Urban Aesthetic Concept of Senen Area in Central Jakarta for Identity of Sustainable City

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Abstract. Senen Area is a mainstay of Central Jakarta functioning as a commercial and public area with a historical value. In addition to the function of the use of facilities for pedestrian circulation, the problems faced by Senen Area are also the physical construction of facilities and multi-storey buildings that are not balanced with its landscape. Thus, a good landscape planning of Senen Area needs to be done to maintain its existence as a safe and comfortable business center that has a strong historical identity. The aspects analyzed in this research was the physical and biophysical conditions of the site, history and culture that influence the formation of the site, the condition of the user activity of the site, the pattern of design and the function of the site, the laying of the ornament, and the facility. The history of Senen Area is inseparable from the influence of various cultures, since colonial times until now. Various changes continue to occur, but the expected conditions are still difficult to achieve. The purpose of this study is to plan the landscape ornaments of the Senen Area both functionally and esthetically as the urban aesthetic appeal and regional identity.

Keywords: colonial, commercial area, landscape history, landscape ornaments, landscape planning

1. Introduction
Jakarta is the biggest and the most populous city in Indonesia. The main focus of the development of the city of Jakarta is increasing economic activity and the welfare of the population. Various forms of physical development, have a positive and negative impact. Senen Area is a mainstay area of Central Jakarta functioning as a trading and public area with a historical value rooted since the Dutch colonial era. The presence of the Dutch colonial government in major cities in Indonesia has had a major impact on the city's development [1].

The current condition of Senen Area is not much different from other trade areas in Jakarta. In Senen Area there are several public facilities with very high intensity of use, including Pasar Senen, Atrium Senen, Senen Terminal, Pasar Senen Station, Bungur Market, and other public facilities. This has resulted in several problems. In particular, the condition of Pasar Senen Street is getting more congested, affecting the traffic flow within. This happened due to the location of Pasar Senen and the adjacent Senen Terminal, as well as due to the indiscipline attitude of users in the area. This condition is getting worse with the presence of street vendors and parking of vehicles that use part of the street body and pedestrian lanes. Also, the lack of attractive decorations makes this area more and more characterless.
The fact above is one example of a condition that occurs in one part of the Senen Area; in other parts, similar condition also occurs. As an integrated area equipped with a variety of public facilities, the presence of pedestrian lanes in Senen Area needs to be considered. To support the Senen Area, the planning concept needs to be made by considering functional, aesthetic and ecological aspects.

The problems faced by the Senen Area today are not only limited to the problem of transferring the function of facilities for pedestrian circulation, but also the physical construction of facilities and multi-storey buildings which do not match with the arrangement of green open spaces. Therefore, a good Senen Area planning needs to be done to maintain the existence of the Senen area as one of the business centers in Jakarta that is safe and comfortable and has an identity that can attract or restore the image as a trade center with historical value. The importance of landscape planning as a medium of interpretation has been carried out by [2]. In addition, the aesthetic aspect must also be considered in landscape planning as studied by. [3, 4, 5].

Senen Area has long been one of the famous trading areas in Jakarta. Based on [6], in 1735 Justinus Cornellis Vincke founded a market which located around the Weltevreden palace (not it turned into an Army Hospital) and Tanah Abang Market. At that time the market was only opened on Monday, so people called it Pasar Senen. At that time there were records which mentioned this market with Vincke Passer. In 1735 Justinus Cornellis Vincke built a street that connected his two markets (Pasar Senen and Pasar Abang). The street that runs from east to west is known as Prapatan Street. Afterward, the Chinese people started to come and trade in Senen Area. According to [6], Chinese people were allegedly to be first occupant in Senen Area. Nowadays, Chinese people are mostly found in old town Glodok, Pinangsia, Pasar Jatinegara, and Pasar Tanah Abang [7].

Figure 1. The visual condition of Senen Area in 1950s.
(source: https://www.liputan6.com/photo/read/2831555/mengenang-pasar-senen-lewat-foto-tempo-dulu?page=1)

After Indonesia's independence, the Senen Area became crowded. Senen Area experienced gentrification, making the landscape of this region more dynamic [7]. Figure 1 shows the condition of Senen Area. Pasar Senen Building, Pasar Inpres, and Senen Bus Terminal were established in the 1960s. In the late 1980s, a modern superblock was built: the Atrium Senen area provides office facilities, hotels, shop houses and shopping centers. Since the 1997 monetary crisis in Indonesia, the informal sector has developed, causing the region to become more crowded with street vendors and higher crime rates so that Pasar Senen increasingly loses its appeal.
The history of the Senen region is inseparable from the influence of various cultures, from the colonial era to the present. The history of the place has a universal meaning, not only its visual but also the impression it creates [3]. Decoration concepts in landscape planning will also strengthen the character of the region and historical nuances as reported [5]. Various changes continue to occur along with local government policies, but the expected conditions are still difficult to realize. For this reason, it is necessary to have a functional and aesthetic landscape planning effort without leaving the historical value of the area to create Senen Area as expected through optimal planning of landscape ornaments both functionally and aesthetically as the aesthetic appeal of the city.

2. Methods
This research was conducted in Senen Area, Central Jakarta. The location covers Senen Atrium Area, Prapatan Kwitang Street, Kramat Bunder Street, Senen Raya Street, Pasar Senen Street, Pasar Senen Station Street, Bungur Besar Street, Kalibaru Timur Street, and Kalibaru Timur Dalam Street. Figure 2 shows the location of Senen Area.

The researchers used two sources of data: primary and secondary data. Primary data was obtained through field surveys (observation and documentation/images) to the location or object of research. Observation activities were carried out by identifying site characteristics through connecting this site with theories, principles, and rules of a landscape product. Researchers observed the entire site, including physical and biophysical conditions of the site, history and culture that influence site formation, site user activity conditions, site design and function patterns and placement of ornaments and facilities.

![Figure 2. The location of Senen Area, Central Jakarta. (source: dcktrp.jakarta.go.id).](source: dcktrp.jakarta.go.id)

Secondary data was obtained through literature study. Data collected was analyzed both descriptively and spatially. Similar research conducted by [2, 8] was used as a reference for this study. Furthermore, the results of the analysis were used in the preparation of concepts and illustrations.

3. Results and Discussions

3.1. Inventory Research
Based on data and information obtained from the results of the survey and inventory process, analysis of several aspects and factors that influence the beauty and sustainability of the plan were carried out on the site. In this process, we identified the problems, obstacles, potentials and levels of vulnerability of the landscape. Table 1 shows the results of the analysis and synthesis presented in the table below.
Table 1. Landscape element in each location.

| No. | Landscape Elements | Senen Atrium Area | Senen Raya Street | Pasar Senen Street | Kramat Kwitang Street | Pasar Senen Station Street | Kramat Bunder Street |
|-----|--------------------|-------------------|-------------------|--------------------|------------------------|-----------------------------|------------------------|
| 1   | Physical condition |                   |                   |                    |                        |                             |                        |
|     | a. Vegetation      |                   |                   |                    |                        |                             |                        |
|     | - Shade vegetation | x                 | x                 | x                  | x                      | x                           | x                      |
|     | - Directional vegetation |           | x                 | x                  | x                      |                             | x                      |
|     | - Ornamental vegetation |           | x                 | x                  | x                      | x                           | x                      |
|     | b. Topography      |                   |                   |                    |                        |                             |                        |
|     | - Flat             | x                 | x                 | x                  | x                      | x                           | x                      |
|     | - Slope            |                   |                   |                    |                        |                             |                        |
|     | - Steep            |                   |                   |                    |                        |                             |                        |
|     | c. Aesthetic       |                   |                   |                    |                        |                             |                        |
|     | - Vista scenery    | x                 | x                 | x                  | x                      | x                           | x                      |
|     | - Vista orientation |                 |                   |                    |                        |                             |                        |
|     | d. Streets Furniture |               |                   |                    |                        |                             |                        |
|     | e. Land-use        |                   |                   |                    |                        |                             |                        |
|     | - Commercial       | x                 | x                 | x                  | x                      | x                           | x                      |
|     | - Education        |                   |                   |                    |                        |                             |                        |
|     | - Park             |                   |                   |                    |                        |                             |                        |
|     | - Pedestrian lane  | x                 | x                 | x                  | x                      | x                           | x                      |
|     | - Greenway         | x                 |                   |                    |                        | x                           | x                      |
|     | - Busway           | x                 | x                 |                   |                        | x                           | x                      |
|     | - Plaza            |                   |                   |                    |                        |                             | x                      |
| 2   | Social Condition   |                   |                   |                    |                        |                             |                        |
|     | User and activities|                   |                   |                    |                        |                             |                        |
|     | Pedestrian mobility|                   |                   |                    |                        |                             |                        |
|     | - High             | x                 | x                 | x                  | x                      | x                           | x                      |
|     | - Moderate         |                   |                   |                    |                        |                             |                        |
|     | - Low              |                   |                   |                    |                        |                             |                        |
|     | Vehicle mobility   |                   |                   |                    |                        |                             |                        |
|     | - High             | x                 | x                 | x                  |                        |                             | x                      |
|     | - Moderate         |                   |                   |                    |                        | x                           | x                      |
|     | - Low              |                   |                   |                    |                        |                             |                        |
|     | a. Historical traits |               |                   |                    |                        |                             |                        |

3.2. Analysis

Analysis of physical, biophysical, social and historical characteristics of the site was carried out on various aspects and factors that play a role in the beauty and sustainability of the plan on the site. Analysis was carried out so that problems, obstacles, potentials and levels of vulnerability or fragility of land or landscape in each area can be identified. The following is the registration of each area in the Senen Area.
1. Area around the Atrium Senen (Senen Triangle)

POTENTIAL: Most of the vegetation in this area is aesthetic vegetation and directional vegetation along pedestrians, therefore reducing the monotony of pedestrians. Figure 3 shows the existing condition of the Atrium Senen Area. The condition of the topography is relatively flat, making it easier for pedestrian arrangement and placement of street furniture and can facilitate drainage flow. Skyline view of the Senen Area area is characterized by central business district area, so this area is one of the busy and crowded areas in Jakarta. Senen triangle area itself is the center of the existence of luxury facilities in the Senen Area, including Plaza Atrium, star hotels, apartments and other luxury facilities. Street users, among others: pedestrians, motorcycle taxi drivers, and the general public. Pedestrian intensity is quite dense/often. Traffic density occurs during the beginning and end of working hours. The Trans Jakarta Bus movement is periodic between one bus and another. Site’s Landmark: Atrium Senen Building is the most luxurious shopping center in Jakarta in the 1980s.

![Figure 3. The existing condition of Atrium Senen Area and Senen Raya Street.](image)

CONSTRAINTS: Lack of shade vegetation reduces the comfort of pedestrian users. The chaotic street traffic around the atrium area and the use of pedestrian lines as public vehicle bases can reduce the aesthetic value and comfort of pedestrian users. There is no street furniture, like pedestrian lights and trash cans, in this area. As one of the areas that is always crowded, the traffic in this area is very congested and it is not uncommon for congestion and chaos to occur caused by the street users themselves. The width of the pedestrian around the Senen atrium area is not optimal to support the activity and intensity of use which is quite high in the region.

SOLUTION: The addition of shade vegetation that can increase user comfort and arrangement of directional and aesthetic vegetation that can give characteristics to the area. Returning pedestrian functions as a safe and comfortable pedestrian pathway by structuring facilities and supporting utilities. Arrangement of street furniture in the Atrium area of Senen so that it can increase the aesthetic value of pedestrians; it is expected that it can also increase the comfort and safety of its users. Safe and comfortable pedestrian route arrangement from threats posed by the chaos of motorized vehicles around the area, so that it can provide a safe walking atmosphere. Adjusting the width of the pedestrian in accordance with the designation of the surrounding area, namely the Atrium Senen area as a shopping area with a high intensity of pedestrians. Reviving the Senen Triangle Region as a characteristic of the Senen area which is one of the centers of the modern superblock in the capital city.
2. Senen Raya Street

POTENTIAL: The condition of the topography is relatively flat, making it easier for pedestrian arrangement and placement of street furniture and can facilitate drainage flow. Vista views of the city skyline. Most of the land use on Senen Raya Street is a CBD area, so this area is one of the busy and crowded areas in Jakarta. Users of this street are: motorized vehicle users, pedestrians, motorcycle taxi drivers, street vendors and the general public. The intensity of motorized vehicles and pedestrians is quite dense Senen Triangle area was built and developed as a magnificent modern superblock that provides shopping center facilities, hotels, apartments, offices and others.

CONSTRAINTS: As with streets around the Senen Triangle, the existence of vegetation, especially shade trees along this street is relatively minimal so it feels hot. No street furniture around this street is considered important for user safety and comfort such as pedestrian lights, bollards, trash cans, etc.

Some pedestrian paths are not equipped with ideal pedestrian lanes. Vehicle circulation is quite dense at certain hours, resulting in frequent congestion which causes inconvenience for street users and pedestrians.

SOLUTION: Structuring vegetation that can add to the aesthetics of the site and functions as a guide, shade, noise barrier and pollution absorber to increase comfort for its users. The form of vista scenery can be improved by forming a vegetation group that can frame the landscape vista. Arrangement of street furniture on Senen Raya Street so that it can increase the aesthetic value of pedestrians, is expected to also increase the comfort and safety of its users. Pedestrian path planning is ideal for pedestrians by considering both the functional and aesthetic aspects. Returning pedestrian functions as a pedestrian path.

3. Pasar Senen Street

POTENTIAL: The condition of the topography is relatively flat, making it easier for pedestrian arrangement and placement of street furniture and can facilitate drainage flow. Figure 4 shows the existing condition of Pasar Senen Street. The city skyline is formed by the existence of a magnificent Senen Triangle complex that features a multi-storey vista building. Most of the land use in the area passed by Pasar Senen Street is a CBD area, so this area is one of the busy and crowded areas in Jakarta. Users of this street include: pedestrians, motorcycle taxi drivers, street vendors, and other users who work or move in terminals, markets, offices or buildings in the region. This street is a two-way route for motorized vehicles, and is traversed by the Trans Jakarta bus line. The activities of users on this street are mostly centered on existing public facilities, namely markets and terminals. Activities in these places take place throughout the day with high intensity since the 1700s.

![Figure 4. The existing condition of Pasar Senen Street.](image.png)
CONSTRAINTS: The existence of public facilities such as Pasar Senen and Terminal Senen shows a chaotic and unpleasant view of the city with a variety of user activities that tend to be less disciplined and not well-organized. Some pedestrian lanes were occupied by street vendors, so the condition of the pedestrian becomes dirty and is not feasible to pass. Sidewalk conditions are not ideal for pedestrians, resulting in chaos in pedestrian mobility.

SOLUTION: Creating a space that can reduce or cover up the negative view caused by the chaos. Arranging street furniture on Pasar Senen Street so that it can increase the aesthetic value of pedestrians; it is expected that it can also increase the comfort and safety of its users. Arrangement or relocation of street vendors to a more feasible place and design of pedestrian lanes that can avoid using the lane as a street vendor. Pedestrian lane planning that is able to accommodate user activities, provides comfort and safety.

4. Pasar Senen Station Street

POTENTIAL: At Pasar Senen Station Street, the vegetation types can be grouped into two types of plants: shade plants and ornamental plants. Figure 5 shows the existing condition of Pasar Senen Station Street. The condition of the topography is relatively flat, making it easier for pedestrian arrangement and placement of street furniture and can facilitate drainage flow. The Vista view on Pasar Senen Station Street takes the form of a city skyline, in the form of buildings and vista views of the corridor formed by shade trees, Vista orientation on Pasar Senen Station is Pasar Senen Station building, Senen Youth Center, and 1945 Perjuangan Monument. Several street furniture on Pasar Senen Station Street include: plant pots, railings, bollards, monument statues, bus stops and a police post. This area of Pasar Senen Station Street is included in the Senen Integrated Business Area (CBD). There are pedestrians that are ideal for pedestrians because they have a wide range of 200-400 cm. The intensity of use is quite high, especially when economic activities take place. High pedestrian mobilization occurs in pedestrian areas behind Pasar Senen. Pasar Senen Station Building, Senen Youth Center, and the 1945 Struggle Monument which characterizes the development of Senen Area from the colonial era to the present.

**Figure 5.** The existing condition of Pasar Senen Station Street.

CONSTRAINTS: At some pedestrian points there is no shade of vegetation that serves to reduce discomfort due to the sun. There is no street furniture that functions for the safety and comfort of pedestrians, such as: garden lights, trash bins, etc. Some historical buildings are in poor maintained conditions.
SOLUTION: Planning green systems along pedestrians to increase pedestrian comfort and enhance the ecological value of the area. Planning/structuring street furniture for the benefit of pedestrian comfort and safety and can increase the aesthetic value of the site. Regional planning that pays more attention to existing historical features to strengthen the historical value of the area.

5. Kramat Kwitang Street

POTENTIAL: The vegetation formation on this street is the most complete compared to other regions in Senen, including shade plants, steering plants and aesthetic plants and other functions. Figure 6 shows the existing condition of Kramat Kwitang Street. The condition of the topography is relatively flat, making it easier for pedestrian arrangement and placement of street furniture and can streamline the flow drainage. The existence of the Gunung Agung Park which is located in the middle of Kramat Kwitang Street is an advantage of this street because it forms a vista of a green corridor. Street furniture located on Kramat Kwitang Street is quite diverse, including: street lights, pedestrian paths, decorative lights, tubs/pots of plants, stops, billboards, park benches and trash cans. The varied types of street furniture are only found on the park green ways. The area around Kramat Kwitang Street has land use for shops, offices and settlements. In addition, there is also a pedestrian that accommodates pedestrians with a width of 80-400 cm. Users of this street include pedestrians, motorcycle taxi drivers, street vendors, and other users who work or are active in offices or buildings in the region. The intensity of street users is quite dense at certain times. The Indonesian Christian Church (GKI) building is a cultural heritage and supports the existence of the Kwitang book market.

CONSTRAINTS: The use of a street body and pedestrian path as a parking lot shows a bad view and causes congestion. In pedestrians located on Kramat Kwitang Street the types of street furniture that are available are less varied, especially the types of street furniture that are considered important to make pedestrian comfort and safety. At certain points, pedestrians are utilized as parking areas for motorbikes and cars, as seen in front of shops.

SOLUTION: More organized vehicle parking arrangements so as not to interfere with street and pedestrian functions and increase user comfort and security. Street furniture planning/arrangement for the benefit of pedestrian comfort and safety and can increase the aesthetic value of the pedestrian. Planning/structuring pedestrian which can hinder street users to park their vehicles on the pedestrian area.

6. Kramat Bunder Street

POTENTIAL: The types of vegetation on Kramat Bunder Street are mostly ornamental plants and steering plants. Figure 6 shows the existing condition of Kramat Bunder Street. The condition of the topography is relatively flat, making it easier for pedestrian arrangement and placement of street furniture and can facilitate drainage flow. The vista view on Kramat Bunder Street is the city skyline formed from shopping buildings on this street. Street furniture on Kramat Bunder Street includes: tubs/pots of plants, stops, police posts and railings. Land use around Kramat Bunder Street is mostly a commercial land use, which is characterized by shopping buildings. Users of this street, among others: pedestrians, motorcycle taxi drivers, street vendors, and other users who work or move in offices or buildings in the region. Pedestrian mobilization is relatively dense with relatively high activity intensity.
Figure 6. The existing condition of Kramat Kwitang and Kramat Bunder Street.

CONSTRAINTS: Around Kramat Bunder Street there are no shade plants that can increase the comfort of users / pedestrians. Street vendors in this area make sights around Kramat Bunder Street seems to be slum and chaotic. As in Pasar Senen Station Street, street furniture on Kramat Bunder Street is less varied and there is no street furniture that is considered important for pedestrian comfort and safety such as garden lights and trash cans.

SOLUTION: Green governance planning to improve the ecological functions of the area and user convenience. Planning and designing the forms of kiosks that are feasible for the street vendors, so that a positive view is formed. Street furniture planning/arrangement for the benefit of pedestrian comfort and safety and can increase the aesthetic value of the site.

3.3. Concept
The basic concept of green historical landscape, which is used as an expression of history and culture is adopted in the design of pedestrian ornaments. The two words that make up this concept, namely green design and historical, will be applied through the space forming the area and also the connecting corridor between spaces, so that this concept is expected to be the beginning of the regularity of the city corridor pattern. Attractive value given through this historical concept is to provide identity and information in the form of history or information in the form of regulations for regional users and the identity of the Senen Area as a whole. One approach to overcome this is the urban design approach, namely by restoring historic areas and city landmarks. With this approach, a comfortable city can be formed. The ecological approach can be used in design concepts by using environmentally friendly materials, and the concept of green space.

The zonation concept to be developed is divided into two zones, namely the historical zone and the green zone. Figure 7 shows the zonation concept of Senen Area. This zonation concept is a space character feature on the site that aims to provide a place for managers. Besides the concept, it is expected to increase comfort and safety for users who display elements in a harmonious and functional unit.
The concept of Historical Space is adopted in each zone based on its respective history that occurred, thus marking the identity of the region. Aside from being an identity, the concept of ornamental arrangement can provide information for regional users. With a historic touch, it aims to direct and provide information in the form of past memories, so that users are given a touch of nostalgia and also as information on science, especially history, which is packaged in the form of historical paths. In addition, the concept of history is supported by a touch of color concepts according to the history of each space.

**Figure 7.** The Zonation Concept of Senen Area.

**Figure 8.** The concept of the color of influence of Chinese, Colonial and Modern.

**COLOR CONCEPT**

The concept of color is used through color design on elements, and describes the color of each characteristic of the historical space (Figure 8). Color in the Chinese space concept uses red, yellow, and green. Each of these contains a dynamic meaning that describes the concept of life of Chinese people who are always dynamic. The red color symbolizes the festivity, the yellow or gold color symbolizes the creator's majesty and the source of strength, and there is a touch of green that gives the concept that life still maintains the balance of nature. The colors above were adopted from the colors where the Chinese people were involved, namely Chinese temples. As for the concept of colonial space, natural colors such as white or gray are used and give a classic impression. One of the heritage buildings of the colonial era is the Pasar Senen Station building, which has a classic and art deco blend style of architecture. Figure 9 shows the color concept.

**Figure 9.** The Color Concept.
The concept of color in modern spaces is created by using dynamic colors that can give meaning and strengthen space with a function as a trading center. The concept of color used is colors that affect humans psychologically. The colors used consist of primary, secondary and tertiary colors namely yellow, red, green, blue, and white colors with the characteristics of modern minimalist architecture.

CONCEPT OF ORNAMENTS
The concept of ornament given in each zone is a reflection of each historical space which predominantly affects the character of the area. The lamps, trash bin, bollards, and path pattern are differentiated by their zone. Figure 10 shows the concept of ornaments of each zone.

4. Conclusion
The Senen area plan was made to maintain its existence as one of the major business centers in Jakarta by emphasizing its comfort and safety while strongly exposing its strong historical identity. However, due to various changes that continue to occur in urban areas caused by local government policies, the expected conditions are still difficult to realize. For this reason, an effort to plan a functional and aesthetic trading area without leaving the historical value of the Senen area is needed. This can be implemented through optimal landscape ornament planning that has both functional and aesthetic element.

The historical approach to landscape planning can strengthen the areas’ identity, while at the same time improving the comfortability and security for users. The design concept is applied to spatial planning, circulation facilities and to landscape ornaments. The concept of color is used through color design on elements and describes the color of each characteristic of the historical spaces.

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