

**KRITERIA KEJAYAAN JALAN TRADISIONAL DI BANDAR SEBAGAI
TEMPAT TUMPUAN PENGUNJUNG**

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ABSTRAK

Pada hari ini banyak perbincangan berkisarkan gangguan terhadap karakter jalan tradisional di tengah-tengah reka bentuk jalan moden. Dari pemerhatian, dilema ini adalah kesan daripada pembangunan yang pesat dan tidak terkawal di bandar-bandar. Walau bagaimanapun, terdapat karakter jalan tradisional di bandar lama yang kerap diingati dan dikunjungi responden hingga ke hari ini. Rentetan dari itu, matlamat kajian adalah untuk menentukan kriteria/ kualiti kejayaan jalan tradisional di dalam menarik pengunjung dari persepsi pengguna. Manakala objektif kajian adalah untuk mengkaji elemen dan kriteria yang kerap dimaklumkan pengguna di dalam mereka ke jalan tersebut. Kuala Lumpur sebagai ibu Negara Malaysia telah dipilih sebagai kajian kes memandangkan karakternya bersesuaian dengan dilema jalan tradisional yang dimaklumkan. Tiga jalan tradisional yang terletak di pusat bandar lama Kuala Lumpur telah dipilih sebagai sample iaitu Jalan Petaling, Jalan Masjid India dan Jalan Tuanku Abdul Rahman. Pendekatan kajian menggunakan gabungan teknik, iaitu teknik kualitatif (major) dan kuantitatif (sokongan) di dalam pengumpulan data dan penganalisan. Sebanyak 330 borang soal-selidik dan 21 responden bagi teknik kualitatif (fokus temu bual dan pengenalpastian foto diikuti temu bual) digunakan. Pada masa yang sama, kebolegunaan teori di mana kebanyakannya dari barat akan diketahui kesesuaiannya di Malaysia dari pandangan pengguna. Hasil kajian ini mendapati empat elemen yang kerap dimaklumkan adalah elemen; (i) aktiviti (ii) fizikal (iii) makna dan (iv) pengangkutan. Manakala tiga kualiti yang kerap dimaklumkan adalah; (i) kegunaan dan aktiviti (ii) akses dan jaringan dan (iii) keselesaan dan imej. Didapati elemen aktiviti serta kegunaan dan aktiviti adalah yang paling menonjol di mana ianya melibatkan bentuk dan jenis perniagaan tersendiri serta kepelbagaian guna-bangunan di jalan tersebut. Aktiviti tidak formal seperti pergeraian dan aktiviti yang melimpah ke luar jalan yang mewujudkan "*sense of territory*" didapati kerap dimaklumkan oleh responden. Perkara ini turut membantu di dalam menyumbangkan kehadiran ramai pengguna dan aktiviti di kawasan kajian. Hasil kajian telah memberi cadangan terhadap persekitaran jalan tradisional sedia ada mahupun jalan moden bagi menentukan kejayaan jalan di dalam menarik pengunjung. Ini adalah kerana reka bentuk jalan adalah mengenai kehidupan penduduk di situ serta persekitaran mereka yang merangkumi aspek budaya contohnya.

ABSTRACT

Nowadays, much of the debate on traditional streets centers on how the design of modern streets disrupts the characters of the traditional street. Observations indicate that this is due to the rapid and uncontrolled development of the cities. Nevertheless, there are characters of the traditional streets that are often remembered when visiting the streets. So, this research is to determine the criteria that successfully attract visitors to the traditional streets. The objectives of this research are to investigate the element(s) and the criteria associated with the success of the traditional streets in attracting visitors as perceived by the users. Kuala Lumpur as a capital city of Malaysia has been chosen as the case study for this research where its character is suitable to demonstrate the dilemma of the traditional streets. Three samples of traditional streets in Kuala Lumpur have been chosen which are, Jalan Petaling, Jalan Masjid India and Jalan Tuanku Abdul Rahman. This research adopts a mixed methodology, using both the quantitative (support) and qualitative (major) methods in data collection and analysis. Three hundred and thirty sets of questionnaire forms were used for quantitative method and twenty one respondents were selected for qualitative methods an in-depth interview and photo recognition followed by an interview during the field survey. At the same time the applicability of the theories mainly generated in the western countries can be tested from the users' perspective. The findings of this research suggested that the most frequently mentioned elements fall into four broad categories, namely (i) activity (ii) physical (iii) meaning and (iv) transportation. The three qualities that were frequently mentioned by the users are; (i) user and activities (ii) access and linkages (iii) comfort and image. It was observed that activity element and quality of use and activities were frequently mentioned by the users in attracting them to traditional street. This involves the types and forms of trading and mixture of buildings on the street. Informal activities such as hawking and spill over activities that created a "sense of territory" are frequently mentioned by respondents. All these qualities help to contribute towards the presence of many users and activities on the street. Recommendations are given to existing traditional streets environment as well as modern streets that will determine the success of the street in attracting its' visitors. This is due to the fact that the design of the streets in the urban environment is about the life of the people and their environment of which culture is included.