Jakarta’s Tourism Evolution: Shopping Center as Urban Tourism

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JAKARTA’S EVOLUTION

Jakarta has 4 phases of development:
1. 1\textsuperscript{st} phase, before 1945 → by Dutch Government
2. 2\textsuperscript{nd} phase, 1945-1965 → by Soekarno, Indonesia’s 1\textsuperscript{st} President
3. 3\textsuperscript{rd} phase, 1965-1998 → by Soeharto, Indonesia’s 2\textsuperscript{nd} President
4. 4\textsuperscript{th} phase, 1998-now
Jakarta’s 1st phase
Cultural heritage
Before 1945
JAKARTA’S EVOLUTION

Jakarta’s 2nd phase
nation building
1945-1965
JAKARTA’S EVOLUTION

Monetary Crisis

Jakarta’s 3rd phase

Economic development

1965-1998
JAKARTA’S EVOLUTION

Jakarta’s 4th phase
Consumed city
1998-now
**THE ELEMENTS OF TOURISM**

<table>
<thead>
<tr>
<th>PRIMARY ELEMENTS</th>
<th>SECONDARY ELEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity Place</strong></td>
<td>▪ Hotel and catering facilities</td>
</tr>
<tr>
<td><strong>Leisure Setting</strong></td>
<td>▪ Shopping facilities</td>
</tr>
</tbody>
</table>

- **CULTURAL FACILITIES**
  - Theatres
  - Concert Halls
  - Cinemas
  - Exhibitions
  - Museums and art galleries

- **SPORTS FACILITIES**
  - Indoor and outdoor

- **AMUSEMENT FACILITIES**
  - Casinos
  - Bingo halls
  - Night clubs
  - Organized events
  - Festivities

- **PHYSICAL CHARACTERISTICS**
  - Historical street pattern
  - Interesting Buildings
  - Ancient monuments and statues
  - Ecclesiastical buildings
  - Parks and green areas
  - Water, canals and riverfronts
  - Harbors

- **Socio-Cultural Features**
  - Liveliness of the place
  - Language
  - Local customs and costumes
  - Folklore
  - Friendliness
  - Security

- **ADDITIONAL ELEMENTS**
  - Accessibility and parking facilities
  - Tourist facilities:
    - information
    - offices, signposts, guides,
    - maps and leaflets, etc.
# SHOPPING CENTER IN JAKARTA

## Types of Shopping Center by Size

<table>
<thead>
<tr>
<th>Types</th>
<th>Gross Leasable Area (Square Feet)</th>
<th>Anchor Tenants</th>
<th>Population Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super regional</td>
<td>1.000.000 and above</td>
<td>Three or more department stores, discount, fashion apparel, other specialty stores</td>
<td>300.000 and above</td>
</tr>
<tr>
<td>Regional</td>
<td>400.000 – 1.000.000</td>
<td>One or more department stores</td>
<td>150.000 – 300.000</td>
</tr>
<tr>
<td>Community</td>
<td>150.000 – 400.000</td>
<td>Junior department stores, hardware, and supermarket</td>
<td>100.000 – 150.000</td>
</tr>
<tr>
<td>Neighborhood</td>
<td>50.000 – 150.000</td>
<td>Supermarket, drugstores, or combination</td>
<td>5.000 – 40.000</td>
</tr>
<tr>
<td>Specialty</td>
<td>Less than 50.000 – 375.000</td>
<td>5.000 – 40.000 stores</td>
<td>1.000 to 150.000 and above</td>
</tr>
<tr>
<td>Convenience</td>
<td>Less than 50.000</td>
<td>Small grocery stores</td>
<td>1.000 – 2.500</td>
</tr>
<tr>
<td>Megamall</td>
<td>2.600.000 and above</td>
<td>Theme parks, department stores, theaters, restaurants, nightclubs</td>
<td>1.000.000 and above</td>
</tr>
<tr>
<td>Hypermarket</td>
<td>150.000 – 250.000</td>
<td>Combination of supermarket and discount warehouse, electronics, clothing, toys, household, office supplies, automotive supplies</td>
<td>100.000 and above</td>
</tr>
<tr>
<td>Power center</td>
<td>250.000 – 700.000</td>
<td>Category specialist, home improvement, discount, ware house club, off-price</td>
<td>150.000 and above</td>
</tr>
</tbody>
</table>

*Source: the 4Rs of Asian Shopping Centre Management, page 6 – 7*
The growth of types of shopping center in Jakarta change as the people’s lifestyle has changed.

The spread of shopping center growth, become more spreading in every region each phase.
On phase 3, where economic development was being the basic development of Jakarta, many shopping centers grew in Regional, Super regional, and community type.

On phase 4, in the era of consuming city, there were many shopping centers in various types grew.

**Name, Location and NLA of Specialty Shopping Center in Jakarta**

<table>
<thead>
<tr>
<th>No.</th>
<th>YOO</th>
<th>Name of Shopping Center</th>
<th>Location</th>
<th>NLA (m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2002</td>
<td>Cilandak Town Square</td>
<td>SJ</td>
<td>26,165</td>
</tr>
<tr>
<td>2</td>
<td>2004</td>
<td>Plaza Indonesia Extension (EX)</td>
<td>CJ</td>
<td>15,700</td>
</tr>
<tr>
<td>3</td>
<td>2004</td>
<td>La Piazza</td>
<td>NJ</td>
<td>20,000</td>
</tr>
<tr>
<td>4</td>
<td>2004</td>
<td>Dharmawangsa Square City Walk</td>
<td>SJ</td>
<td>60</td>
</tr>
<tr>
<td>5</td>
<td>2004</td>
<td>Setiabudi One d/h Plaza Setiabudi I</td>
<td>SJ</td>
<td>14,752</td>
</tr>
<tr>
<td>6</td>
<td>2005</td>
<td>Plaza Senayan Annex (Arcadia)</td>
<td>SJ</td>
<td>5,500</td>
</tr>
<tr>
<td>7</td>
<td>2006</td>
<td>Sudirman Place d/h FX</td>
<td>SJ</td>
<td>31,000</td>
</tr>
<tr>
<td>8</td>
<td>2006</td>
<td>Retail @ Bellagio Residence</td>
<td>SJ</td>
<td>15,000</td>
</tr>
<tr>
<td>9</td>
<td>2006</td>
<td>Retail@Bellezza</td>
<td>SJ</td>
<td>2,000</td>
</tr>
<tr>
<td>10</td>
<td>2007</td>
<td>Pluit Junction</td>
<td>NJ</td>
<td>23,000</td>
</tr>
<tr>
<td>11</td>
<td>2007</td>
<td>Sudirman City Loft/ City Walk</td>
<td>CJ</td>
<td>na</td>
</tr>
</tbody>
</table>
SHOPPING CENTER AS URBAN TOURISM

Dancing fountain show at Central Park

Huge Sliding Pipe at FX

Vintage Car Exhibition at Pondok Indah Mall

Fireworks Show at Central Park
Jakarta grows as a consumerism city since the last 10 years. Many skyscrapers building was built and make Jakarta more dense, but sustainable issue started to change the Jakarta inhabitants’ way of thinking about urban lifestyle. People now more considerate about green area, how to keep the communication sustain between friends and relatives in urban business, park, etc. So that the shopping center management try to touch the people’s sensitivity to nature and environment by creating new concepts in their shopping center.

The evolving of people will change the face of the city where they live and so does at the other hand. The property development will change the lifestyle of its inhabitants. And with this flow, city will keep on growing as fast as people’s lifestyle. In order to create a health urban tourism for people, government, private sector and society have to limit the urban change.