LKBA

LABORATORIUM KOMUNIKASI DAN BISNIS ARSITEKTUR

SOUTH CREATIVE DISTRICT

DESIGNED FOR INNOVATORS, BUILT FOR SUCCESS

Creative-Hub as Rentable Co-Working Space and Curated Compound Planning in Kemang, South Jakarta With an Economic Creative Approach.

Perancangan Creative-Hub sebagai Rentable Co-Working Space dan Curated Compound di Daerah Kemang, Jakarta Selatan Dengan Pendekatan Economy Creative.

Final Architectural Design Studio

Arranged By

Putra Rafif Nugroho | 20512170

Supervisor

Ir. Tony Kunto Wibisono, M.Sc.

SOUTH CREATIVE DISTRICT

DESIGNED FOR INNOVATORS, BUILT FOR SUCCESS

LEMBAR PENGESAHAN

VALIDATION SHEET

Sudio Akhir Desain Arsitektur Yang Berjudul:
Final Architecture Design Studio

Perancangan Creative-Hub sebagai Rentable Co-Working Space dan Curated Compound di Daerah Kemang, Jakarta Selatan Dengan Pendekatan Economy Creative.

Creative-Hub as Rentable Co-Working Space and Curated Compound Planning in Kemang, South Jakarta With an Economic Creative Approach.

Nama Lengkap Mahasiswa: Student's Full Name	Putra Rafif Nugroho
Nomor Induk Mahasiswa: Student's Identification	20512170
Telah Diuji dan Disetujui pada: Has Been Evaluated and Agreed on	Kamis, 6 Februari 2025 Thursday, 6th February 2025

Pembimbing Supervisor	Penguji 1 1st Jury	Penguji 2 2nd Jury
Ir. Tony Kunto Wibisono, M.Sc.	Muhammad Kholif Lir Widyoputro, S.T., M.Sc.	Dr. Ar. Jarwa Prasetya Sih Handoko, S.T., M.Sc., IAI., GP

Diketahui Oleh
Ketua Program Studi S1 Arsitektur
Head of Undergraduate Program in Architecture

Ir. Hanif Budiman, M.T., Ph.D.

CATATAN DOSEN PEMBIMBING

SUPEVISOR'S NOTES

Penilaian Buku Laporan Tugas Akhir:

Bachelor Final Project Report Book Assesment

Perancangan Creative-Hub sebagai Rentable Co-Working Space dan Curated Compound di Daerah Kemang, Jakarta Selatan Dengan Pendekatan Economy Creative.

Creative-Hub as Rentable Co-Working Space and Curated Compound Planning in Kemang, South Jakarta With an Economic Creative Approach.

Nama Lengkap Mahasiswa: Putra Rafif Nugroho

Student's Full Name

Nomor Induk Mahasiswa: 20512170

Student's Identification

Kualitas Pada Buku Laporan Akhir:

Sedang, Baik, Baik Sekali *) Mohon Dilingkari

Sehingga:

Direkomandasikan, Tidak Direkomendasikan *) Mohon Dilingkari

Untuk Menjadi Acuan Produk Tugas Akhir

Yogyakarta, 13 February 2025

Ir. Tony Kunto Wibisono, M.Sc.

PERNYATAAN KEASLIAN

STATEMENT OF AUTHENTICITY

Saya yang bertanda tangan di bawah ini :

Nama	: Putra Rafif Nugroho
NIM	: 20512170
Program Studi	: Arsitektur (IP)
Fakultas	: Fakultas Teknik Sipil dan Perencanaan
Universitas	: Universitas Islam Indonesia
Judul Perancangan	:

Creative Hub as Rentable Co-Working Space and Curated Compound Planning in Kemang, South Jakarta with an Economic Creative Approach

Perancangaan Crative-Hub Sebagai Rentable Co-Working Space dan Curated Compound di Kemang, Jakarta Selatan Dengan Pendekatan Economy Creative

saya menyatakan bahwa seluruh bagian karya ini adalah karya sendiri kecuali karya yang disebut referensinya dan tidak ada bantuan dari pihak lain baik seluruhnya ataupun sebagain dalam proses pembuatannya. Saya juga menyatakan tidak ada konflik hak kepemilikan intelektual atas karya ini dan menyerahkan kepada Jurusan Arsitektur Universitas Islam Indonesia untuk digunakan sebagai kepentingan pendidikan dan publikasi.

Yogyakarta, 24 Novermber 2024

Penulis

METERAI TEMPEL

Putra Rafif Nugroho

Forewords

All praise and gratitude be to Allah SWT for His infinite grace, blessings, and guidance throughout the process of completing this Final Studio of Architectural Design or Final Assignment. Peace and blessings be upon Prophet Muhammad SAW, his family, companions, and followers.

By His will and mercy, I have successfully completed my Final Studio of Architectural Design or Final Assignment, titled "Creative Hub as Rentable Co-Working Space and Curated Compound Planning in Kemang, South Jakarta, with an Economic Creative Approach."

Throughout this journey, I have received invaluable support, guidance, and encouragement from many individuals. Therefore, with the utmost appreciation and respect, I would like to express my sincere gratitude to:

1. Allah SWT, for His grace and blessings that allowed me to complete this Final Assignment with ease and perseverance.
2. My mother, Ir. Ratna Sari, for her unwavering love, prayers, and continuous support, both materially and emotionally.
3. My sister, Putri Anisa Candraningtyas, for her support and for selflessly taking care of our mother in my absence while I pursued my studies in Yogyakarta.
4. Mr. Tony Kunto Wibisono, M.Sc., GP., my thesis supervisor, for his guidance, motivation, patience, and invaluable insights, which greatly contributed to the completion of this project.
5. The examiners, Mr. Muhammad Kholif Lir Widyoputro, S.T., M.Sc., and Dr. Ar. Jarwa Prasetya Sih Handoko, S.T., M.Sc., IAI., GP., for their constructive criticism, suggestions, and valuable input that helped refine this Final Assignment.
6. Ir. Hanif Budiman, M.T., Ph.D., Head of the Architecture Study Program at FTSP UII, along with all lecturers and staff, for their guidance and the invaluable knowledge they have imparted throughout my studies.
7. Devasya Maharani, S.Ikom., my partner, for the constant support, insightful feedback, prayers, and unwavering presence throughout this entire design process.
8. My fellow students, Yoga and Rohid, who have been my companions in facing the challenges of completing this Final Assignment as a requirement for our Architecture degree.
9. Muhammad Bagus Alauddin, S.Ars. and Muhammad Zemmy Alfikri, S.Ars. for the enriching discussions, exchange of ideas, and moral support that have been crucial in shaping this project.
10. All my relatives, friends, and others whom I cannot mention one by one, for their endless support, encouragement, and contributions throughout my academic journey.

May Allah SWT reward all the kindness, knowledge, and support that I have received abundantly.
With heartfelt gratitude,

Putra Rafif Nugroho

Title Elaboration

Creative-Hub:

Creative-Hub is a center designed to encourage and accommodate creativity, innovation, and growth in the creative industry. This place will be an option for individuals, companies, and creative groups to gather to collaborate, share ideas, and develop related projects. This building provides facilities such as co-working space, meeting rooms, exhibition areas, and FnB and creative tenant areas.

Co-Working Space:

Co-working space is a shared workspace where individuals or groups from various companies work in one environment. Co-working space offers facilities such as work desks, meeting rooms, and internet, and allows flexible rentals. This concept is popular among freelancers, startups, and creative agencies, because it is more economical and supports collaboration between users from various fields.

Curated Compound:

Curated Compound is a space concept that is curatively designed to create a work environment or community that supports collaboration, creativity, and innovation. Each element in the Curated Compound is selected and designed to facilitate interaction between users from various industry backgrounds, thus creating a dynamic creative ecosystem.

Economic - Creative:

The economic creative approach in architecture combines design creativity with economic efficiency to create buildings or spaces that are aesthetic, functional, and of high economic value. It includes the use of cost-effective materials, innovative design, functional flexibility, sustainability principles, and community empowerment, to produce architectural works that are not only visually appealing but also provide long-term economic benefits to the owner and the community.

Kemang, South Jakarta:

Kemang is an area that is mostly located in the Mampang Prapatan sub-district and the other part is in Pasar Minggu, South Jakarta, Indonesia. The main areas of Kemang are Jalan Kemang Raya, Jalan Prapanca Raya, and Jalan Bangka Raya. This area has great potential and quite high prestige as a commercial area and small company offices. on the other hand, it also has the potential to be used for Entertainment / FnB Businesses such as Curated Compound.

ABSTRACT

Jakarta, Indonesia's economic hub, contributes approximately 17.5% to the national Gross Domestic Product, solidifying its role as the country's largest center of economic activity. The city's numerous Central Business Districts (CBDs) house a variety of national and international companies. Recently, the rise of startups and creative agencies has transformed Jakarta's office landscape, creating demand for flexible and innovative workspaces that foster collaboration and creativity, moving away from traditional, formal corporate settings.

This shift in office dynamics prioritizes work environments that facilitate rapid communication, innovation, and adaptability. Startups and creative agencies increasingly seek workspaces integrated with amenities that support creative processes, including proximity to entertainment areas–a growing consideration for modern workers.

This project of Creative Hub as a rentable co-working space and curated compound in the vibrant Kemang area of South Jakarta. The project adopts a Creative Economy approach by blending entertainment elements with functional office spaces. Key design features include open-plan layouts, flexible workspaces, and a focus on fostering efficient communication and collaboration, aligning with the evolving demands of the modern workforce.

ABSTRAK

Jakarta, sebagai pusat ekonomi Indonesia, menyumbang sekitar 17,5% terhadap Produk Domestik Bruto (PDB) nasional, mengukuhkan posisinya sebagai pusat kegiatan ekonomi terbesar di negara ini. Berbagai Kawasan Pusat Bisnis (CBD) di Jakarta menjadi tempat bagi perusahaan nasional dan internasional. Dalam beberapa tahun terakhir, kemunculan startup dan agensi kreatif telah mengubah lanskap perkantoran di Jakarta, menciptakan kebutuhan akan ruang kerja yang fleksibel dan inovatif yang mendukung kolaborasi dan kreativitas, sekaligus meninggalkan konsep kantor korporat tradisional yang formal.

Perubahan dinamika perkantoran ini memprioritaskan lingkungan kerja yang memfasilitasi komunikasi cepat, inovasi, dan adaptabilitas. Startup dan agensi kreatif semakin mencari ruang kerja yang terintegrasi dengan fasilitas yang mendukung proses kreatif, termasuk kedekatan dengan area hiburan–sebuah pertimbangan yang semakin penting bagi pekerja modern.

Perancangan Creative Hub sebagai Rentable Co-Working Space dan Curated Compound di kawasan Kemang, Jakarta Selatan ini mengadopsi pendekatan Ekonomi Kreatif dengan menggabungkan elemen hiburan dengan ruang kantor yang fungsional. Fitur utama desain meliputi tata ruang open-plan, ruang kerja fleksibel, dan fokus pada komunikasi serta kolaborasi yang efisien, sesuai dengan tuntutan tenaga kerja modern yang terus berkembang.

Table Of Content

Validation Sheets
Supervisor Notes
Statement Of Authenticity
Forewords
Title Elaboration
Abstract

Chapter 1

Background 1
What is Startup and Agency Company? 1
Startup and Agency Companies Growth 2
Different Working Culture: Corporate VS. Startup and Agency 2
Startup & Agency Companies Tendencies in Office Selection 2
Changes In office Dynamics in Jakarta 3
Creative Hub as Rentable Co-Working Spaces 3
Curated Compound as a Business Support and Implementation of Economic Creative Approach 4
Site Determination 5
Kemang, Jakarta Selatan 5
Design Statement 6
Problem Solving Method 7
Framework 8
State of The Art 9

Chapter 2

Typologies Studeis 11
Creative Hub 11
Creative Hub Function 11
Type of Creative Hub 11
Co-Working Spaces 13
Type of Co-Working Spaces 13
Curated Compound 15
Startup and Agency 16
Economic creative 18
Site Comparison (Macro) 19
Central Jakarta 19
West jakarta 22
South Jakarta 24
Site Determination 27

Table Of Content

Site Studies

Preliminary Determination 30

Final Site determination 30

Precedent 31

Chapter 3

Design Problem Solution .....

Site Analysis 35

Spatial Solution 36

Building Function Analysis 36

Building User Classification 37

Module Analysis 41

Property Size 44

Room Programming 48

Concept 51

Micro Zoning 55

Schematic 60

Massing Solution 61

Alternative 1 61

Alternative 2 62

Alternative 3 63

Building Mass 64

Structure Solution 66

Module Analysis 66

Chapter 4

Block Plan 69

Site plan 70

GF Floor Plan 71

1st floor Plan 72

2nd Floor Plan 73

3rd Floor Plan 74

4th Floor Plan 75

5th Floor Plan 76

6th Floor plan 77

Basement 78

North Elevation 79

Table Of Content

West Elevation 80
South Elevation 81
East Elevation 82
Section A-A' 83
Section B-B' 84
Section C-C' 85
GF - 2nd Floor Column Plan 86
3rd - 6th Floor Colum Plan 87
GF - 2nd Floor Beam Plan 88
3rd - 6th Floor Beam Plan 89
Structural Axonometric 90
Clean Water management 91
Grey Water Management 92
Core Plan 93
Natural Lighting Scheme 94
Fire Safety Management 95
Assembly Point Plan 96
Detail Ramp 97
Vertical Transportation 98
Detail Facade 99
Render 100
RAB 106

Chapter 5

Design Evaluation 109

Chapter 6

References 113
Plagiarism Check 114
APREB 115
Mockups 116

List of Picture

Chapter 1

Picture 1.1 What is Startup? 4
Picture 1.2 Prediction for the development of the indonesian startup industry after 2020 2
Picture 1.3 Startup dan Corporate difference 2
Picture 1.4 Open plan work space 3
picture 1,5 Menara Mandiri, Sudirman 4
Picture 1.6 Lucy Curated Compound (LCC) 4
Picture 1.7 kemang, Jakarta Selatan 5
Picture 1.8 Site Location 5

Chapter 2

Picture 2.1 Creative Hub Illustration 11
Picture 2.2 Creative Hub Diagram 12
Picture 2.3 Creative Hub Diagram 12
Picture 2.4 Open Plan Co-Working Spaces 13
Picture 2.5 Open Plan Co-Working Spaces 13
Picture 2.6 Workspaces 14
Picture 2.7 Meeting Spaces 14
Picture 2.8 Support Spaces 15
Picture 2.9 Lucy Curated Compound (LCC) 16
Picture 2.10 Paradia, Cilandak 16
Picture 2.11 Startup Companies 16
Picture 2.12 Peta Perusahaan Startup 2021 17
Picture 2.13 Creative Spaces 18
Picture 2.14 Mall Grand Indonesia 19
Picture 2.15 Mall Plaza Indonesia 19
Picture 2.16 Mall Sarinah 19
Picture 2.17 Monas 20
Picture 2.18 Kota tua 20
Picture 2.19 GBK 20
Picture 2.20 Menteng District 21
Picture 2.21 Thamrin - Sudirman District 21
Picture 2.22 Gambir District 21
Picture 2.23 Mall Taman Anggrek 22
Picture 2.24 Pasar Glodok 22
Picture 2.25 Puri Indah Disctrict 23
Picture 2.26 Mall Pacific Place 24
Picture 2.27 Blok M Plaza 24
Picture 2.28 Blok M Square 24

List of Picture

Picture 2.29 Kemang Village (kemvil) 24
Picture 2.30 Kemang District 25
Picture 2.31 Kebayoran Baru 25
Picture 2.32 Tebet 25
Picture 2.33 Costess Bar 26
Picture 2.34 SCBD 26
Picture 2.35 Mega Kuningan 26
Picture 2.36 Dia.Lo.Gue Kemang 28
Picture 2.37 Preliminary Site 30
Picture 2.38 Final Site 30
Picture 2.39 Site Status 30

Chapter 3

Picture 3.1 Open Plan Workspaces 41
Picture 3.2 Enclosed Plan Workspace 41
Picture 3.3 Mixed Use Workspace 41
Picture 3.4 Mixed Use Workspace 41
Picture 3.5 Mixed Use Workspace 41
Picture 3.6 Work Area / Person 42
Picture 3.7 Work Area / Person 42
Picture 3.8 User Space Module 42
Picture 3.9 Car Module 42
Picture 3.10 Motorcycle Module 42
Picture 3.11 Parking Space Module 42
Picture 3.12 Open Plan Office 51
Picture 3.13 Team room 51
Picture 3.14 work Lounge 52
Picture 3.15 Cubicle 52
Picture 3.16 Meeting Point 52
Picture 3.17 Meeting Room 52
Picture 3.18 Brainstorm Room 53
Picture 3.19 Curated Compound (Entertainment & Networking) 53
Picture 3.20 Curated Compound (Culinary) 54

List of table

Chapter 1
Table 1.1 Design Statement 6
Table 1.2 Problem Solving Method 7
table 1.3 Framework 8
Chapter 2 .....
Chapter 3 .....

Chapter 1

Background

Jakarta is known as the center of offices and businesses in Indonesia and contributes around 17.5% of gross domestic product. This makes Jakarta the largest center of economic activity in Indonesia. Various areas in Jakarta are known as CBD (Central Business District) which are filled with office buildings inhabited by various companies, both international and national.

Among the development of the business world and companies in Indonesia, recently a new segmentation has emerged in the business scope. namely Startup companies and Agency Companies.

The emergence of new segments in the form of startup companies and creative agencies has had a changing impact on office dynamics in Jakarta and has created a new need for flexible and innovative workspaces.

What is Startup and Agency Company?

A Startup is a new company that usually focuses on creating innovative products or services, often technology-based. The main goal of a startup is to grow rapidly and become big in a short time. This type of company often seeks support from investors to help develop their ideas. Examples of well-known startups in Indonesia are Gojek and Tokopedia.

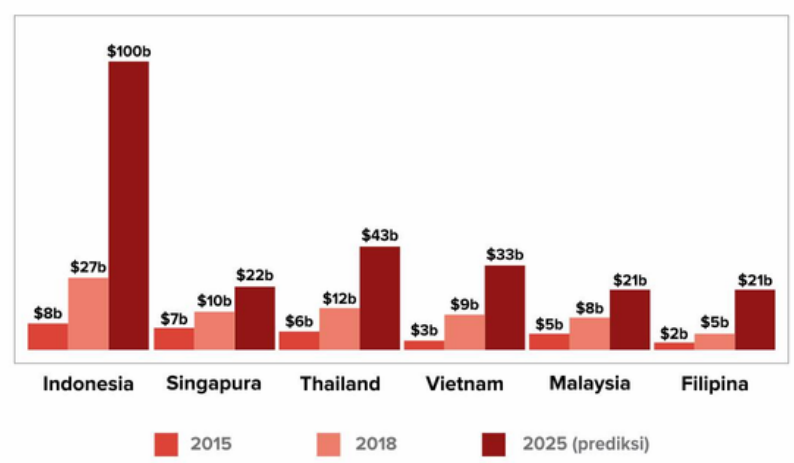
Meanwhile, an Agency is a company that provides services to help other businesses, usually in the fields of marketing, advertising, or design. Agencies help their clients create advertisements, build brands, or run promotional campaigns to make their products better known. Agencies work on a project basis and are usually paid for each job they do.

Picture 1.1 what is Startup?
Source: www.cake.me

Startup and Agency Companies Growth

In the last few years, the Startup sector in Indonesia has grown rapidly. According to data from Startup Rangking, Indonesia has more than 2,300 registered startups, making it one of the largest startup ecosystems in Southeast Asia. In addition, the creative industry sector which includes advertising agencies, design, and media, has experienced significant growth with a large contribution to Indonesia's creative economy (Badan Ekonomi Kreatif/ Bekraf)

Radio Republik Indonesia (RRI.co.id) reported that Indonesia is now in the top six positions in the world with startup businesses. In 2022 Indonesia will have 2,484 startup businesses and experienced an increase of up to 9.15% in 2023 to 2,558 firms. This indicates the high enthusiasm of the community in pursuing this startup world.

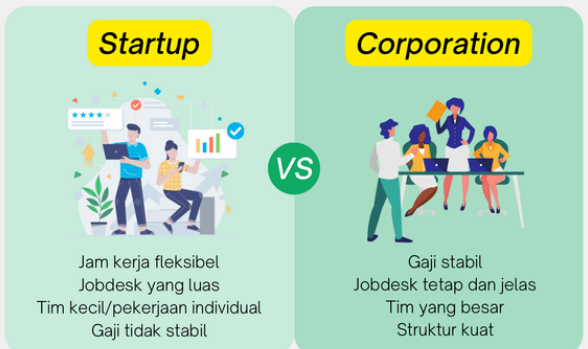


Picture 1.2 Predictions for the Development of the Indonesian Startup Industry after 2020
Source: entrepreneur.uai.ac.id

Different Working Culture: Corporate vs. Startup & Agency

Corporate companies tend to have a more formal and hierarchical structure. In contrast, startups and agencies adopt a more open and flexible work culture. Research from OpenWork Agency shows that 70% of startups prefer open plan offices because they can encourage fast and collaborative communication. This is in line with global trends, where open workspaces allow for more interaction and creative ideas.

due to the differences in Work Culture between corporate companies and startups and agencies, especially from the focus of the work of the two segments, office space that provides a supportive environment is also very much needed



Picture 1.3 Startup dan Corporate Difference
Source: www.cake.me

Startup & Agency Companies Tendencies in Office Selection

Startups and Agencies are looking for offices that offer flexibility, modern facilities, and strategic locations.

Based on a survey by Coworking Resources, startups tend to choose office locations in areas close to cafes, coworking spaces, and recreation and entertainment centers, which can support a balance between work and personal life.

In addition, startup companies tend to have limited budgets, so they choose offices with rentable space that can be rented flexibly, either per hour, per day, or per month, according to their needs.

Changes in Office Dynamics in Jakarta

Jakarta's office market is undergoing a significant transformation with the emergence of rapidly growing startups and creative agencies. A report by Colliers International (2021) states that there has been a sharp increase in demand for flexible workspaces, such as co-working spaces and short-term lease offices, especially among startups. These companies tend to choose more affordable locations than premium offices in the Jakarta business district (CBD) and prioritize space flexibility.

A survey by Jones Lang LaSalle (JLL) in 2020 also revealed that post-pandemic, companies in Jakarta have begun to adopt a hybrid approach to their operations, with only some employees working in the office, while others work from home.

This reinforces the trend of startups and agencies opting for smaller workspaces but supported by sophisticated and creative collaboration facilities. Demand for co-working spaces outside the CBD area has also increased, especially in creative areas such as Kemang, South Jakarta.

Picture 1.4 Open plan work space
Source: Pinterest.com

Creative Hub as Rentable Co-working Spaces

To answer the dynamics of the office that has changed, a Creative Hub is needed that offers co-working space with a flexible rental scheme (rentable). In addition to being a workspace, this Creative Hub can function as a gathering place for creators, entrepreneurs, and professionals in the creative industry. This Creative Hub provides facilities such as creative studios, customizable meeting rooms, interactive lounges, and exhibition areas.

The rentable co-working space concept provides flexibility for users to rent space according to their needs, either daily, weekly, or monthly, without having to be tied to a long-term contract. This is important for startups that continue to grow, as well as creative agencies that need a dynamic workspace that supports collaboration.

Curated Compound as a Business Support and Implementation of Economic Creative Architecture Approach

Recently, Curated Compound / Compound Space has become a trend that is spreading among the community, especially in the Jakarta area. This area is often used as a working space or contains Creative and FnB tenants that are currently popular and sought after by the community. The business of establishing a curated compound provides very profitable financial benefits for the building manager.

The addition of Curated Compound in a designs not only provides added value for building managers, but is also a form of implementing the economic creative architecture approach. This concept aims to create a multifunctional space that can be used by various types of creative businesses.

Based on a study by the Urban Land Institute, buildings that apply the economic creative architecture approach by providing flexible and customizable spaces have experienced an increase in occupancy of up to 15-20% due to their appeal to tenants from various creative sectors.

Picture 1.5 Menara Mandiri Sudirman
Source: Tiktok

Picture 1.6 Lucy Curated Compound (LCC)
Source: Tiktok

site Determination

Kemang, Jakarta Selatan

Kemang is an area that is mostly located in the Mampang Prapatan sub-district and the other part is in Pasar Minggu, South Jakarta, Indonesia. The main areas of Kemang are Jalan Kemang Raya, Jalan Prapanca Raya, and Jalan Bangka Raya. This area has great potential to be used as land for Creative Hub and Currated Compound because it has high prestige as a commercial area and small company offices. on the other hand, it also has the potential to be used for Entertainment / FnB Businesses such as Curated Compound.

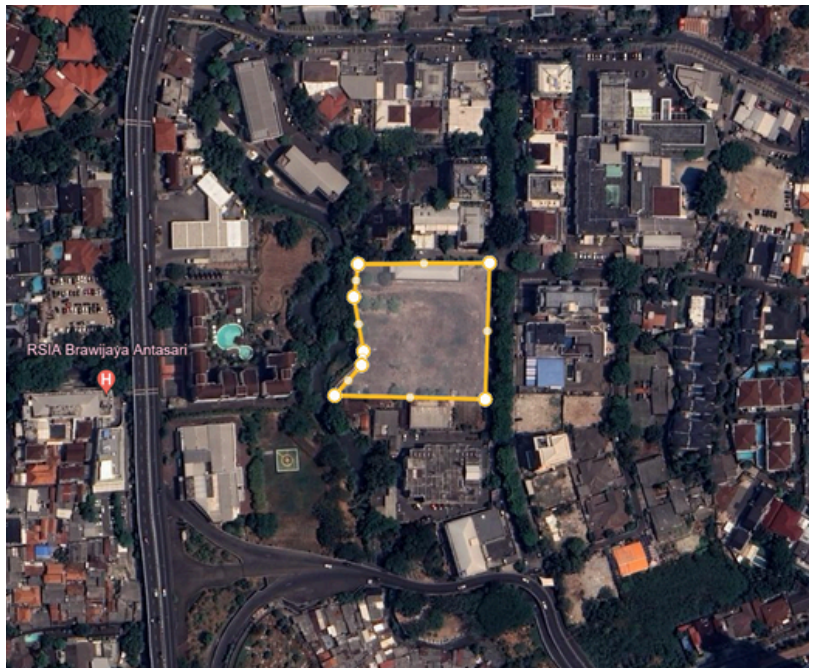
This area is one of the areas that offers a more flexible and friendly atmosphere compared to the more formal office areas in Central Jakarta. this is also in line with the tendency of Startup & Agency companies in choosing office areas. an environment that is close to Cafes, and recreation and entertainment centers. this area offers a relaxed yet creative atmosphere and makes it the right choice.

it is known as an area with artistic nuances, creative culture, and a dynamic community. The environment that accommodates art galleries, creative cafes, and design studios, makes Kemang a strategic location to build a Creative Hub that can accommodate startups and creative agencies that continue to grow in Jakarta. This location also has an active expatriate community, which adds to the potential for cross-cultural collaboration in the creative industry sector.

On the other hand, the easy accessibility for Public Transportation are also one of the main reason to choose this location for Rental Office.

Picture 1.7 Kemang, Jakarta Selatan
Source: Google

To be precise, this project will located in Jl. Taman Kemang, Kemang, South Jakarta. with the total measurement ± 8.000 m2



Picture 1.8 Site Location
Source: Google Earth

Design Statement

General Problem

There is needs and demand for a creative hub as rentable Co-Working space with attractive and profitable Curated Compound

Specific Problem

1. How to design flexible Working space with open plan concept and supporting facilities for Startup and Agency company
2. How to design a Semi-Open Area for entertainment, culinary, and networking space that beneficial for the building's stakeholders.
3. How to design a low-cost Co-Working Spaces building for Startup and Agency companies?

Objective

produce a Creative Hub design with Rentable Co-Working space that has a relatively cheap price and a curated compound that is profitable for building managers as a form of Economic Creative approach.

Target

produce a Creative Hub design as a Rentable Co-Working Space for Startup Companies and Creative Agencies based on the characteristics and dynamics of a new workspace and an attractive and profitable Curated Compound with design guidelines related to concepts, space programs, site selection, and supporting facilities in Kemang, South Jakarta.

Design Limitation

In designing a creative hub as a Rentable Co-Working Space, it is limited by fulfilling the needs of the startup and agency sub-sector in the fields of new products, marketing, advertising, and services in buildings to accommodate these new companies in developing their businesses. as well as the provision of a curated compound that will later become an entertainment center as a balancer and adjustment to the characteristics of the dynamics working environment. on the other hand, it is also a source of profit for building managers in Kemang, Jakarta Selatan.

Table 1.1 Design Statement
Source: Writer, 2024

Problem Solving Method

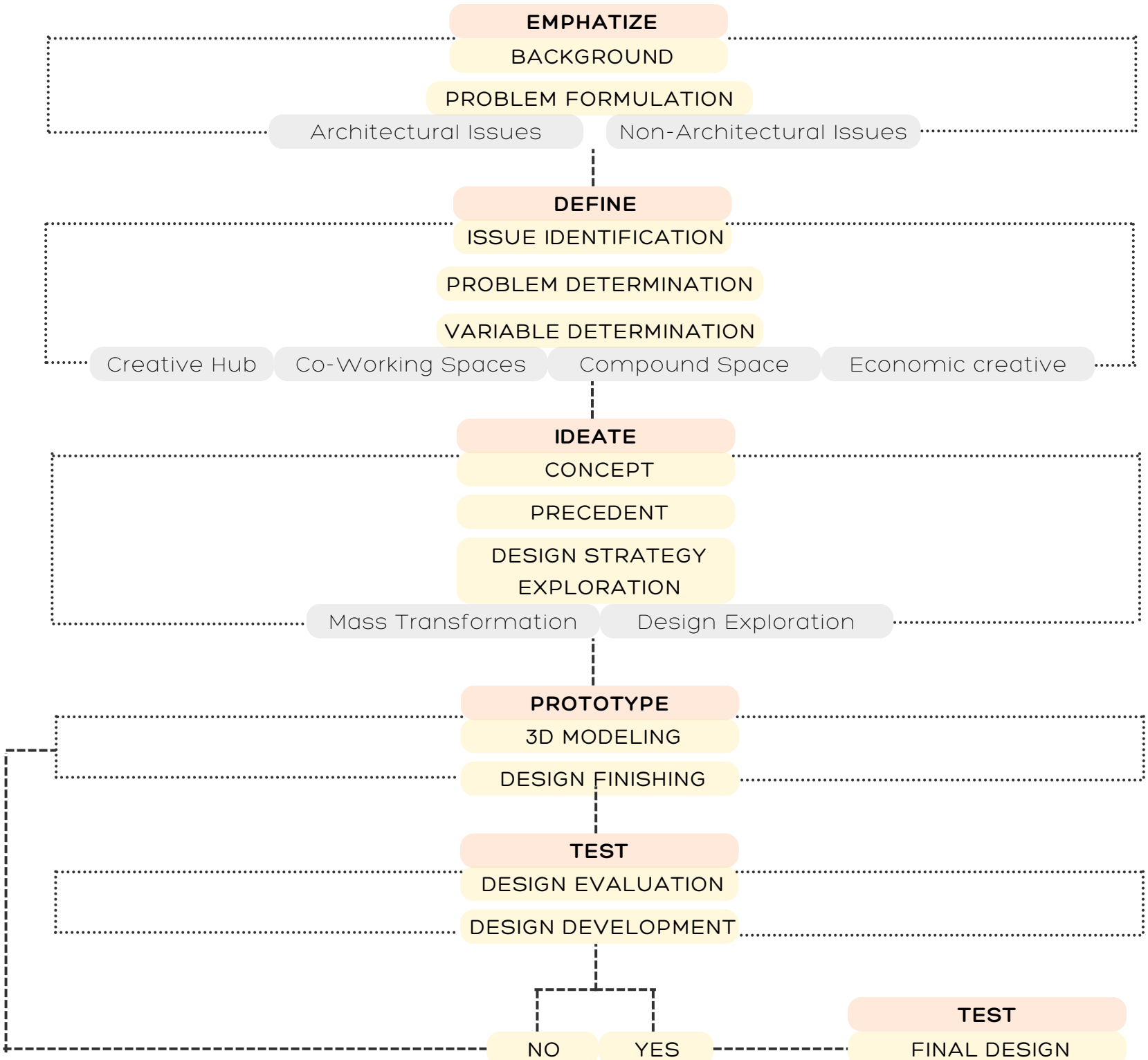


Table 1.2 Problem Solving Method
Source: Writer, 2024

FRAMEWORK

Creative-Hub as Rentable Co-Working Space and Curated Compound Planning in Kemang, South Jakarta With an Economic Creative Approach.

General Problem

there is needs and demand for a creative hub as flexible Co-Working space with attractive and profitable Curated Compound

Specific Problem

1. How to design flexible Working space with open plan concept and supporting facilities for Startup and Agency company
2. How to design a Semi-Open Area for entertainment, culinary, and networking space that beneficial for the building's stakeholders.
3. How to design a low-cost Co-Working Spaces building for Startup and Agency companies?

Architectural Issues

the need for Creative Hub facilities as flexible rental offices that can accommodate new companies in business development

Non-Architectural Issues

considerations for new companies in choosing a workspace that is constrained by rental costs and in accordance with company characteristics

- the emergence of new company segments
- Different Working Culture: Corporate vs. Startup & Agency
- Startup & Agency Companies Tendencies in Office Selection
- rapid development of startup companies and agencies
- the changing dynamics of office in Jakarta

Design Issues

- Mass Layout
- Spatial Layout
- Mass Layout
- Circulation Layout

Concept

Schematic

Failed

Design Simulation

successful

Design Developement (DED)

Table 1.3 Framework
Source: Writer, 2024

STATE OF THE ART

Excellence and Novelty

Designing Creative Hub as a rentable Co-working Space for Startup and Agency companies with a flexible open plan room concept and Curated Compound through an economic creative approach to adjust company characteristics and stimulate networking activities.

Originality

Perancangan Digital Creative Hub Dan fasilitas Inkubator Bisnis Dengan Pendekatan Arsitektur Kontemporer di Setiabudi, Jakarta Selatan

Writer : Brillianty Aptaneka
Institution : Universitas Islam Indonesia
Similarity : Building Typology
Difference : Architectural Approach & Site
Year : 2023

Tangerang Selatan Digital Creative Hub

Writer : Nabilah Niken Pratiwi
Institution : Universitas Diponegoro Semarang
Similarity : Building Typology
Difference : Architectural Approach & Site
Year : 2017

Kantor Sewa Sebagai Collaborative Workspace Di Kota Palembang

Writer : Chiquita Mutiara Ananda
Institution : Universitas Sriwijaya
Similarity : Building Typology
Difference : Architectural Approach & Site
Year : 2022

Creative Digital Office Kantor Ekonomi Digtial Di Jakarta Selatan

Writer : Ario Soaduon Abraham
Institution : Institut Teknologi Bandung
Similarity : Building Typology & Site
Difference : Architectural Approach
Year : 2021

Creative Hub Berbasis Digital Di Kabupaten Tangerang

Writer : Olivia Rahma Dhiva
Institution : Universitas Gunadharma
Similarity : Building Typology
Difference : Architectural Approach & Site
Year : 2022

Chapter 2

Typology Studies

Creative Hub

Reported by the British Council in The Creative Hubs Report, Creative Hub is a place/space in physical or virtual form that combines individuals or groups in creative activities and gathering while providing space and support to increase relations to develop business, as well as community involvement in the creative, technology, and cultural sectors. This makes Creative Hub a space that accommodates creative activities and in it there are facilities to develop innovation, hard skills, and soft skills achieved through collaborative activities.

Picture 2.1 Creative Hub Illustration
Source: ArchitectureAssociates.net

In addition, according to Matheson & Easson (2015), Creative Hub is a space that accommodates creative actors and communities as well as being a place for local and regional creative economy industries.

Creative Hub has a dynamic space and can provide more jobs, expand educational services, networking probabilities, business development, and most importantly create innovation more intensively. This Creative Hub is an idea to organize innovation and development of creative industries.

Creative Hub Function

According to Virani and Malem (2016), Creative Hub has three main functions:
1. creating new knowledge.
2. transferring knowledge to places where it can be applied.
3. Disseminating knowledge to others through education and training.

In addition to these three things, this forum also has other main functions:
1. Providing facilities for the Indonesian creative industry.
2. Providing space for creative industry players who need a place to work and develop.
3. Providing services and facilities for events, skills training, or other activities, for individuals, organizations and companies in the short or long term.

Type of Creative Hub

According to the British Council's Creative Hub, there are six types of Creative Hubs:

1. Studio
is a collection of individuals on a small scale and/or small businesses working in a co-working space.

Typology Studies

2. Centre
is a large-scale building for carrying out creative activities with other facilities such as Cafes, Bars, Cinemas, Production places, Shops, and exhibition spaces.

3. Network
Is a group of individuals or businesses that tend to be spread out but form a network based on a specific sector.

4. Cluster, is a group of individuals and creative businesses that work in a certain geographic area.

5. Online platform
is a form of creative hub that only uses online methods such as websites and social media in implementing creative businesses.

6. Alternative
is a form of creative hub that focuses on experiments with certain communities, sectors, and financial models.

from the six types of Creative Hubs above, the studio and center types have physical buildings. Unlike networks, clusters, online platforms, and alternatives are types of Creative Hubs that are integrated into a network of creative actors and businesses in a community.

based on the types of Creative Hubs that have been explained, the type of Creative Hub that will be included in the design is the Studio type Creative Hub where this building is designed to accommodate companies and small businesses such as Startups and Agency companies as well as individuals who work / can work in a co-working space. As an addition, the creative hub type Center is also included in the design as an entertainment center as a form of balance and implementation of the Economic Creative approach and is designed in a different building mass but is still located on the same site.

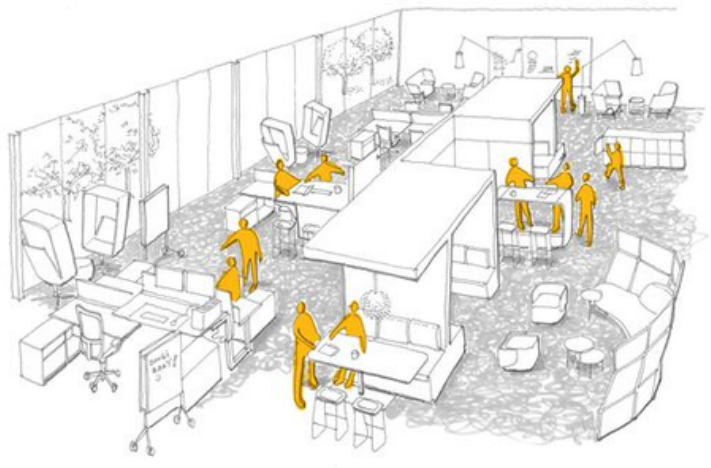
Picture 2.2 Creative Hub Diagram
Source: Pinterest.com

Picture 2.3 Creative Hub Diagram
Source: Pinterest.com

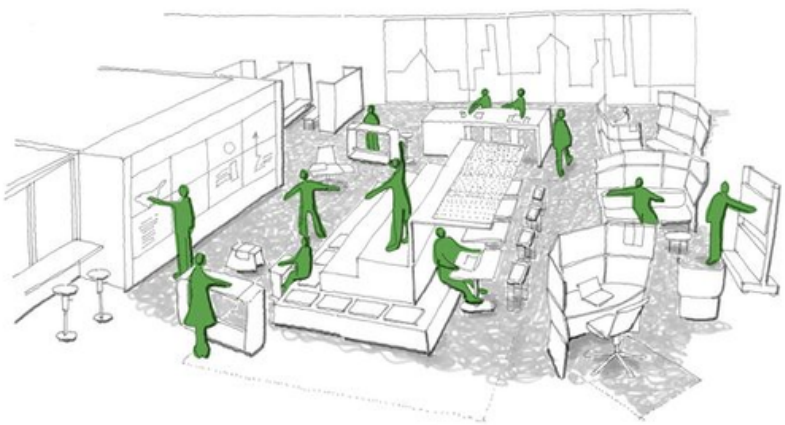
Typology Studies

Co-Working Space

Leforestier (2009) said that co-working space is a shared and open work space with other users with flexible time usage. Co-working space is used by people from various backgrounds, including entrepreneurs, freelancers, startups, associations, consultants, investors, artists, researchers, students, etc. Co-working space is not only a work space, but also a place to create a community with a work concept that includes a shared work environment such as an office and various independent activities. Users of this collaborative space have proposed a concept (Sharing) so that they can rent this space for individuals, groups or companies, so that they can move anywhere they want (flexible) in the workplace. Co-working space has several work spaces, such as meeting rooms, dining rooms, relaxation areas, etc.



Picture 2.4 Open Plan Co-working Spaces
Source: dezeen.com



Picture 2.5 Open Plan Co-working Spaces
Source: dezeen.com

Type of Co-Working Spaces

According to Schuermann (2014), workspaces can be divided into five main categories. medium and large community coworking spaces, small community coworking spaces, corporate coworking spaces, university coworking spaces, and pop-up coworking spaces. These five classifications differ not only in terms of scale, but also in terms of industry and type of business. Here are five main classifications of workplace design:

1. Midsize & Big Community Working Space
This working space is a medium-sized type. This workspace provides space and services for 40 workers who are not specifically for a particular company/industry.

2. Small Community Co-Working Space
This area provides workspace, which can accommodate a minimum of 10 workspaces, so that the atmosphere of this co-working space becomes closer and like a family.

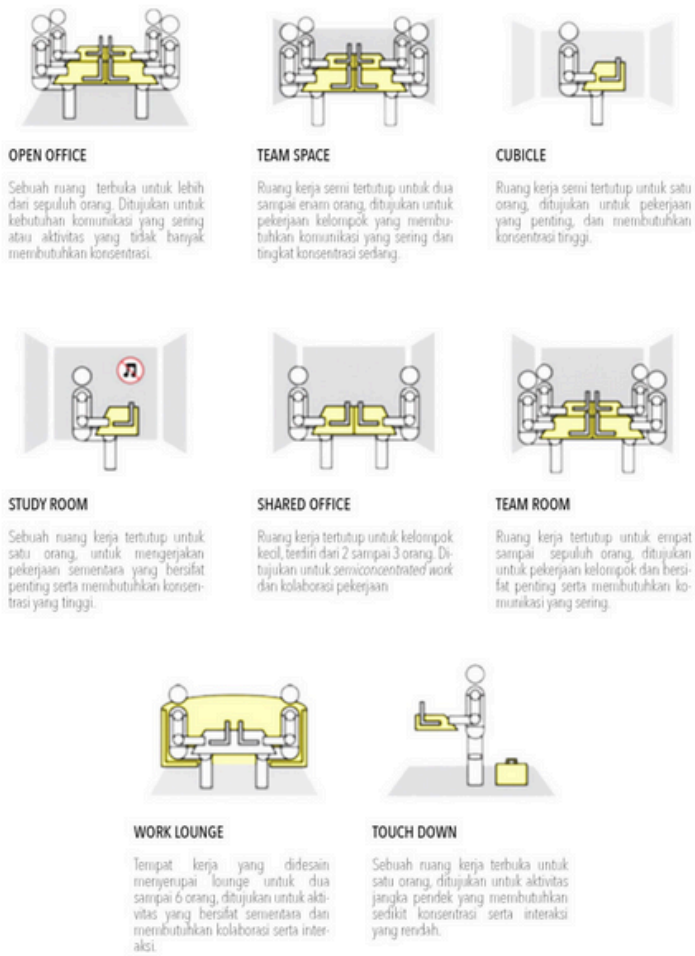
Typology Studies

3. Corporate Powered Working Space
This working space is a workplace that is only specifically for certain companies. This Co-Working Space functions as an addition to company development. such as conducting research, innovation, etc. so that its use is only intended for certain users and may only provide services to freelancers, workers, or companies that work with the company that founded the Co-Working Space.

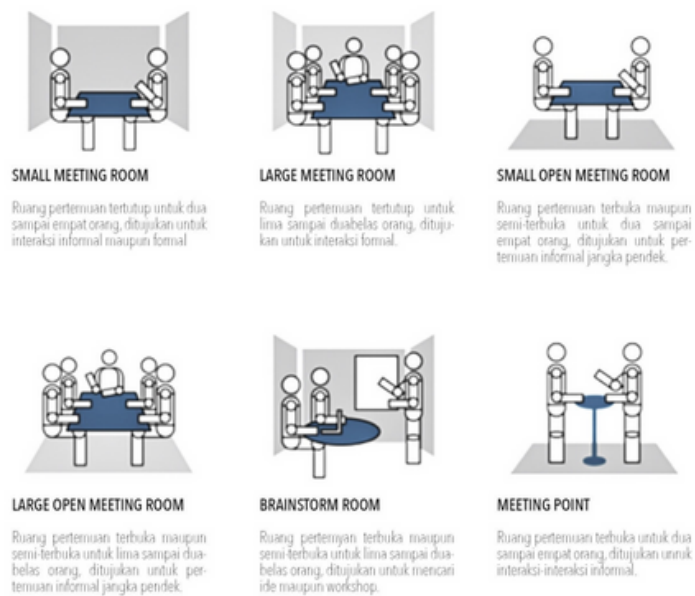
4. University related Co-Working Spaces
This workspace is a place for students to learn, develop and apply their knowledge. This place can be used as a place to practice and practice from the education received by academics. This type of Co-Working Spaces is usually established by institutions/universities or by students themselves.

5. Pop-Up Coworking Spaces
This working space is used by certain active communities that are temporary in nature. Usually this place is only used as a trial for permanent Co-Working Spaces that will be built in the future. in other words, this Co-Working space is built by its owner only temporarily.

according to Nadi (2020) in general the typology of space in Co-Working Space is divided into three, namely Workspace, Meeting space, and Supporting space;

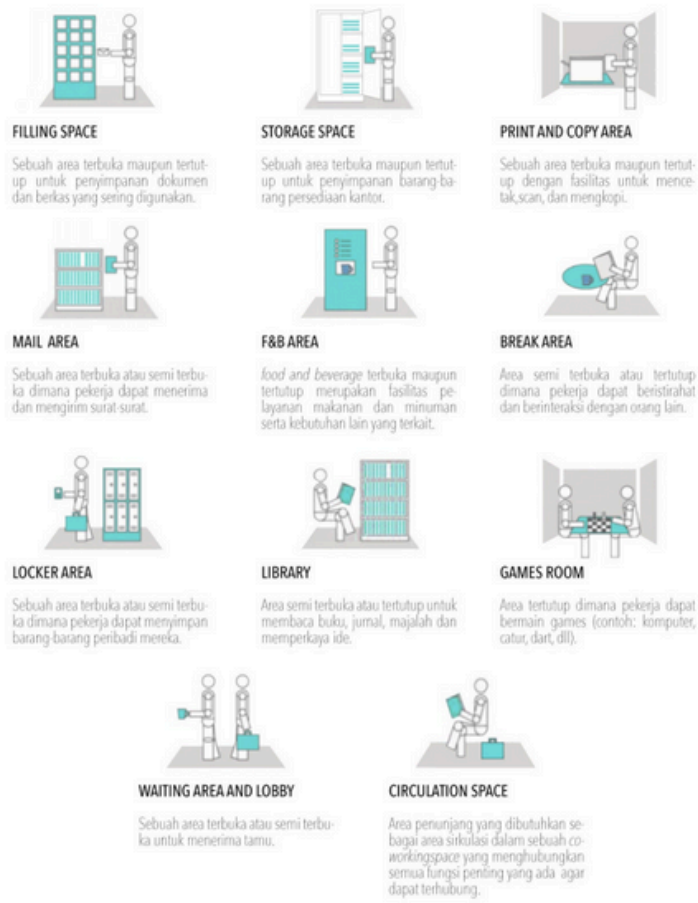


Picture 2.6 Workspaces
Source: Nadi (2020)



Picture 2.7 Meeting Spaces
Source: Nadi (2020)

Typology Studies



Picture 2.8 Support Spaces
Source: Nadi (2020)

from the explanation of several types of workspaces previously, by referring to the type of user needs and adjustments to the characteristics of the user, the type of workspace that will be implemented is the Open Office type which is a workspace without partitions and can be used by more than 10 people. This type is suitable for activities that require a lot of communication and fast interaction. In addition, there will also be a Work Lounge, Cubicle, private room, and shared office.

for the Meeting Space type, a large meeting room type will be used which can be used by users with a number of 5-12 people, a Brainstorm Room which will be used to exchange ideas, and a meeting point which can be used by two to four people.

last but not least, the selection of supporting spaces that will be implemented in this design are the Pantry, Waiting Room, Break Room, print and copy area, and circulation room.

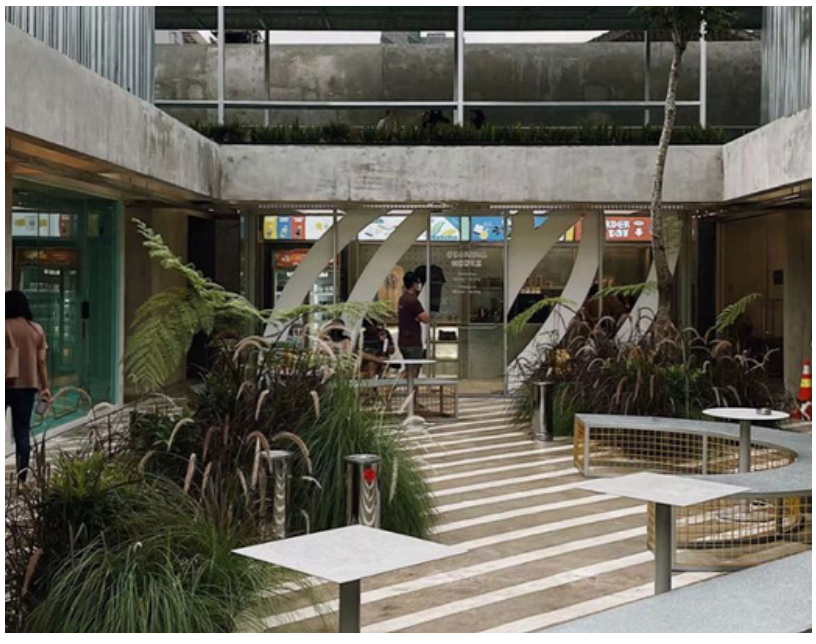
Curated Compound

Reported from MBNConsulting (mbnconsulting.id), Curated Compound / Compound Space is a creative space that is wide open and filled with various shops that join in the same space. buildings with this function provide various facilities from Cafes, Restaurants, Photo Studios, Clothing Stores, and other creative product stores. This kind of space concept is increasingly rampant in the Jabodetabek area and is very crowded with people because it allows visitors to explore many things in one destination.

Initially, the Curated Compound / Compound Space concept was created to provide opportunities for the community, especially communities to develop their creativity. However, over time and the development of existing trends, this building has experienced a change in dynamics from its initial function; Becoming a place of recreation, becoming a space to create connections and business opportunities (networking), to becoming a place for collaboration and joint innovation.

Typology Studies

Picture 2.9 Lucy Curated Compound (LCC)
Source: Nadi (2020)



Picture 2.10 Paradia, Cilandak
Source: Nadi (2020)

Based on the explanation of the compound space that has been described previously, in general compound space is an open area that contains tenants both in the FnB field and various creative stores. has a function as a networking space, collaborative space, and entertainment space.

This compound space concept is what will later be implemented in this design and on the other hand also as a supporting aspect both in terms of buildings that will affect building users or in terms of the economy that will be beneficial for building managers

Startup and Agency

A startup is a small business that has just started or is in the early stages (pioneering period) of a company where new entrepreneurs start from the business idea stage, financing, laying the foundation of the structure and then starting a business.

From this definition, it can be concluded that a startup is a company that is still in the development process and research stage to find the right market.

Not much different from an agency company, this company also focuses on developing a service that is often related to other companies. Agencies generally offer marketing services for a product or other brand that has been established.

Picture 2.11 Startup Companies
Source: Indogencapital.com

Typology Studies

In general, both startups and agencies have the following company characteristics:
1. The company is less than 3 years old

2. The number of employees is approximately 20 people

3. Revenue is less than $100,000/year

4. Still in the development stage

5. Generally operates in the fields of technology, new products/innovations, and marketing services.

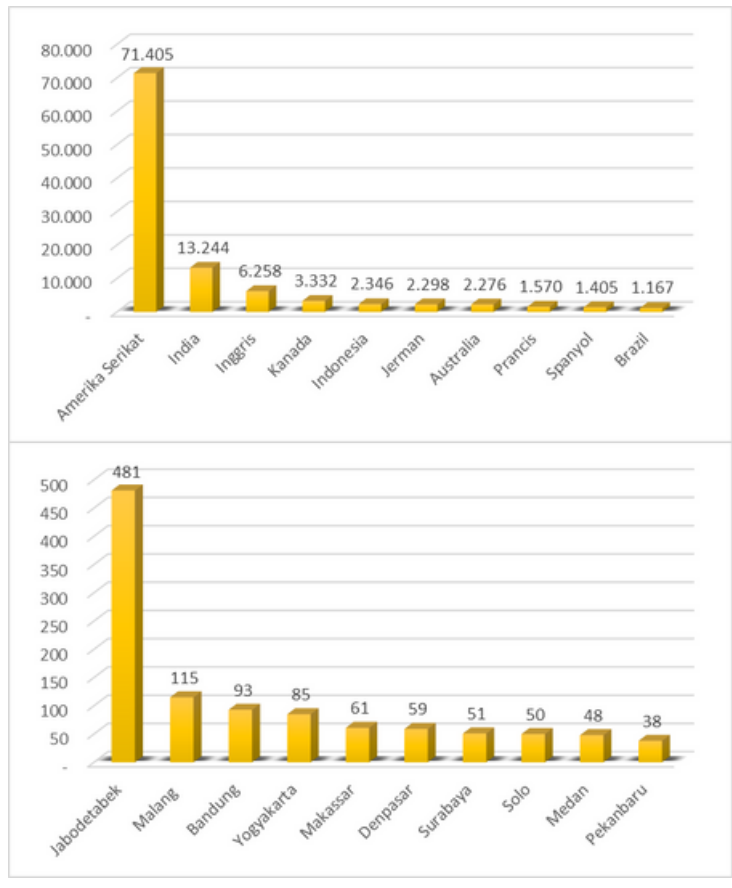
6. Products created in the form of digital applications (involved in networks)

These two segments of developing companies are generally involved in the creative sphere because the work is inseparable from new innovations and the development of advertising products and services which will require a lot of brainstorming activities and fast communication between employees. This also illustrates the significant cultural differences between corporate companies and startups and agencies. In the opposite position, corporate companies have a fairly clear hierarchical structure and have a formal work environment. Unlike startups and agencies that have flexible and non-formal characteristics.

These differences in characteristics also affect the dynamics of office space that are popular with startups and agencies. where they prioritize open plan offices and flexible and customizable office spaces.

from the study conducted, the author concluded that both startup and agency companies have flexible characteristics and prioritize work-life balance, which indicates that the environment and entertainment space will be one of the goals that will be popular with these actors.

Startup and Agency companies will be the main marketing targets of the buildings in this project, this is also related to the high development of the two companies in Indonesia.



Picture 2.12 Peta perusahaan startup 2021
Source: elsamara.id

Typology Studies

Economic Creative

Creative economy in architecture refers to the concept where creativity, innovation, and new ideas become the main source of economic value in the design and construction of physical environment. In this context, architecture is not only seen as a means to build space, but also as a creative industry that contributes to economic growth through sustainable, innovative, and aesthetic design.

Picture 2.13 Creative Space
Source: idntimes

According to Florida (2002), the creative economy is included in the "creative class" that influences various economic sectors, including architecture. Florida argues that this creative class drives innovation in the design of cities, buildings, and public spaces, which ultimately increases the attractiveness of an area for business and investment. Architecture in the creative economy plays a role as a driver of social and economic transformation through an innovative, aesthetic, and functional environment.

This is supported by Laundry (2000), who argues that architecture is an important part of the creative economy because the design of urban spaces and buildings affects how people interact, work, and innovate. According to Landry, creative cities require architecture that supports creativity and collaboration, where public and private spaces are designed to encourage social interaction and innovation-based economic activities.

reported by UNESCO (2013), states that architecture plays a key role in the creative economy, especially in designing innovative and sustainable spaces. Architecture is not only seen from an economic perspective, but also as a cultural element that contributes to the identity of a city and country. Creative architectural design can increase cultural and tourism appeal, while also encouraging economic growth through other creative sectors.

In the realm of architecture, the creative economy is a concept where creativity, innovation, and design play an important role in creating economic and social value. Experts such as Richard Florida, Charles Landry, John Howkins, and UNESCO emphasize the importance of architecture in shaping spaces that support creativity, social interaction, and economic growth, as well as an important part of the global creative industry.

Typology Studies

Site Comparison (Macro)

Central Jakarta

Central Jakarta is an administrative area in DKI Jakarta that has a central role in various sectors, including commercial, entertainment, and offices. Central Jakarta is often referred to as the heart of the capital city because of the many government offices, business centers, and historical places.

Central Jakarta (Commercial)

Central Jakarta is known as one of the most important commercial centers in Indonesia. This area has several very popular shopping centers and shopping areas:

- Grand Indonesia

One of the largest and most prestigious malls in Jakarta. This mall offers a variety of high-end retail, luxury restaurants, and entertainment facilities such as cinemas and art galleries.

Picture 2.14 Mall Grand Indonesia
Source: id.weber

- Plaza Indonesia

The mall is known as a luxury shopping place with various international brands and exclusive restaurants. Strategically located in the Bundaran HI area, this mall is one of the symbols of Jakarta's modernity.

Picture 2.15 Mall Plaza Indonesia
Source: pergiyuk.com

- Sarinah

The oldest department store in Indonesia, Sarinah is an iconic shopping place and is famous for local products and traditional crafts.

Picture 2.16 Mall sarinah
Source: Pramborsfm.com

Typology Studies

Central Jakarta (Entertainment)

As the city center, Central Jakarta has many entertainment venues that cover various types of activities, from modern entertainment to cultural and historical tourism:

- Monumen Nasional (Monas)

This Jakarta icon is the most well-known tourist destination in Central Jakarta. Monas also functions as a history museum that tells the story of Indonesia's struggle.

Picture 2.17 Monas
Source: phm-hotels.com

- Kota Tua

Although mostly located in West Jakarta, parts of Kota Tua, such as the National Museum (Elephant Museum), are also located in Central Jakarta. This place is a historical tourist destination with Dutch colonial buildings.

Picture 2.18 Kota Tua
Source: Google.com

- Gelora Bung Karno (GBK)

The largest sports complex in Indonesia is located in Central Jakarta. In addition to being a venue for sports matches, GBK is also often used for large music events and outdoor activities.

Picture 2.19 GBK
Source: news.detik.com

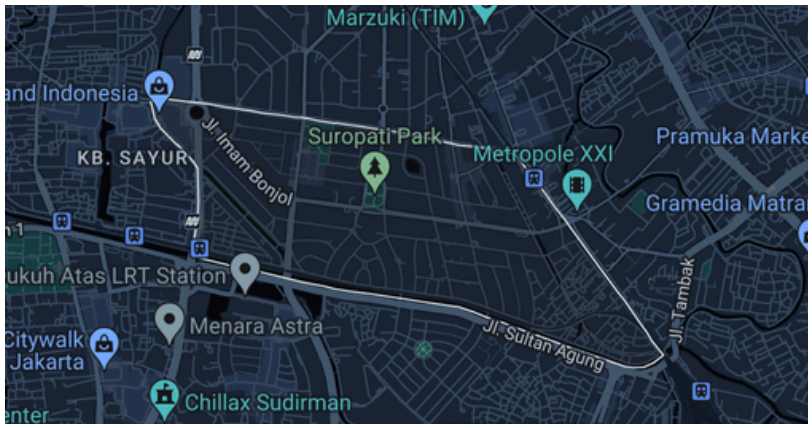
Typology Studies

Central Jakarta (office)

Central Jakarta is the heart of Indonesia's business and government. Many important office buildings and government offices are located here, making Central Jakarta the center of the country's economic and political activities.

- Menteng

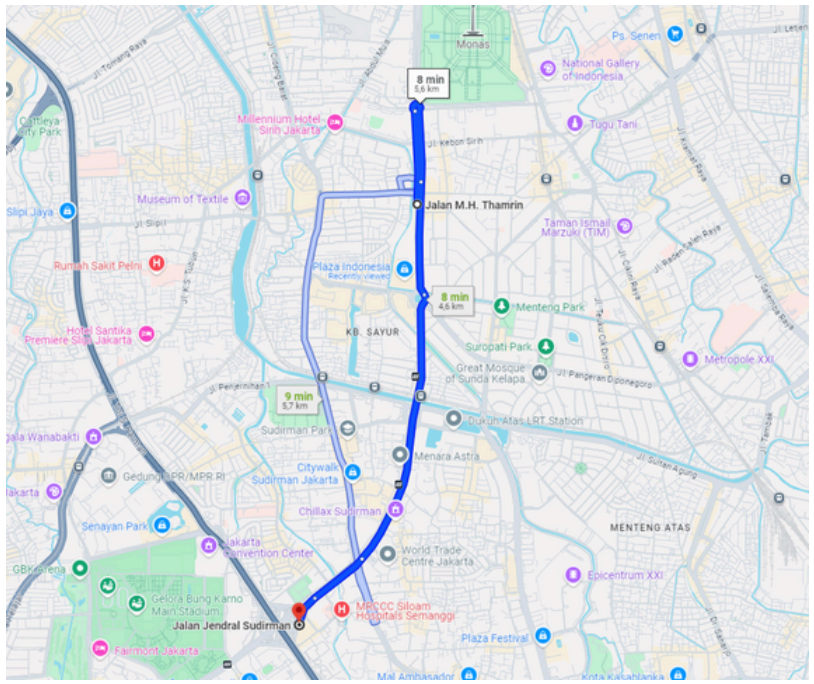
In addition to being known as an elite residential area, Menteng also has several embassies, consulates, and government offices.



Picture 2.20 Menteng District
Source: google maps

- Sudirman - Thamrin

This area is the most important financial and business center in Jakarta. Many multinational companies, banks, and technology companies have offices in this area. Sudirman-Thamrin is also the center of skyscrapers in Jakarta.



Picture 2.21 Thamrin - Sudirman District
Source: google maps

- Gambir

Government buildings such as the Istana Merdeka and the DKI Jakarta City Hall are located in Gambir, making it the center of national and regional government.

Picture 2.22 Gambir District
Source: google maps

Typology Studies

Central Jakarta (Conclusion)

Central Jakarta is an area that plays an important role as a center for business, government, and entertainment. With various luxury shopping centers, cultural entertainment venues, and tall office buildings, this area is the center of economic and political activities in Indonesia. Stereotypes about Central Jakarta often reflect the character of this area as a busy, formal, and prestigious area, although it also offers a variety of recreational and entertainment venues.

West Jakarta

West Jakarta is one of the administrative areas in DKI Jakarta which is known for its long history as a center of trade and is now developing rapidly in the commercial, entertainment and office sectors.

West Jakarta (Commercial)

West Jakarta is a fairly developed shopping center, with many large shopping centers and influential traditional markets. Some of the main commercial places are:

- Taman Anggrek Mall

Known as one of the largest malls in Indonesia, Taman Anggrek has complete entertainment facilities such as an ice skating rink and various international brand outlets.

Picture 2.23 Mall Taman Anggrek
Source: liputan6.com

- Traditional Market

In addition to malls, West Jakarta also has famous traditional markets such as Pasar Glodok, which is a center for electronics and technology equipment and is known as the "Chinatown" in Jakarta.

Picture 2.24 Pasar Glodok
Source: inews.id

West Jakarta also has many popular culinary areas, such as in the Tanjung Duren area, which is known for its variety of local to international food choices, and Glodok which is famous for its Chinese cuisine.

Typology Studies

West Jakarta (Entertainment)

West Jakarta offers a variety of entertainment options, from family entertainment to areas for relaxing. Almost all large malls in West Jakarta have modern cinemas such as CGV and XXI, which show the latest films. In addition, Central Park and Mall Taman Anggrek often host community events, live performances, and interesting exhibitions. Although not as crowded as South Jakarta in terms of nightlife, West Jakarta has several popular bars and lounges, especially around Central Park and the Tanjung Duren area. In addition, West Jakarta is also rich in historical and cultural entertainment with the presence of historical places such as Kota Tua and Fatahillah Museum which are popular tourist destinations for locals and tourists. The area also features art galleries and often holds cultural events, both traditional and modern.

West Jakarta (Office)

West Jakarta is a fairly developed shopping center, with many large shopping centers and influential traditional markets. Some of the main commercial places are:

- Puri Indah

This area is starting to be known as a new office center in West Jakarta. Many class A office buildings are built around Puri Indah, especially for companies in the service and technology sectors.

Picture 2.25 Puri Indah District
Source: Google.com

West Jakarta (Conclusion)

Overall, West Jakarta is an area with a mix of history and rapid modernization, with a large influence from the Chinese community, trade centers, and electronics and technology, and increasing office development.

South Jakarta

South Jakarta is one of the administrative areas in DKI Jakarta which is often considered the center of urban and modern lifestyle. This area is famous for its elite areas, business centers, and exclusive entertainment venues. South Jakarta is also a favorite destination for expatriates and young professionals.

Typology Studies

South Jakarta (Commercial)

South Jakarta is known as a luxury shopping center and a bustling commercial area. The large malls and shopping centers here are hangouts for the upper middle class.

- Pacific Place

One of the luxury malls in the Sudirman area that offers a variety of international brands, exclusive restaurants, and entertainment facilities such as premium cinemas. This mall is often visited by professionals and expatriates.

Picture 2.26 Mall Pacific Place
Source: Aniloka.com

- Blok M Plaza dan Blok M Square

Although known for its traditional markets and cheap shopping centers, Blok M also has a more modern mall. Blok M Plaza is a bustling place with local and international shops, as well as simple entertainment venues.

Picture 2.27 Blok M Plaza
Source: plazablokm

Picture 2.28 Blok m Square
Source: Google.com

- Kemang Village

A mall complex integrated with apartments and offices in the Kemang area. This place is a favorite shopping and culinary destination for expatriates and young professionals.

Picture 2.29 Kemang Village (Kemvil)
Source: Economy.okezone.com

Typology Studies

South Jakarta (Entertainment)

South Jakarta has a variety of entertainment venues, ranging from family recreation areas to luxurious nightlife

- Kemang

Kemang is the most famous nightlife center in South Jakarta. The area is filled with bars, nightclubs, cafes, and restaurants that are popular with expats and young people. Kemang is also known as a center for alternative arts and culture, with art galleries and indie music events.

Picture 2.30 Kemang District
Source: Economy.okezone.com

- Senopati

Senopati area is one of the nightlife hotspots in Jakarta. Known for its high-end restaurants and exclusive lounges, Senopati is a favorite destination for people who want to enjoy a luxurious and comfortable atmosphere.

- Kebayoran Baru

In this area, there are many premium restaurants and cafes that are often hangouts for local executives and celebrities. Many places to eat in Kebayoran Baru offer unique and modern concepts.

Picture 2.31 Kebayoran Baru
Source: Cove.id

- Taman Tebet

In this area, there are many premium restaurants and cafes that are often hangouts for local and one of the green recreation areas in South Jakarta that is often visited by families and local communities. This park has a jogging track, children's playground, and picnic area

Picture 2.32 Tebet
Source: Google

Typology Studies

- Rooftop Bars and Club

South Jakarta is famous for its many rooftop bars and clubs that offer beautiful views of the city, especially in the SCBD and Senopati areas. These places are very popular for nighttime hangouts.

Picture 2.33 Costess Bar
Source: Google

South Jakarta (Office)

South Jakarta is a very important business center, especially for large and multinational companies. This area is filled with modern office buildings

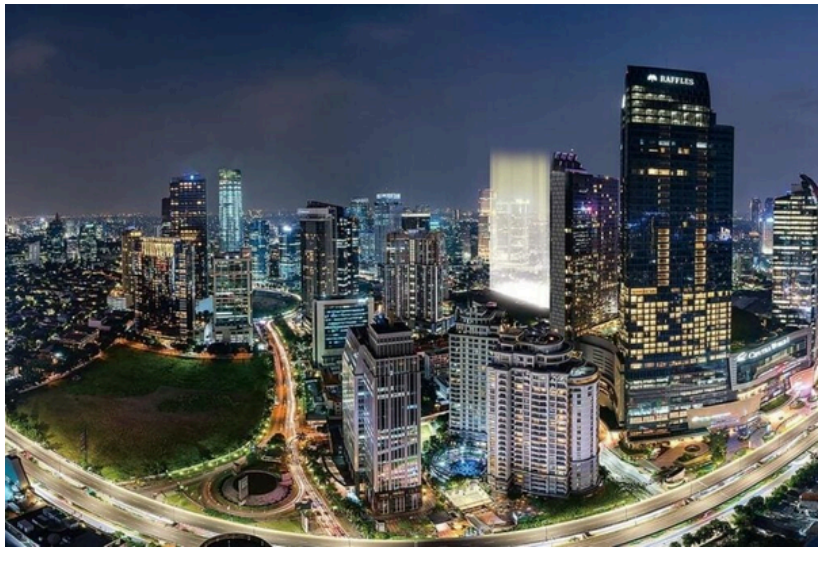
- SCBD

SCBD is the most exclusive business center in South Jakarta. This area is filled with skyscrapers that are the headquarters of various multinational companies, banks, and financial institutions. SCBD is also famous for its luxurious nightlife, and is close to malls such as Pacific Place.

Picture 2.34 SCBD
Source: Google

- Mega Kuningan

This area is one of the bustling business districts in South Jakarta, filled with embassies, multinational companies, and five-star hotels. Mega Kuningan is also known as a residential area for expatriates.



Picture 2.35 Mega Kuningan
Source: Google

Typology Studies

- TB Simatupang

The area along Jalan TB Simatupang is one of the fastest growing office centers, especially for oil, gas, and telecommunications companies. Many large companies have moved their offices to this area because of the easy access to the toll road.

- Senayan

In addition to being an elite commercial and residential area, Senayan also has several large offices, especially around the Senayan City and Plaza Senayan areas.

In addition to office buildings, there are many modern coworking spaces available in South Jakarta, catering to freelancers, startups, and small companies looking for flexible workspaces, such as WeWork, CoHive, and GoWork.

Overall, South Jakarta is a dynamic and modern area, also the center of urban life in Jakarta, with many modern offices, luxury shopping centers, and exclusive entertainment venues. This area is home to professionals, expatriates, and the upper middle class who enjoy a cosmopolitan lifestyle. Despite its notorious traffic jams, South Jakarta remains one of the most desirable areas to work, live, and socialize. with a good balance between business centers, entertainment, and commercial activities, making it one of the most sought-after areas in Jakarta.

Site Determination

Kemang, Jakarta Selatan

The Kemang area, South Jakarta, is one of the areas known for its dynamic and multicultural urban life. Kemang is known as an area that is popular among expatriates, artists, and creative young people. This area combines a residential feel with a lively commercial space. moreover, this area is one of the entertainment centers that offers a relaxed and creative atmosphere. The entertainment aspect in Kemang is closely related to various places that support a modern urban lifestyle, especially in the form of cafes, compound spaces, and creative spaces. in addition, it has a reputation as a dynamic and innovative creative center. with many creative communities, Kemang offers an ecosystem that supports various arts, culture, and creative industry activities.

Commercial Sector

Kemang is one of the growing commercial centers in South Jakarta. This area is filled with unique and modern cafes, restaurants, boutiques, and shopping centers. Unlike the big malls in Jakarta, Kemang is home to more independent shops, small boutiques, and restaurants with unique concepts that offer a more personal shopping experience. Kemang Village is one of the commercial icons in this area, with a mall integrated with an apartment and office complex, presenting a modern urban atmosphere.

Typology Studies

In addition, there are many antique shops, art galleries, and furniture stores along the main road of Kemang, making this area attractive to those looking for unique items.

Office Sector

Kemang is not a major business center like SCBD or Mega Kuningan, but several small offices, creative agencies, and startups choose to have their offices here because of its more relaxed and flexible atmosphere. Many offices based on the creative industry, such as advertising agencies, graphic design, and media production, choose Kemang as their operational base. Co-working spaces such as Kedasi and Conclave have also emerged, offering flexible workspaces for freelancers and startups.

Entertainment and Creative Sector

Kemang is the entertainment hub in South Jakarta, especially for expatriates and young people. In addition, cafes in Kemang are also hangouts for creative communities and young professionals who work remotely. Many restaurants in Kemang offer a variety of international cuisines, reflecting the high expat population in the area. Arts and cultural festivals are also often held in Kemang, such as art exhibitions and indie music concerts.

Picture 2.36 Dia.Lo.Gue kemang
Source: Google

This area is a place where various creative industries collaborate. Many advertising agencies, design studios, media producers, and startup companies choose Kemang as their operational base. This creates a network of interconnected professionals and often results in collaborative projects in various fields, such as advertising, film, graphic design, and digital media.

Kemang Creative sectors impact to difference area in jakarta

As one of the centers of creativity in South Jakarta, Kemang's creative impact spreads to the surrounding areas, such as Cilandak, Pejaten, and Blok M. This influence can be seen from the growth of new creative places in the area, both in the form of co-working spaces, art galleries, and cafes with unique concepts. Kemang also encourages the birth of a larger creative community in Jakarta, with frequent events involving participants from various regions.

Typology Studies

Area Positioning

Geographically, Kemang is strategically located in the middle of South Jakarta, surrounded by elite residential areas and large office areas such as SCBD and TB Simatupang. Kemang is positioned as a center of modern lifestyle with a touch of art and culture. This location is a magnet for people looking for a unique atmosphere, different from large shopping centers, with a combination of luxurious residences and relaxed yet elegant entertainment venues. For expats, Kemang is an ideal choice because of its many international facilities, such as foreign schools, international restaurants, and a strong expat community.

The Impact of the Kemang Area on Jakarta

The presence of Kemang has had a significant impact, not only on the surrounding area but also on Jakarta as a whole. As an area with many expatriate communities, Kemang has helped promote Jakarta as an international city that is open to various cultures. This area also encourages the growth of the creative industry sector, which attracts young talents and startup companies. This area also plays an important role in creating Jakarta's modern identity, with a focus on a dynamic, creative, and multicultural urban lifestyle.

Conclusion

Kemang is an area that offers entertainment that is different from other entertainment centers in Jakarta, as well as being the heart of creativity and art in South Jakarta. With aesthetic cafes, multifunctional compound spaces, art spaces, and creative spaces that encourage collaboration, as well as co-working spaces that support productivity, Kemang has become the center of a creative and relaxed lifestyle. This area has attracted various creative communities, young professionals, artists, creators, and expatriates who are looking for a place to gather, work, and have fun in a unique and personal way. Cultural diversity, a relaxed atmosphere, and support for cross-industry collaboration make Kemang a thriving creative hub in Jakarta.

Thus, the determination of the site in the Kemang area is a linear choice with the design of the creative hub building as rented co-working space and creative compound.

Site Studies

Preliminary Determination

Picture 2.37 Preliminary Site
Source: Earth.Google.com

The Kemang area, South Jakarta, is one of the areas known for its dynamic and multicultural urban life. Kemang is known as an area that is popular among expatriates, artists, and creative young people. This area combines a residential feel with a lively commercial space. moreover, this area is one of the entertainment centers that offers a relaxed and creative atmosphere. The entertainment aspect in Kemang is closely related to various places that support a modern urban lifestyle, especially in the form of cafes, compound spaces, and creative spaces. in addition, it has a reputation as a dynamic and innovative creative center. with many creative communities, Kemang offers an ecosystem that supports various arts, culture, and creative industry activities.

Further studies were conducted twice to determine the regulations and status of the site to be used using the Jakartasatu.jakarta.go.id site

Final Site Determination

Jakartasatu.Jakarta.go.id

Picture 2.38 Final Site
Source: Jakartasatu.jakarta.go.id

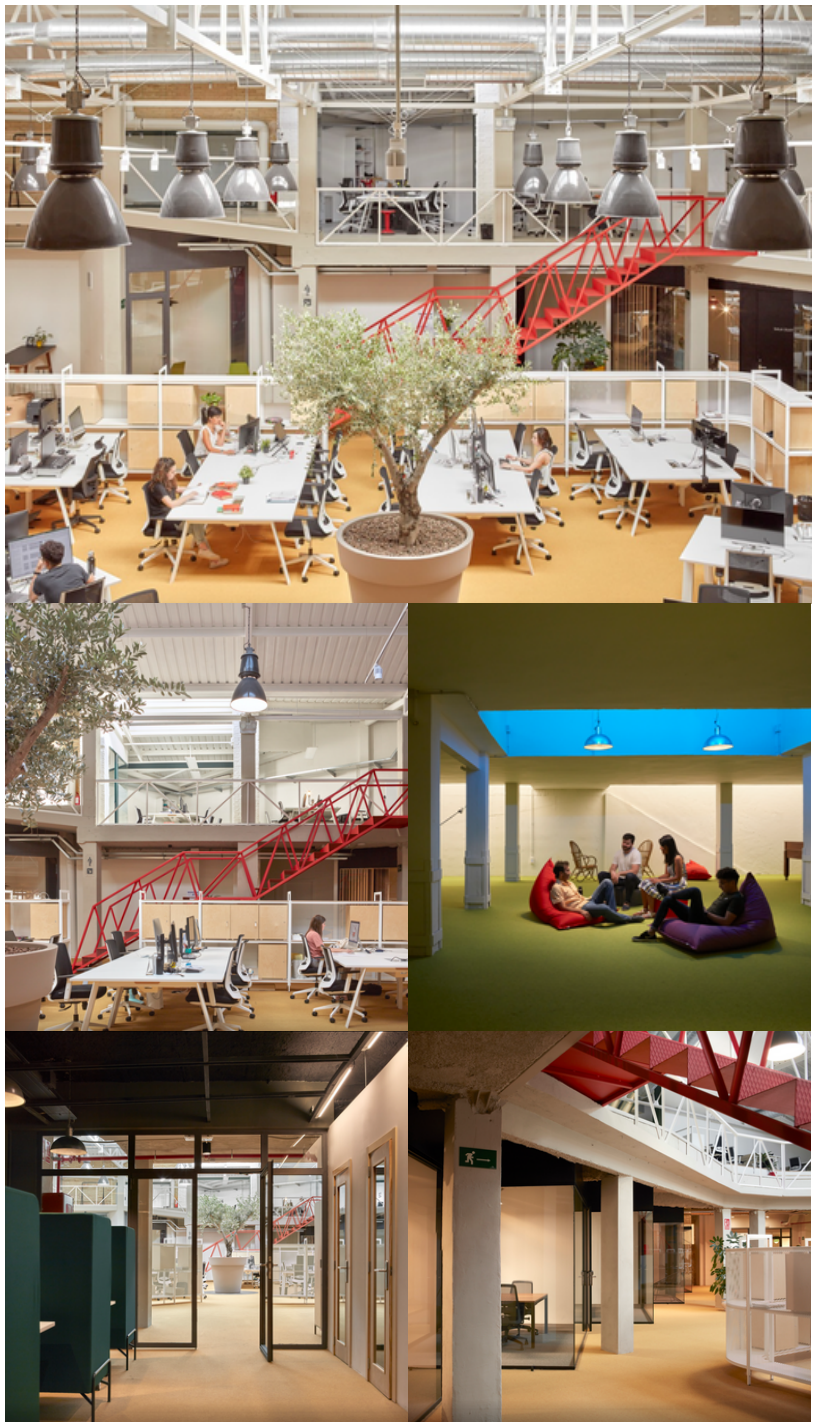
Picture 2.39 Site Status
Source: Jakartasatu.jakarta.go.id

Jl. Taman Kemang, Kemang, South Jakarta
+ 6.500 m2

KDB	55	3.575
KLB	2.4	15.600
KTB	60	3.900
KDH	20	1.300

PRECEDENT

Cowork Wayco, Spain
by Jose Costa



Wayco Coworking Space is a shared office building for rent located in Spain. This building has several areas that can be rented and can be adjusted to the preferences of each building user.

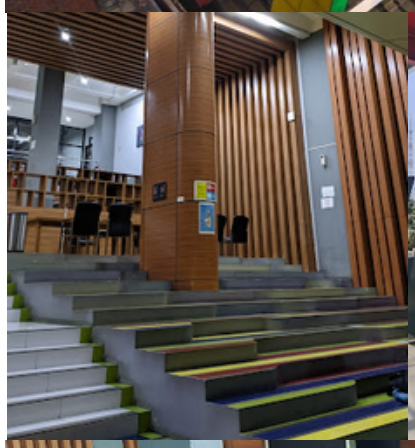
Wayco Coworking Space contains rooms such as Fixed table Area, Private Office, and Private Room. Not only that, they also provide rooms such as meeting rooms, amphitheaters and gathering rooms that can be used together.

Wayco Coworking Space provides supporting facilities such as print area, terrace, cafeteria and office kitchen, front desk and receptionist, and locker room. This building is one example of an office that has successfully implemented the Open Plan Office concept. This is shown by the arrangement of open desks and chairs and can prioritize interaction between each other to be easier and more efficient.

The provision of flexible space shows that each area can be used as a work area and can be adjusted depending on the preferences of the users regarding the work area of interest to each individual.

PRECEDENT

Bandung Creative Hub Bandung by



Bandung Creative Hub (BCH) is one of the facilities initiated by the Mayor of Bandung, Ridwan Kamil. The basic idea began with providing a forum for creative actors and communities in Bandung to develop their ideas and concepts into a creative business. BCH is the 2nd most complete Creative Hub facility in Asia (after Thailand Creative & Design Center), with a building area of 10,000m2 and has 6 floors.

based on the location of the building, located at Jl. Laswi No. 7, Kacapirnig, Batununggal, Bandung City, West Java, BCH is included in having a strategic location because it is passed by public transportation and city buses, so it is not difficult for the public to access.

in terms of circulation, this building has two main accesses. namely through the ground floor or down through the ramp to the basement which also serves as a vehicle parking area. in addition to functioning as a parking area, the basement also functions as a service area. these service rooms include a generator room, control room, panel room, elevator and stairs.

when viewed in terms of facilities, this building also has quite complete functional spaces; on the ground floor contains facilities such as a prayer room, outdoor cafe, F&B Tenant, Design Store, Storage, and other supporting facilities. on the 2nd and 3rd floor areas, this building contains an amphitheater room and a working space intended for startup companies in Bandung and creative activists.

PRECEDENT

Jakarta Creative Hub

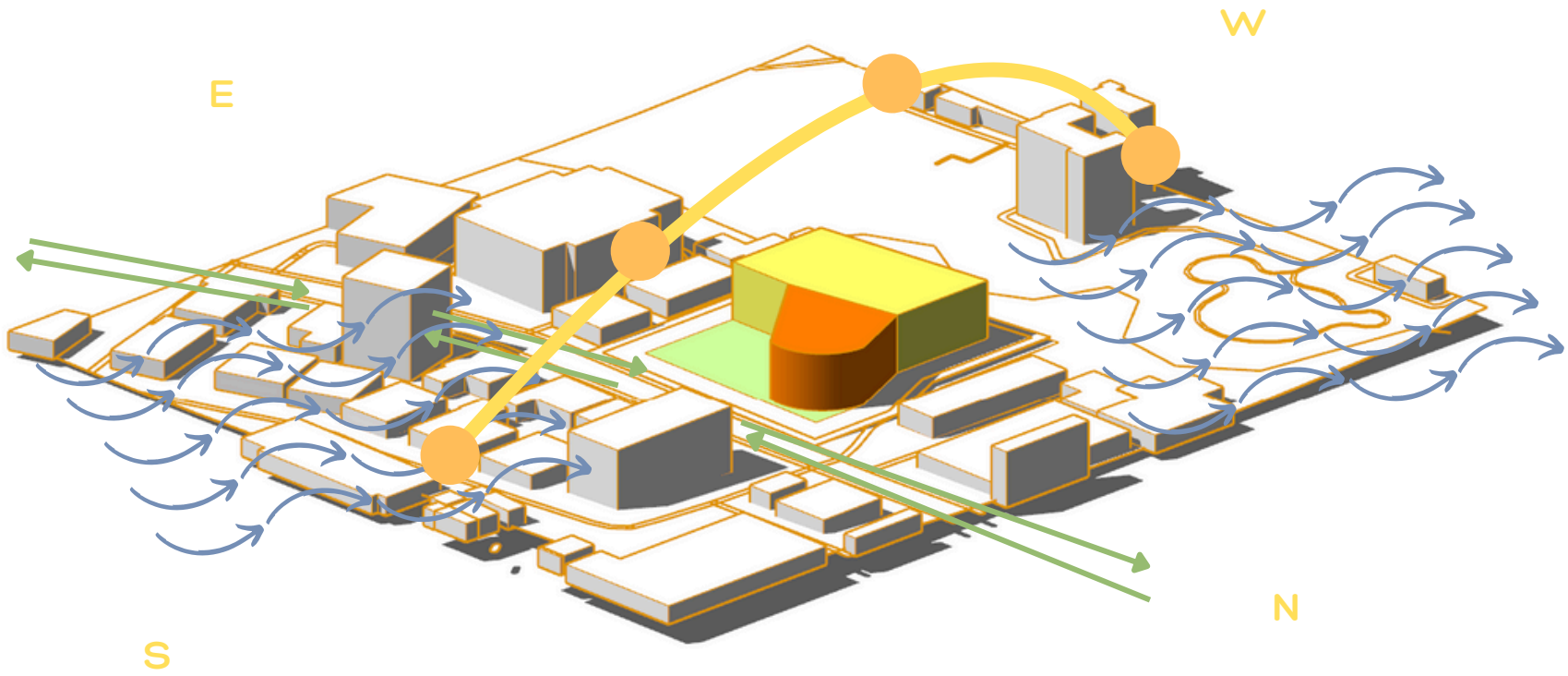
Jakarta Creative Hub is the first creative hub in Indonesia initiated by the DKI provincial government at the end of 2016. This building is designed for youth activities such as creating, collaborating, and expressing their creativity. The supervision expected by the government at that time was to increase SMEs and Startups in the capital.

Jakarta Creative Hub does not take the same concept as co-working spaces in general, but rather provides space in the form of classes. the room functions as; seminar classes, workshops, and exhibitions. there is also a makersoace area, which is also divided into three: Fashion, Woodworking, and digital lab. In addition to classrooms and makerspaces, this building also has a co-office area of 12 rooms, a library, a cafe open to the public, and a temporary exhibition space.

JCH provides a Co-Office aimed at Startup actors with an effort to build a creative ecosystem in Jakarta. This creative Hub is an incubation space for creative industry players, so startups who want to rent an office here must be a business related to the creative sub-sector, especially design, fashion, and handicrafts. There are 12 office units measuring 3x6 meters with the use of a double load corridor separating 2 co-office spaces facing each other.

Chapter 3

Design Problems Solution
Site Analysis



Legend

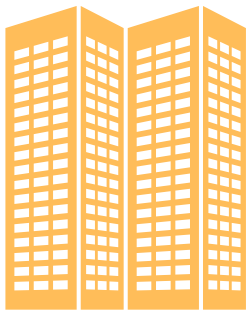
Sun Path

Wind Direction

Accessibility / Road

Design Problems Solution
Spatial Solution (Tata Ruang)

Building Function Analysis



Primary

As a Co-Working Space for workers and tenant companies.

Secondary

As a Curated Compound contains F&B and Creative tenants in the form of Semi-Open Space.

Support

as a support for primary and secondary facilities

Co-Working Space
Open office
Cubicle
Team Room
Work Lounge
Meeting Room
Large Meeting Room
Brainstorm Room
Meeting Point

Entertainment
Gathering Space
Performing Area
Commercial
F&B Tenants
Creative Tenants

Mushola
Restroom
Pantry
Service
Front Office
Receptionist
Parking Lot
Building Managers
Managers Office

With the illustration above, it can be understood that this Creative Hub functions as a workspace that implements the Open Plan Office Configuration. This is adjusted to the main target users of this office, namely startup companies and creative agencies that have different work environment dynamics from corporate companies. where startup companies and creative agencies prioritize fast communication between workers and flexible space. In addition, the Curated Compound is used as a Semi-Open Space-containing F&B and creative tenants that have 2 functions; entertainment & commercial sectors. This area is also expected to be an additional attraction for prospective working space tenants and encourage collaboration, networking, and the emergence of innovative and creative ideas. In addition, this area can also be an additional income that is beneficial for building managers. This design is adjusted to the characteristics of the site, prospective users, and current trends.

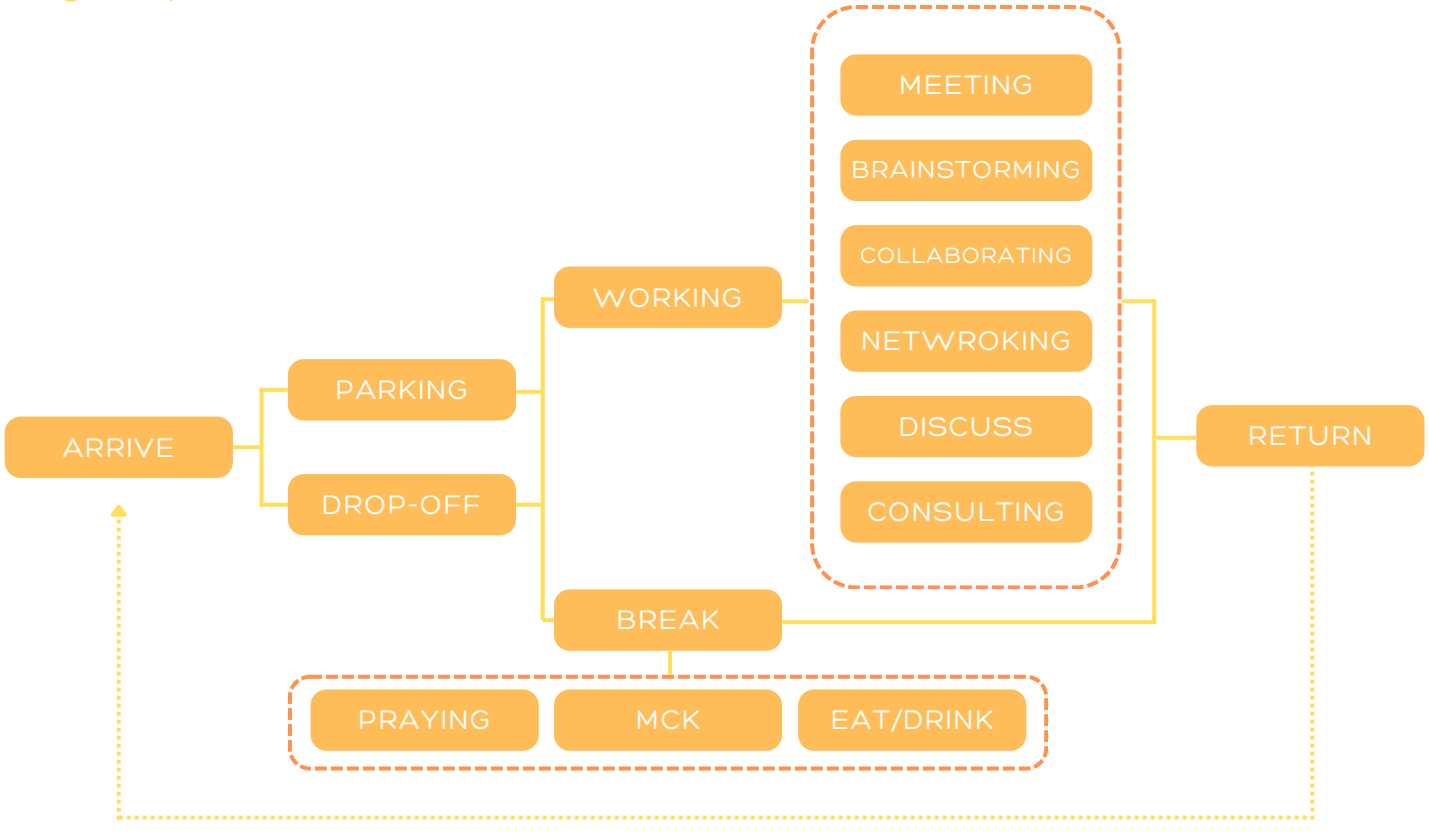
Design Problems Solution
Spatial Solution (Tata Ruang)

Building Users Classification

Startup & Agency Workers

Startup workers and creative media agencies are the main actors and main targets of building tenants in the Creative Hub, especially in the fields of new products, marketing, advertising, and services.

Startup & Agency Workers Behavior



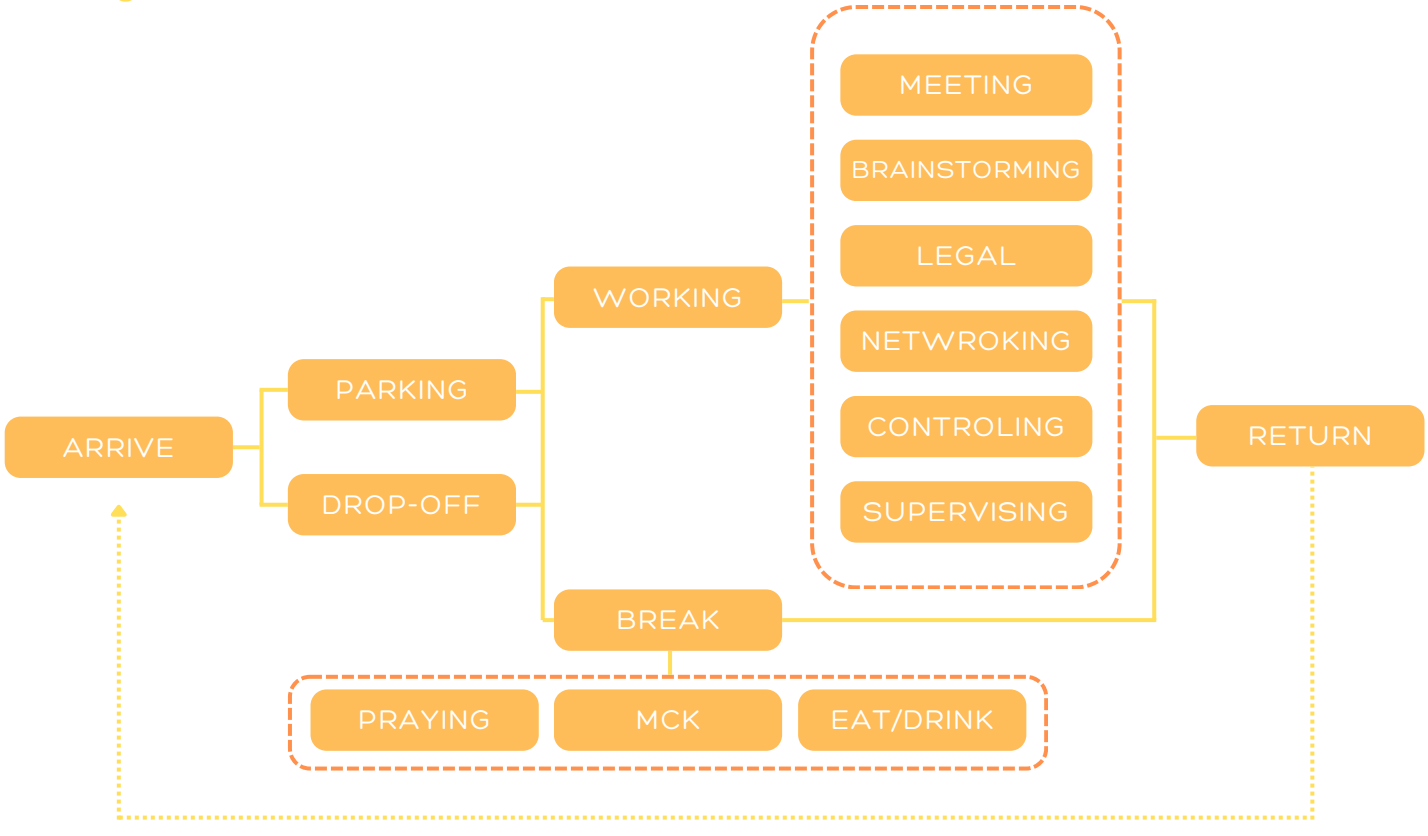
Design Problems Solution
Spatial Solution (Tata Ruang)

Building Users Classification

Building Managers

The manager plays a role in controlling, supervising, taking care of all permits related to the use and management of the building, and is responsible for all activities carried out at Creative-Hub. The manager is all stakeholders involved and serves as directors or managers who own the existing facilities.

Building Managers Behavior



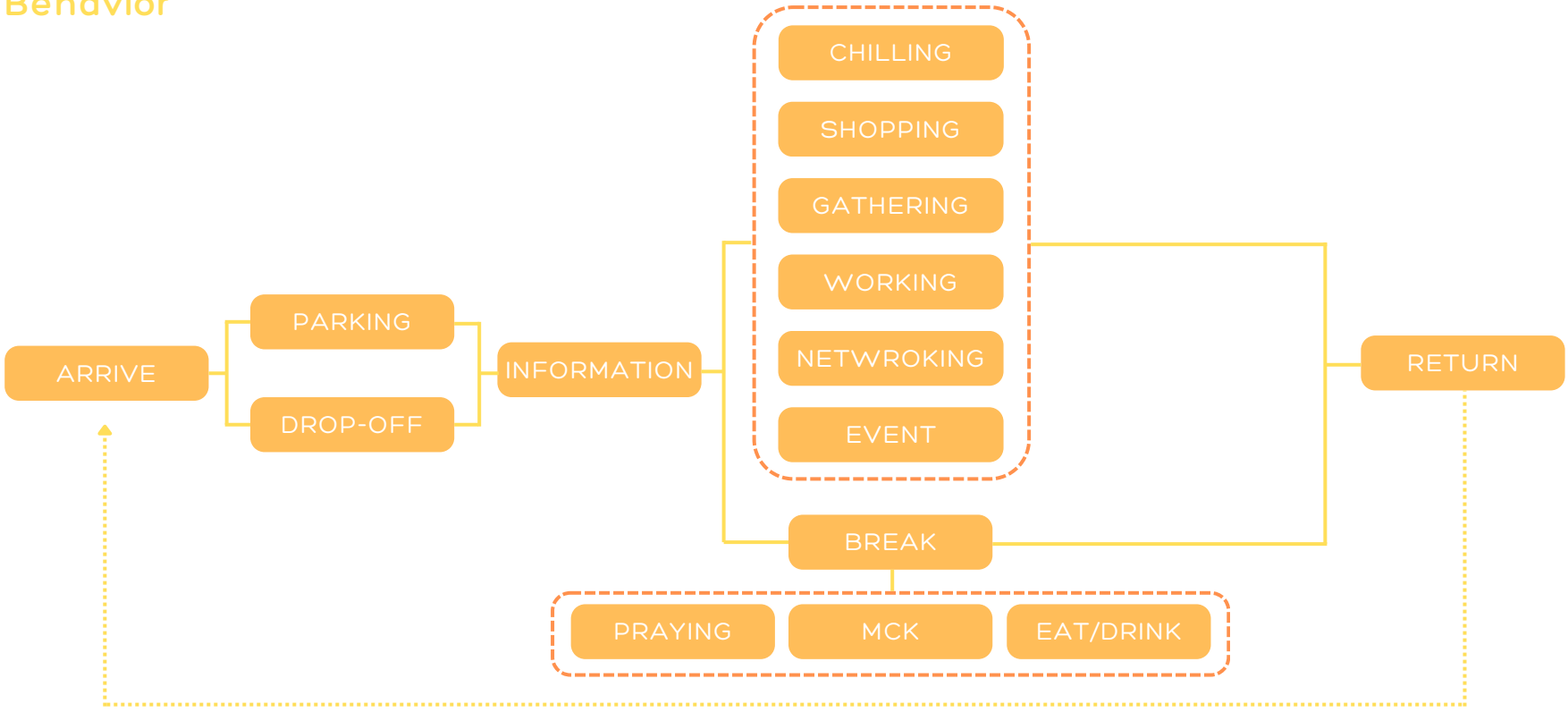
Design Problems Solution
Spatial Solution (Tata Ruang)

Building Users Classification

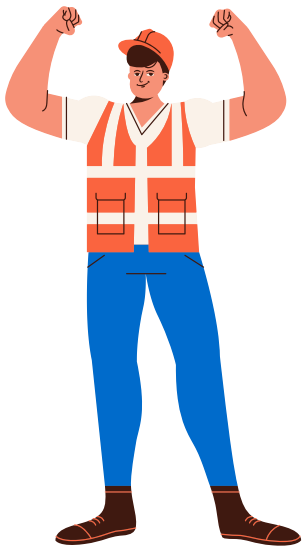
Curated Compound Customer

Customer who come to Creative Hub are the general public who come to visit the compound space and enjoy the activities held or visit all tenants in the area. Specifically, the activities that are generally carried out by customers can be said to be as follows; enjoying ongoing events, buying existing creative products, consuming F&B products, networking, gathering.

Curated Compound Customer Behavior



Design Problems Solution
Spatial Solution (Tata Ruang)

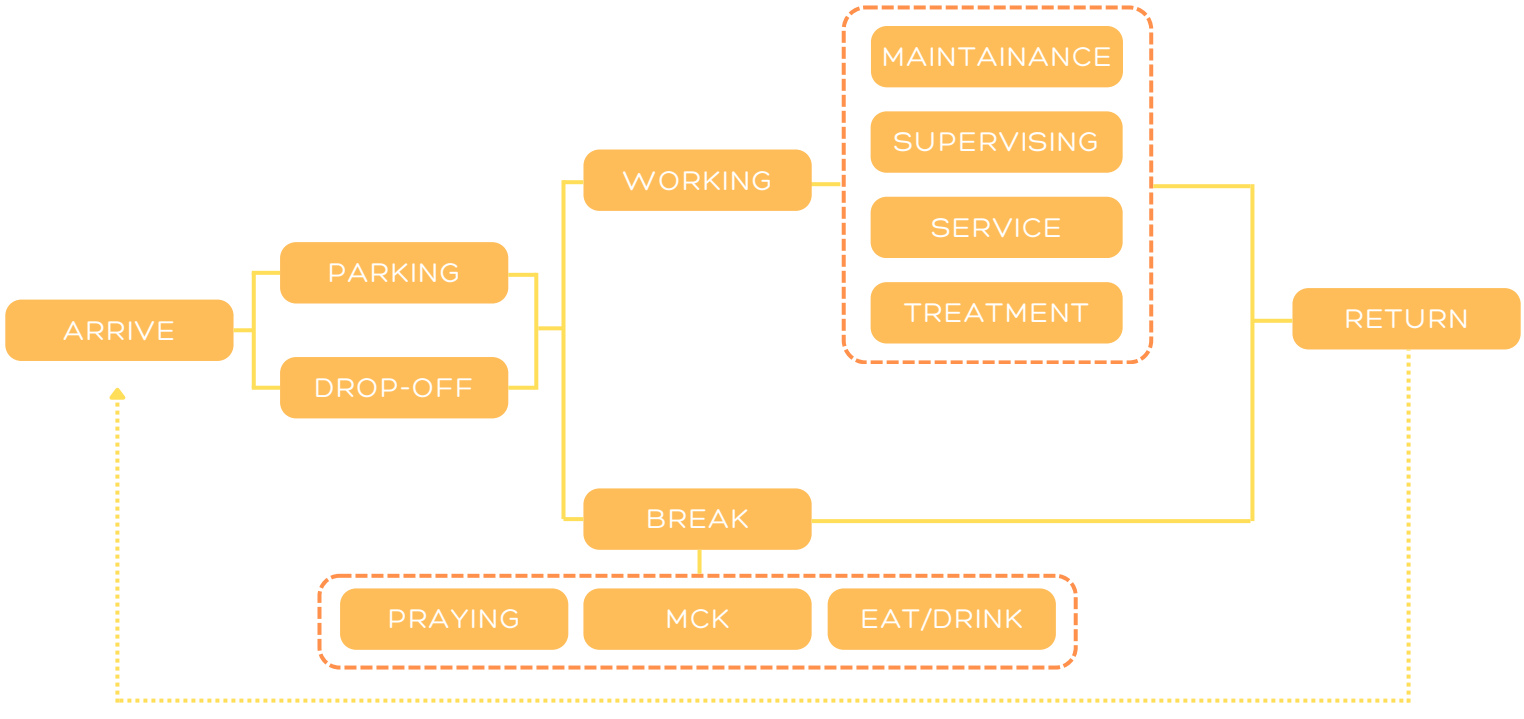


Building Users Classification

Service

Service officers are those involved in the operation of Creative-Hub which consists of cleaners, security officers, and mechanics.

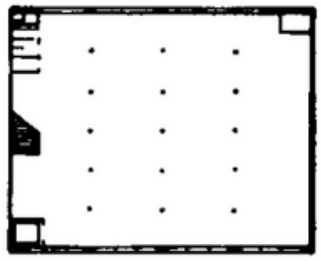
Service Behavior



Design Problems Solution
Spatial Solution (Tata Ruang)

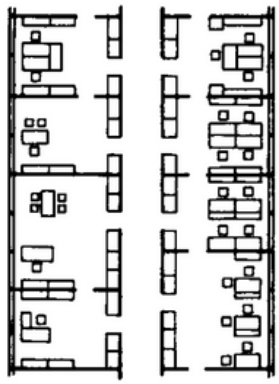
Open-Plan & Flexible

Open Plan



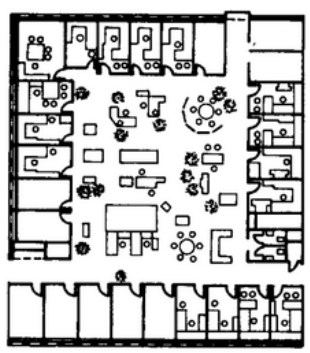
Picture 3.1 Open Plan Workspace
Source: Neufert (2005), Data Arsitek.

Enclosed Plan



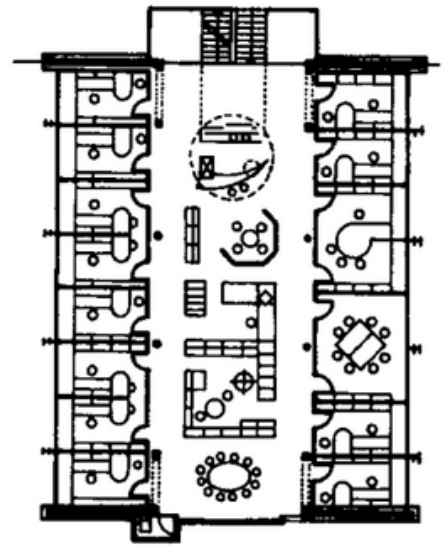
Picture 3.2 Enclosed Plan Workspace
Source: Neufert (2005), Data Arsitek.

Mixed Use Type Office

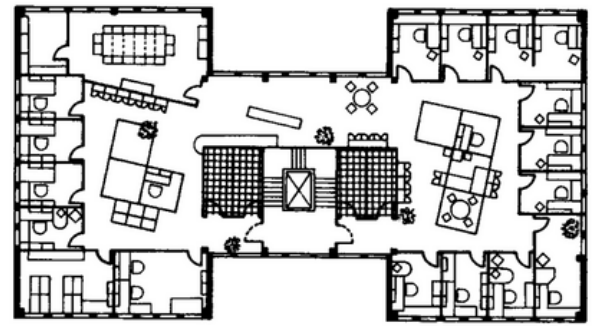


Picture 3.3 Mixed Use Workspace
Source: Neufert (2005), Data Arsitek.

Modul Analysis



Picture 3.4 Mixed Use Workspace
Source: Neufert (2005), Data Arsitek.

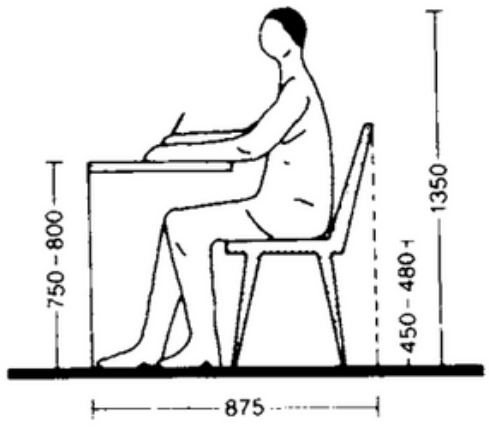


Picture 3.5 Mixed Use Workspace
Source: Neufert (2005), Data Arsitek.

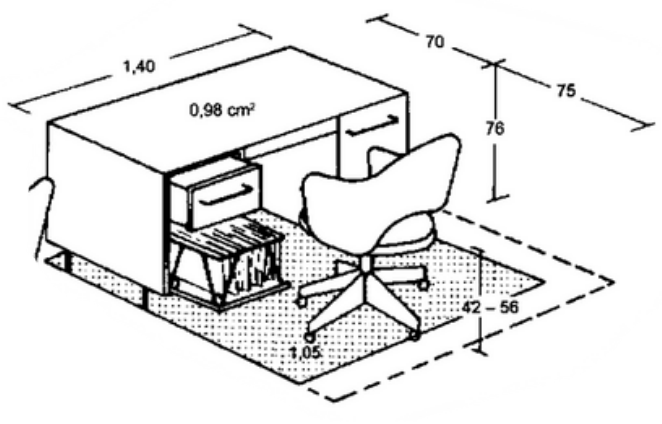
in this project will combine the types of open plan and mixed use type offices. with the ratio of using open plan as a more dominant workspace and still having closed rooms for several superiors (directors & managers) from the tenant company and several supporting work area rooms such as meeting rooms and team rooms.

Design Problems Solution
Spatial Solution (Tata Ruang)

Work Area Modul

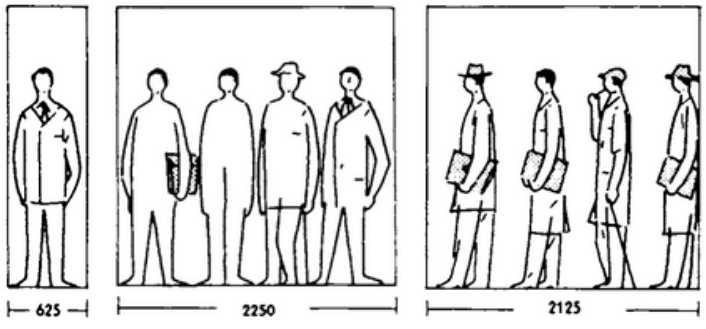


Picture 3.6 Work Area /person
Source: Neufert (2005), Data Arsitek.



Picture 3.7 Work Area /Person
Source: Neufert (2005), Data Arsitek.

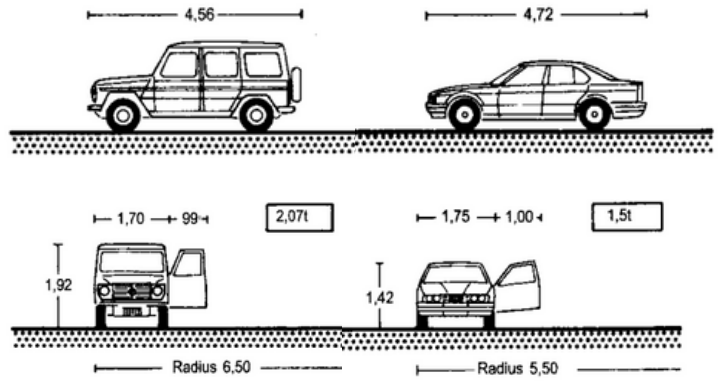
User Space Modul



Picture 3.8 User Space Module
Source: Neufert (2005), Data Arsitek.

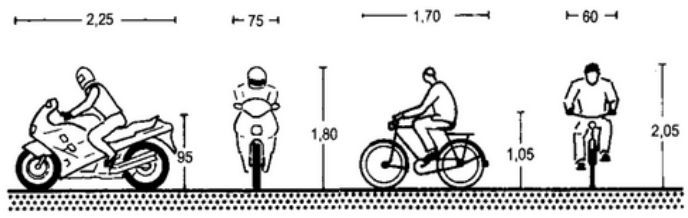
Modul Analysis

Car Modul



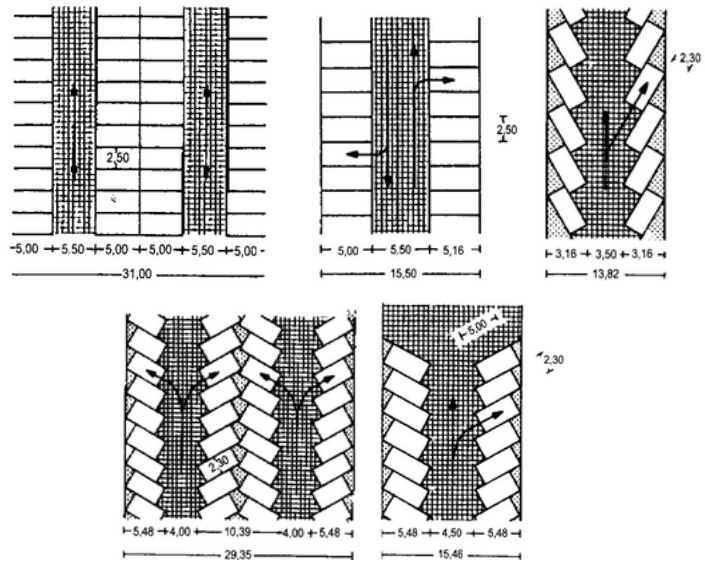
Picture 3.9 car Module
Source: Neufert (2005), Data Arsitek.

Motorcycle Modul



Picture 3.10 Motorcycle Module
Source: Neufert (2005), Data Arsitek.

Parking Space Modul



Picture 3.11 Parking Space Module
Source: Neufert (2005), Data Arsitek.

Design Problems Solution
Spatial Solution (Tata Ruang)

Work Area Modul

4 m2 / User

User Space Modul

1.5 - 2 m2 / User

Car Modul

2.75 m
x
4.56 - 4.72 m
/ Unit

Modul Analysis

Motorcycle Modul

0.75 m x
2.25 m
/Unit

Parking Space Modul

SRP
2.5 x 5 m

Car

SRP
1 x 2.5
m

Motorcycle

Design Problems Solution
Spatial Solution (Tata Ruang)

Property Size

Co-Working Space Area

Office Rent Area (Kebutuhan Ruang Kantor Sewa)								
no	**Requierments**	**User (Person)**	**Standart Size (m2 / People)**	**Total Size (m2)**	**Characteristic**	**Notes**	**SOURCE**	
1	Private WorkSpace	2	6	12	Semi Private	Rentable	Neufert	/1 Company
2	Co Working Space (Open office)	50	4	200	Semi Private	Rentable	Neufert	
3	Private Workspace (Cubicle)	4	4	16	Semi Private	Rentable	Assumption	
4	Client room	2	4	8	Semi Private	Rentable	Assumption	
5	*Team Room*	8	4	32	Semi Private	Rentable	Assumption	
6	Work Lounge	15	3	45	Semi Private	Rentable	Assumption	
7	Large Meeting Room	10	4	40	Semi Private	Rentable	Neufert	
8	Brainstorm Room	5	4	20	Semi Private	Rentable	Assumption	
9	Meeting Point	2	3	6	Semi Private	Rentable	Assumption	
10	Print Area	2	4	8	Semi Private	Rentable	Neufert	
11	Pantry	4	2	8	Semi Private	Rentable	Neufert	
14	Toilet	7	2 Male, 4 Female - Urinoir 1 m2 - Wastafel 1.5 m2 - WC 3 m2" (3)	21	Semi Private	Rentable	Neufert	
Total						416		
Total + Circulation (30% Area)						**540.8**	**30%**	

Total Company	Total Office Area
21	11356.8

Design Problems Solution
Spatial Solution (Tata Ruang)

Property Size

Building Management Area

Building Management Area (Kebutuhan Ruang Pengelola Utama Kantor Sewa)							
no	**Requierments**	**User (Person)**	**Standart Size (m2 / People)**	**Total Size (m2)**	**Characteristic**	**Notes**	**SOURCE**
1	Main Manager's Room	2	4	8	Semi Private	Non-Rentable	Neufert
2	Secretary Room	3	4	12	Semi Private	Non-Rentable	Neufert
3	Accounting Manager Room	2	4	8	Semi Private	Non-Rentable	Neufert
4	Accounting Staff Room	3	4	12	Semi Private	Non-Rentable	Neufert
5	Marketing Manager Room	2	4	8	Semi Private	Non-Rentable	Neufert
6	Marketing Staff Room	3	4	12	Semi Private	Non-Rentable	Neufert
7	Engineering Manager Room	2	4	8	Semi Private	Non-Rentable	Neufert
8	Engineering Staff Room	4	4	16	Semi Private	Non-Rentable	Neufert
9	Meeting Room	5	4	20	Semi Private	Non-Rentable	Neufert
10	Masjid	100	2	200	Semi Private	Non-Rentable	Assumption
11	Pantry	5	2	10	Semi Private	Non-Rentable	AJM
12	Toilet	7	2 Male, 4 Female - Urinoir 1 m2 - Wastafel 1.5 m2 - WC 3 m2" (3)	21	Semi Private	Non-Rentable	Neufert
Total						335	
Total + Circulation (30% Area)						**435.5**	**30%**

Receiving Area

Recieving Area (Kebutuhan Ruang Penerima)							
no	**Requierments**	**User (Person)**	**Standart Size (m2 / People)**	**Total Size (m2)**	**Characteristic**	**Notes**	**SOURCE**
1	Lobby/ Front Office	5	1.6	8	Publlic	Non-Rentable	Neufert
2	Receptionist	5	1.2	6	Publlic	Non-Rentable	NAD
3	Toilet	7	2 Male, 4 Female - Urinoir 1 m2 - Wastafel 1.5 m2 - WC 3 m2" (3)	21	Publlic	Non-Rentable	Neufert
4	Waiting Area	6	2	12	Publlic	Non-Rentable	Neufert
Total						47	
Total + Circulation (30% Area)						**61.1**	**30%**

Design Problems Solution
Spatial Solution (Tata Ruang)

Property Size

Employee Area

Employee Area (Kebutuhan Ruang Karyawan)							
no	**Requierments**	**User (Person)**	**Standart Size (m2 / People)**	**Total Size (m2)**	**Characteristic**	**Notes**	**SOURCE**
1	Locker	20	2	40	Private	Non-Rentable	AJM
2	Changing Room	20	2	40	Private	Non-Rentable	AJM
3	Break Area	15	2	30	Private	Non-Rentable	Assumption
4	Toilet	7	2 Male, 4 Female - Urinoir 1 m2 - Wastafel 1.5 m2 - WC 3 m2" (3)	21	Private	Non-Rentable	Neufert
Total						131	
Total + Circulation (30% Area)						**170.3**	**30%**

Service Area

Service Area (Kebutuhan Ruang Service)							
no	**Requierments**	**User (Truck/Unit)**	**Standart Size (m2 / People)**	**Total Size (m2)**	**Characteristic**	**Notes**	**SOURCE**
1	Loading Dock	2	16	32	Private	Non-Rentable	Assumption
2	General Storage	1	40	40	Private	Non-Rentable	Assumption
3	Genset Room	1	20	20	Private	Non-Rentable	SBT
4	Control Panel Room	1	40	40	Private	Non-Rentable	SBT
5	Pump Room and Reservoir	1	20	20	Private	Non-Rentable	SBT
6	CCTV room	1	30	30	Private	Non-Rentable	SBT
Total						182	
Total + Circulation (30% Area)						**236.6**	**30%**

Design Problems Solution
Spatial Solution (Tata Ruang)

Property Size

Compound Space

Compound Space							
no	**Requierments**	**User (Person)**	**Standart Size (m2 / People)**	**Total Size (m2)**	**Characteristic**	**notes**	**SOURCE**
1	Gathering Area	200	2	400	Public	Non-Rentable	Assumption
2	Performing Area	10	4	40	Public	Rentable	Assumption
3	Storage	20	1.5	30	Semi-Private	Rentable	Assumption
4	Tenant	40	3.5	140	Semi-Private		Assumption
5	General storage	1	40	40	private	Non-Rentable	Assumption
6	Toilet	24	12 Male, 12 Female - Urinoir 1 m2 - Wastafel 1.5 m2 - WC 3 m2"	72	Public	Non-Rentable	Neufert
7	Mushola	20	2	40	Public	Non-Rentable	
Total						762	
Total + Circulation (30% Area)						**990.6**	**30%**

Parking Area

Parking Area Basement (Kebutuhan Ruang Parkir)						
no	**Requierments**	**User (Person)**	**Car SRP (m2)**	**Motorcycle SRP (m2)**	**SOURCE**	**KETERANGAN**
1	Employee	50	35	15	Assumption	
2	Office	1000	130	200	Assumption	
3	Compound Space	200	50	50	Assumption	
Total Car + Motorcycle						480
Total SRP						3755
Total Parking Area						**3755**

SRP	
Mobil (3X5)	Motor (1x2)
3225	530

Design Problems Solution
Spatial Solution (Tata Ruang)

the relationship between spaces in this project is analyzed by proximity and based on the function of the area between one space and another. The frequency of proximity is displayed with different coloring with darker colors indicating the frequency of direct proximity to the lightest color indicating no frequency of proximity. by using this table can show more detail about the analysis of the spatial relationships in this project.

Room Programming

Close Distance

Medium Distance

Long Distance

Creative Hub / Co-Working Spaces

Ruang	Private Workspace	Co-Working Space	Private Workspace (Cubicle)	Client Room	Team Room	Work Lounge	Large Meeting Room	Brainstorm Room	Meeting Point	Print Area	Pantry	Toilet
Private Workspace	x											
Co-Working Space		x										
Private WorkSpace (Cubicle)			x									
Client Room				x								
Team Room					x							
Work Lounge						x						
Large Meeting Room							x					
Brainstorm Room								x				
Meeting Point									x			
Print Area										x		
Pantry											x	
Toilet												x

Building Managers Office

Ruang	Main Manager Room	Secretary Room	Accounting Manager Room	Accounting Staff Room	Marketing Manager Room	Marketing Staff Room	Engineering Manager room	Engineering Staff Room	Meeting Room	Masjid	Pantry	Toilet
Main Manager Room	x											
Secretary Room		x										
Acconting Manager Room			x									
Acconting Staff Room				x								
Marketing Manager Room					x							
Marketing Staff Room						x						
Engineering Manager Room							x					
Engineering Staff Room								x				
Meeting Room									x			
Masjid										x		
Pantry											x	
Toilet												x

Design Problems Solution
Spatial Solution (Tata Ruang)

Room Programming

Compound Spaces

Ruang	Gathering Area	Performing Area	Storage	Tenant	General Storage	Toilet	Mushola
Gathering Area	x						
Performing Area		x					
Storage			x				
Tenant				x			
General storage					x		
Toilet						x	
Mushola							x

Receiving Area

Ruang	Lobby	Rerceptionist	Waiting Area	Toilet
Lobby	x			
Receptionist		x		
Waiting Area			x	
Toilet				x

Legend

Close Distance

Medium Distance

Long Distance

Design Problems Solution
Spatial Solution (Tata Ruang)

Room Programming

Building Employee Area

Ruang	Locker	Changing Room	Break Area	Toilet
Locker	x			
Changing Room		x		
Break Area			x	
Toilet				x

Service Area

Ruang	Loading Dock	General Storage	Genset Room	Control Panel Room	Pump Room And Reservoir	CCTV Room
Loading Dock	x					
General Storage		x				
Genset Room			x			
Control Panel Room				x		
Pump Room and Reservoir					x	
CCTV room						x

Legend

Close Distance

Medium Distance

Long Distance

Design Problems Solution
Spatial Solution (Tata Ruang)

Open-Plan & Flexible

based on the study that has been carried out in the previous chapter, it can be seen that the dynamics of offices in recent years have begun to change by prioritizing fast interaction and collaboration spaces, especially for companies involved in the creative realm. Lefrochester (2009) argues that a co-working space is a shared and open work space for users with flexible use.

this indicates that collaboration can be done in every corner of the room freely and returned to which area is the preference for the actor himself.

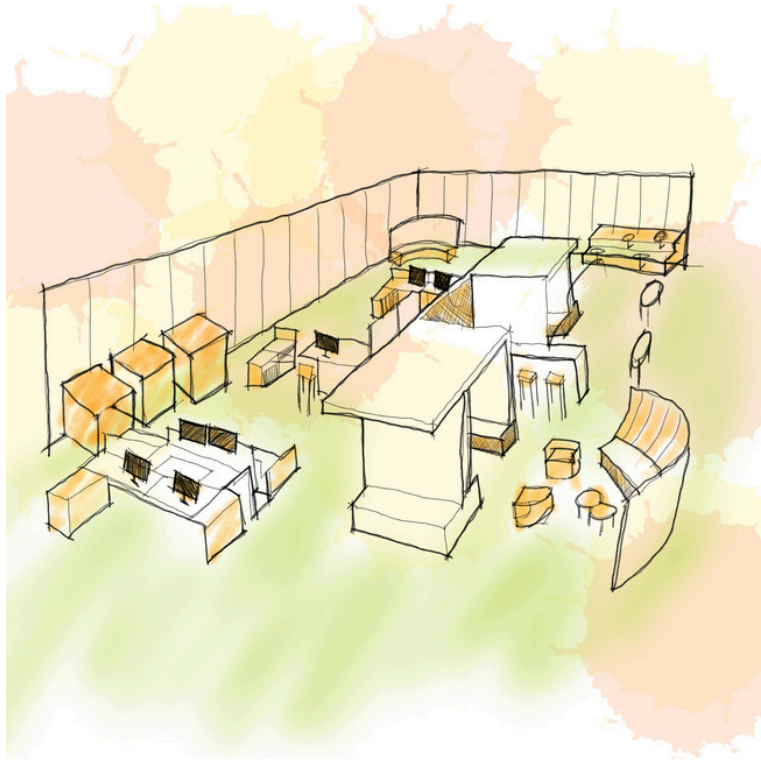
a room that uses an open plan and flexibility shows that each area has its own function. However, it does not rule out the possibility of being used as another function as long as it can still support collaboration, creativity, and the emergence of innovative ideas.

Referring back to Nadi (2020), there are several co-working space typologies that will later be implemented in the design of this creative hub design; Open Office, (private) Cubicle, Team Room, and Worklounge.

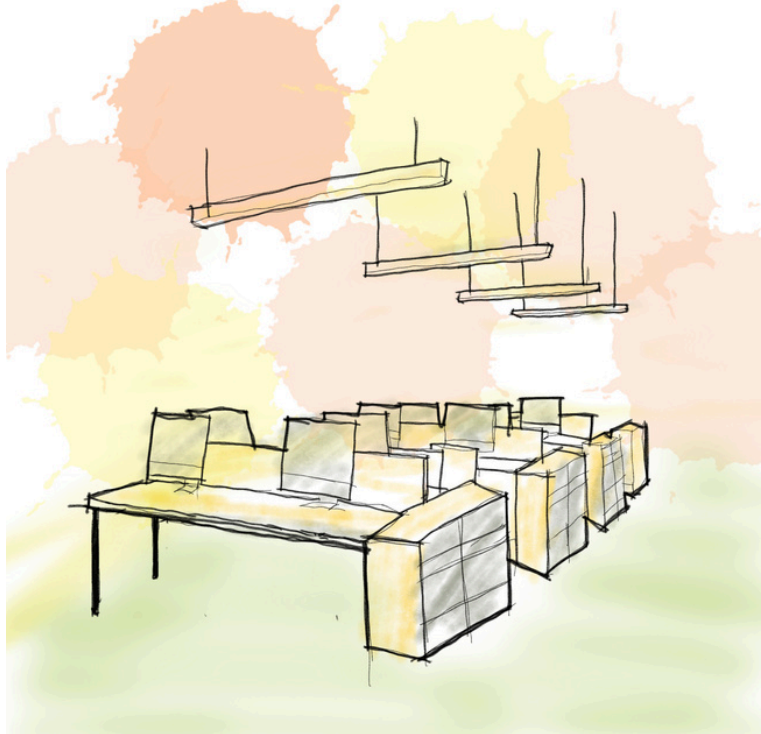
In the Meeting Area, a Large Meeting Room, Brainstorm Room, and meeting point will be implemented. Don't forget also for support areas such as Print and Copy Area and Pantry.

Here are some room design that will be used in this design:

Concept

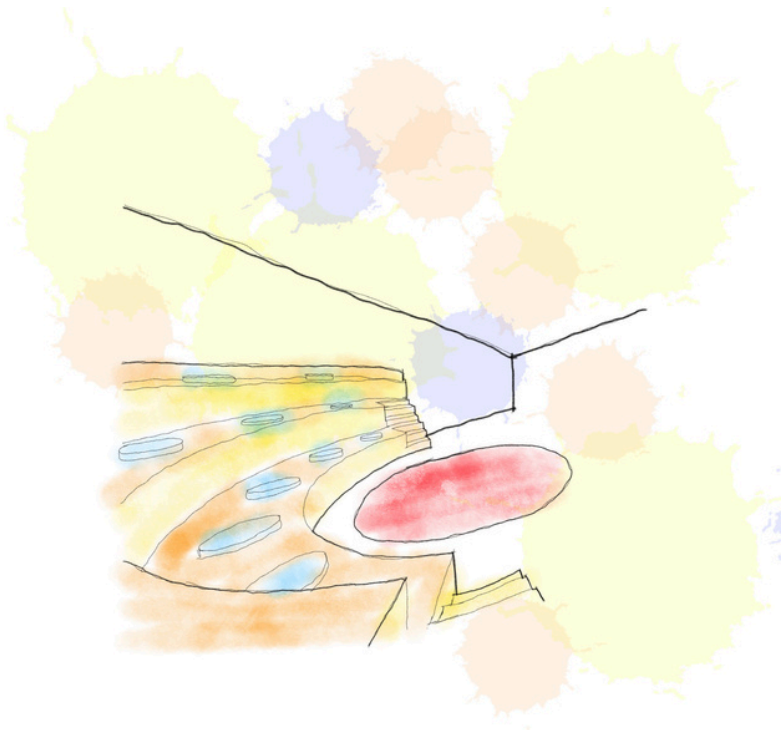


Picture 3.12 Open Plan Office
Source: Writer, 2024

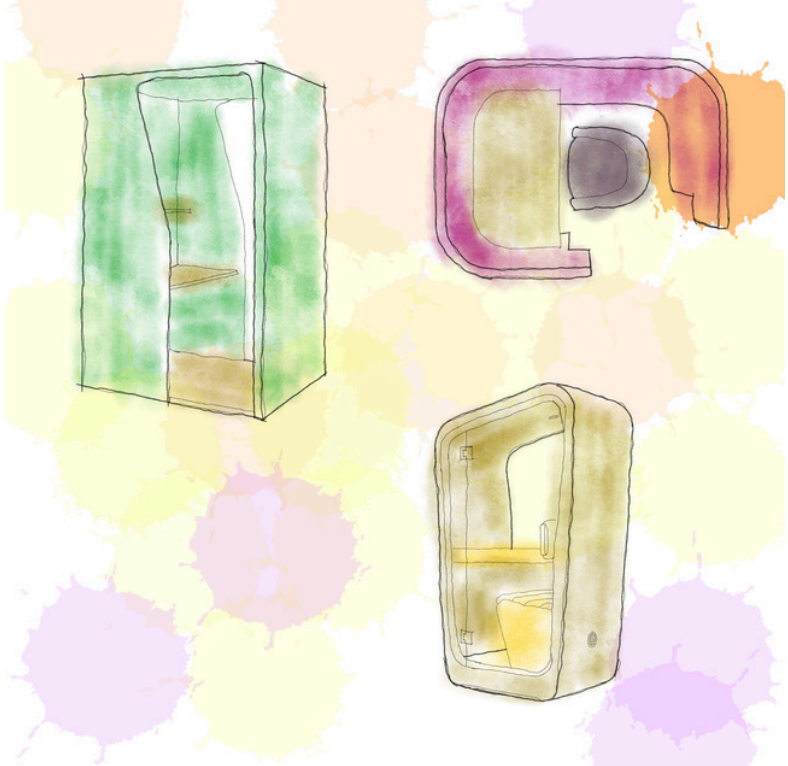


Picture 3.13 Team Room
Source: Writer, 2024

Design Problems Solution
Spatial Solution (Tata Ruang)

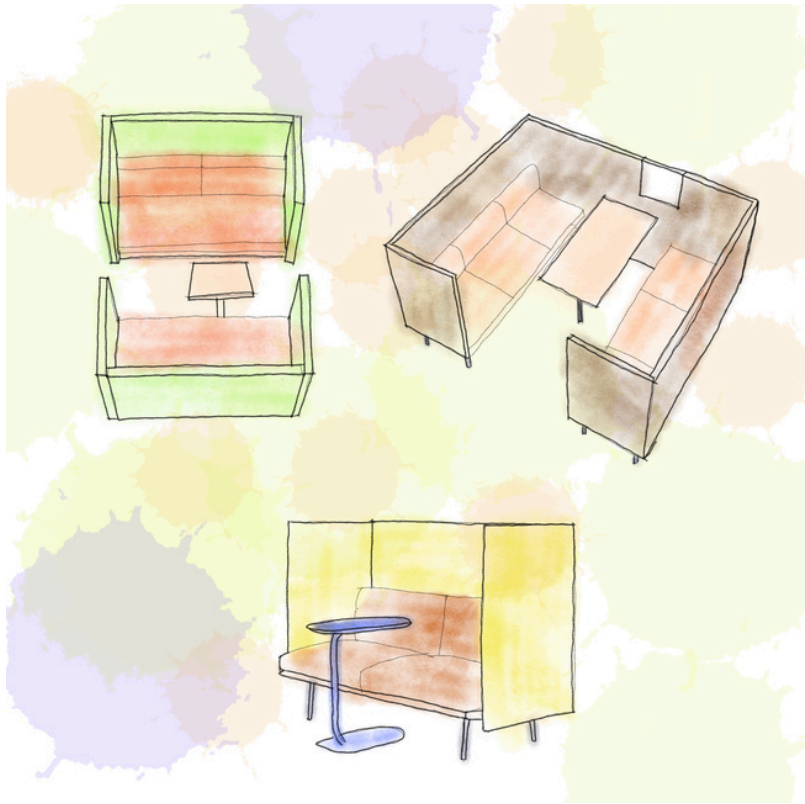


Picture 3.14 Work Lounge
Source: Writer, 2024

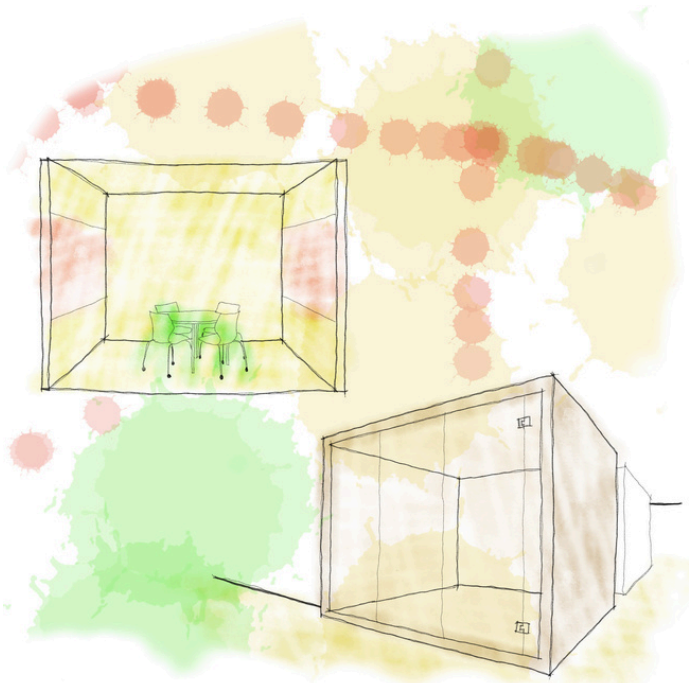


Picture 3.15 Cubicle
Source: Writer, 2024

Concept

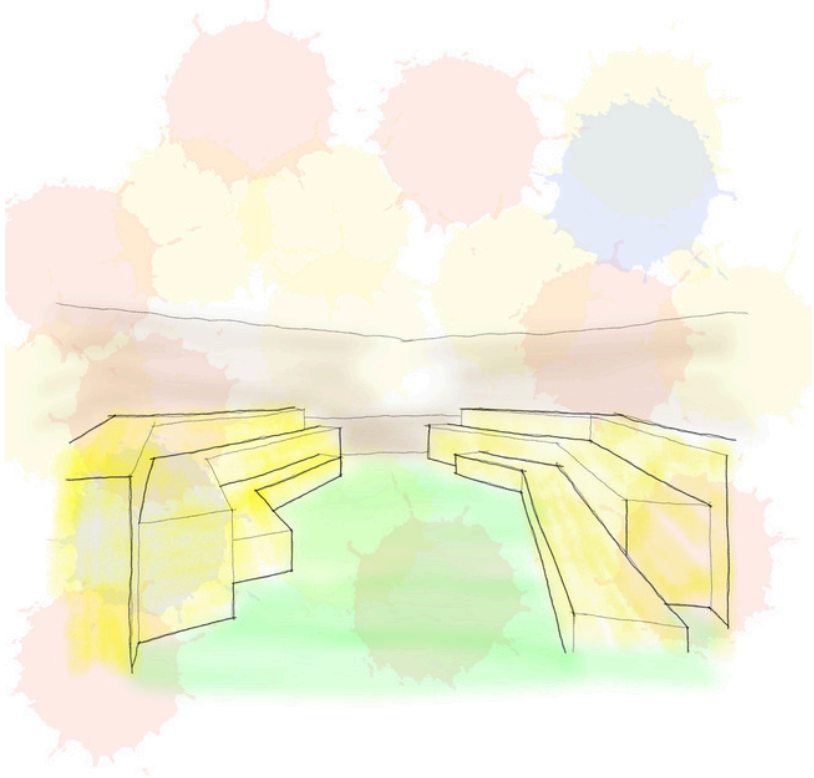


Picture 3.16 Meeting Point
Source: Writer, 2024



Picture 3.17 Meeting Room
Source: Writer, 2024

Design Problems Solution
Spatial Solution (Tata Ruang)



Picture 3.18 Brainstorm Room
Source: Writer, 2024

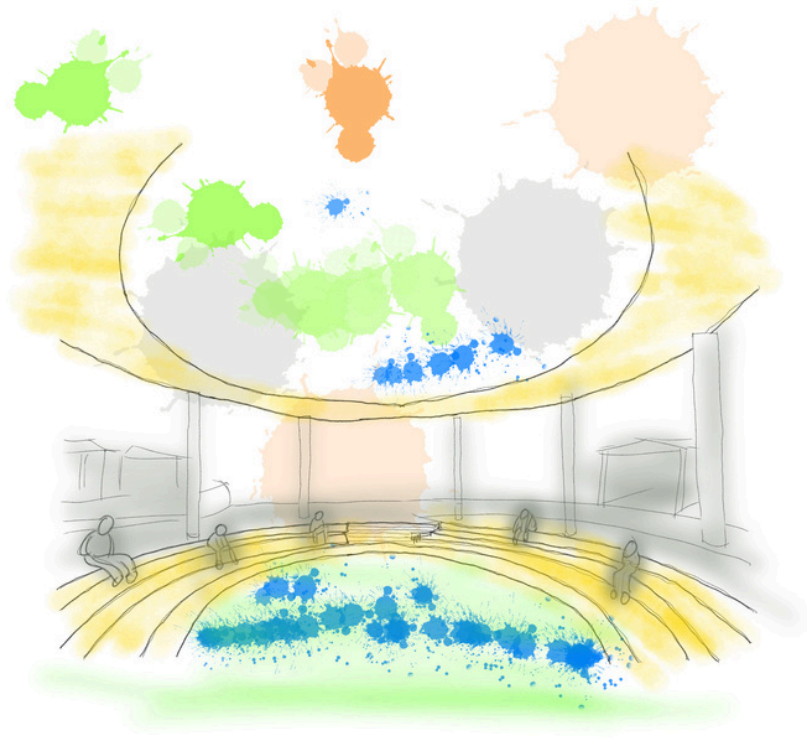
Semi - Open Space

Semi-Open Space is an area that is generally used as a gathering place and as a location for several activities and exhibitions. In the context of this design, the semi-open area is not only used as a gathering area but also has a function as an additional attraction for external customers and prospective tenants of the creative hub building and also has a function to increase the economic income benefits for building managers. This is implemented with the presence of a gathering area, activity / performance area, and also filled by Fnb and Creative tenants.

Concept

The implementation of the Semi-Open Area in the form of Compound Space is also expected to increase the probability of networking activities or exchanging ideas that can spark new ideas in the office and work sectors.

Semi - Open Space (Entertainment & Networking)



Picture 3.19 Curated Compound (Entertainment & Networking)
Source: Writer, 2024

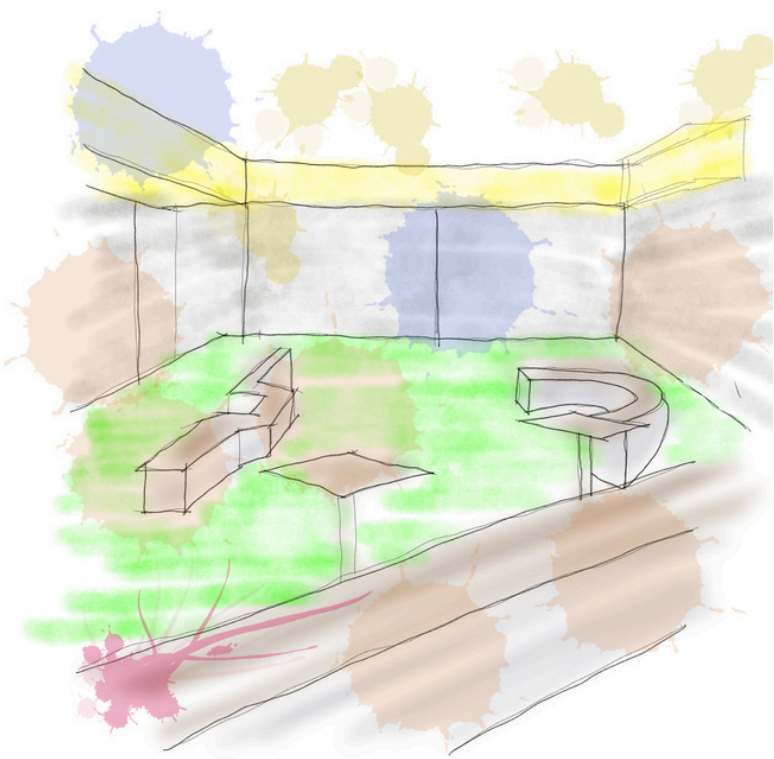
Currently, networking activities are an essential thing that is often done for the sake of running and developing a business. Although the function of this networking is quite crucial, the implementation of this activity does not always have to be carried out formally and in a room. A networking with a casual demeanor can also provide creative discussion results and innovations.

Design Problems Solution
Spatial Solution (Tata Ruang)

The provision of open space that can be used as an entertainment and networking space can be implemented in a compound space area in a creative hub. This is also in line with the fact that the dynamics of an office environment have shifted and have a tendency for occupancy in a more flexible and casual environment.

In addition to these two functions, the provision of this area can increase the level of awareness of the building. With the increase in building awareness, this will also have an impact on building occupancy.

Semi - Open Space (Culinary)



Picture 3.20 Curated Compound (Culinary)
Source: Writer, 2024

Concept

The provision of various F&B and creative tenants can increase customer interest and occupancy of a building. The diversity of these tenants plays an important role in creating attraction because consumers are increasingly looking for varied culinary and shopping experiences in one location. not only in terms of occupancy of the compound space itself, but workers in the creative-hub building will later get an impact from the presence of these tenants.

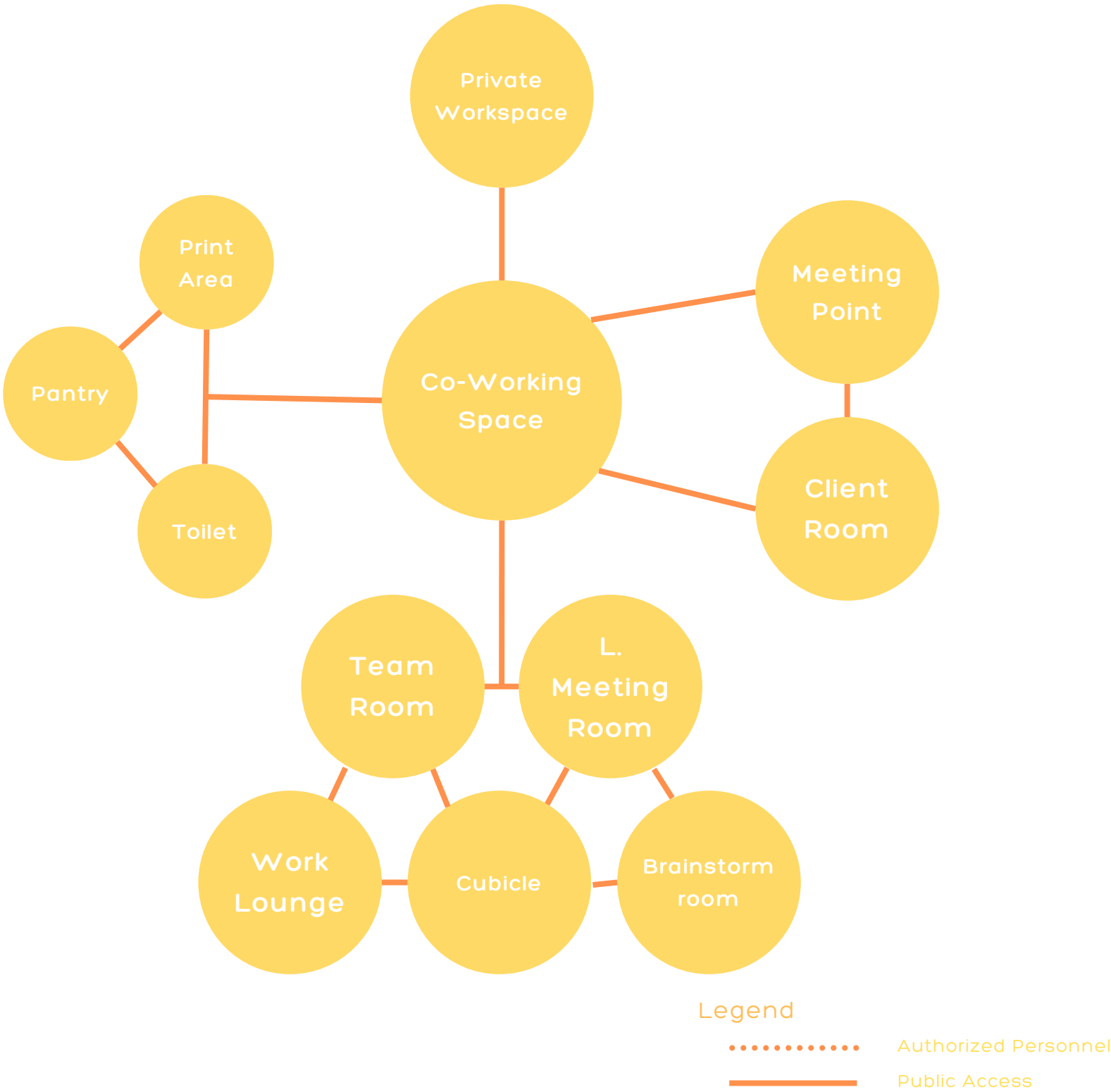
again examined from the changing dynamics of the office and the characteristics of startup and agency workers who are known to be involved in the creative world (as the main target of building users), they tend to choose a semi-formal or casual work environment and are close to the entertainment area in order to prioritize the principle of Work-Life Balanced.

The main purpose of providing a Creative-Hub building that carries the Open plan and flexible concept and the procurement of compound space in the form of Semi-Open space filled by F&B and Creative tenants is a Solution to gain benefits in terms of building occupancy which will also have a positive impact on building managers in terms of business economy and Building Awareness. on the other hand, the impact that will be felt by Startup business workers and agency companies is the existence of a work environment that is adjusted to their characteristics in the Marketing, Advertising, Product Development, and Service sectors.

Design Problems Solution
Spatial Solution (Tata Ruang)

Micro Zoning

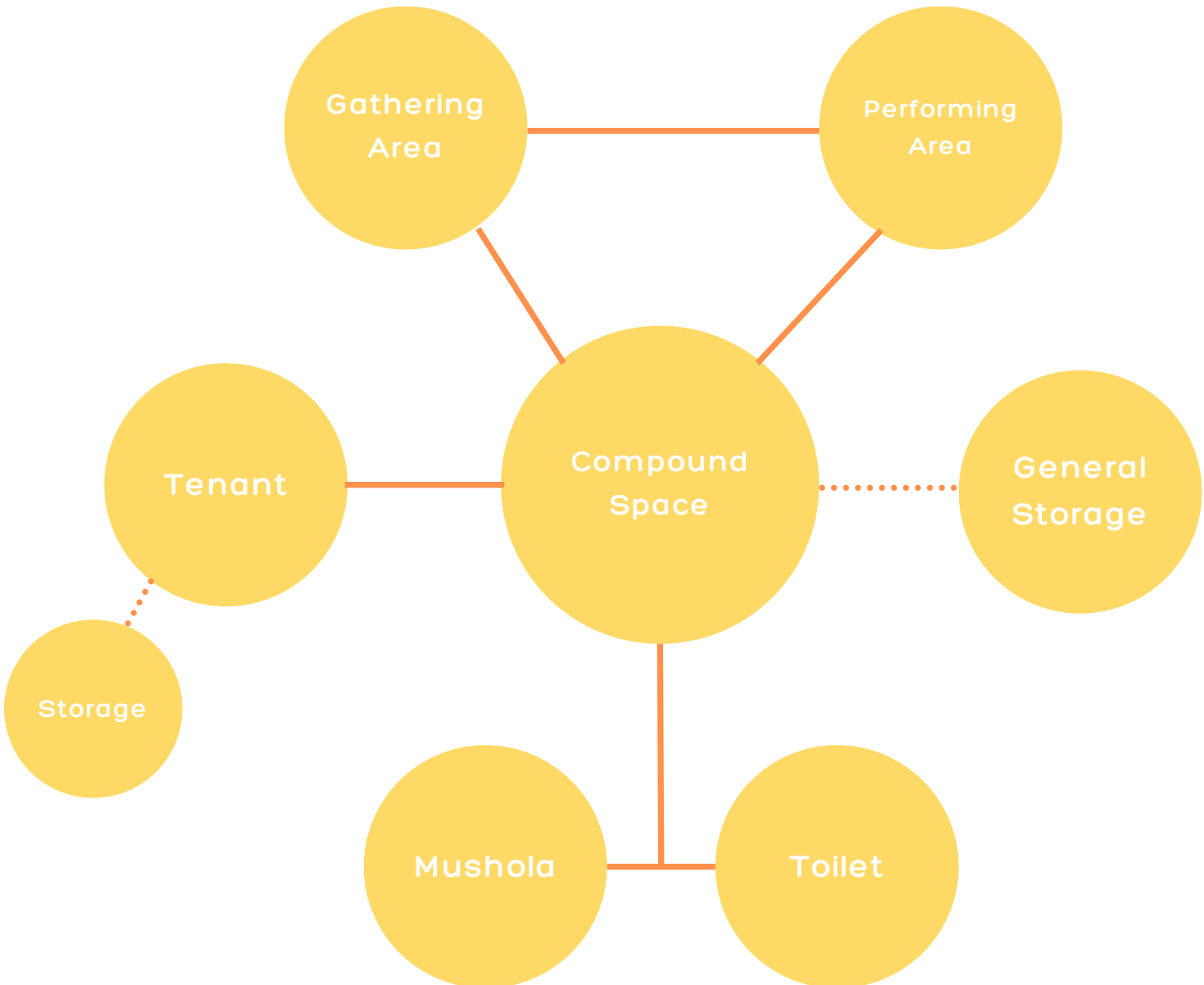
Co-Working Space



Design Problems Solution
Spatial Solution (Tata Ruang)

Micro Zoning

Compound Space



Legend

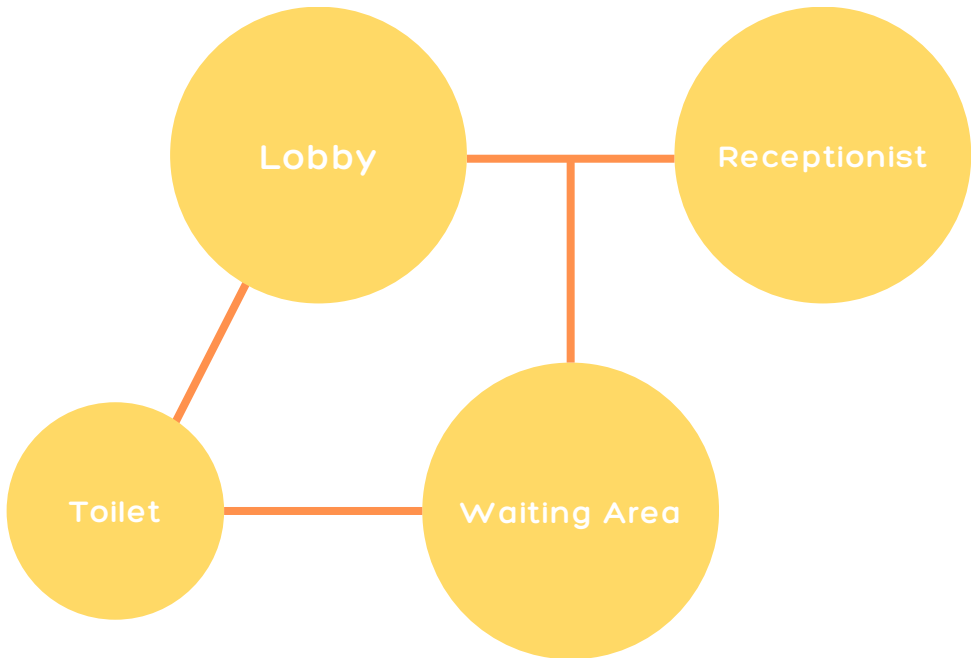
Authorized Personnel

Public Access

Design Problems Solution
Spatial Solution (Tata Ruang)

Micro Zoning

Receiving Area



Legend

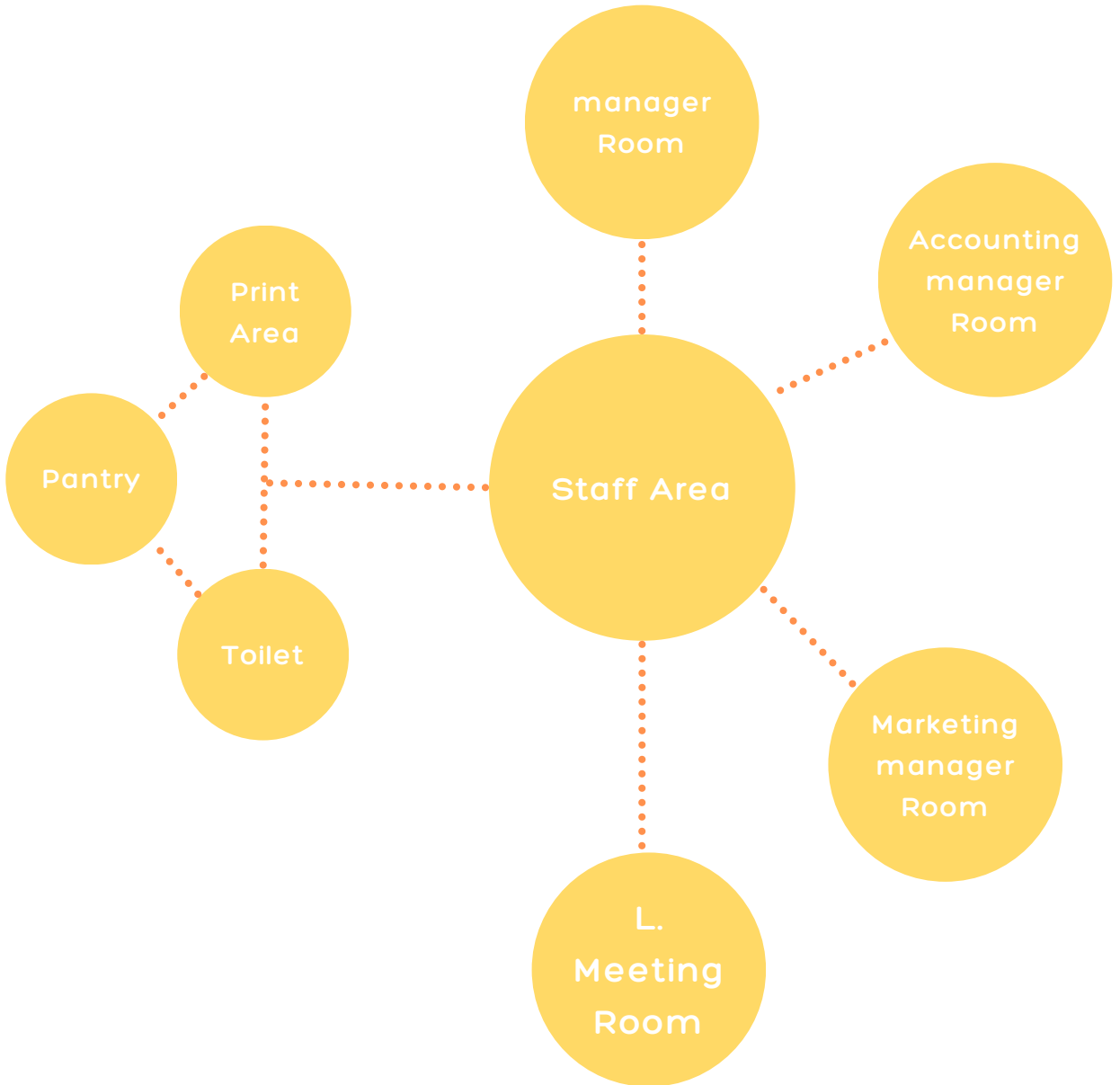
Authorized Personnel

Public Access

Design Problems Solution
Spatial Solution (Tata Ruang)

Micro Zoning

Building Managers Office



Legend

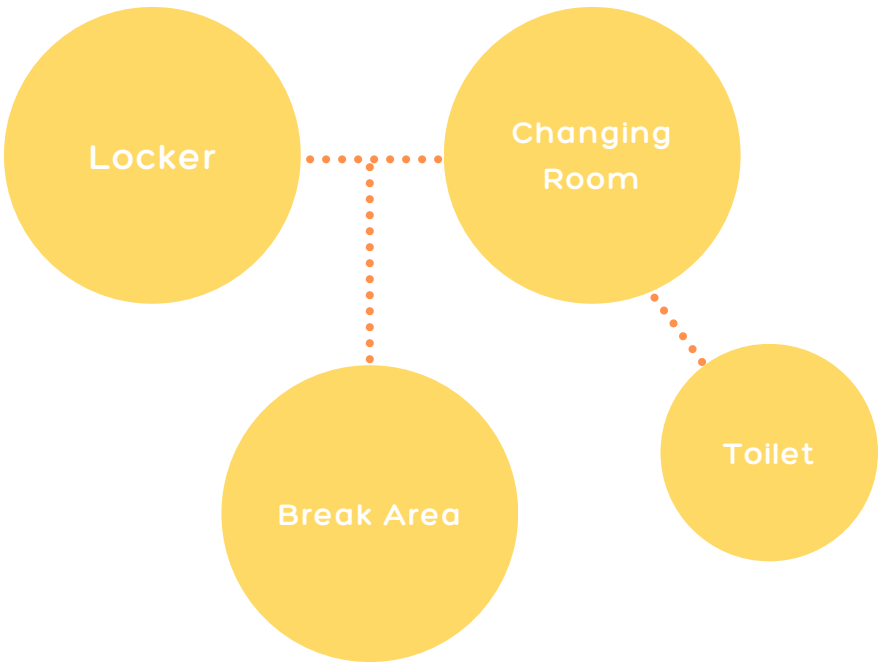
Authorized Personnel

Public Access

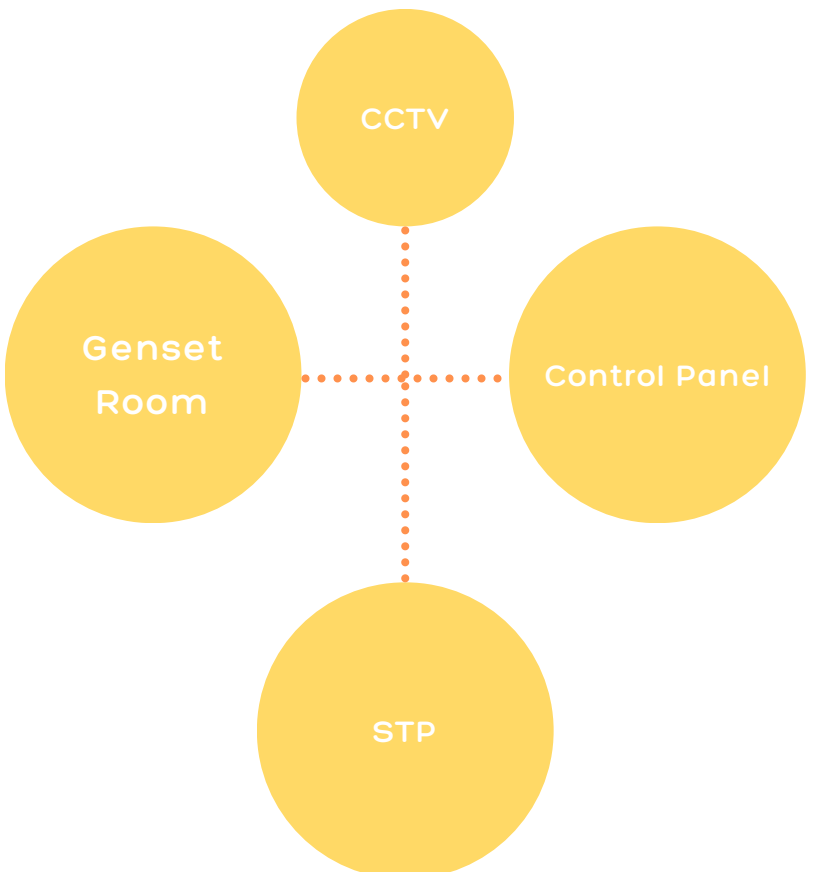
Design Problems Solution
Spatial Solution (Tata Ruang)

Micro Zoning

Building Employee Area



Service Area

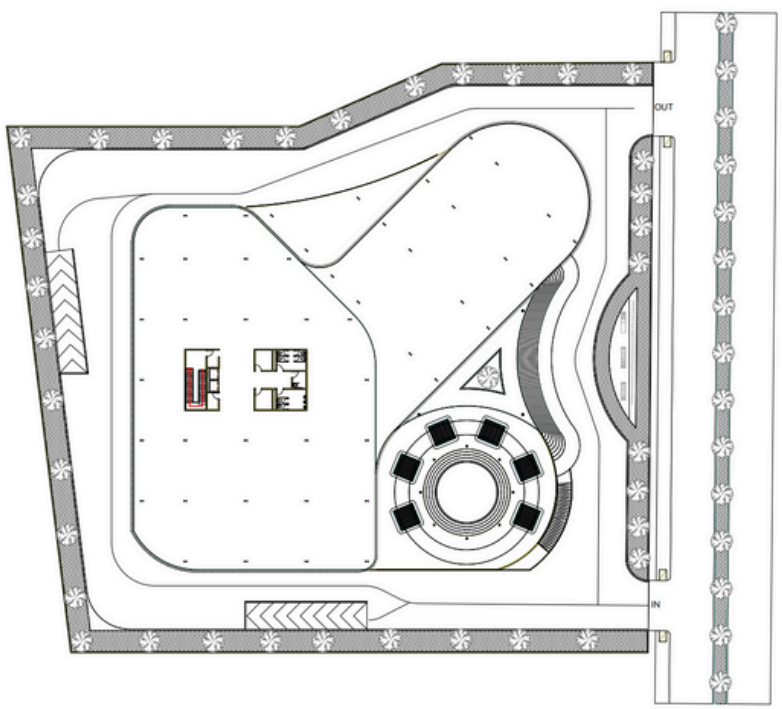


Legend

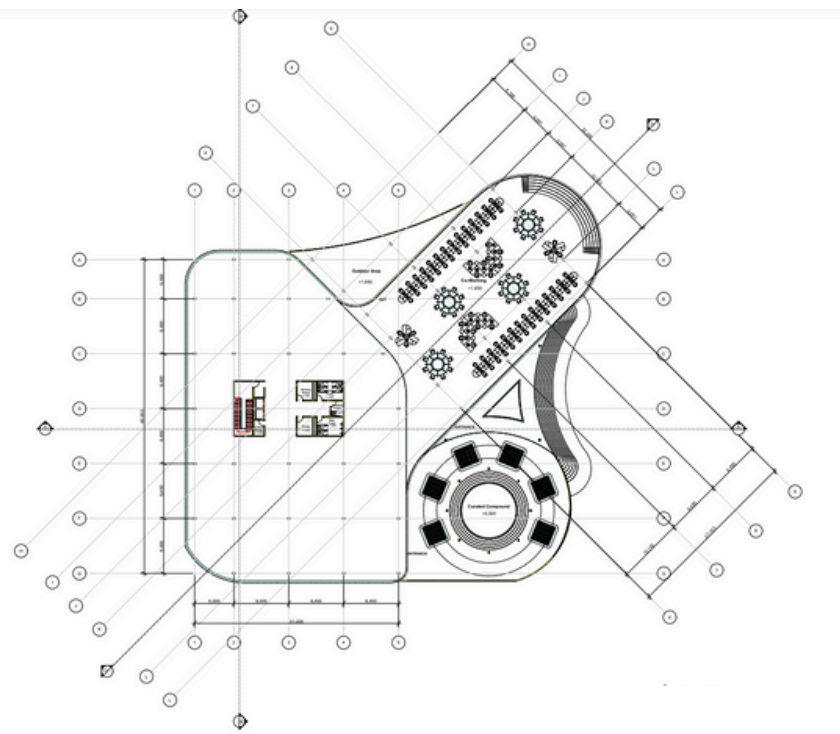
Authorized Personnel

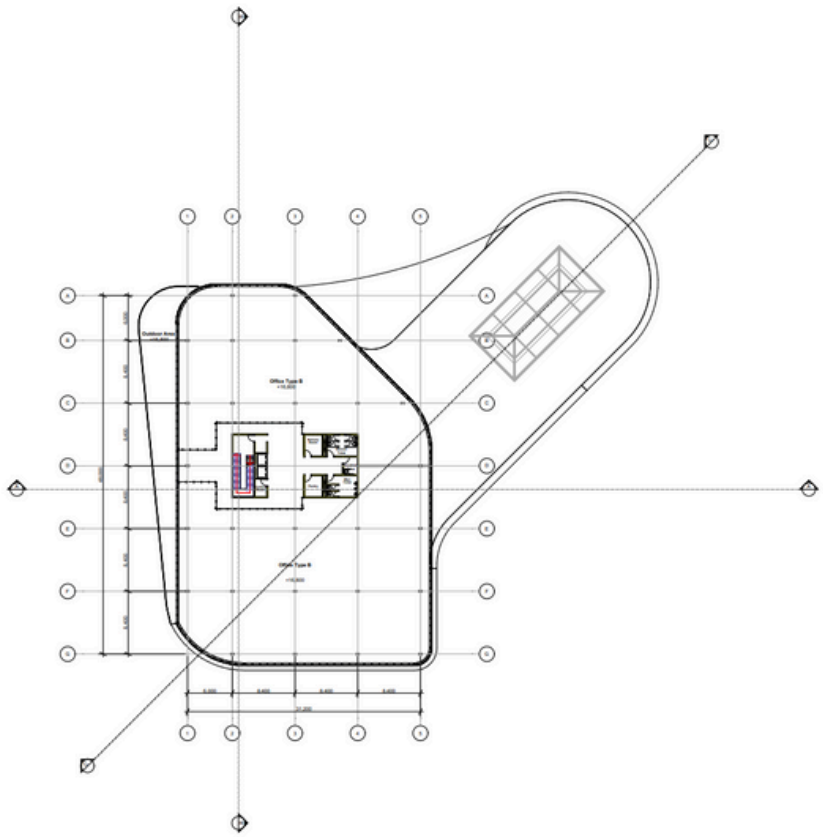
Public Access

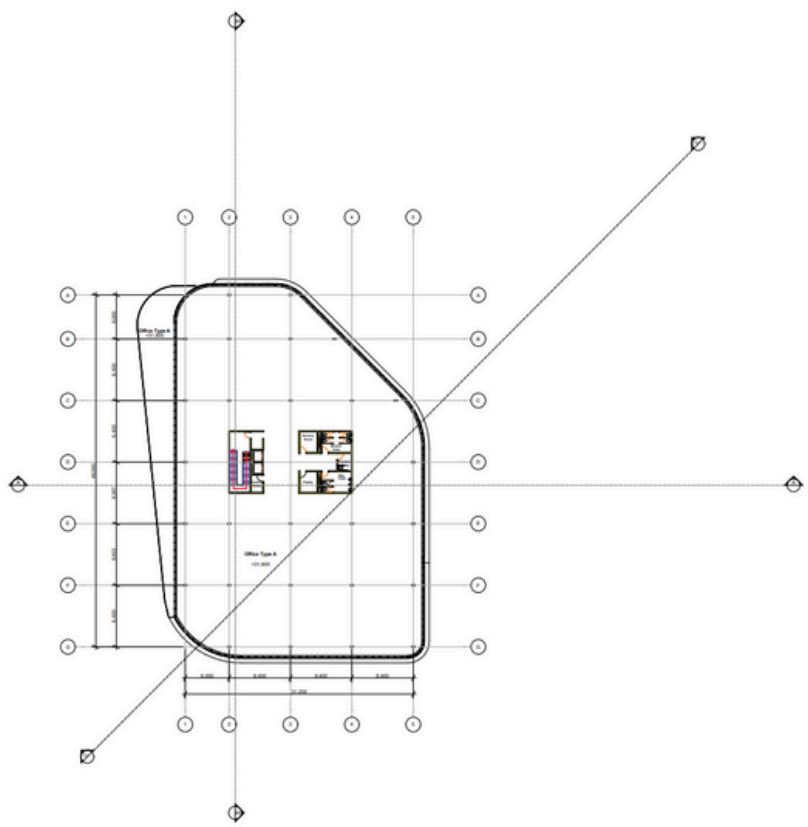
Design Problems Solution
Spatial Solution (Tata Ruang)



Schematic

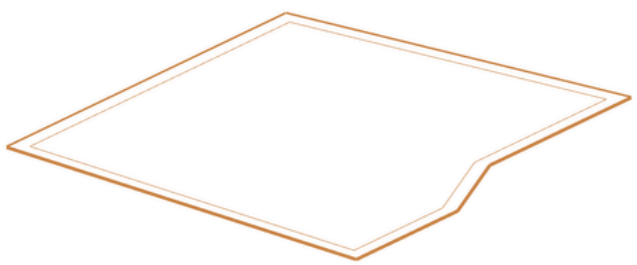


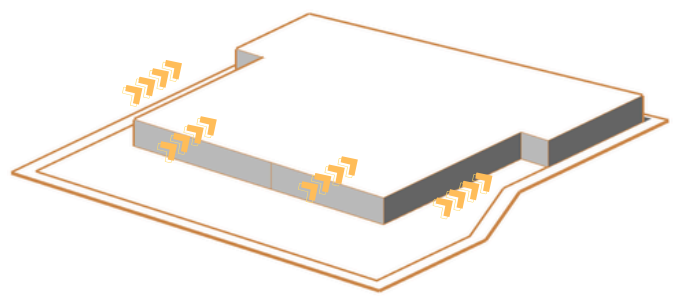


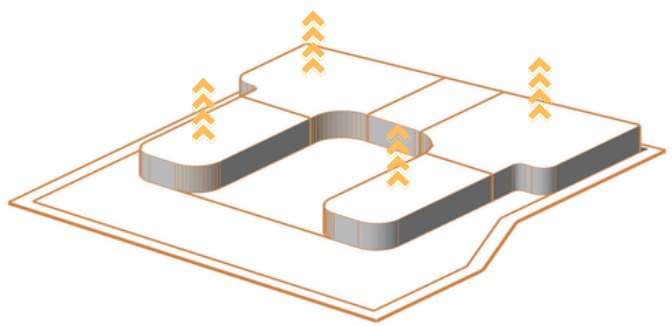


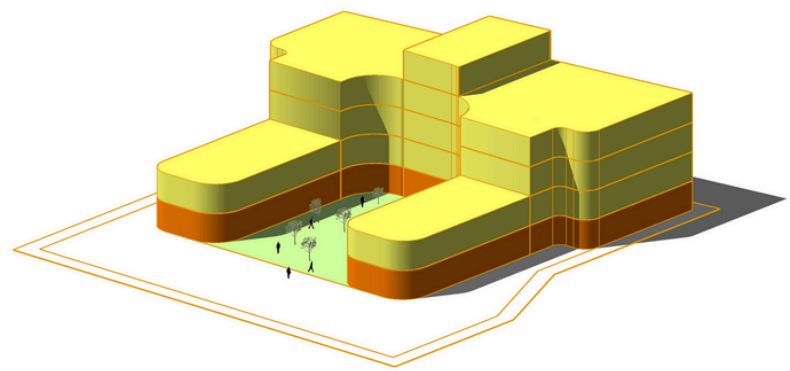
Design Problems Solution
Massing Solution (Tata Massa)

Alternative 1









Legend

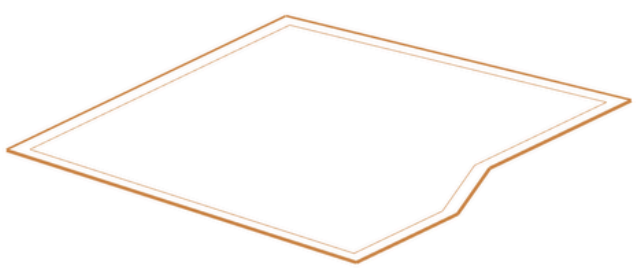
Full Office

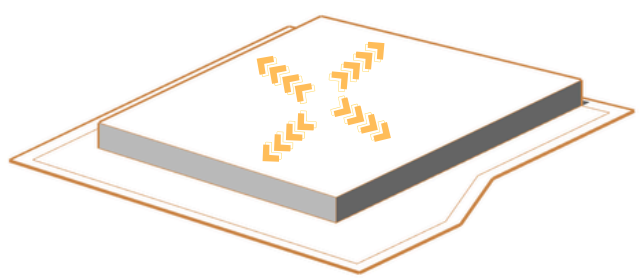
Co-Working

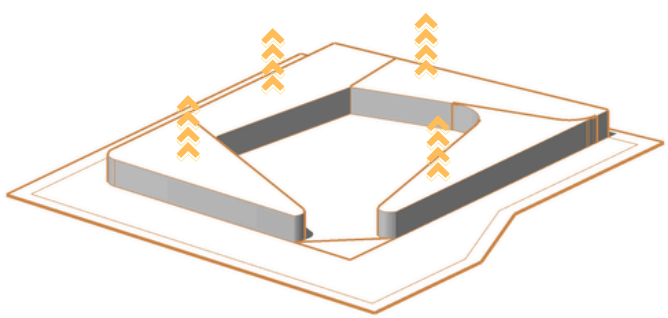
Curated Compound

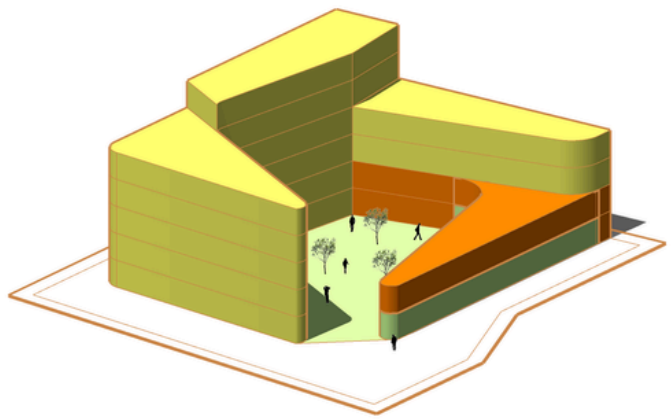
Design Problems Solution
Massing Solution (Tata Massa)

Alternative 2









Legend

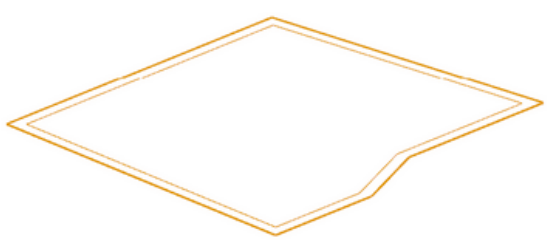
Full Office

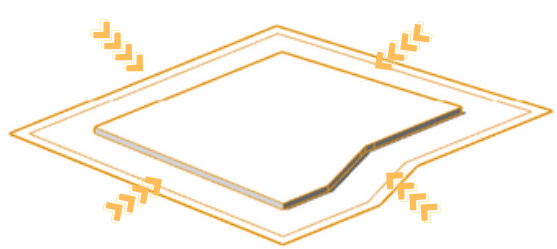
Co-Working

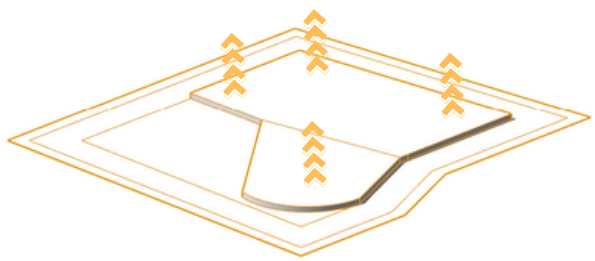
Curated Compound

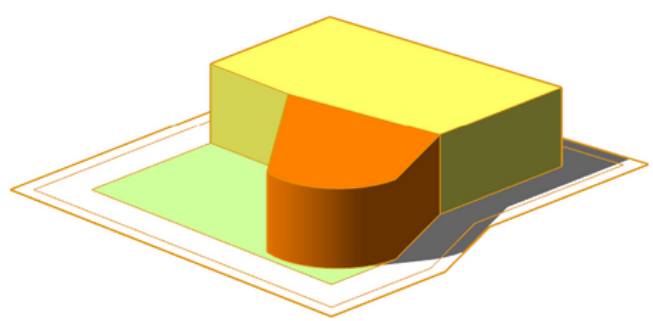
Design Problems Solution
Massing Solution (Tata Massa)

Alternative 3









Legend

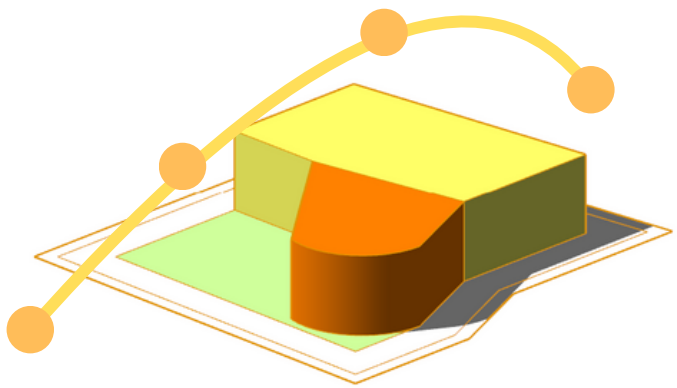
Full Office

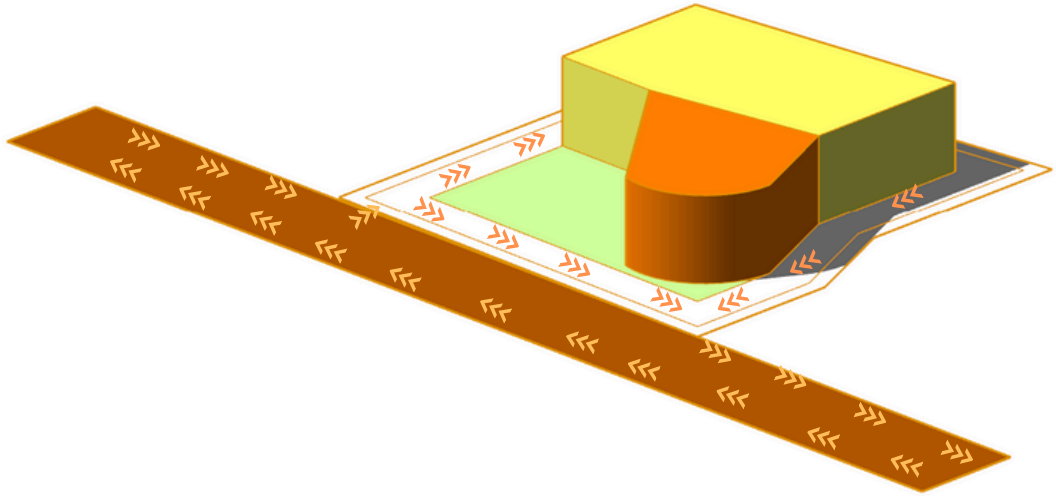
Co-Working

Curated Compound

Design Problems Solution
Massing Solution (Tata Massa)

Building Mass

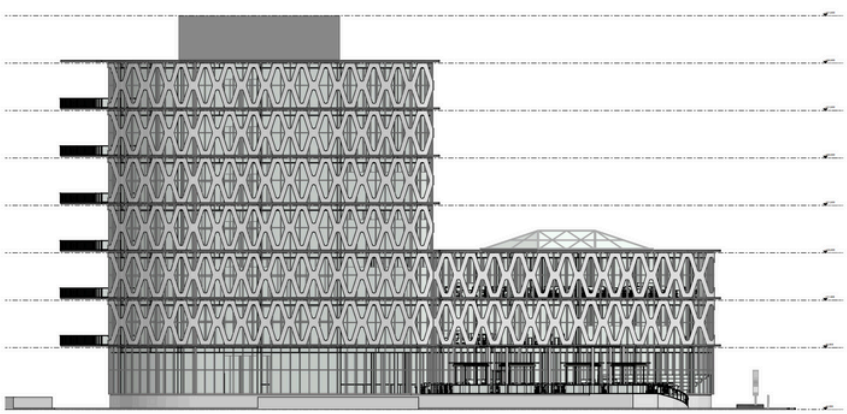


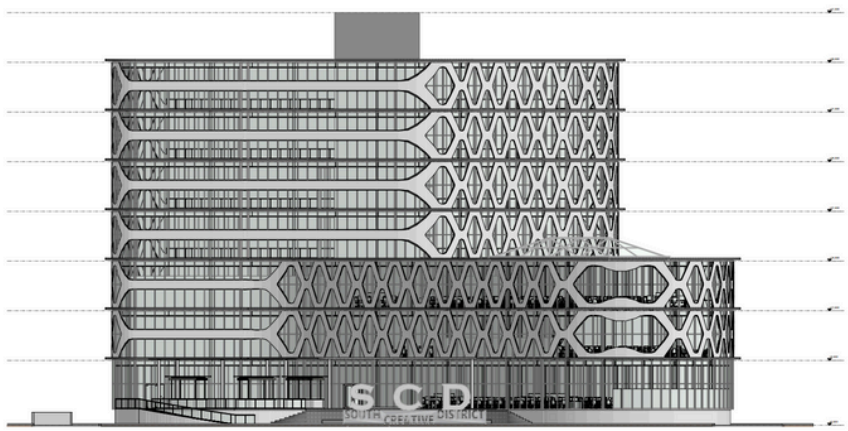


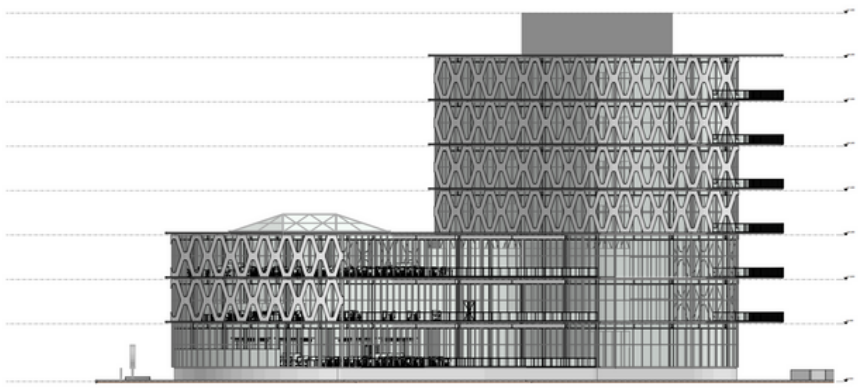
The selection of mass is considered based on the response to the site analysis which also takes into account accessibility and sun path. In addition, the division between Curated Compound spaces, Public Co-Working Space, and the company's Co-Working Space is also considered in order to obtain a clear hierarchy between areas. The positioning of the design grid which involves the positioning of the structure is also taken into consideration in order to obtain a more efficient functional area.

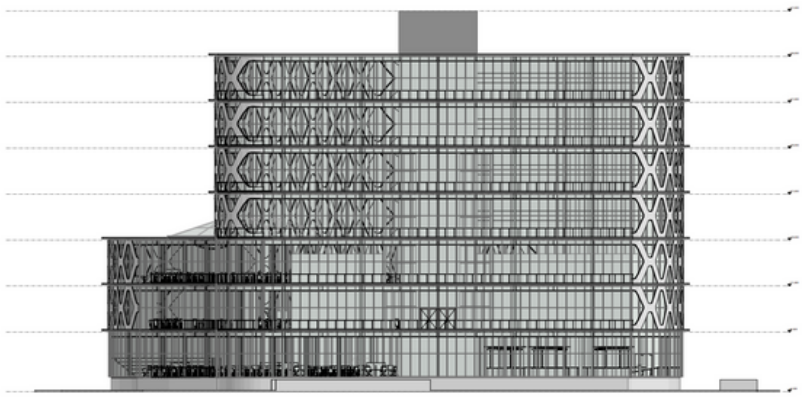
Design Problems Solution
Massing Solution (Tata Massa)

Building Mass





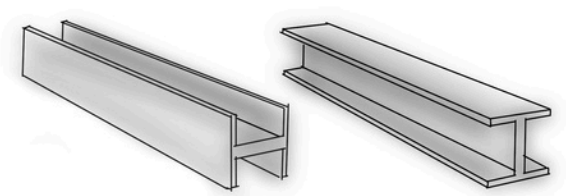




Design Problems Solution
Structural Solution

To establish the Design Grid, it is essential to consider modules from several key aspects to serve as guidelines: the Functional Module, Structural Module, Material Module, and Infrastructure Module. These modules provide the basis for determining an Optimal, Efficient, and Harmonious Design Grid. Identifying these modules requires understanding the dimensions of building materials, after which the smallest multiple, or Least Common Multiple (LCM), can be calculated to establish the appropriate grid size.

Structure Modul



The applicable SNI standard for WF profile steel is SNI 03-1729-2002.

several sizes of WF Steel on the market:

WF 250 x 125 x 6 x 9, Length 12 meter

WF 298 x 149 x 6 x 8, Length 12 meter

WF 300 x 150 x 6,5 x 9, Length 12 meter

WF 346 x 174 x 6 x 9, Length 12 meter

WF 150 x 75 x 5 x 7 x 12M, Length 12 meter

WF 400 x 200 x 8 x 13 x 12M, Length 12 meter

Modul Analysis

Material Modul

For flooring material, will be using Homogeneous Tile (HT) material. HT sizes available on the market:

30 cm x 30 cm & 60cm x 60cm

On the ceiling of the office space and the entire building will use Gypsum material, with the size of the material on the market:

120 cm x 240 cm

Infrastructure Modul

for infrastructure, especially pumbling, will use PVC material with a common size on the market:

4 m / Unit

Design Problems Solution
Structural Solution

Grid Determination

Structure
1200 cm --> 0.2

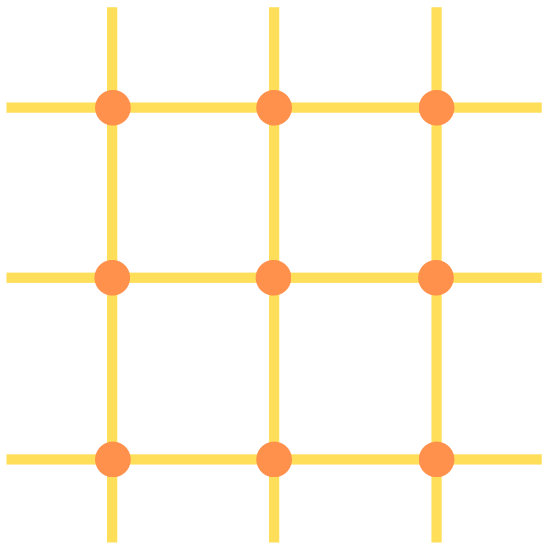
Ceiling
120 cm x 240 cm --> 0.2

Flooring
60 cm x 60 cm --> 0.6

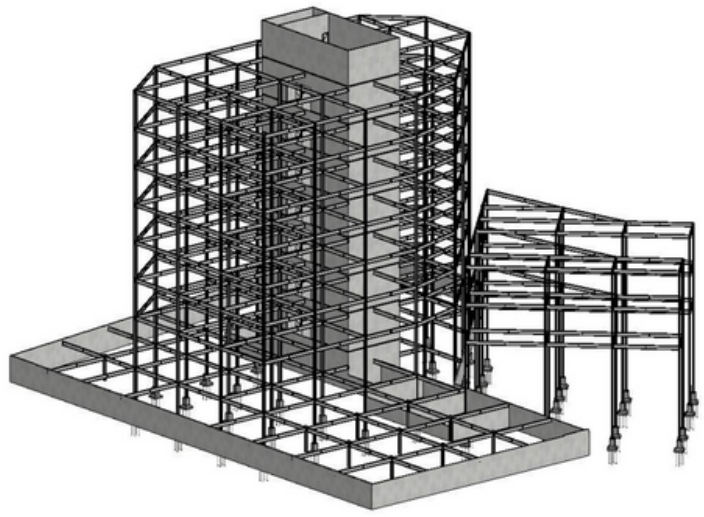
Infrastructure
400 cm --> 0.2

Function Modul
200 cm x 200 cm --> 0.2

Design Modul --> 0.2 --> 1.2



Modul Analysis



The use of the calculation of the design module containing the Function Module, Infrastructure Module, Material Module, Structure Module, is treated in order to obtain an efficient Design Grid number for all aspects of the building. This also aims to obtain structured continuity in every aspect of this project.

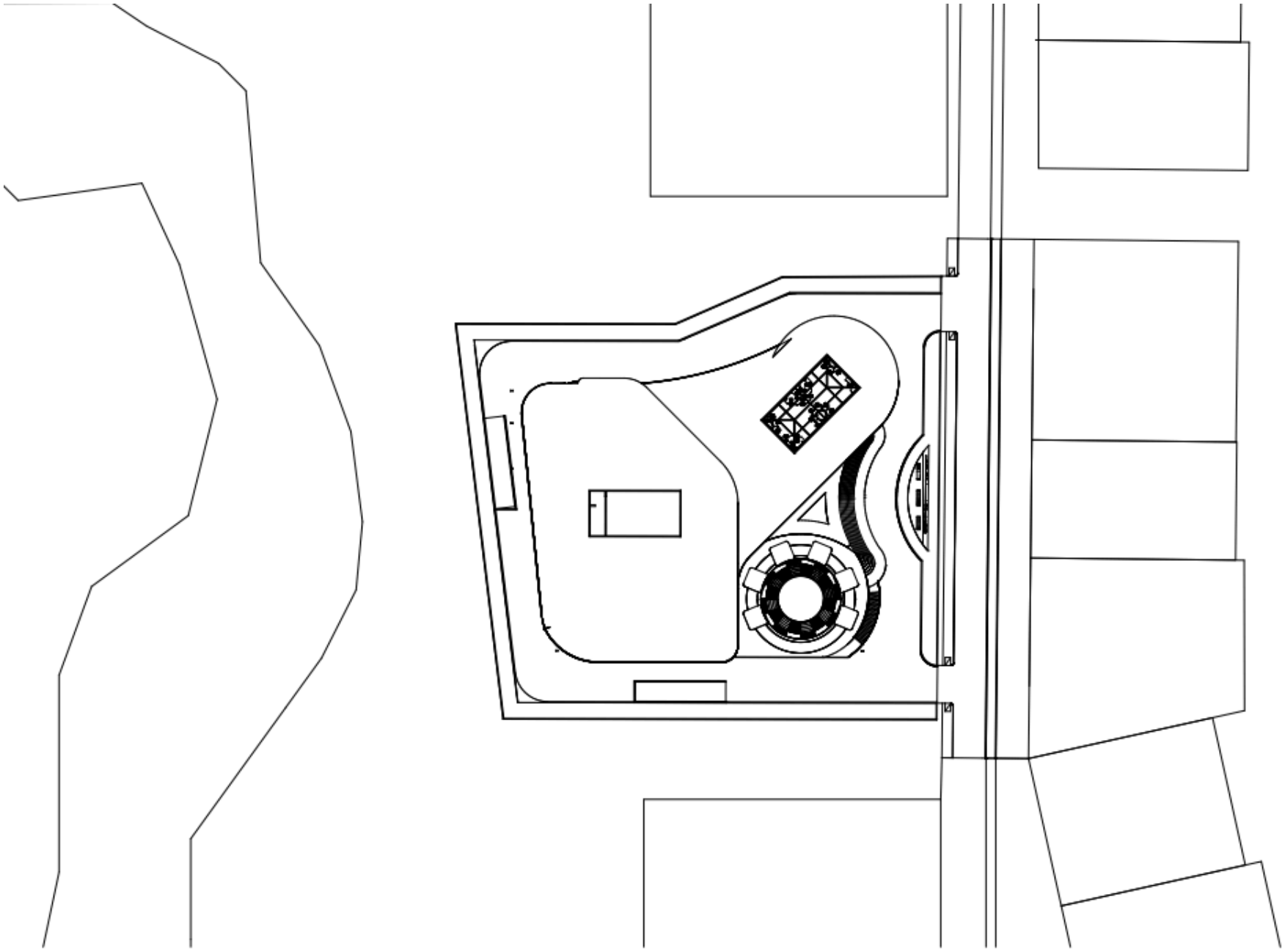
This project uses a steel structure with a profile size of 500 x 200 overall on the main structure, this is also determined based on several other considerations:

- **has a slimmer profile than reinforced concrete**
- **faster construction work**
- **greater flexibility of space**
- **The use of a grid span of 8.4m is more sufficient when using steel.**

Chapter 4

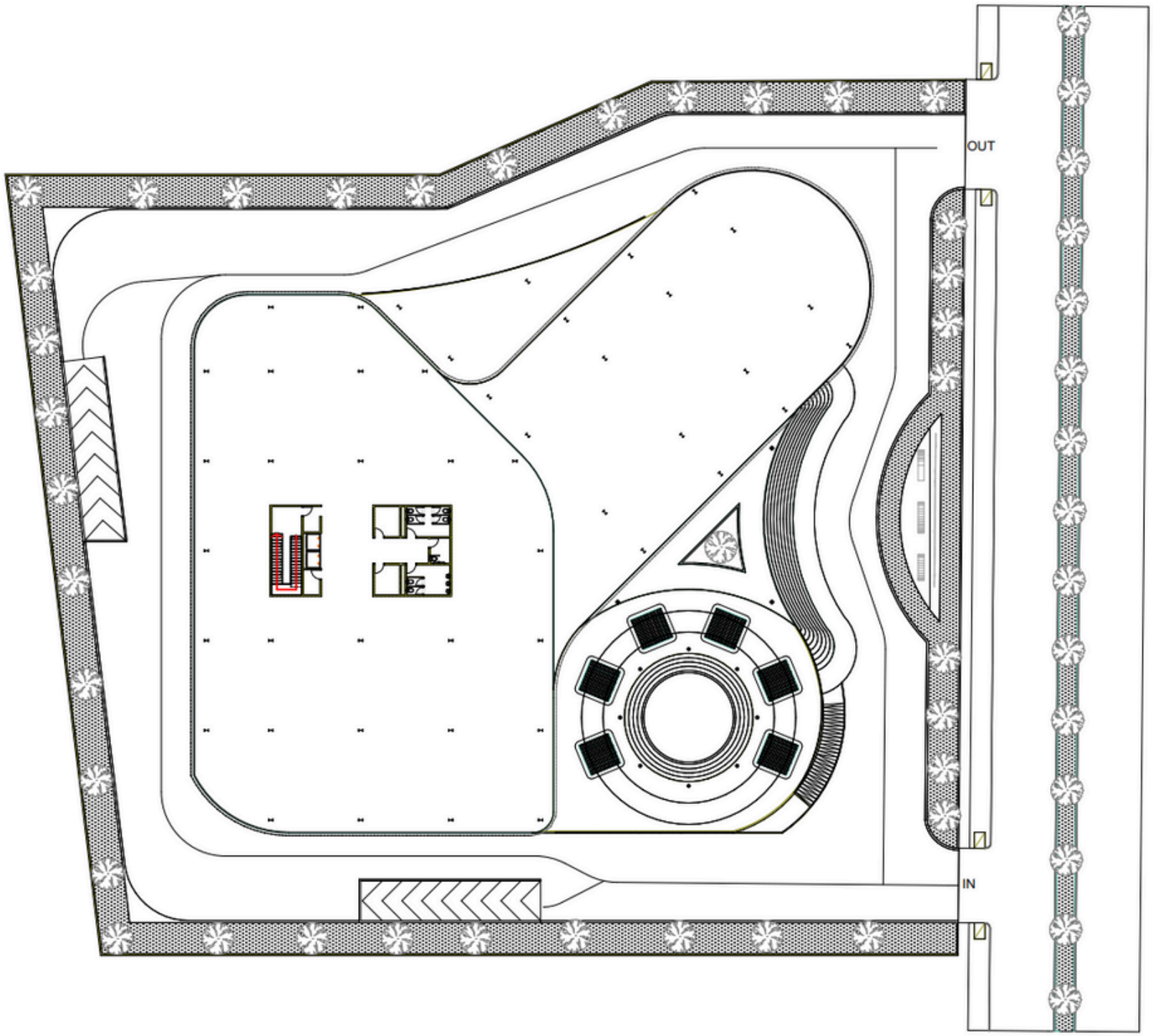
Design Result

Block Plan



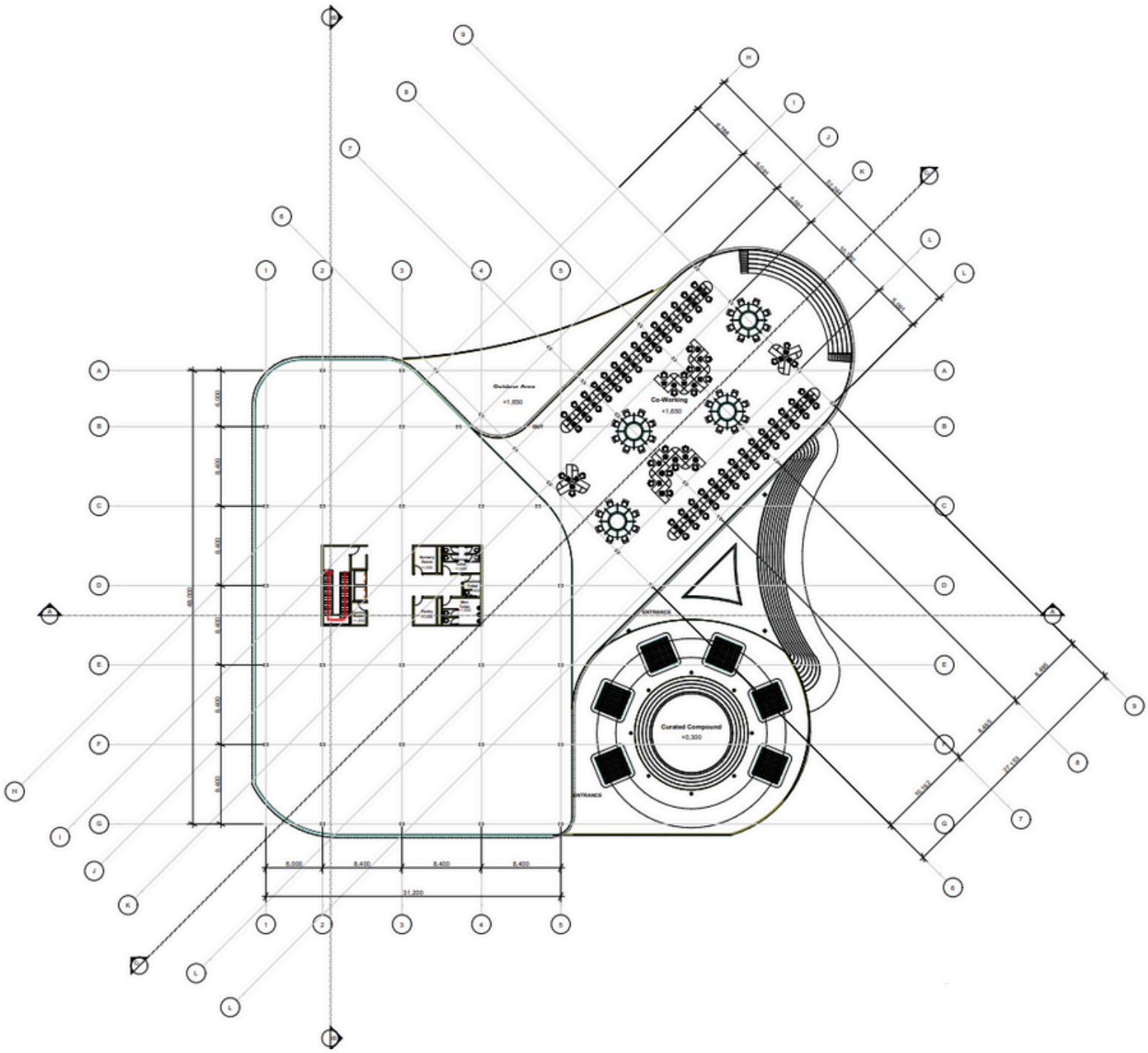
Design Result

Site Plan



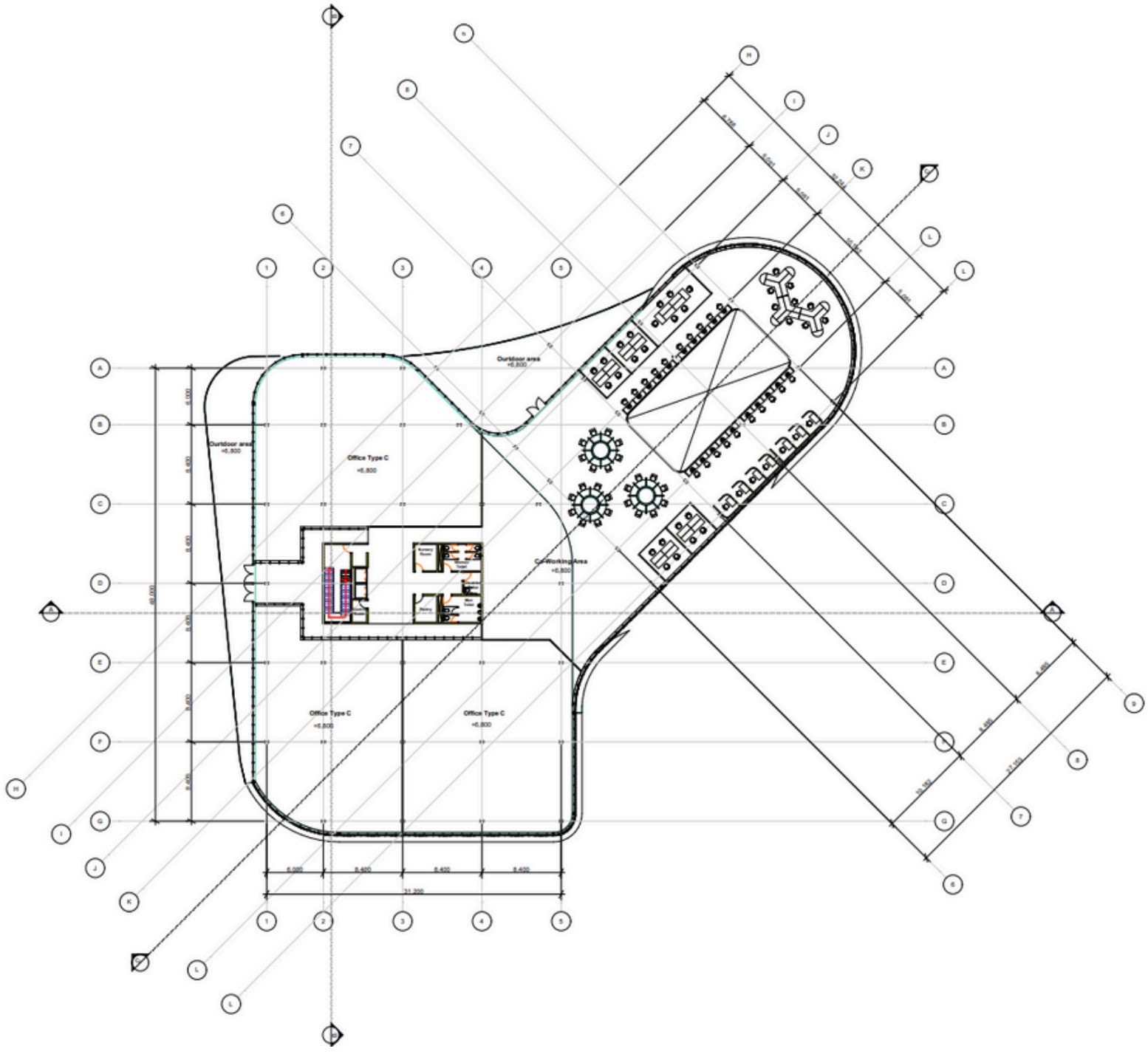
Design Result

GF Floor Plan



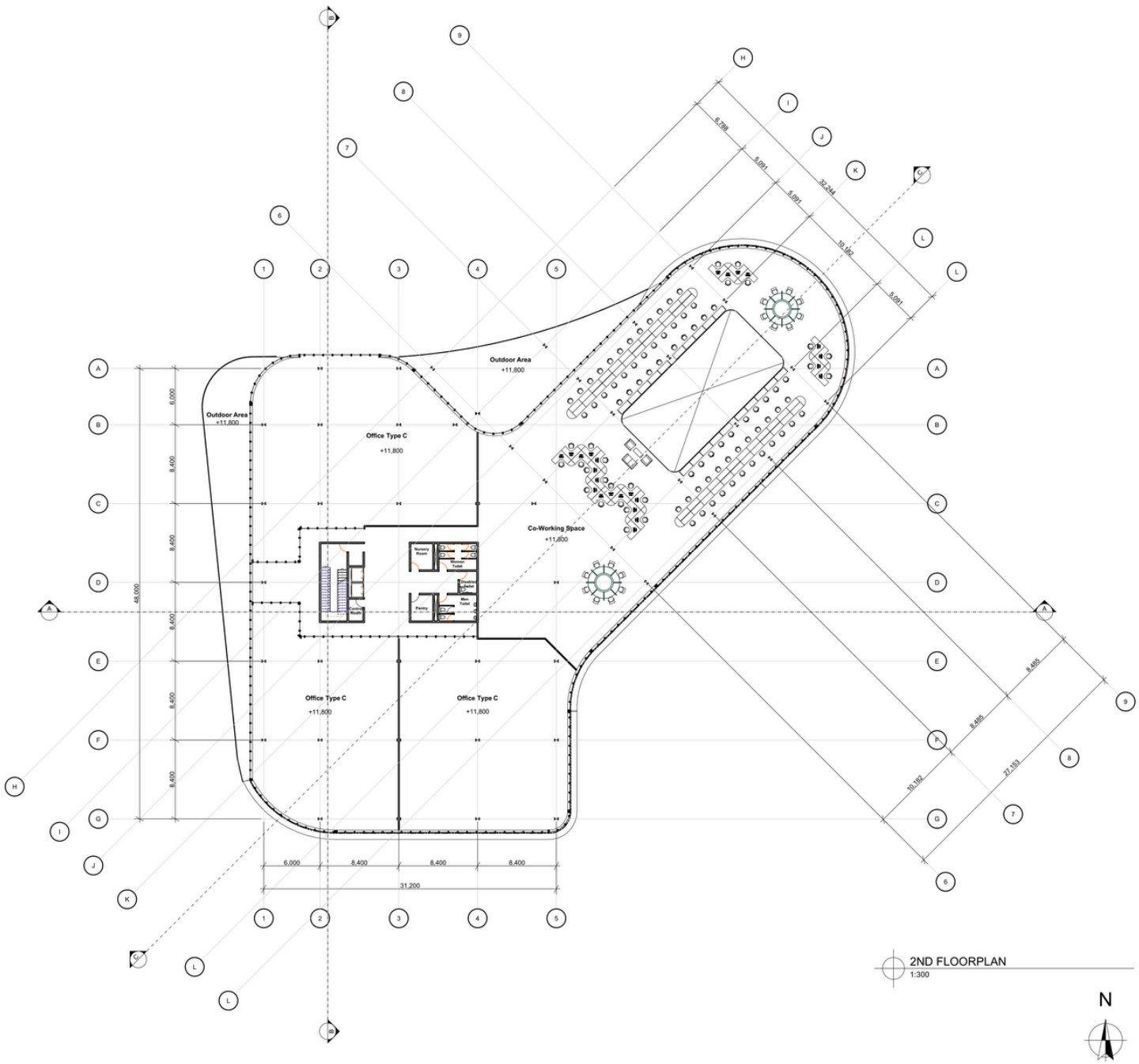
Design Result

1st Floor Plan



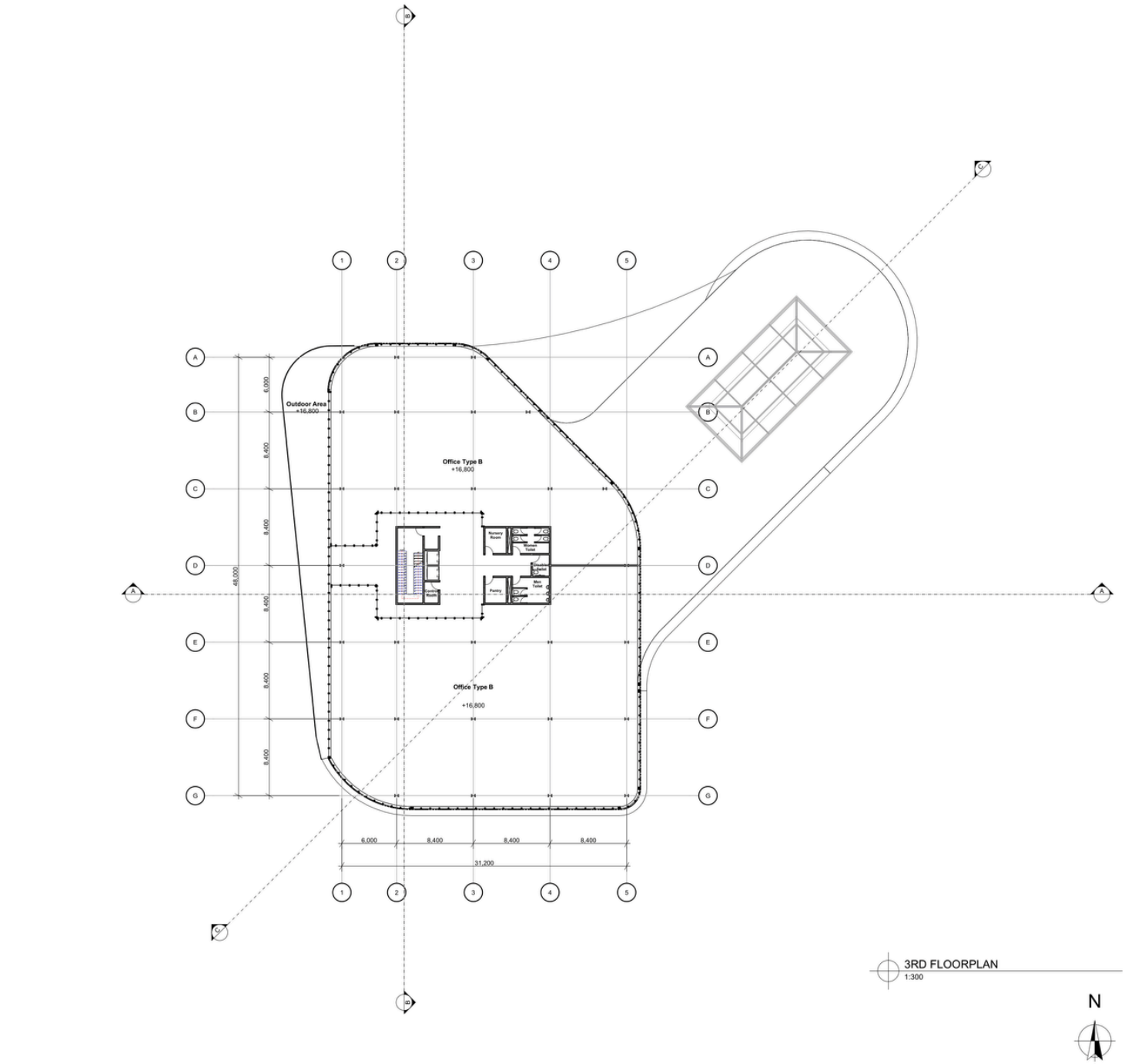
Design Result

2nd Floor Plan



Design Result

3rd Floor plan

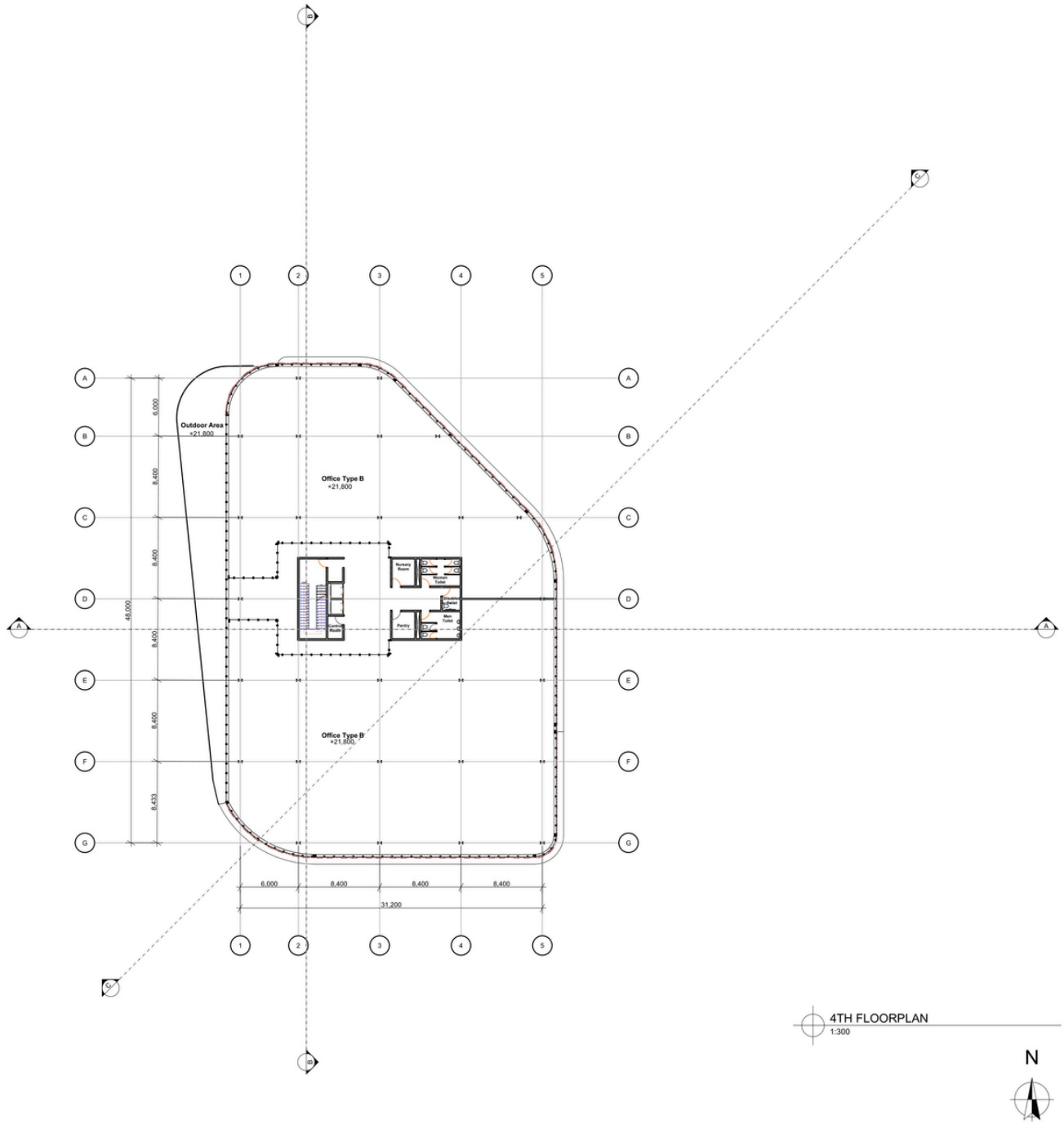


3RD FLOORPLAN
1:300

N

Design Result

4th Floor Plan

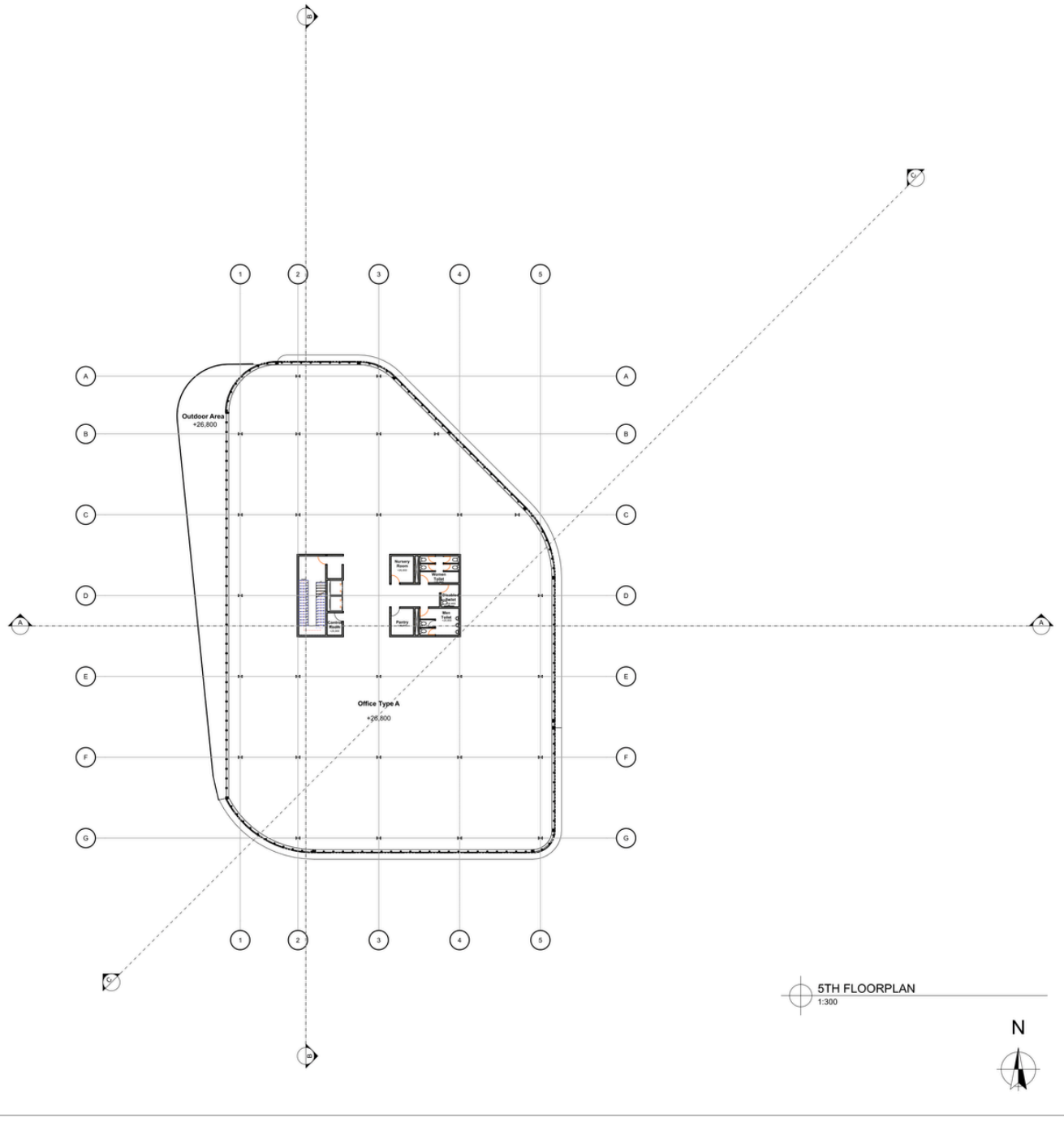


4TH FLOORPLAN
1:300

N

Design Result

5th Floor Plan

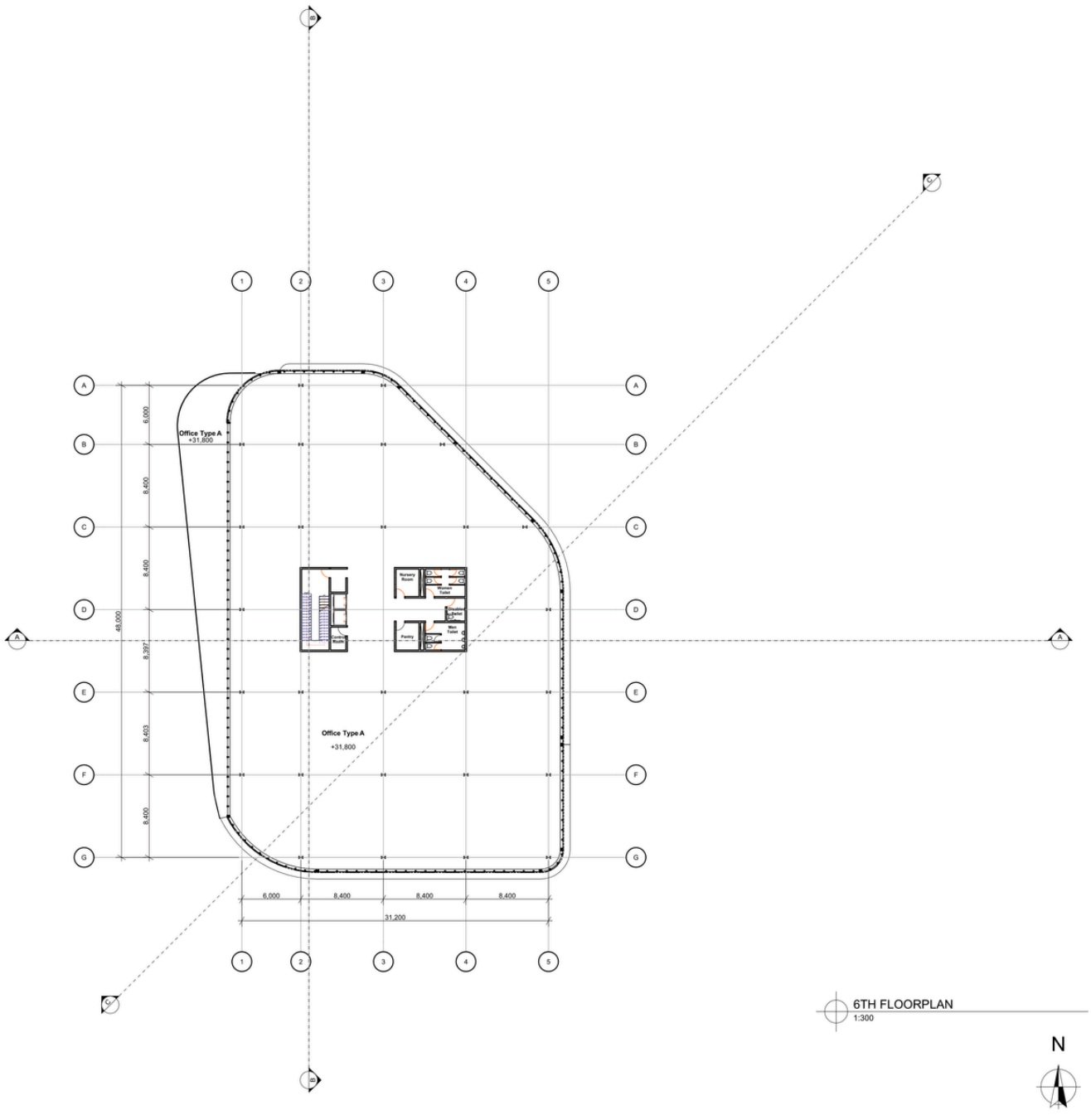


5TH FLOORPLAN
1:300

N

Design Result

6th Floor Plan



6TH FLOORPLAN
1:300

N

Design Result

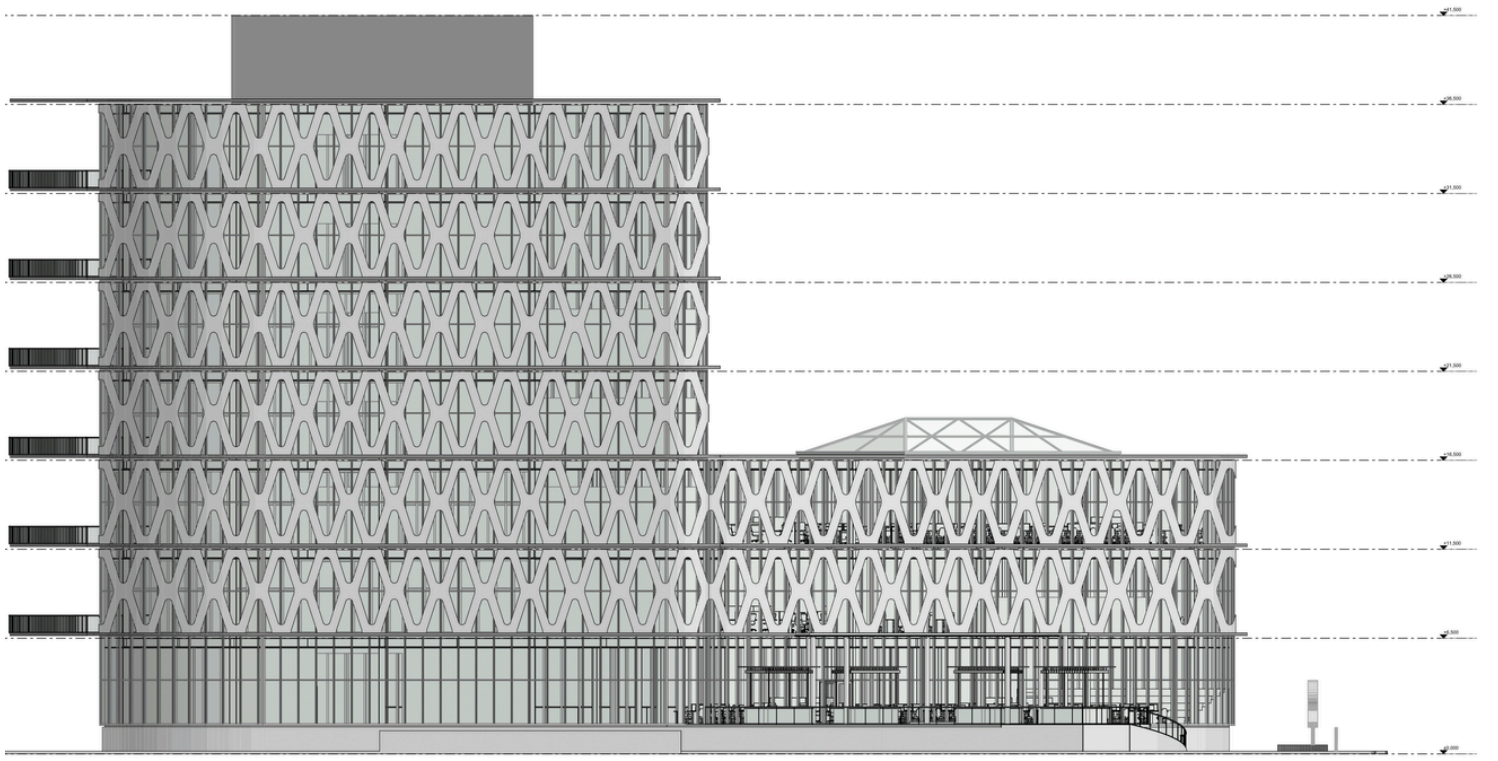
Basement

BASEMENT PLAN
1:300

N

Design Result

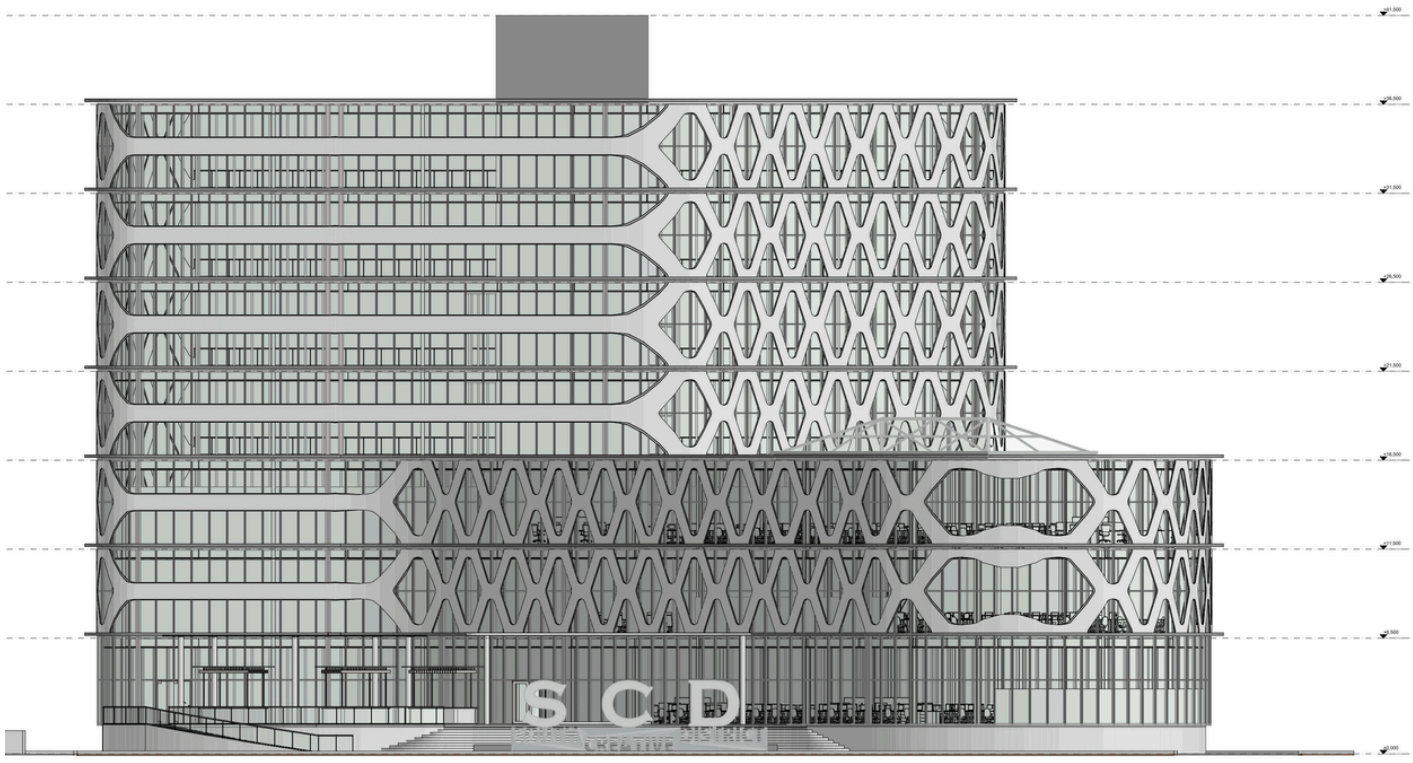
North Elevation



NORTH ELEVATION
1:200

Design Result

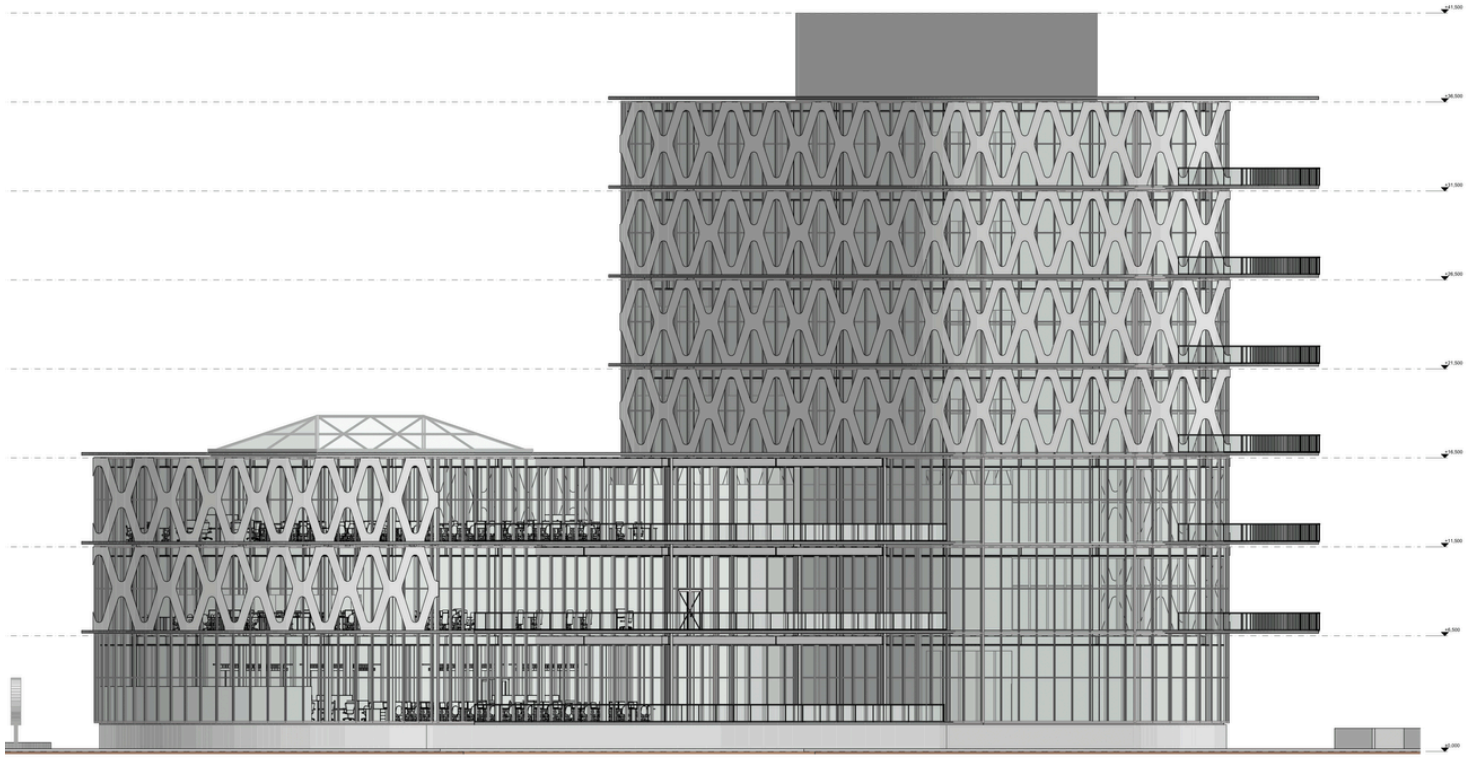
West Elevation



WEST ELEVATION
1:200

Design Result

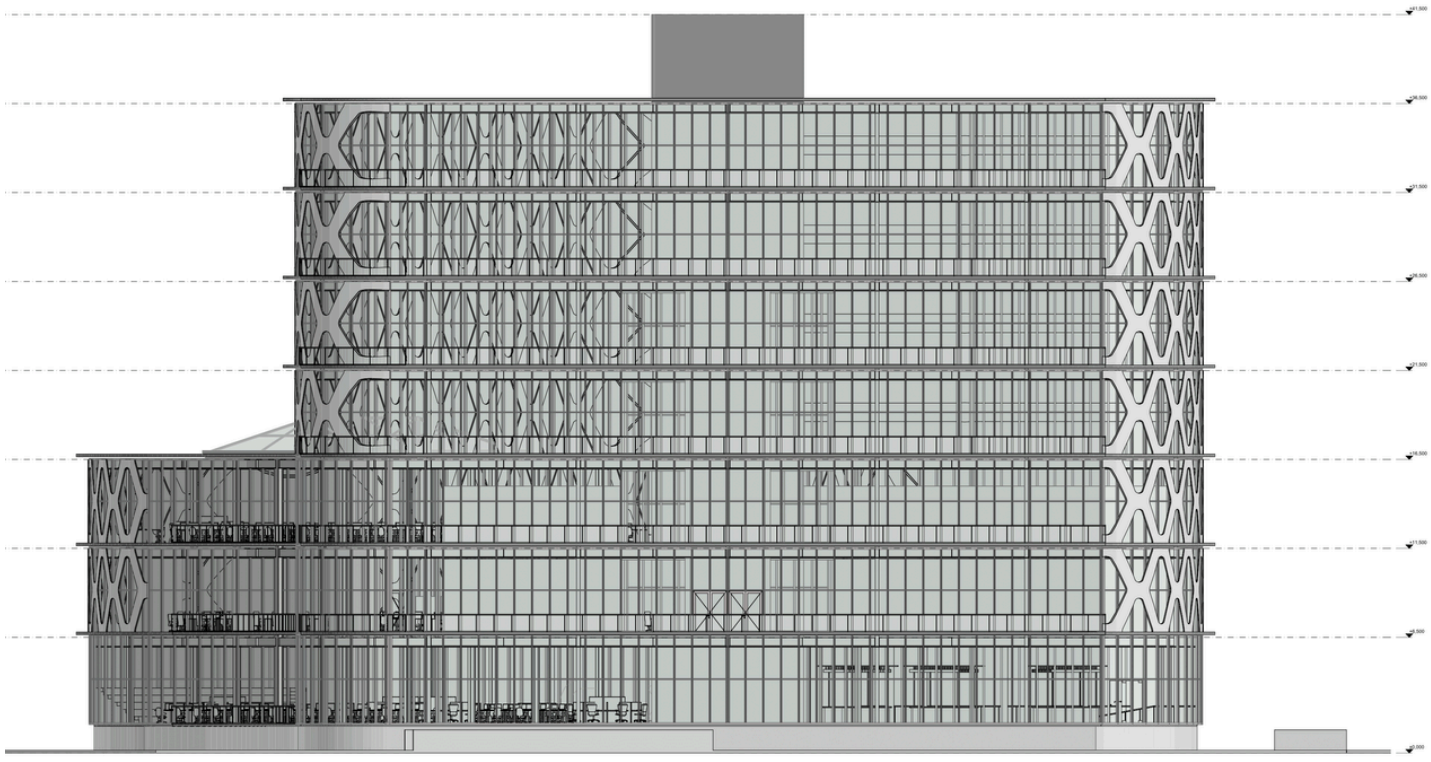
South Elevation



SOUTH ELEVATION
1:200

Design Result

East Elevation



EAST ELEVATION
1:200

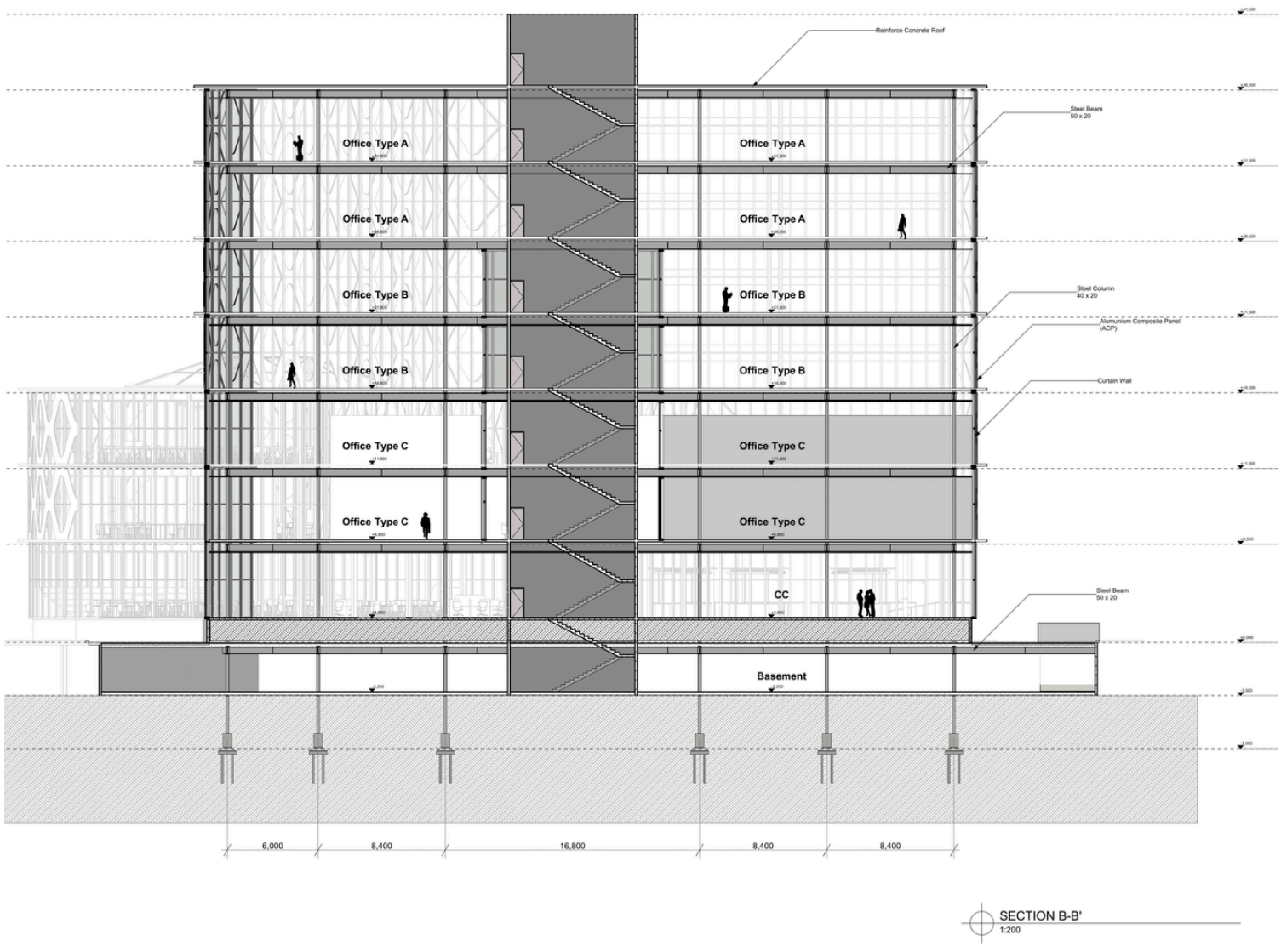
Design Result

Section A - A'

SECTION A-A'
1:200

Design Result

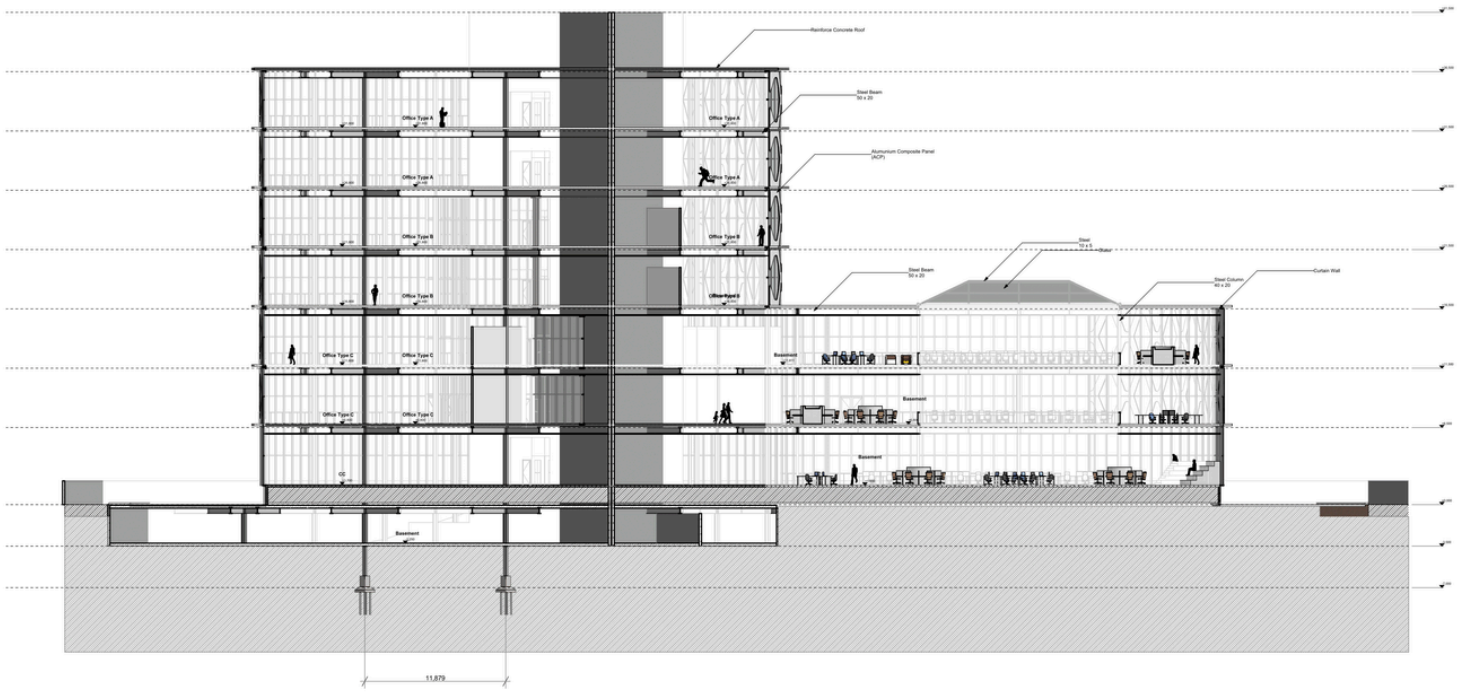
Section B - B'



SECTION B-B'
1:200

Design Result

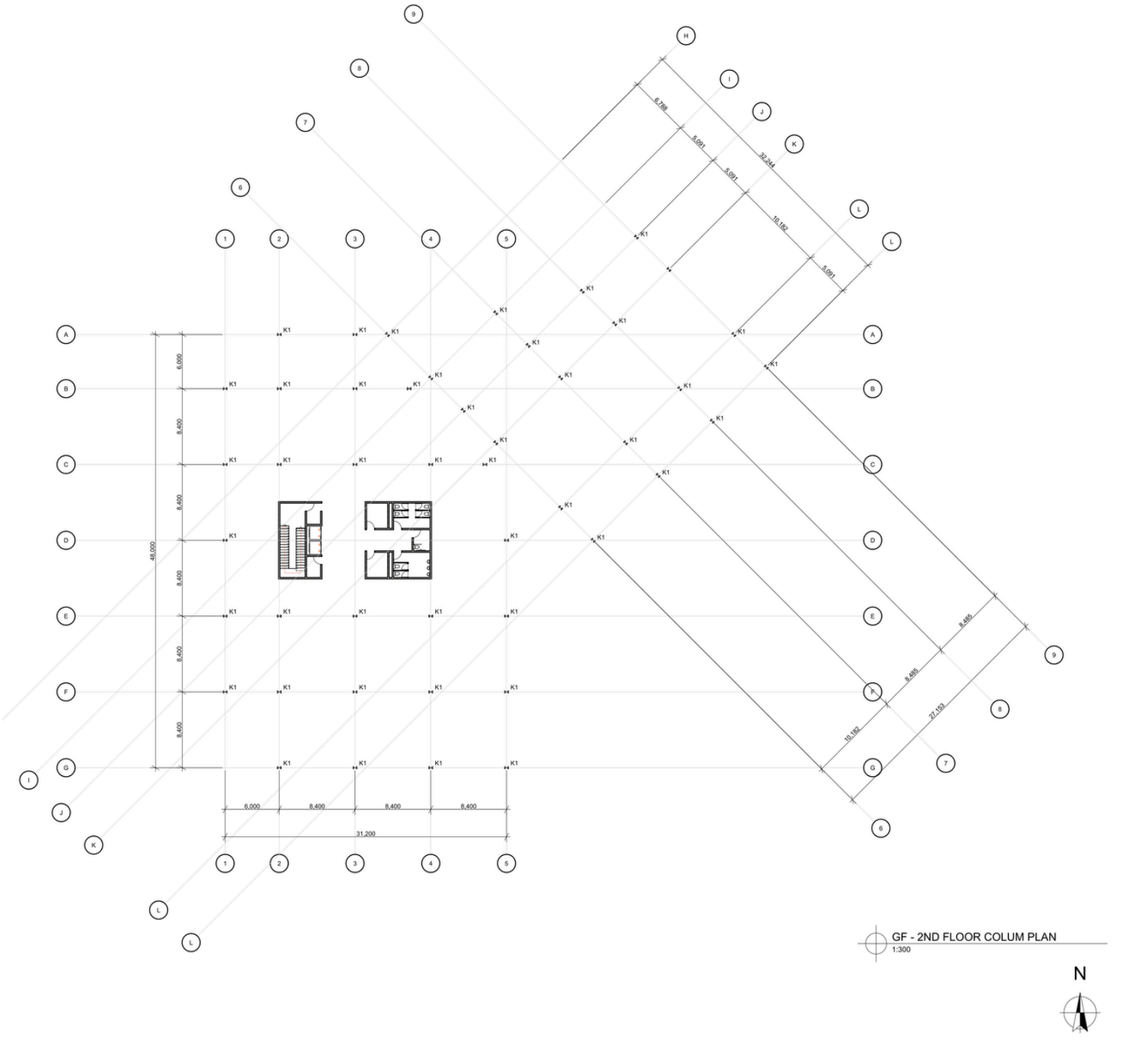
Section C - C'



SECTION C-C'
1:300

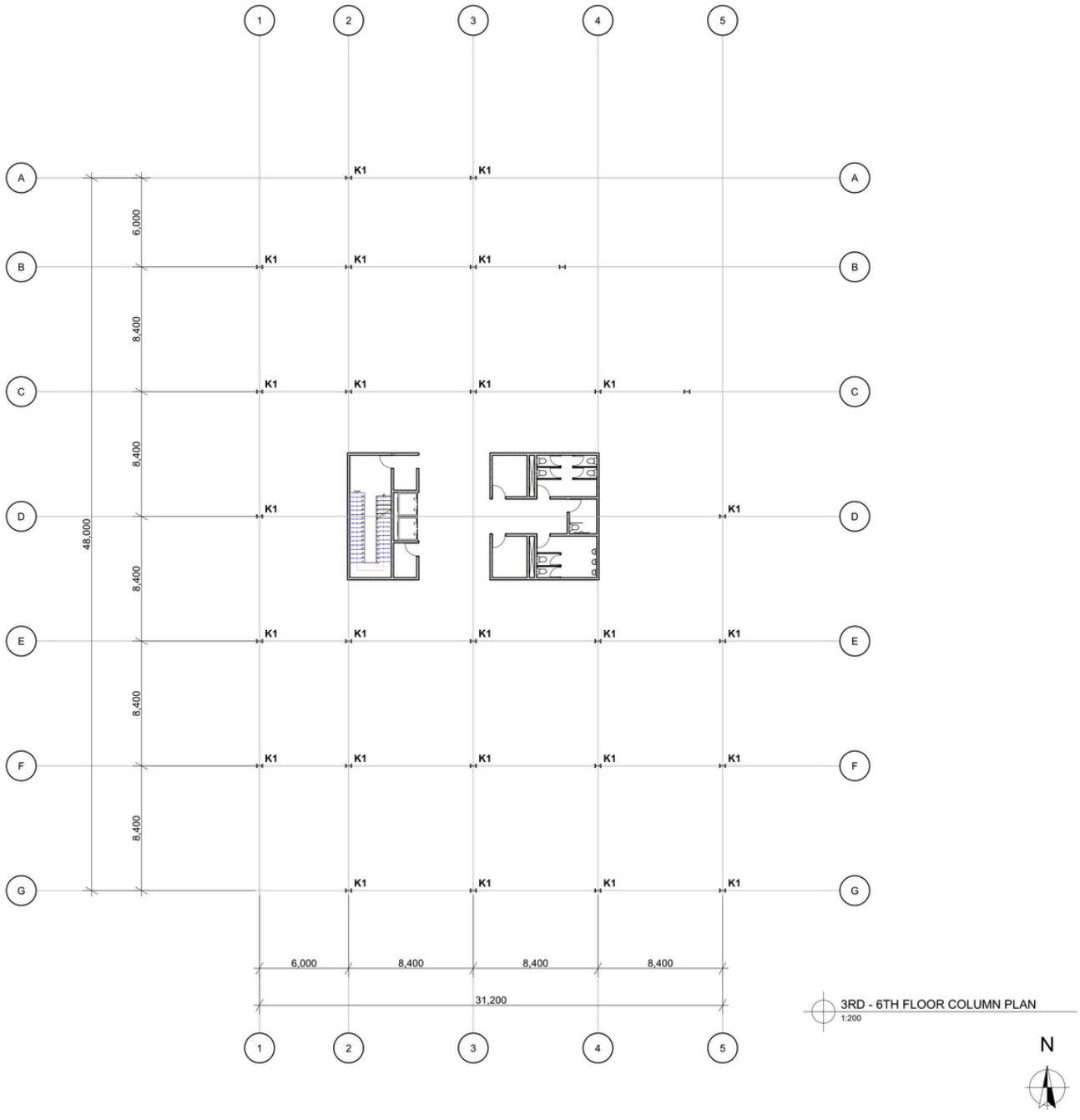
Design Result

GF - 2nd Floor Column Plan



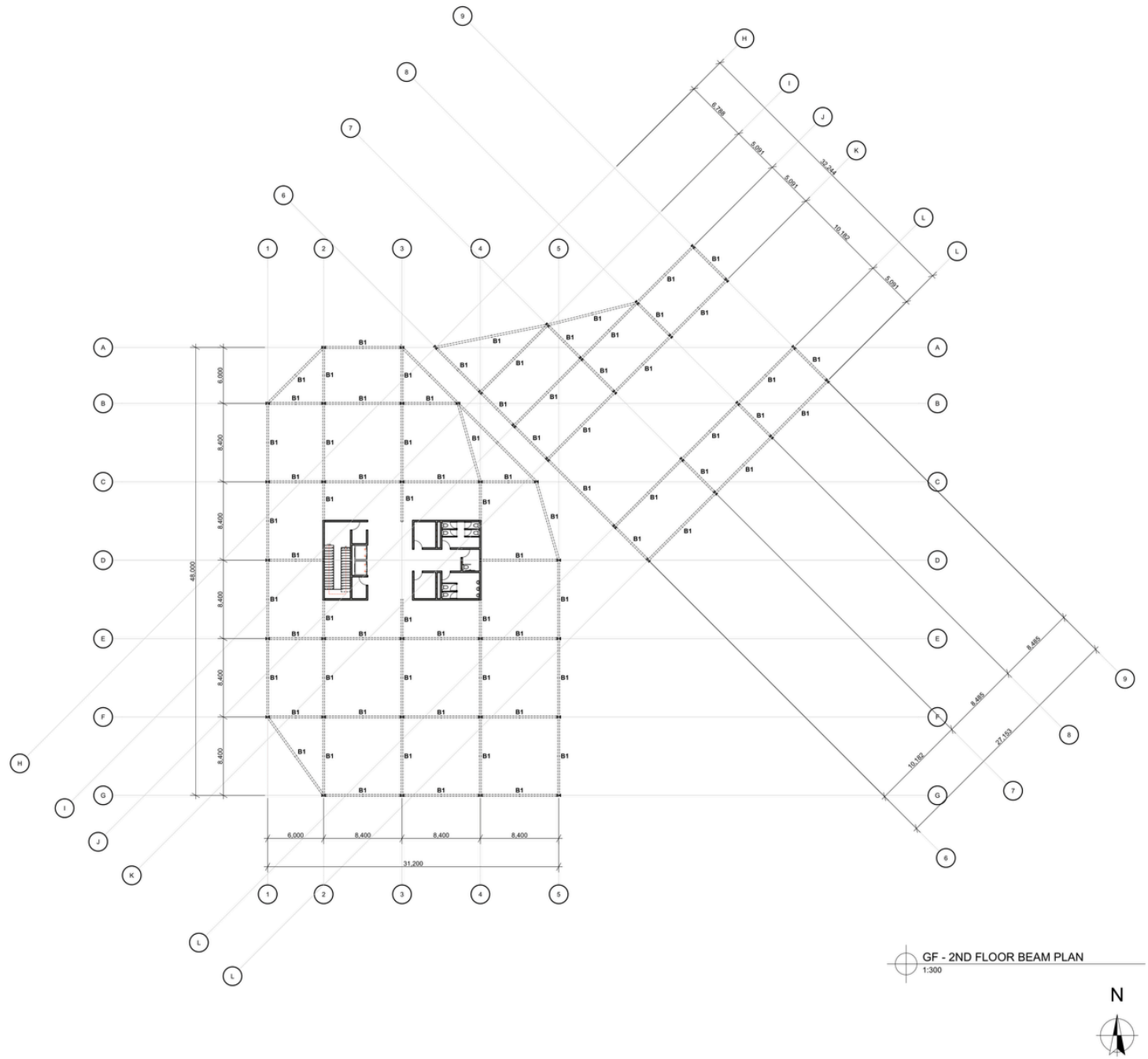
Design Result

3rd - 6th Floor Column Plan



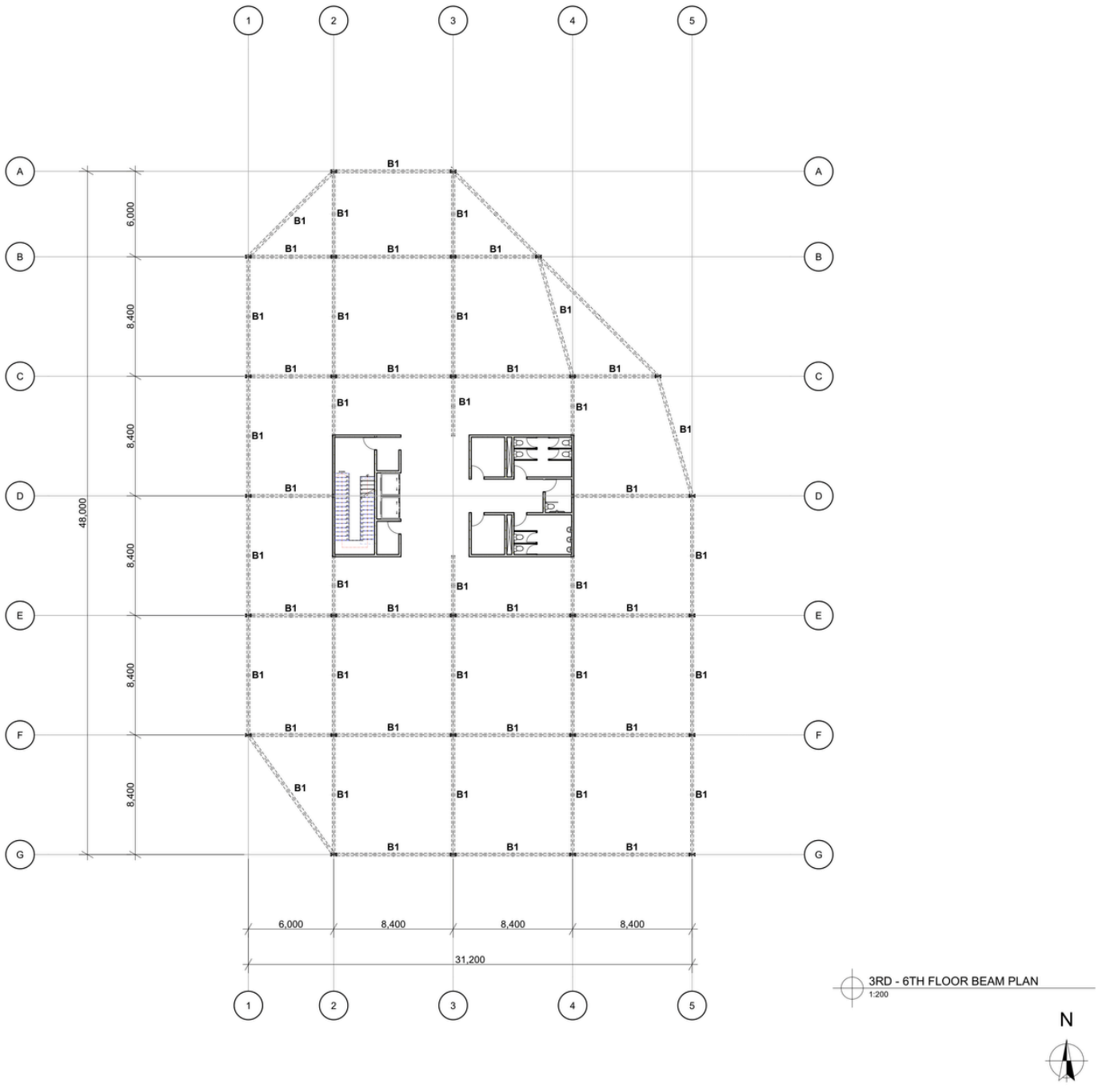
Design Result

GF - 2nd Floor Beam Plan



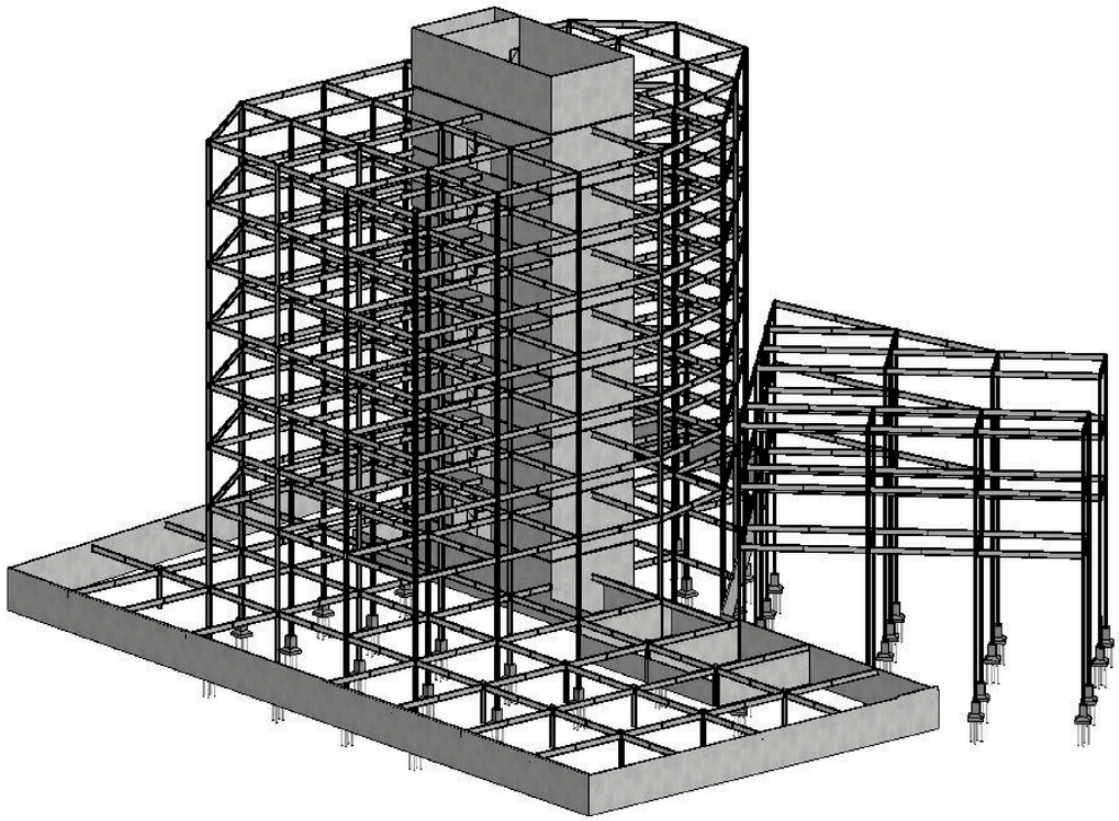
Design Result

3rd - 6th Floor Plan



Design Result

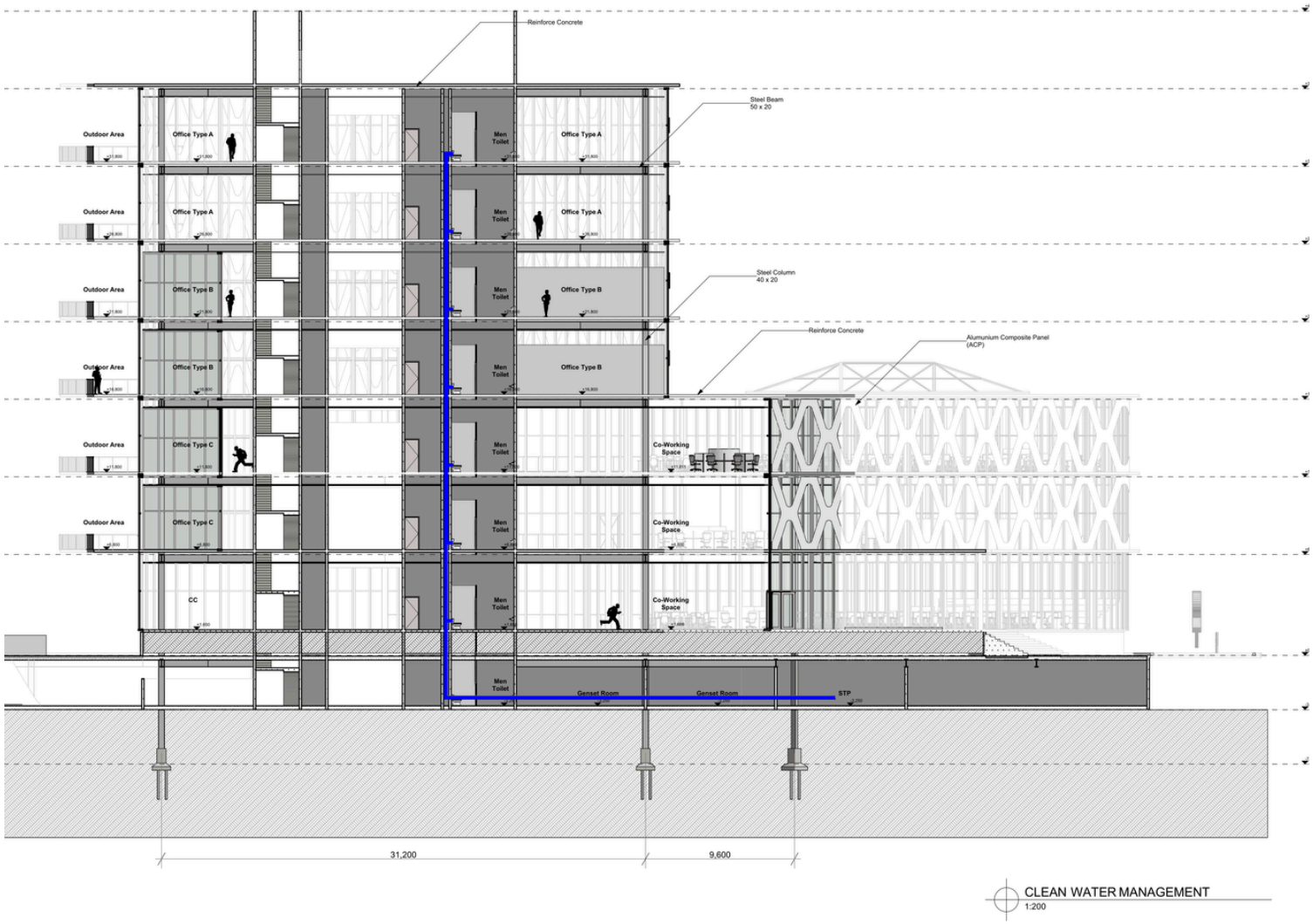
Structural Axonometric



STRUCTURAL AXONO METRIC
1:100

Design Result

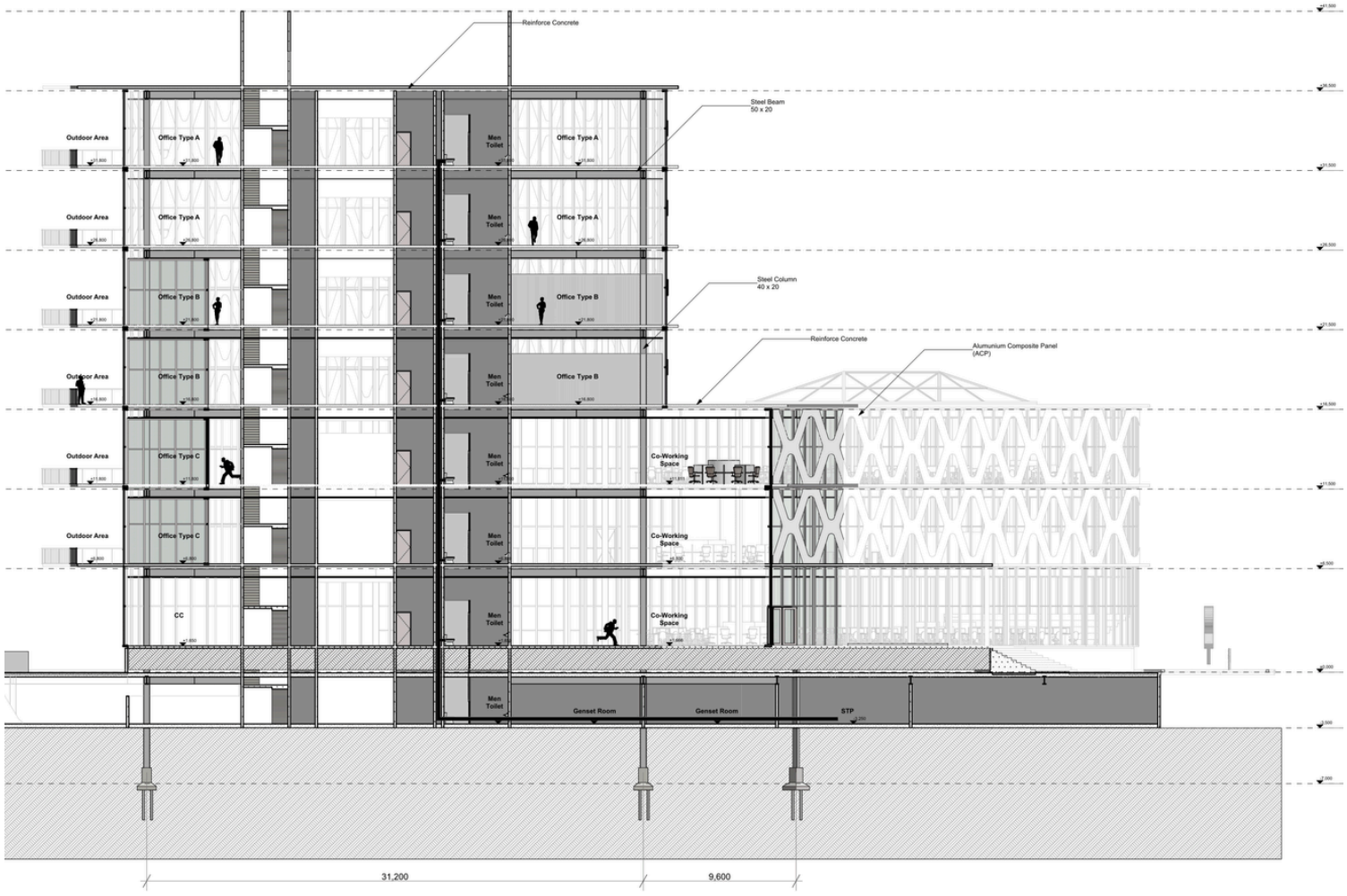
Clean Water Management



CLEAN WATER MANAGEMENT
1:200

Design Result

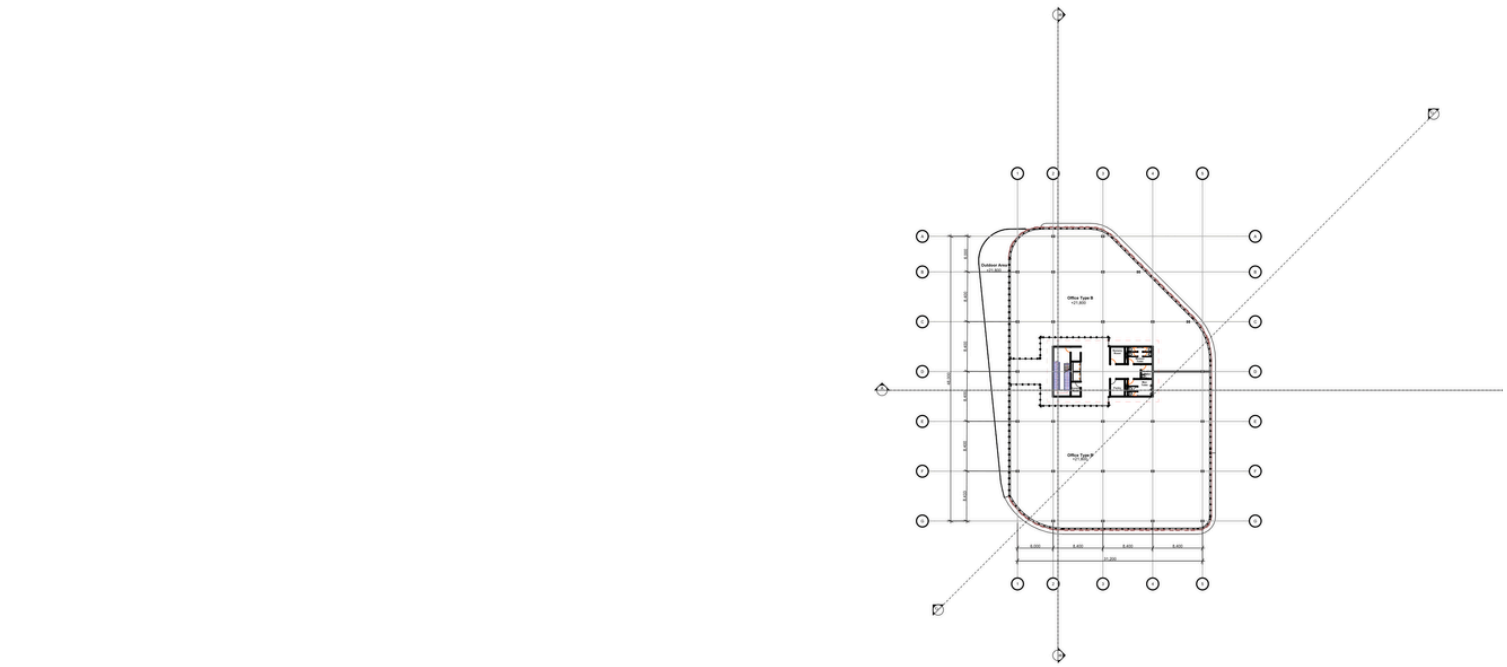
Grey Water Management



GREY WATER MANAGEMENT
1:200

Design Result

Core Plan

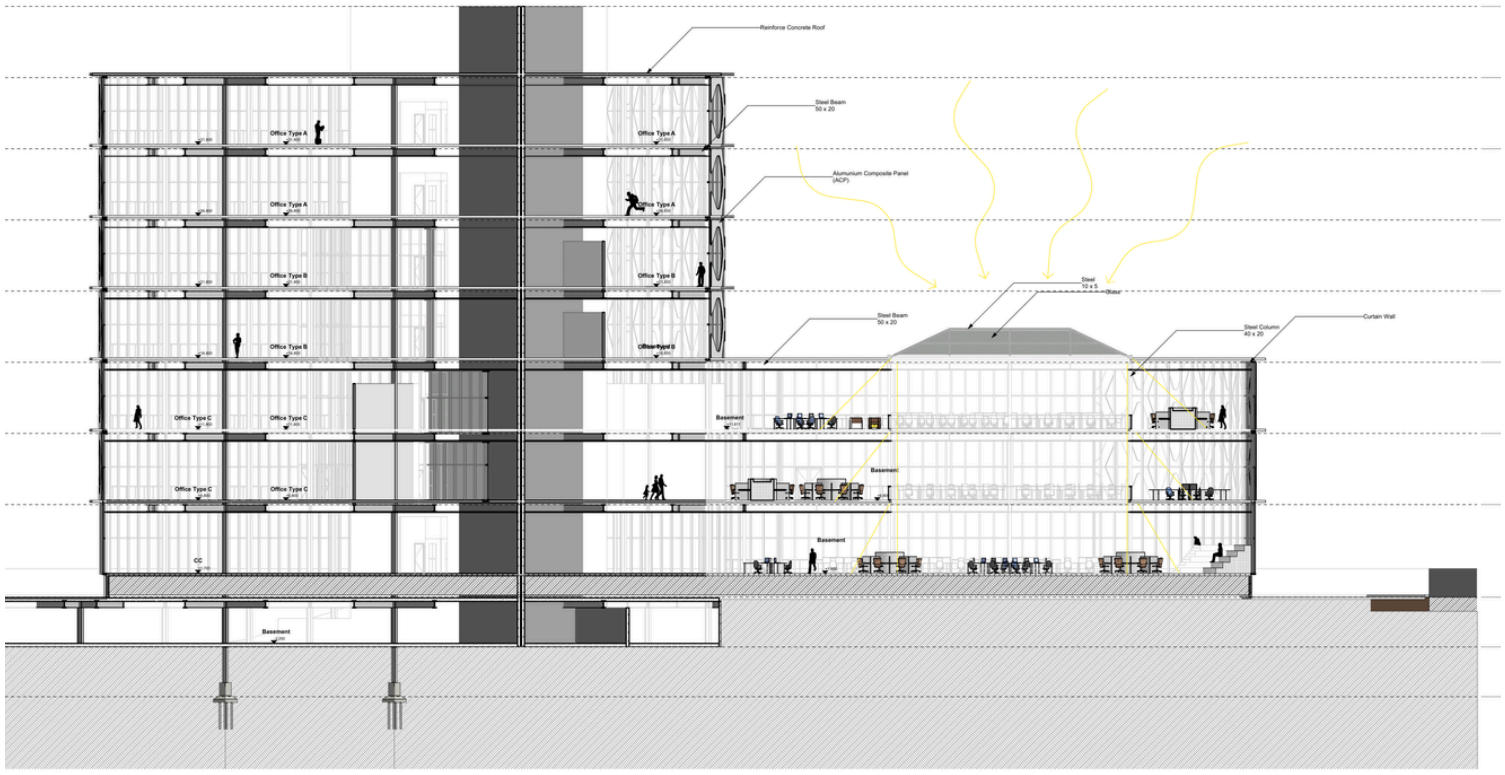


CORE PLAN
1:70, 1:600

N

Design Result

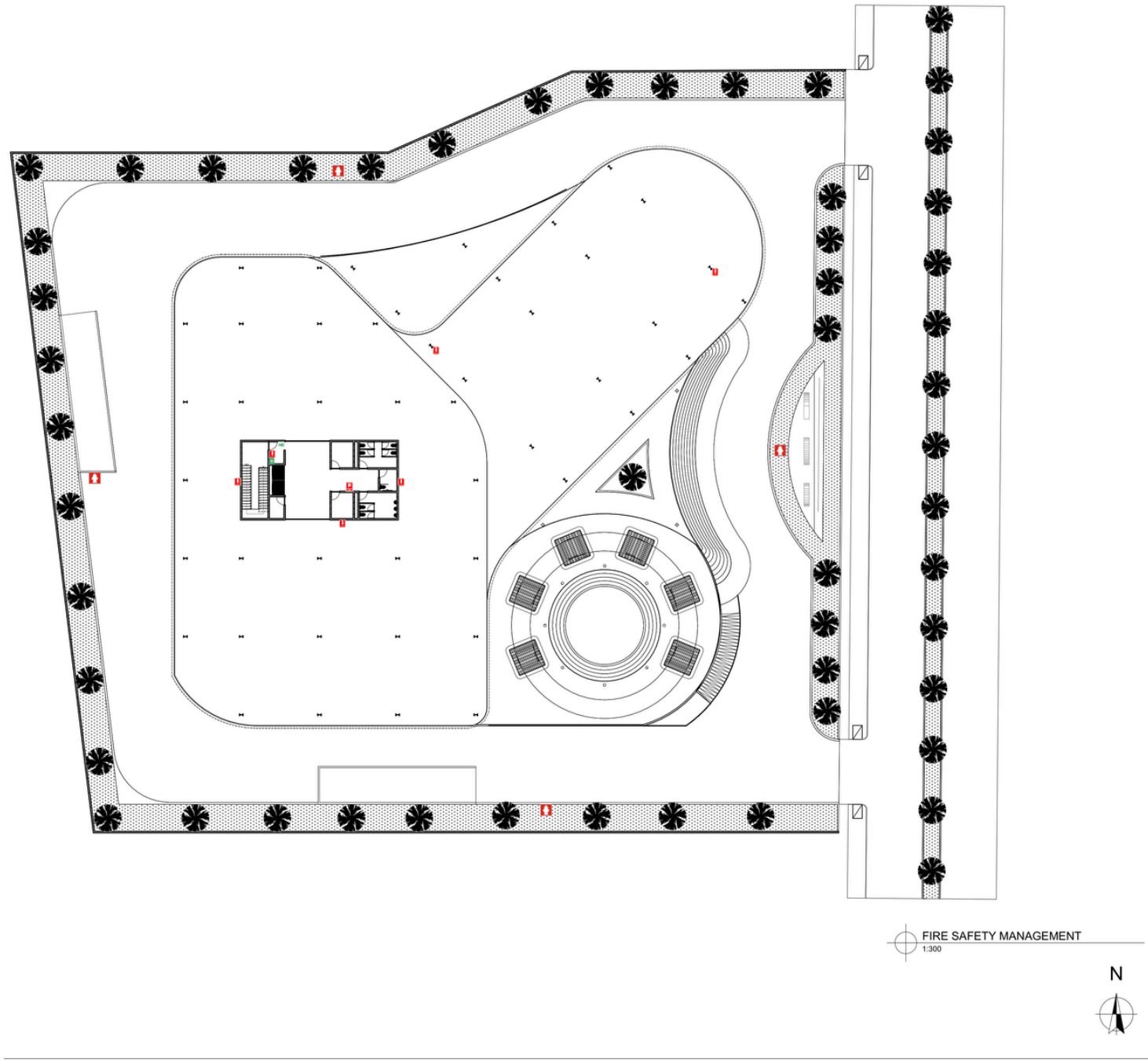
Natural Lighting Scheme



NATURAL LIGHTING SCHEME
1:250

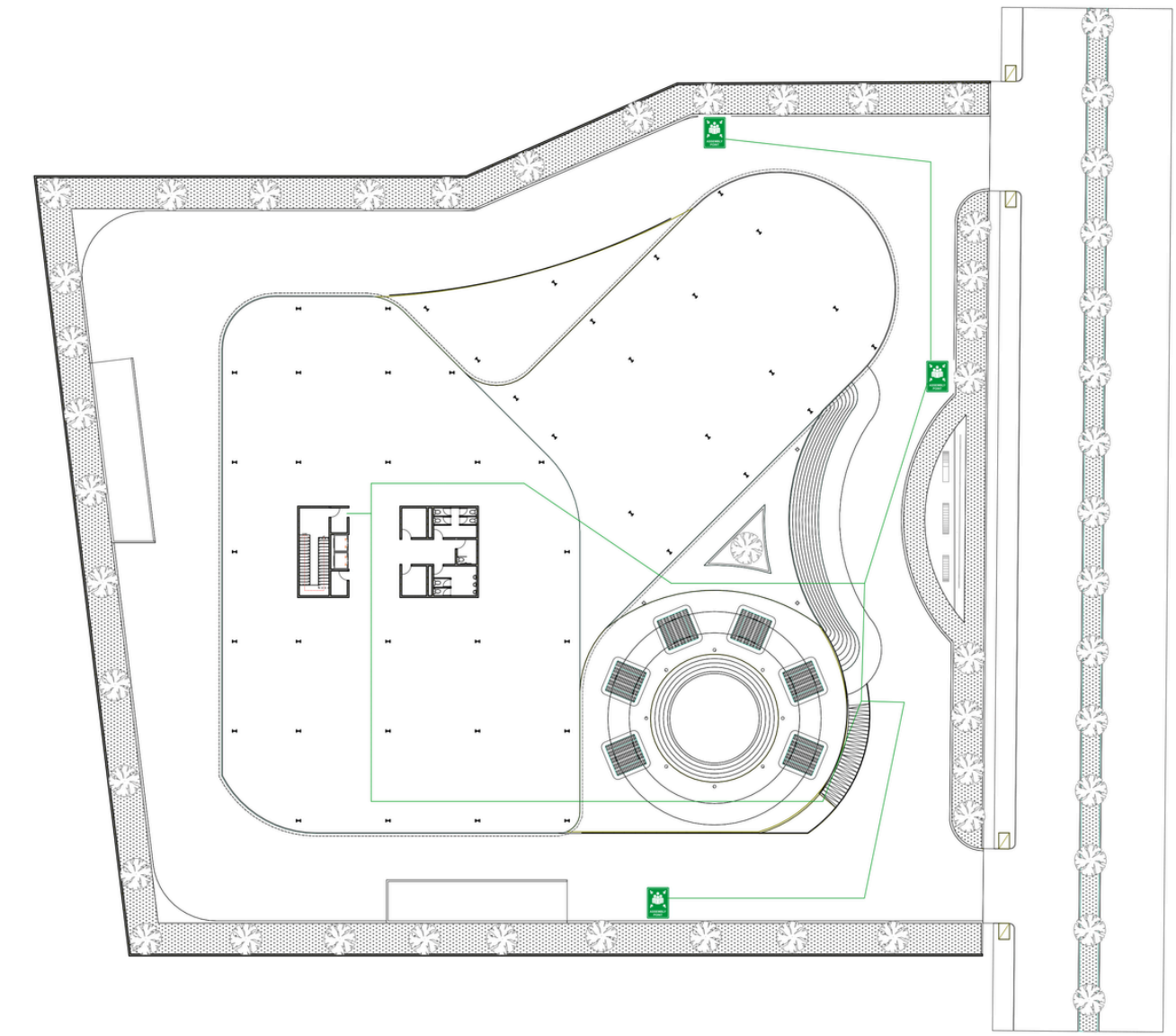
Design Result

Fire Safety Management



Design Result

Assembly Point Plan

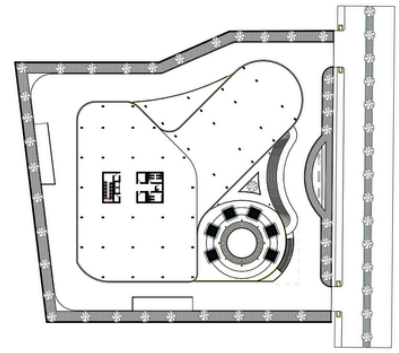


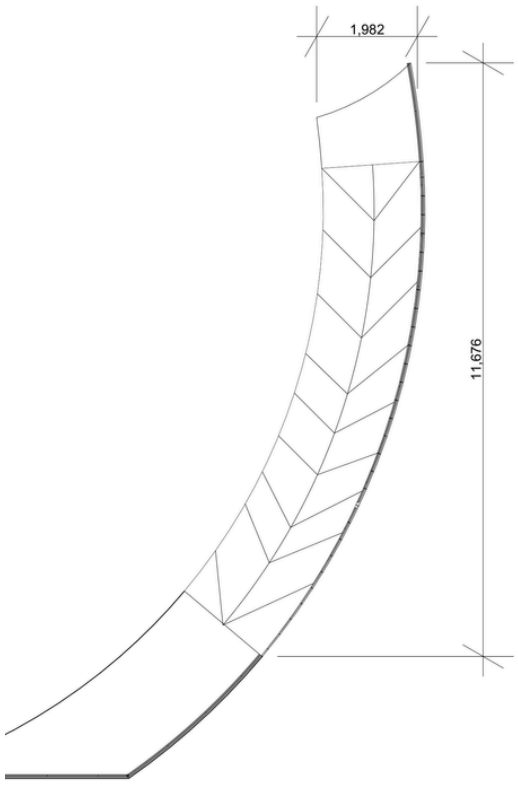
ASSEMBLY POINT PLAN
1:300

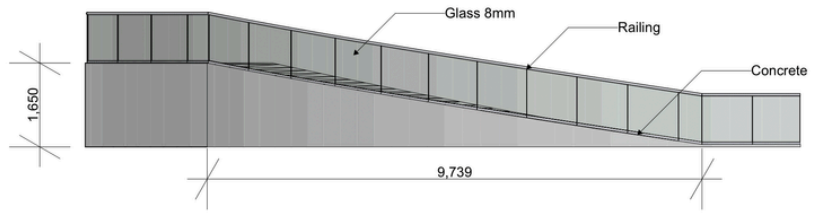
N

Design Result

Detail Ramp



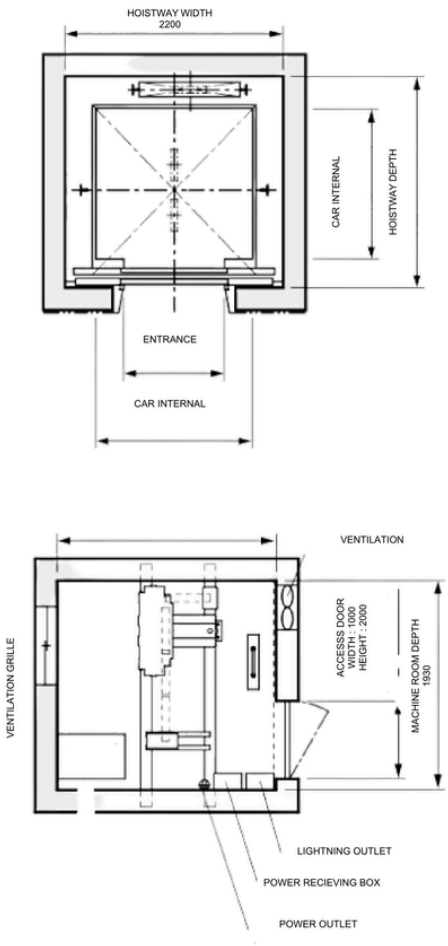


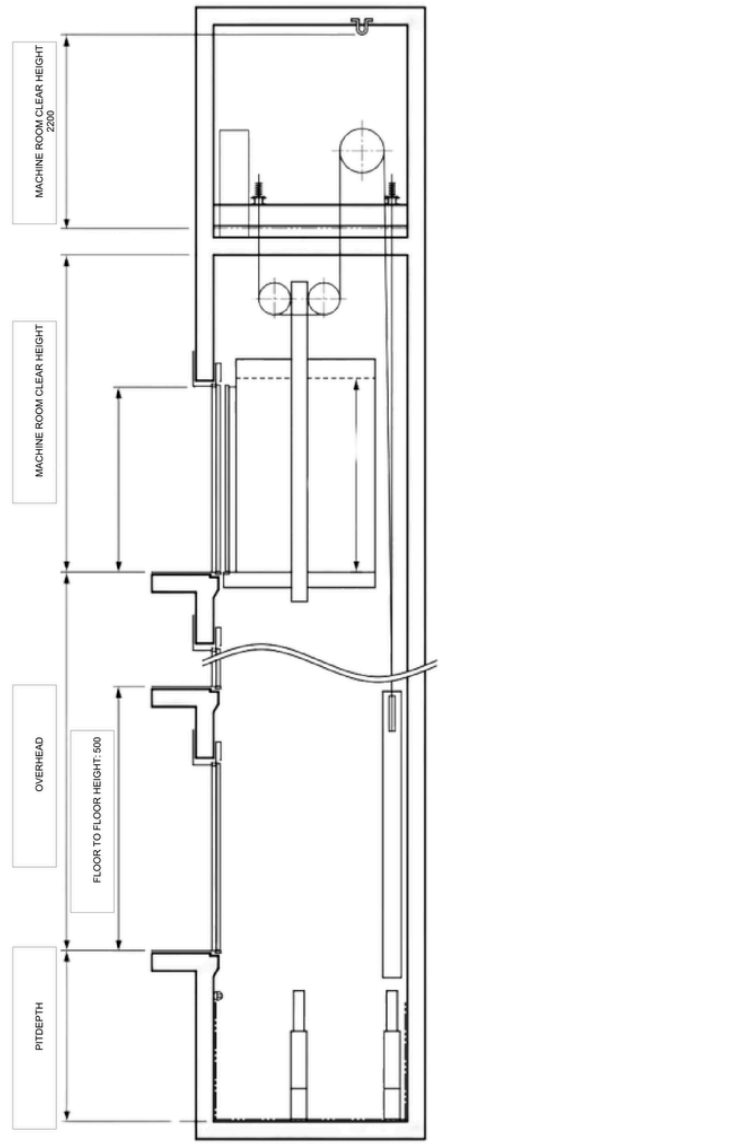


DETAIL RAMP
1:70, 1:1000

Design Result

Vertical Transportation

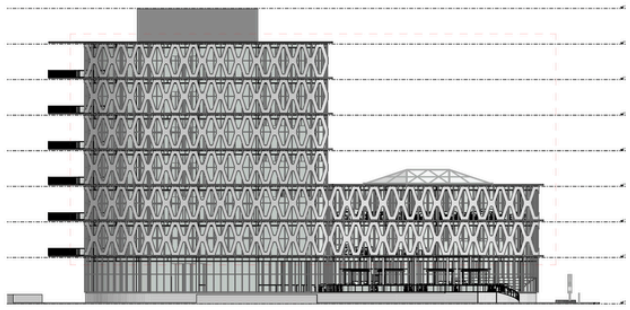


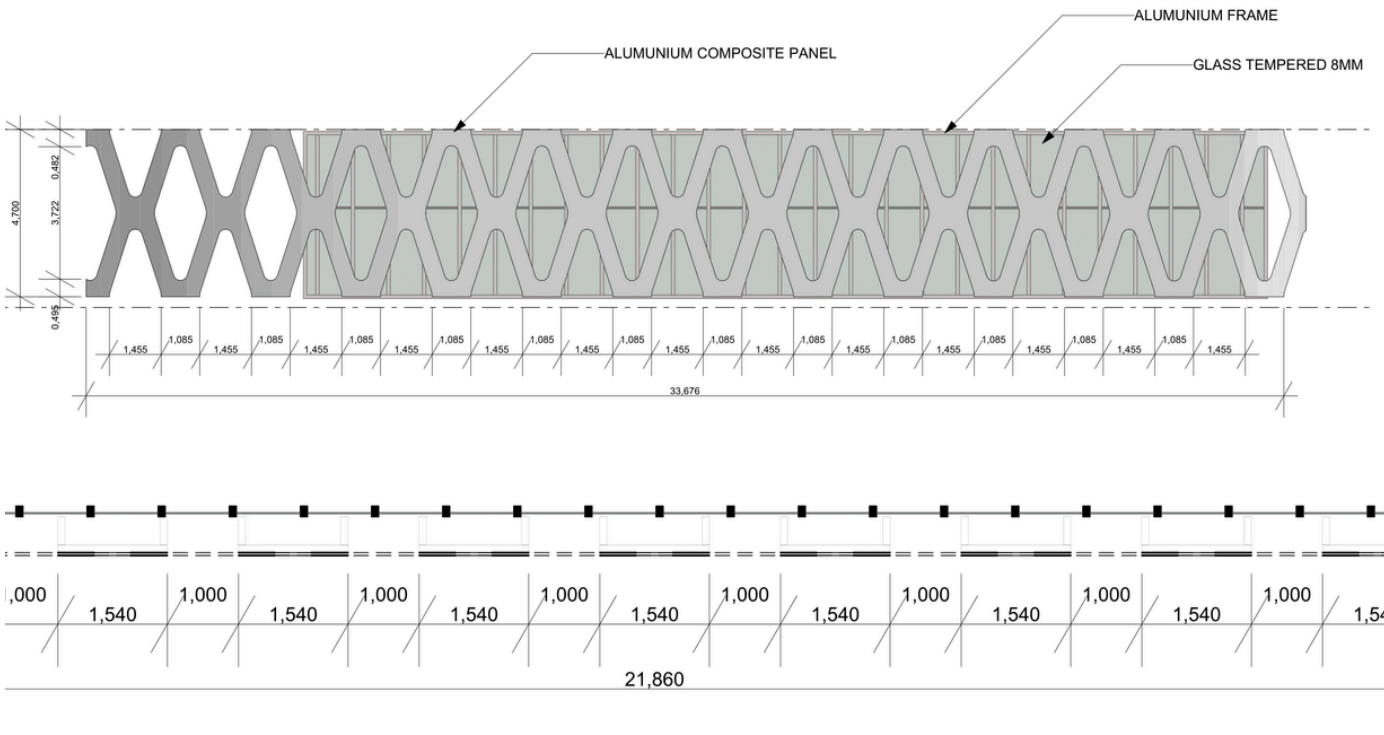


VERTICAL TRANSPORTAION
1 : 100

Design Result

Detail Facade





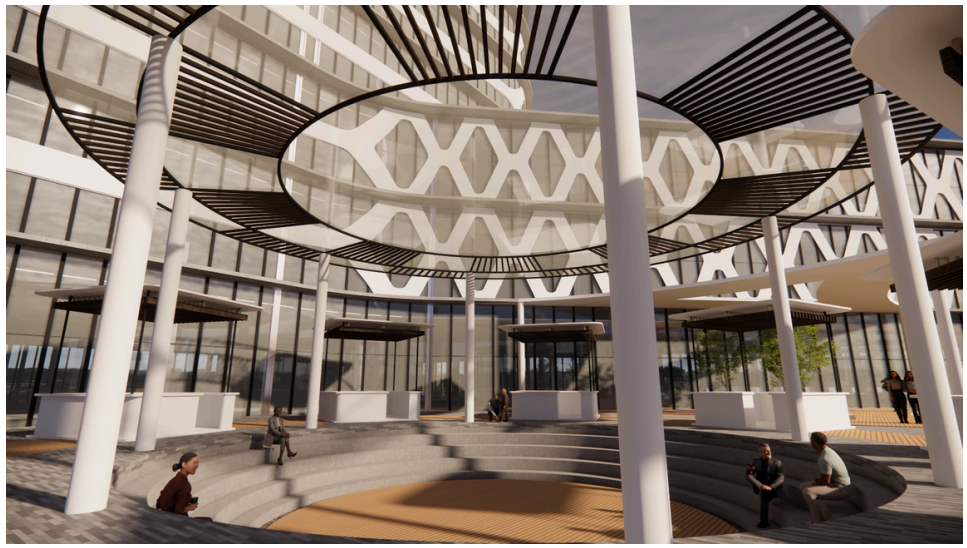
DETAIL FACADE
1:50, 1:100, 1:500

Design Result

Render Exterior

Design Result

Render Exterior



Design Result

Render Interior

Design Result

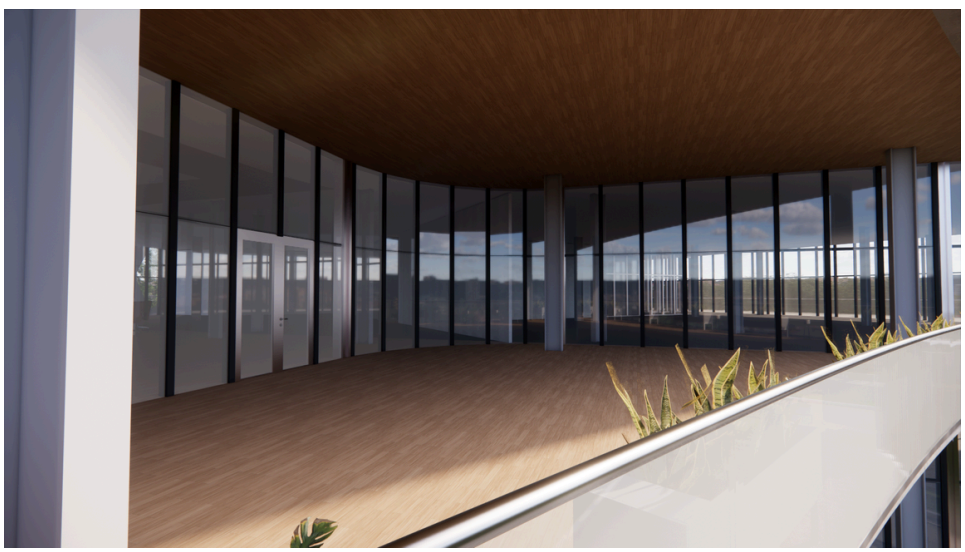
Render Interior

Design Result

Render Interior

Design Result

Render Interior



Design Result
business feasibility document

RAB

Rencana Anggaran Biaya (RAB)							
No	Pekerjaan	Volume	Satuan	Harga Satuan		Harga Jumlah	
A	Pekerjaan Persiapan dan Bongkar						
1	Akuisisi Lahan	3,500	m2	Rp	12,000,000	Rp	42,000,000,000
					Sub Jumlah	Rp	42,000,000,000
B	Biaya Konstruksi Bangunan						
1	Pekerjaan Konstruksi Bangunan Arsitektur						
	a. Bangunan 3 Lantai	840	m2	Rp	8,450,000	Rp	7,098,000,000
	b. Bangunan 7 Lantai	1,508	m2	Rp	53,000,000	Rp	79,924,000,000
	c. Pekerjaan Basement	3,660	m3	Rp	7,000,000	Rp	25,620,000,000
2	Pekerjaan Interior						
	a. Bangunan 3 Lantai	840	m2	Rp	1,950,000	Rp	1,638,000,000
	b. Bangunan 7 Lantai	1,508	m2	Rp	1,950,000	Rp	2,940,600,000
3	Pekerjaan Lansekap						
	a. Perkerasan Aspal	2,070	m2	Rp	237,100	Rp	490,797,000
	b. Taman	112	m2	Rp	3,500,000	Rp	392,000,000
	c. Perkerasan Konblok	499	m2	Rp	167,500	Rp	83,582,500
					Sub Jumlah	Rp	118,186,979,500
C	Pekerjaan Infrastruktur dan Utilitas						
1	Pekerjaan MEP	1,008	m2	Rp	75,000	Rp	75,600,000
					Sub Jumlah	Rp	75,600,000
D	Biaya Perizinan						
1	Perizinan Lahan dan Bangunan						
	a. Persetujuan Bangunan Gedung (PBG)	7689	m2	Rp	15,000	Rp	115,335,000
	b. Izin Lingkungan (AMDAL/UKL/UPL)	1		Rp	24,000,000	Rp	24,000,000
	c. Izin Operasional Kantor Sewa	1		Rp	24,000,000	Rp	24,000,000
					Sub Jumlah	Rp	163,335,000
E	Biaya Pemasaran						
1	Manajemen Pemasaran 1,50%					Rp	2,406,388,718
					Total	**Rp**	**162,832,303,218**
					Pembulatan	**Rp**	**162,850,000,000**

Design Result
business feasibility document

RAB

Pendapatan South Creative District											
Pendapatan Rental Office											
Produk	Volume	Satuan	Unit	Harga Sewa Perbulan		Harga Sewa Pertahun		Pendapatan Pertahun Tingkat Okupansi (100%)		Pendapatan Pertahun Setelah Tingkat Okupansi (71%)	
Sewa Kantor Type A	1508	m2	2	Rp	377,000,000	Rp	4,524,000,000	Rp	9,048,000,000	Rp	6,424,080,000
Sewa Kantor Type B	521	m2	4	Rp	130,250,000	Rp	1,563,000,000	Rp	6,252,000,000	Rp	4,438,920,000
Sewa Kantor Type C	311	m2	6	Rp	77,750,000	Rp	933,000,000	Rp	5,598,000,000	Rp	3,974,580,000
Sewa Tenant Compound Space	6	m2	20	Rp	5,040,000	Rp	60,480,000	Rp	1,209,600,000	Rp	858,816,000
Sewa Co-Working Space	2	m2	330	Rp	7,500,000	Rp	90,000,000	Rp	29,700,000,000	Rp	21,087,000,000
						TOTAL PENDAPATAN		**Rp**	**51,807,600,000.00**	**Rp**	**36,783,396,000.00**

Laba Kotor Sebelum Pajak Setelah Tingkat Okupansi (71%)		**Rp**	**33,483,600,000.00**
Asuransi	0.10%	Rp	33,483,600.00
Pajak	11%	Rp	3,348,360,000.00
	Laba Bersih	**Rp**	**30,183,804,000.00**
	Pembulatan	**Rp**	**30,200,000,000.00**
	Total Investasi	**Rp**	**162,850,000,000.00**
	Payback Period (Tahun)		**5.39**
	Payback Period Tingkat Okupansi 100% (Tahun)		**3.45**

Pengeluaran South Creative District											
Pengeluaran Rental Office											
Produk	Kapasitas	Satuan	Unit	Biaya Pengeluaran Perbulan (Biaya Pengelolaan + Biaya Tetap + Biaya Variabel)		Biaya Pengeluaran Pertahun (Biaya Pengelolaan + Biaya Tetap + Biaya Variabel)		Pengeluaran Pertahun Tingkat Okupansi (100%)		Pengeluaran Pertahun Setelah Tingkat Okupansi (71%)	
Sewa Kantor Type A	1508	m2	2	Rp	75,400,000.00	Rp	904,800,000.00	Rp	1,809,600,000.00	Rp	1,284,816,000.00
Sewa Kantor Type B	521	m2	4	Rp	26,050,000.00	Rp	312,600,000.00	Rp	1,250,400,000.00	Rp	887,784,000.00
Sewa Kantor Type C	311	m2	6	Rp	15,550,000.00	Rp	186,600,000.00	Rp	1,119,600,000.00	Rp	794,916,000.00
Sewa Tenant Compound Space	6	m2	20	Rp	300,000.00	Rp	3,600,000.00	Rp	72,000,000.00	Rp	51,120,000.00
Sewa Co-Working Space	2	m2	330	Rp	100,000.00	Rp	1,200,000.00	Rp	396,000,000.00	Rp	281,160,000.00
						TOTAL PENGELUARAN		**Rp**	**4,647,600,000.00**	**Rp**	**3,299,796,000.00**

COST: Rp 162.850.000.000

MAINTANANCE (100%) Rp 4.647.600.000

MAINTANANCE (71%) Rp 3.299.796.000

REVENUE (100%) Rp 51.807.600.000

REVENUE (71%) Rp 36.783.396.000

PAYBACK PERIOD (100 %): 3.45 Years

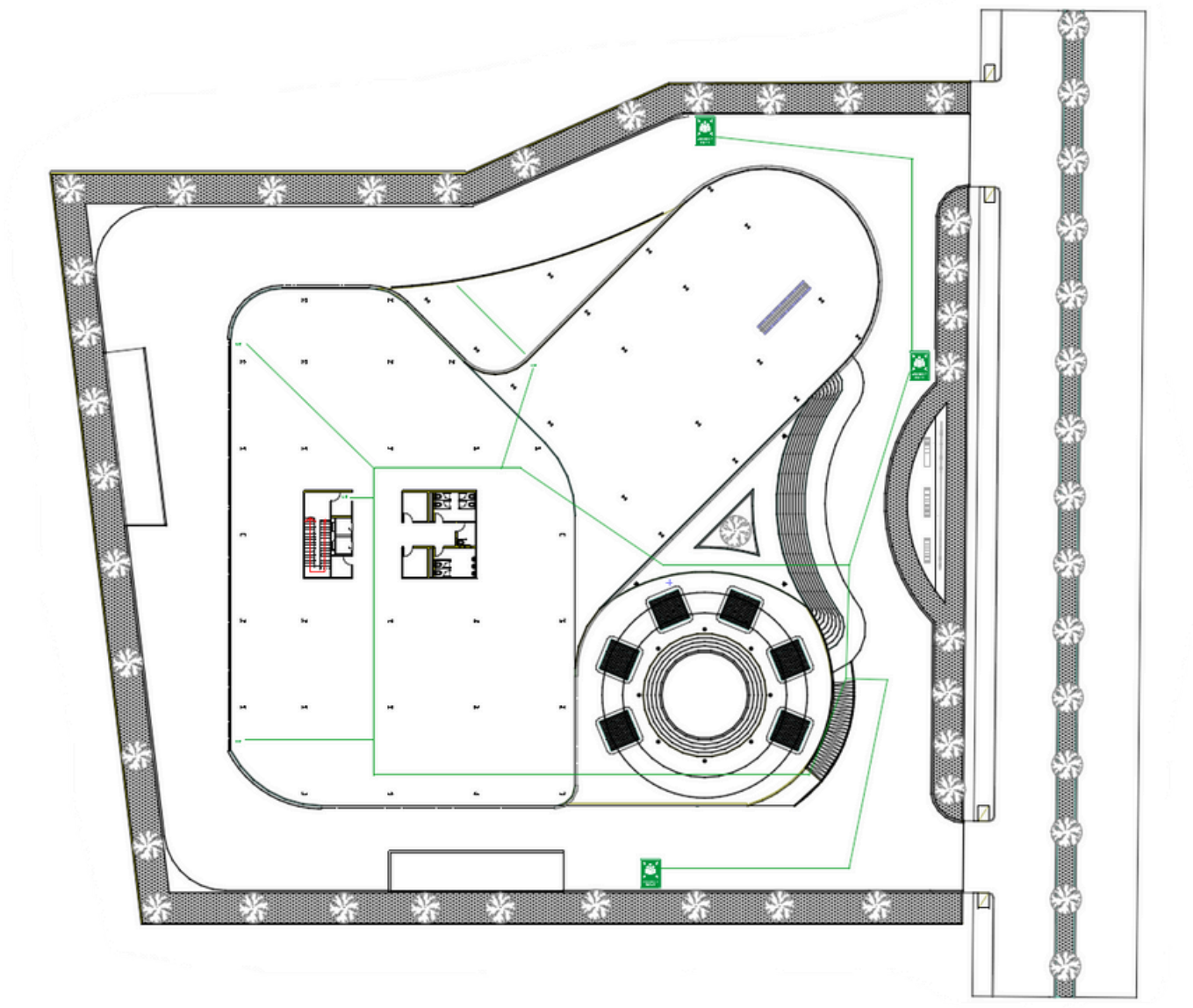
PAYBACK PERIOD (71 %): 5.39 Years

Chapter 3

Design Evaluation

Additional Provision of emergency exit and stairs from the building

"Is there any emergency exit applied to this building?"

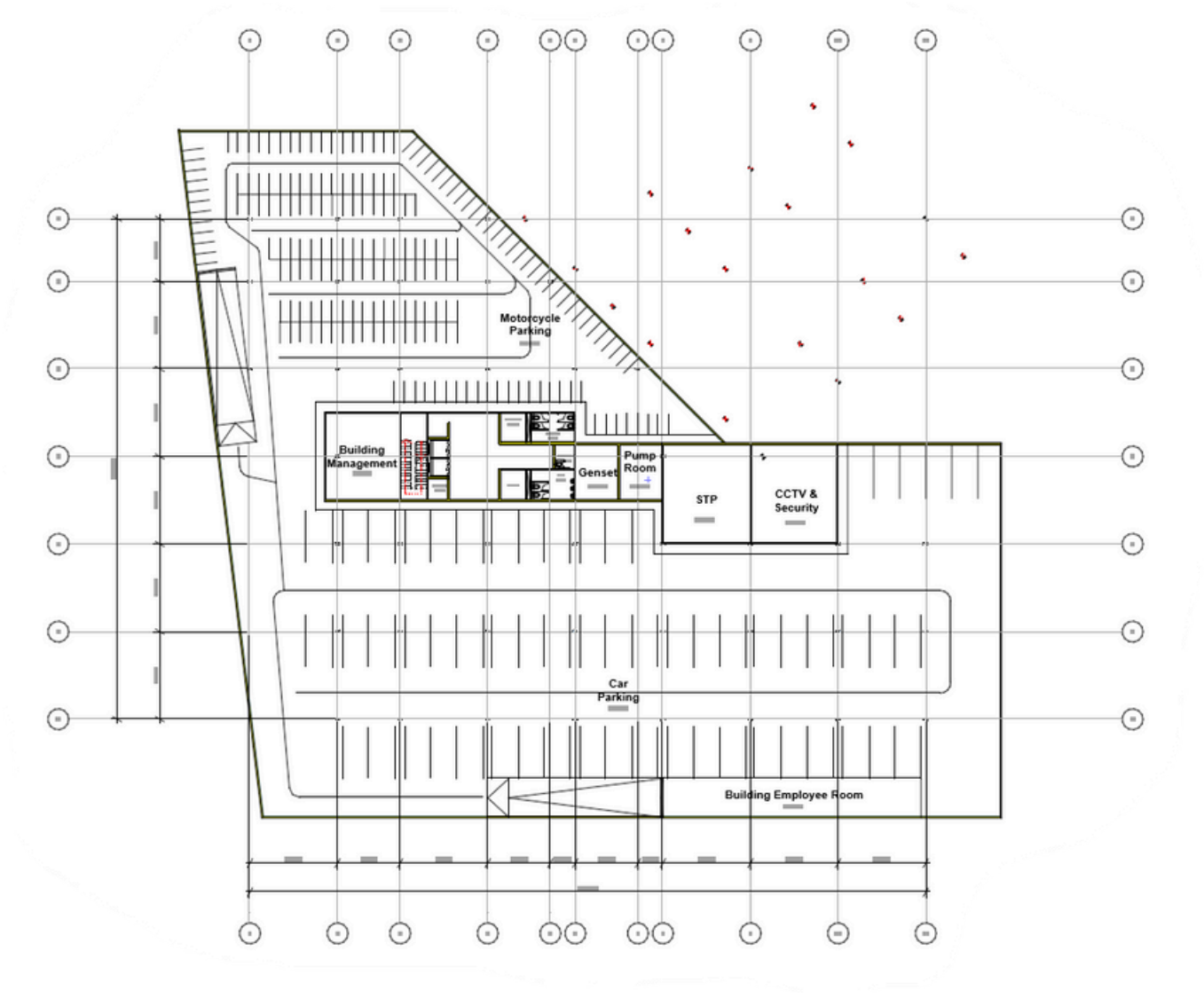


the addition of emergency exits at the end of the building was carried out in order to meet the building safety criteria and to facilitate the exit of visitors in the event of an emergency scenario. not only that, the addition of vertical transportation in the form of stairs is also used to facilitate the evacuation of building users in an emergency.

Design Evaluation

Additional Pump Room

"where is the location of the pump area for water distribution in this building and the cooling tower area?"



the addition of a pump room on the basement floor is carried out as a form of management and distribution scheme for clean water that is more planned and structured. Moreover, an additional room area on the rooftop for the cooling tower area is added to gain sufficient air cooling system.

Design Evaluation

Additional Access Gate

"How to control and curate office area and co-working space users with customer curated compounds?"

the use of access gates that require cards will later be implemented to curate and control everyone who will later use the office area facilities or co-working spaces. this is also a form of safety in this building.

Chapter 6

REFERENCES

Badan Ekonomi Kreatif (Bekraf). (2020). Laporan Perkembangan Ekonomi Kreatif Indonesia. https://api2.kemenparekraf.go.id/storage/app/resources/Statistik_Ekraf_2021_rev01_isbn_3d826fedcb.pdf

Badan Pusat Statistik Indonesia. (2022). Produk Domestik Bruto Jakarta.

Coworking Resources. (2022). Coworking Industry Report. https://www.coworkingresources.org/blog/global-coworking-growth-study

Dovey, J., Pratt, A., Moreton, S., Virani, T., Merkel, J., & Lansdowne, J. (2016). Creative hubs: Understanding the new economy.

Florida, R. (2002). The Rise of the Creative Class. Basic Books.

Landry, C. (2000). The Creative City: A Toolkit for Urban Innovators. Earthscan.

Mbn Consulting. (2021). Mengupas trend compound space ide bisnis yang sedang viral. https://mbnconsulting.id/mengupas-trend-compound-space-ide-bisnis-yang-sedang-viral/

Nadi, R. F. (2020). Perancangan Creative Hub di Yogyakarta dengan Pendekatan Blending Spaces. Universitas Islam Indonesia.

UNESCO. (2013). Creative Economy Report 2013: Widening Local Development Pathways.

Neufert, Ernest 2005. Data Arsitek Edisi 33 Jilid 2. Jakarta: Erlangga (Ahli bahasa Oleh Sjamsu Amril)

Neufert, Ernest. 2003. Data Arsitek Edisi 33 Jilid 1. Jakarta: Erlangga (Ahli Bahasa oleh Sunarto Tjahjadi)

References and Attachments

Plagiarism Check

Direktorat Perpustakaan Universitas Islam Indonesia
Gedung Moh. Hatta
Jl. Kaliurang Km 14,5 Yogyakarta 55584
T. (0274) 898444 ext.2301
F. (0274) 898444 psw.2091
E. perpustakaan@uii.ac.id
W. library.uii.ac.id

SURAT KETERANGAN HASIL CEK PLAGIASI
Nomor: 2575179811/Perpus./10/Dir.Perpus/I/2025

Bismillaahirrahmaanirrahiim

Assalamualaikum Wr. Wb.

Dengan ini, menerangkan Bahwa:

Nama	: Putra Rafif Nugroho
Nomor Mahasiswa	: 20512170
Pembimbing	: -
Fakultas / Prodi	: Teknik Sipil dan Perencanaan/ Arsitektur
Judul Karya Ilmiah	: Creative-Hub as Rentable Co-Working Space and Curated Compound Planning in Kemang, South Jakarta With an Economic Creative Approach.

Karya ilmiah yang bersangkutan di atas telah melalui proses cek plagiasi menggunakan **Turnitin** dengan hasil kemiripan (*similarity*) sebesar **3 (Tiga) %.**

Demikian Surat Keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Wassalamualaikum Wr. Wb.

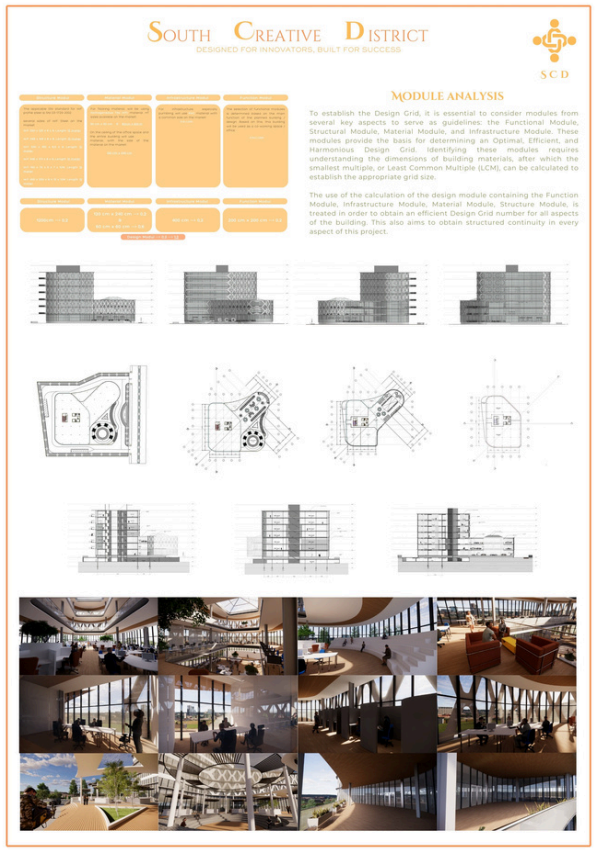
Yogyakarta, 1/30/2025
Direktur

UNIVERSITAS ISLAM INDONESIA
DIREKTORAT PERPUSTAKAAN
YOGYAKARTA

Muhammad Jamil, SIP.

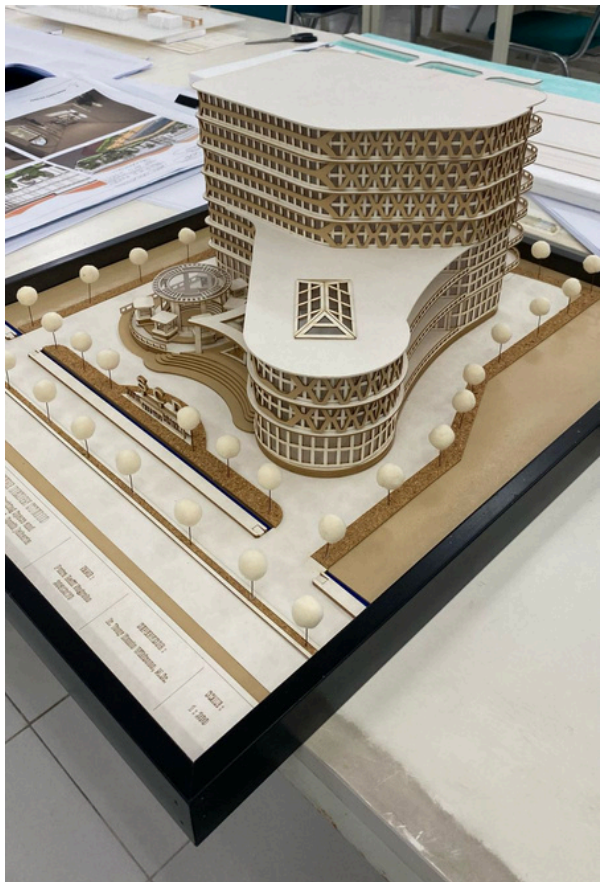
References and Attachments

APREB



References and Attachments

Mockups



SOUTH CREATIVE DISTRICT

DESIGNED FOR INNOVATORS, BUILT FOR SUCCESS

South Creative District

DESIGNED FOR INNOVATORS, BUILT FOR SUCCESS

Arranged By

Putra Rafif Nugroho | 20512170

Supervisor

Ir. Tony Kunto Wibisono, M.Sc.

ARCHITECTURE
UNIVERSITAS ISLAM INDONESIA

KAAB
한국건축학교육인증원
Korea Architectural Accrediting Board

CANBERRA ACCORD

UNGGUL