

CIVIL ENGINEERING JOURNAL

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JAKARTA SHOPPING CENTER EVOLUTION FROM 1965-2013

Regina Suryadjaja¹

ABSTRACT

Jakarta in early 60's was marked by numerous national building being built. At that time, shopping centre was introduced in Jakarta for the first time, aimed to provide a new market place to shop. Since then, the function of shopping centre had been evolved. The evolution was very close related to the image of the Indonesian government at that time. As Jakarta itself evolved, so did the shopping centre, both physically and functionally. Nowadays, Jakarta's inhabitants are used to go to shopping centre as their recreation destination since no proper open air public places that can be facilitated by the Jakarta Municipality government. On the other hand, many new shopping centres with fresh idea, unique concept, and many other facilities are being built to serve the people of Jakarta. The growth of shopping centre itself has changed the 'face' of Jakarta and vice versa. With this paper, the writer tries to see the evolution of Jakarta shopping centre, especially in connection with multi layers and specific social condition of Jakarta's inhabitants.

Keywords: Evolution, Jakarta shopping center, national building, social condition.

INTRODUCTION

Jakarta is the capital city of Indonesia, that consists of 10.187.595 people (Dinas Kependudukan dan Catatan Sipil DKI Jakarta, November 2011) from the occupying around 60 km² parcel of land. Politicing history of Jakarta is divided into four phases. First Phase, the period before Indonesia's Independence Day in 1945. At this time Jakarta had inherited the urban and cultural history from the Japanese and Colonial period. The second phase started from Indonesia's Independence Day in 1945 until 1965, when Jakarta was ruled by Soekarno. Under his governance, Jakarta had built numerous national buildings, such as Monumen Nasional, Hotel Indonesia, Sarinah Department Store, Bank Indonesia, and Gelora Bung Karno that are located alongside Jl. Thamrin-Sudirman at Jakarta's main road at that time.

Third phase (1965-1998) was ruled by Soeharto. Under his governance, Jakarta had focused on economic development. Many office buildings and shopping centres were built, especially along Jl. Jendral Sudirman, Jl. Thamrin, and Jl. HR Rasuna Said (Jakarta's CBD-Central Business District). It was the right time for investment activities, both from inside and outside Indonesia. Fourth phase (1998-2009) Jakarta was called as the city of consumerism. In this phase, Jakarta had just recovered from monetary crisis in 1997-1998.

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The radical restructuring of the inner city was continuing gradually. At this time, shopping centers and office buildings were being developed in a significant number.

While Jakarta shopping center is in its evolution, the first retail building that was built in Jakarta in 1968 is Sarinah Department Store. At first, retailer that came to Jakarta was only one department store, without any other tenants, but then the next retailer that came to Jakarta changed the concept, and another retailer that came after also started to change the concept even further. It created the retailer or shopping center's concept as what they are now. The number of shopping center/retailer in Jakarta is one of the reason that shopping center/retailer have to keep on changing their concept in order to keep their sustainability (Deakin et al. 2005).

People and city are closely related to each other. If the city changed, so did the people and vice versa, just like the city and shopping center. A small change in a city will affect the other thing. Since people changes, the shopping center itself also change as a way to answer the demand caused by the changing lifestyle (Benjamin 1996).

Shopping center is a hot topic of discussion in Indonesia, especially with the growth of shopping center in the last 20 years. Since 1991, the number of Indonesia's shopping centers, especially in Jakarta has increased by 100% from the previous total number every ten years (Widiyani 2010). This research had chosen the shopping center evolution in Jakarta, based on phases that make shopping center as it is today.

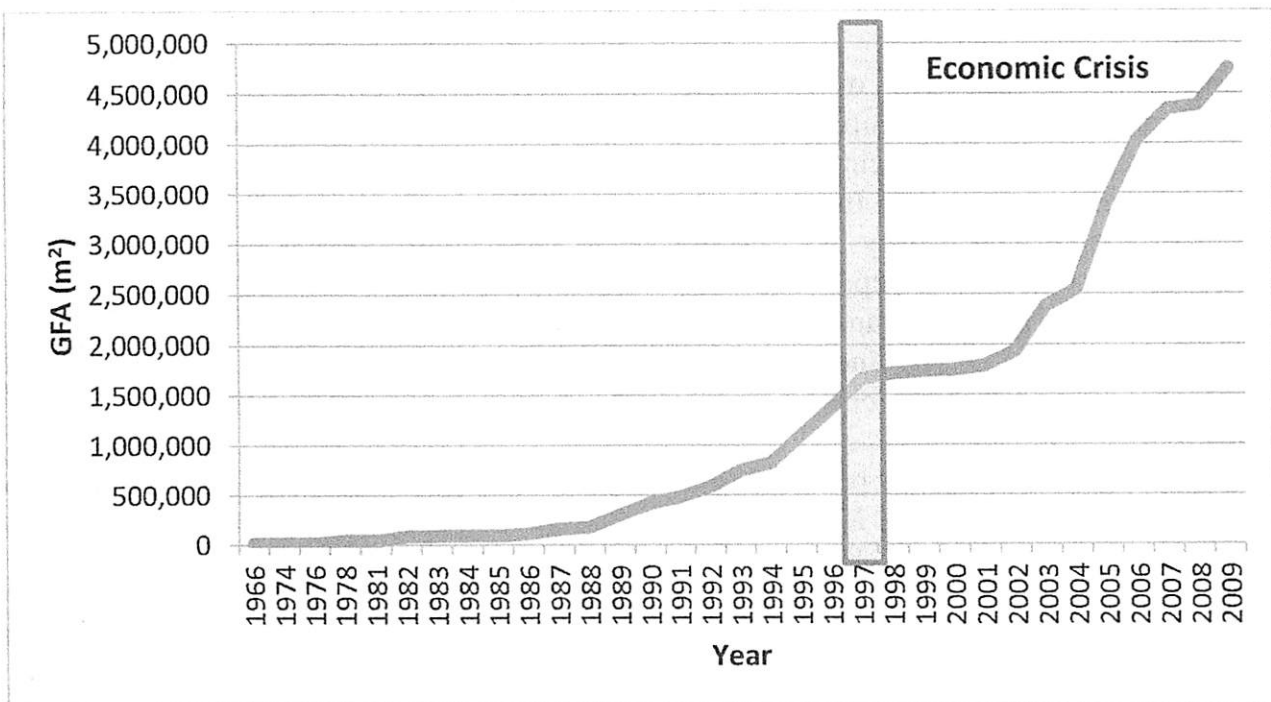


Figure 1. Jakarta's Retail Development in 1966 – 2009 (based on cummulative Gross Floor Area)

The range of scope of this paper focuses on the research of shopping center, from each phase of Indonesia evolution, based on its type and characteristic. The methodology used in this paper is the comparative and descriptive method.

Types and Classification

Shopping centre, according to ICSC (ICSC Shopping Center Definitions 2004), is a group of retail and other commercial establishments that is planned, developed, owned and managed as a single property with on-site parking provided. The center's size and orientation are generally determined by the market characteristics of the trade area served by the center. The three main physical configurations of shopping centers are malls, open-air centers, and hybrid centers (Judy et al. 2001).

These are the reference that is used in this paper, in order to give a brief introduction of types of shopping center that is used in Asia and in this paper. This is the shopping center classification that is being used in this paper.

Table 1. Types of Shopping Centers by Size

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

Source : *the 4Rs of Asian Shopping Centre Management, 2005, page 6 – 7*

Table below shows shopping center tenant classification that is used in this paper.

Table 2. Shopping Center Tenant Classification

No.	Tenant Classification
1.	General Merchandise
2.	Food
3.	Food Service
4.	Clothing and Accessories
5.	Shoes
6.	Home Furnishings
7.	Home Appliances/Music
8.	Building materials/Garden
9.	Automotive
10.	Hobby/Special Interest
11.	Gifts/Specialty
12.	Jewelry
13.	Liquor
14.	Drugs
15.	Other Retail
16.	Personal Services
17.	Entertainment/Community
18.	Financial
19.	Offices (other than financial)

Based on the four phases mentioned above, there are three phases of development in Jakarta that can be discussed. The first phase is not being discussed because there was no shopping center development at that time. The second phase is Jakarta in 1945-1965, the third phase is Jakarta in 1966-1998, and the fourth phase is Jakarta in 1999-now.

Phase 1: No Shopping Center Development at this time

Phase 2: During Soekarno's Period

The second phase according to the Fifth Layer workshop conducted at Universitas Tarumanagara was in the period of 1945-1965. In order to declare Indonesia's independence world-wide, Soekarno had a vision to build numerous national buildings in Jakarta as a memory of Indonesia's independence. One of the building is Sarinah department store as the first department store that had been built in Jakarta.

Sarinah is the only retail store that exist in the second phase. The concept of this retail is merely a department store, with several food stalls. It was the first time that Jakarta inhabitants experienced an escalator. When Sarinah was built, the macroeconomic condition of Indonesia was actually not in a good condition, but in order to stimulate, mediate, and activate its role as distribution tools to the society, Sarinah grew as pioneer in retail business.

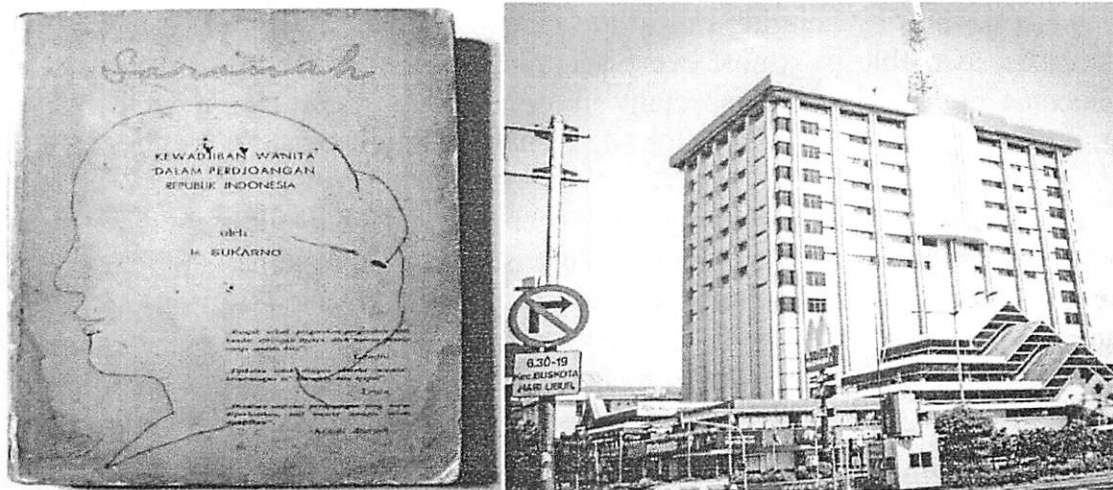


Figure 2. Sarinah As The Only Modern Retail in Second Phase

Phase 3: During Soeharto's Period

In third phase, Soekarno as the first president was replaced by Soeharto as Indonesia's second president who later ruled Indonesia for the next 32 years. At his era, Jakarta focused on economic development so that great investment opportunity was opened for national as well as international company. That opportunity was being responded very well by the investor, both local and foreign, by developing many offices, apartments, as well as shopping centers. There were 46 shopping centers, at various type, that had been built in third phase.

Table 3. Number of Shopping Center Each Type in Third Phase

Type of Shopping Center	Number of Shopping Center
Regional	29
Super Regional	7
Specialty	5
Community	5
Convenience	0
Hypermart	0
Total	46

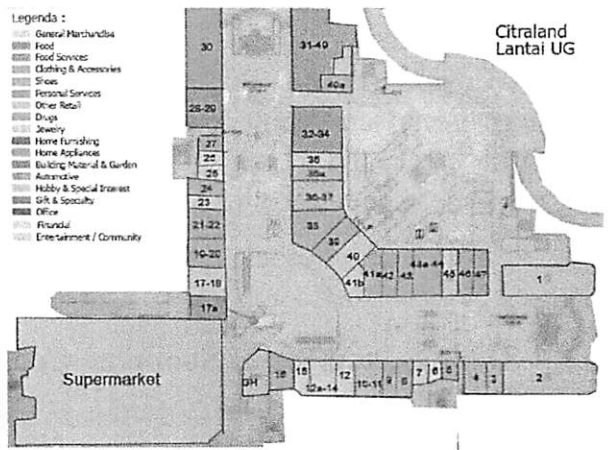
Source: many resources, 2013

Table above shown that regional shopping center has the highest number of development. At this time, a lot of shopping center has been developed in inside as well as in outside Jakarta. A lot of new housing complex arises as well as new real estate company which opens wide variety of job opportunity that makes Jakarta inhabitants' economic life increase quite significantly.

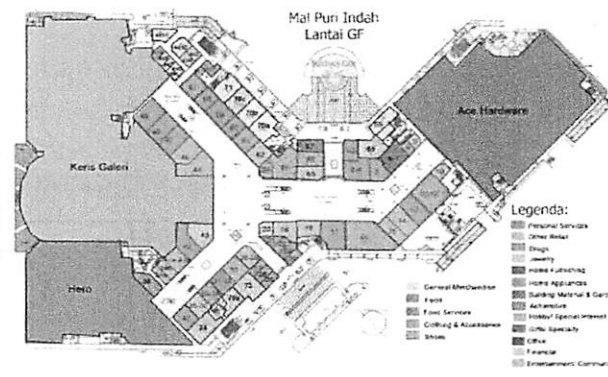
Income increase has changed the lifestyle of Jakarta's inhabitant. People start to live as typical urban people, by hanging out at the shopping center. They also start to consume branded items, available in almost every shopping center. Those make regional shopping center become high in demand especially in a new housing complex area such as Kelapa Gading, Pondok Indah, Puri Indah, Blok M, Tomang-Grogol, etc.

Shopping center in the phase-3 peroid has been dominated by family-concept shopping mall. The most targeted market is family. That is why most regional shopping center and super regional shopping center that were built in this phase have all-in-one services. They have supermarket, department store, F&B, entertainment (cinema, games station), service (bank, ATM, money changer), fashion, home appliances, etc. For detail, see Figure 3 below.

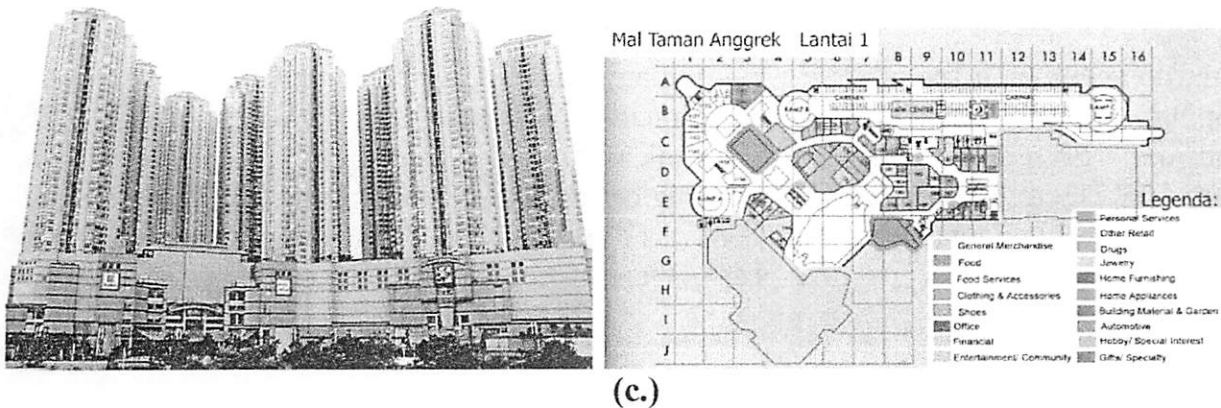
In this phase, shopping center (usually regional and super regional type) also added one other function to its development, such as hotel (Ciputra Mall was Citraland), apartment (Mall Taman Angrek), theme park (Pondok Indah Mall 1).



(a)



(b)



(c.)
Figure 3. Sample of Regional and Super Regional Shopping Center (map included) in Third Phase : (a.) Citraland (b.) Mal Puri Indah (c.) Mal Taman Anggrek

Phase 4: Post Monetary Crisis Period

After recovered from the social riot and monetary crisis in 1997-1998, Indonesia entered the reformation era, also called as city of consumerism. The radical restructuring of the inner city area continued in 1997-1998. A lot of new buildings and shopping center were developed, as if no riot or monetary crisis had happened. People started to forget about the dark side and keep on moving. This had been proved by the number of shopping center that enters Jakarta's property market. There are 72 shopping centers in Indonesia's developed during the fourth phase. The detail is shown on Table 4.

Table 4. Number of Shopping Center Each Type in Fourth Phase

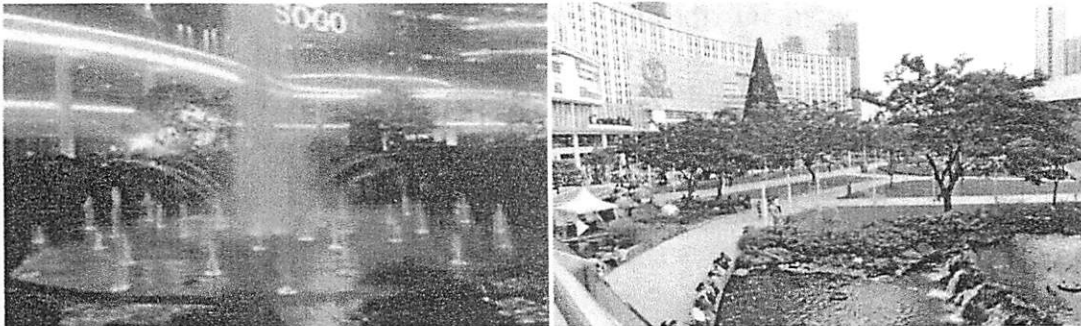
Type of Shopping Center	Number of Shopping Center
Regional	14
Super Regional	13
Specialty	38
Community	6
Convenience	0
Hypermart	1
Total	72

Table 4 explains that specialty shopping center has the highest number of development. At this phase, people's lifestyle had changed. People started to get bored with the old style and old concept of shopping center (closed/indoor mall), where only daily needs and extra entertainment provided. In the middle of Jakarta's traffic congestion, especially after office hour (08.00 – 10.00 and 17.00 – 19.00), people start to search for places to go (to chat, eat,

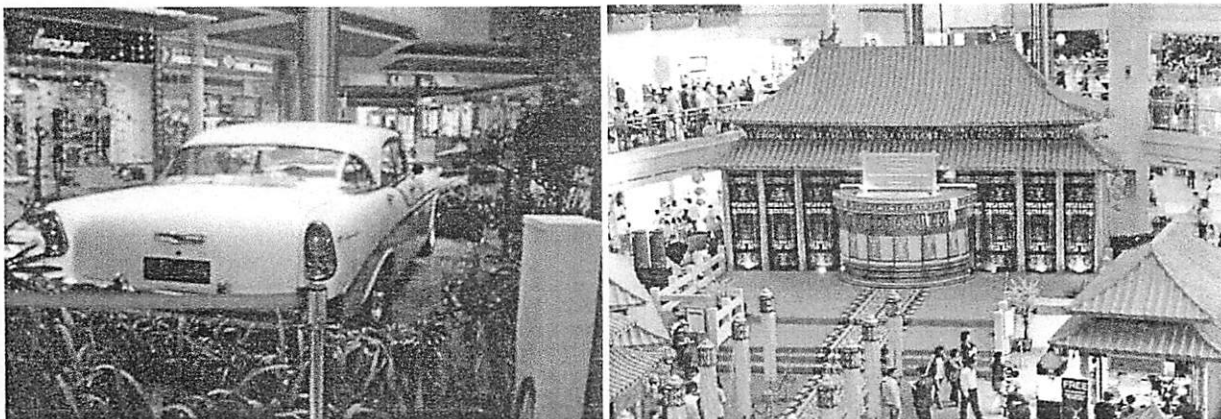
play, meet with friends, etc.) before they get home. They create to do other things just for the sake of not being in the middle of traffic.

Seeing this new habit (people's lifestyle), many developers built another concept for their shopping center, such as Cilandak Town Square (2002), La Piazza (2004), Plaza Indonesia Extension – EX (2004), , Epicentrum Walk (2009), PX Pavillion (2010), MT Haryono Square (2012), etc. Even some old shopping centers has renewed their concept in order to catch up with this demand, such as FX (was Sudirman Place), Setiabudi One (was office building), Glodok Plaza. At that phase, there were 38 numbers of specialty shopping centers.

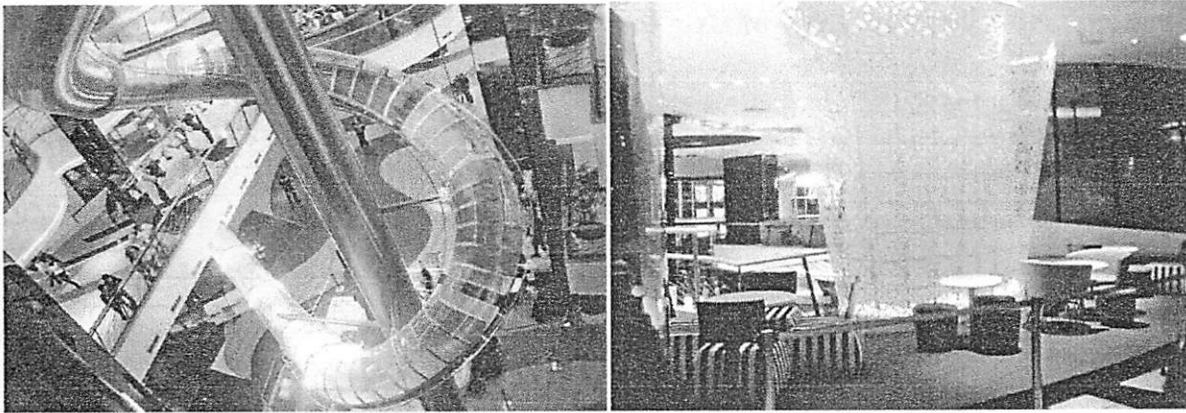
On the other side, when regional and super regional shopping center keep on arising, they also change their concept and tenant-mixed in order to compete with other shopping centers. They are starting to put three elements of tourism in their shopping center concept, such as park and green areas, galleries, organized events, waterfront, exhibition, concert halls, outdoor sports, etc. As expected, shopping center which includes the concept of tourism in their concept, is always full of customer in weekdays as well as weekends.



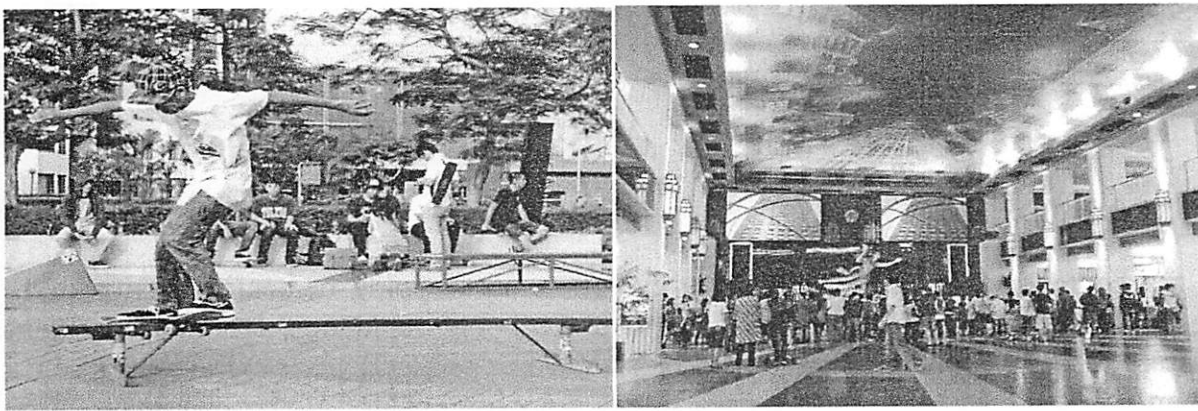
(a.)



(b.)



(c.)



(d.)

Figure 4. Shopping Center New Concept in Fourth Phase: (a.) Park and Green Area & Water at Central Park Mall (b.) Vintage Car Exhibition at Pondok Indah Mall and Chinese New Year Festival at Mall Taman Anggrek (c.) Huge Sliding Pipe and Ambiance in FX Mall (d.) Outdoor Sport in Rasuna Epicentrum Mall and Dancing Fountain in Grand Indonesia Mall

On the other hand, back to the city concept started in Jakarta around 2007, when people started to choose living in apartment which is located near to their workplaces, because it is less costly (in transportation cost) and more time wise. This condition makes another type of development appears. The mixed-use development started to appear in downtown, which consist of minimum three types of function (shopping center/retail, office, apartment, hotel, shop houses, function hall, etc) in the same building/area. What makes a mixed-use development important to discuss in this paper is because in every mixed-use project, there is always a shopping center function inside. This condition also has a role in making the shopping center as it is today.

Table 5. Number and Type of Uses in Each Mixed-Use Project in Jakarta

No.	Project Name	Apt	Office	Shop. Center	Hotel	Shop House	Shop Arcade	Facility
1.	Senayan City	√	√	√	√			
2.	Grand Indonesia Shopping Town	√	√	√	√			
3.	Pacific Place		√	√	√			
4.	Kelapa Gading	√	√	√	√			
5.	Podomoro City	√	√	√	√	√	√	√
6.	Seasons City	√	√	√	√	√		
7.	Kelapa Gading Square	√	√	√	√			
8.	CBD Pluit	√		√		√		
9.	Kemang Village	√	√	√	√			
10.	Gandaria City	√	√	√	√			√
11.	Rasuna Epicentrum	√	√	√	√		√	
12.	Kuningan City	√	√	√	√			
13.	St Moritz Penthouses and Residences	√	√	√	√			√
14.	Ciputra World	√	√	√	√			
15.	Kota Kasablanka	√	√	√	√			

Source: Regina Suryadjaja, 2011

CONCLUSIONS

From the content above, we can see the evolution of shopping center in Jakarta at the second phase where there was only one type of shopping center in Jakarta, while at the third phase, there were 46 new shopping centers. At this phase, the type of shopping center was dominated by regional and super regional shopping center. At the last phase, there were 72 new shopping centers in Jakarta and dominated by specialty shopping center.

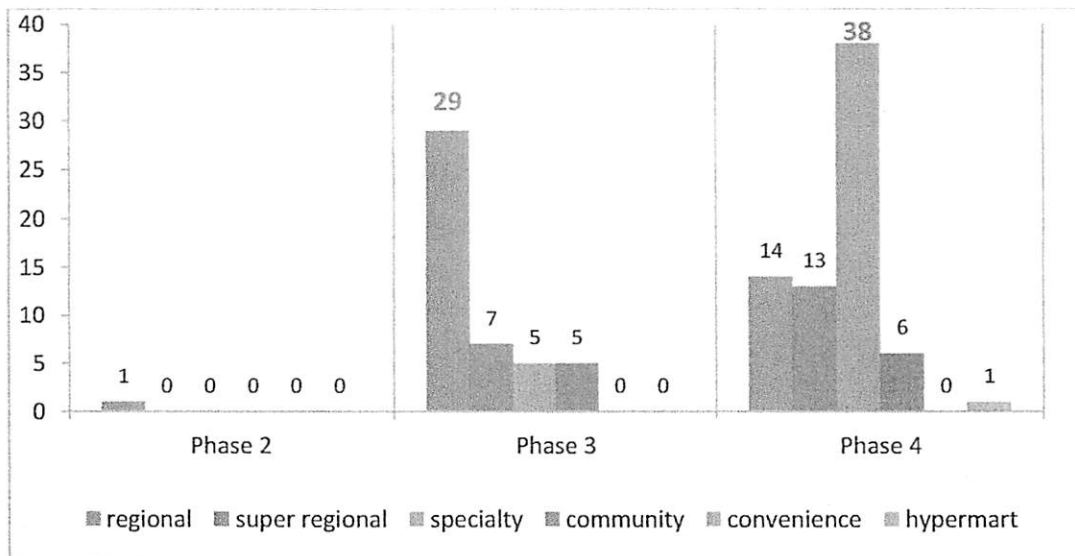


Figure 5. Number of Shopping Center in Jakarta Based on Type and Phase

Jakarta has grown to be a consumer city since the last 10 years. Numerous skyscraper buildings were built and that made Jakarta grown up as a dense city, where sustainable issue started to change the Jakarta inhabitants' way of thinking about urban lifestyle. People

now are more aware about green area, how to keep the communication sustain relationship between friends and relatives in urban business, park, etc. The shopping center tries to touch the people's sensitivity of nature and environment by creating new concepts in their shopping center.

Finally, the evolution of The Jakarta city inhabitants will change the face of the city where they live and vice versa. The property development will change the lifestyle of its inhabitants. With this flow, the city will keep on following people's lifestyle. In order to create a healthy urban tourism for people, the government, private sector and society have to be able to manage the urban changes.

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