kayutangan Malang. *Jurnal RUAS*, 10(2), 11–18.
- Hardiansyah, R., Wijayanti, Rukayah, S. & Schiffer, L. R. (2023) Rejuvenating Historical Cities: An Evaluation of the Revitalization of the Old City of Semarang, Indonesia. *ISVS E-Journal*, 10(3), 115–126.
- Jennath, K. A. & Nidhish, P. J. (2016) Aesthetic Judgement and Visual Impact of Architectural Forms: A Study of Library Buildings. *Procedia Technology*, 24, 1808–1818. <https://doi.org/10.1016/j.protcy.2016.05.226>
- Khaerunnisa, J. Wua, N. S., Sujarmanto, I. S. & Michelle, B. (2022) Shifting Perceptions of the Locals after Reclamation: The Ternate Historic Coastal City, Indonesia. *ISVS E-Journal*, 9(4), 145–160.
- Lynch, K. (1960) *The Image of The City*. Massachusetts: The MIT Press.
- Mardhatillah, W., Ernawati, J. & Kusdiwanggo, S. (2022) Kualitas Visual Fasad Bangunan di Kawasan Pecinan Kota Makassar Berdasarkan Persepsi Masyarakat. *Jurnal Pendidikan Dan Konseling*, 4(3), 2205–2214.
- Misavan, D. F. & Gultom, B. J. Br. (2014) Pengaruh Pembaruan Fasad Bangunan Terhadap Karakter Visual Kawasan Studi Kasus: Jalan Tanjungpura Pontianak. *Langkau Betang*, 1(2), 1–16.
- Perovic, S. & Folic, N. K. (2012) Visual Perception of Public Open Spaces in Niksic. *Procedia - Social and Behavioral Sciences*, 68, 921–933.
<https://doi.org/10.1016/j.sbspro.2012.12.277>
- Ramli, S., Santosa, H. & Antariksa. (2020) Penilaian kualitas estetika elemen arsitektural bangunan Kolonialdi Jalan Basuki Rahmat, Malang. *ARTEKS: Jurnal Teknik Arsitektur*, 5(1), 93–106. <https://doi.org/10.30822/arteks.v5i1.250>
- Rapoport, A. (1977) *Human Aspects of Urban Form, Towards A Man Environment Approach to Urban Form and Design*. Pergamon Press.
- Rizqiyah, F. (2016) Arahana Disain Fasad Koridor Jalan Songoyudan untuk Memperkuat Citra Visual pada Area Perdagangan Bersejarah di Surabaya. *EMARA Indonesian Journal of Architecture*, 2(1), 13–20.
- Sadeghifar, M., Pazhouhanfar, M. & Farrokhzad, M. (2019) An exploration of the relationships between urban building façade visual elements and people’s preferences in the city of Gorgan, Iran. *Architectural Engineering and Design Management*, 15(6), 1–14. <https://doi.org/10.1080/17452007.2018.1548340>
- Santosa, H., Ernawati, J. & Wulandari, L. D. (2018) Visual quality evaluation of urban commercial streetscape for the development of landscape visual planning system in provincial street corridors in Malang, Indonesia. *IOP Conference Series: Earth and Environmental Science*. <https://doi.org/10.1088/1755-1315/126/1/012202>
- Santosa, H. & Fauziah, N. (2017) Aesthetic Evaluation of Restaurants Facade Through Public Preferences and Computational Aesthetic Approach. *IPTEK Journal of Proceedings Series*.
- Santosa, H., Fauziah, N. & Widisono, A. (2021) Management and Enhancement of Livable Urban Streetscape through the Development of the 3D Spatial Multimedia System A Case Study of Provincial Street Corridors in Malang, Indonesia. *International Review for Spatial Planning and Sustainable Development*, 9(4), 10–30.
https://doi.org/10.14246/irspsd.9.4_10

- Santosa, H., Ikaruga, S. & Takeshi, K. (2013) Visual Evaluation of Urban Commercial Streetscape Through Building Owners Judgment. *Journal of Architecture and Planning (Transactions of AIJ)*, 78(691), 1995–2005.
- Suri, N. S. & Sugiri, A. (2015) Persepsi dan Preferensi Masyarakat Terhadap Fasad Bangunan di Koridor Jalan Ki Samaun Kota Tangerang. *Tata Loka*, 17(3), 148–160.
- Wibowo, D. F. & Navastara, A. M. (2020) Identifikasi Karakteristik Kawasan Koridor Siliwangi –Pamulang Raya, Tangerang Selatan untuk Mendukung Pembentukan Citra Kawasan. *JURNAL TEKNIK ITS*, 9(2), 216–222.
- Wijaya, B. T., Ernawati, J. & Santosa, H. (2019) Visual Elements Influence at the Facade of Historical Buildings in Jalan Panglima Sudirman Corridor Batu, Indonesia. *Local Wisdom Scientific Online Journal*, 11(2), 138–145.
- Yu, L. G. (2019) City image analysis of Western Taipei: Historic and modern? *International Review for Spatial Planning and Sustainable Development*, 7(4), 18–36.
https://doi.org/10.14246/irspsd.7.4_18