

ABSTRACT

AGUSTINA.

**“STUDY OF TENANCY MIX PROFILE
CONCEPT IN SHOPPING MALL”**

***COLLECTIVE CASE STUDY : SHOPPING MALL CLUSTER IN
GROGOL, WEST JAKARTA***

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"The Death Of Shopping Mall" has affected several shopping malls in Indonesia since mid-2016. Based on data in 2017, recorded several anchor tenants are closing their stores. Shopping malls left by one of the department stores as an anchor tenant is not all necessarily replace by the other brands. There is a change in the configuration of the tenancy mix in some shopping centers in Jakarta were by some renovations and tenancy mix re-zoning. Profile Tenancy Mix the right is one of the efforts in maintaining the resilience of retail shopping center performance. Grogol cluster is a cluster that has the proximity to the Trisakti, Tarumanagara Ukrida University, and offices along S. Parman protocol street. This Cluster of shopping malls is getting more interesting to study by the presence of the superblock area cultivated by Agung Podomoro which was built in 2000 and onwards. While two other shopping malls were built in 1993 and 1996 by two of the leading private Developers who became their first Mall project. The collective case study approach is made to explain the framework and details of a phenomenon called "The Death of Shopping Mall". The collective case study empirically investigates a phenomenon that has a sustainability context of shopping centers in Indonesia. This study examines the condition of natural objects, data collection techniques performed triangulation, data analysis deductive then inductive and qualitative research results further emphasize the significance rather than generalization. The millennial generation is often exposed to their appearance and digitization so that the appearance and composition of tenants in shopping centers are following their preferences. At the same time, the development of online shopping has also donated occupancy tenants through a pop-up store in the shopping malls. Besides, co-working space is a type of new tenants who started filling occupancy of tenants in shopping malls This is a must for the shopping malls landlord should be more sensitive to any change and adapt to new market conditions. The objective is that the experiential aspect of shopping that can not be replaced by online. Every shopping malls characterized by the uniqueness of their concept of a tenancy mix profile. The fourth Mall in Grogol is aware of and responsive to the phenomenon of "The Death of Shopping Mall" as well as changes in consumer shopping preferences. All provide a response in the form of transformation in every tenancy mix profile. There's been some discrepancy with the theory of the shopping malls is the former. There is no

shopping mall to apply the main theory directly but with its own adjustment of 7 criteria of the concept of tenancy mix profile, resulting in a unique characteristic of concept tenancy mix profile. Tenancy Mix Concept Profile on each Mall was constantly being transformed in accordance with the trends and cycles of ongoing shopping malls.

Keyword: tenancy mix, tenant placement, mall