

Research Article

Strengthening the Character of the Sebagasi Chips Center Area as a Tourist Destination (Case Study: Pagar Alam Road Corridor, Bandar Lampung)

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Abstract. The development of the chips center area as a tourist destination does not merely rely on the existence of diverse chip products. Other factors also need to be considered, one of which is the visual character of the region. Character strengthening refers to the ability of an area to be understood, interpreted, and navigated easily by visitors. In the context of tourist destinations, character strengthening has an important role in attracting tourists and ensuring a pleasant tourist experience. The famous chips center area in Bandar Lampung City is in the corridor of Jalan Pagar Alam. This chip center area has the potential to become an attractive culinary destination for both local and foreign tourists who are projected to become triggers as economic growth in the local area through culinary tourism and shopping tourism. The research method used is SWOT and Appreciative Inquiry (AI) by mapping the potentials that exist in the Pagar Alam Jalan Chips Center. Data analysis methods use quantitative descriptive and descriptive qualitative. City design elements identified and analyzed are: Figure ground, environment, land use, pathways, nodes and landmarks. The five elements of the city design can strengthen the character and image of the area in the Center for Jalan Pagar Alam as a tourist destination if planned and well organized. Development of the Strengthening of the Character of the Center for Chips Center as a tourist destination is carried out with a tourist concept of 4A+I, namely: Attraction, Accessibility, Amenities, Ancillary Services and Institutions.

Keywords: Chip centers, city design, tourist destinations.

1. INTRODUCTION

Tourism has become a significant economic sector in many countries including Indonesia. Some segments that are increasingly getting attention are shopping tourism and culinary tourism. Shopping tourism not only attracts domestic but also international tourists with a variety of products offered, while culinary tourism is a planned trip to find food and drinks, and get a memorable gastronomic experience (wolf, 2002). The chip center area as one of the shopping and culinary tourism destinations that has great potential to be developed further .

The famous chips center area in Bandar Lampung is located in the Pagar Alam road corridor. This area is known for the diversity of chips produced, ranging from banana chips, cassava chips, to potato chips with various flavors. The chips center area in the Pagar Alam road corridor has the potential to become an attractive culinary tourism destination, both for local and foreign tourists , which is projected to be a *trigger* for local economic growth through culinary tourism and shopping tourism .

The development of the chip center area as a tourist destination does not solely rely on the existence of various chip products. Other factors also need to be considered, one of which is the visual character of the area. Strengthening character refers to the ability of an area to be easily understood, interpreted, and navigated by visitors. In the context of tourist destinations, Strengthening character has an important role in attracting tourists and ensuring a pleasant tourist experience .

Several opinions have discussed the importance of Character Strengthening in the context of tourist destinations. For example, Kim et al.'s (2015) study showed that

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perceived value and complaints derived from three determinants (destination image, tourist motivation and perceived quality) through satisfaction significantly affect revisits to tourist destinations, while Lyu et al.'s (2022) study showed that the variables of tourist motivation and tourist perceived value do not have a direct influence on tourists' revisit intentions, but these variables can affect revisit intentions through the influence of tourist satisfaction .

Hall (2008) also emphasized that strengthening regional character is a key factor in influencing tourist perceptions and decision making . Meanwhile, related to city planning, according to Lynch (1960) , to be able to understand the identity of a city, one must first understand its image. The image of a city that is easy to imagine (has imaginability) and easy to create an impression (has legibility) will be easily recognized. Likewise, in the area of the chip center on Jalan Pagar Alam, which is an area that is one of the icons of Bandar Lampung City and is a center for souvenirs that tourists go to when visiting Bandar Lampung City.

The area of the chip center is increasingly known by the public with the physical and non-physical improvements. However, the improvements and arrangements are not comprehensive , the impact is that not all chip industry locations on Jalan Pagar Alam can survive the competition that occurs. Many factors affect the sustainability of businesses in this area, one of the factors that often becomes the main trigger for the decline in business enthusiasm for small-capital entrepreneurs is the location factor, atmosphere, spatial planning, road circulation system, drainage, and buildings that are not well-arranged in terms of facades.

On the other hand, chips products are the main source of MSMEs to survive and compete in the tight competition in the business world . In supporting MSMEs to survive and compete in the tight competition in the business world, a character enhancer is needed in the Chips area in the form of a design element on the road face that can strengthen the impression of the chip center area. The need to strengthen the character of the Chips Industry area is intended to emphasize the existence of the area as a shopping tourism area. This readability is realized so that the area is more easily recognized and remembered through visual appearance and at the same time can provide a commercial area that suits the needs of its users.

In addition, the existence of the corridor road face is an important part in completing the needs of the corridor in the area, the needs of shops and the needs of users, to support commercial activities and create a road face that is in accordance with the activities that occur and in accordance with the character of the area . Therefore, although the potential of the chip center area in the Pagar Alam road corridor, Bandar Lampung is very promising as a culinary tourism destination, there has been no research that specifically examines the Strengthening of the character of the area. Therefore, this study was conducted with the aim of identifying character strengthening factors that influence the attractiveness of the chip center area in the Pagar Alam road corridor, Bandar Lampung, and also to measure the level of readability of the area.

This research will provide a deeper understanding of the character of the chip center area and its contribution to the development of successful tourist destinations. In addition, this study also has practical implications in the development of tourism in the Pagar Alam Bandar Lampung corridor. By understanding the factors that influence the character of the chip center area, managers can design appropriate development strategies to increase the attractiveness and sustainability of the area as a tourist destination. This study can also provide theoretical contributions in the field of tourism and area design.

By examining the character of the chip center area as a tourist destination, this study can enrich knowledge about the relationship between area design and tourist experience. The findings of this study can be a reference for further research in understanding how area design can affect tourist behavior and satisfaction. Overall, this study will provide an important contribution in understanding the strengthening of the character of the chip center area in the Pagar Alam Bandar Lampung corridor. It is expected that the results of this study can be used as a basis for the development of better tourist destinations in the area and provide contributions to tourism research and development as a whole.

2. METHOD

This research was conducted in the chip center area on Jalan Pagar Alam corridor, Bandar Lampung City with a length of 1.5 km with the starting point of the main gate area bordering Jalan Teuku Umar and the end point of the research area delineation bordering Jalan Panglima Polim which is in the administrative area of Bandar Lampung City with 20 Districts and 126 Villages. Geographically, Bandar Lampung City is located at 5°20 'to 5° 30' South Latitude and 105° 28' to 105° 37' East Longitude. The implementation of this research is planned for 5 (Five) months starting from August 2024 to December 2024.

The types of data used in this study include qualitative data, namely data that is not in the form of numbers but in the form of a description of the current conditions. Qualitative data types include history related to the development of the chip center area on the Jalan Pagar Alam corridor, existing conditions, regional potential, social and cultural. While quantitative data includes demographic data and land use of Bandar Lampung City, as well as demographics and land use of Kedaton District.

The data sources were obtained by conducting field surveys and surveys of related agencies. The data collection techniques used in this study include observation techniques by conducting direct observations in the research area, in-depth interview techniques, and data collection techniques through questionnaires. In determining the sample itself, the researcher used the purposive sampling technique. The purposive sampling technique is expected to provide a representative research sample in this study, which includes making criteria as a requirement that is expected to achieve the desired research objectives. Expert respondents for this questionnaire were addressed to the Bandar Lampung City Government (Bappeda, Tourism and Creative Economy Office, Housing, Settlement Areas and Cipta Karya Office, Kedaton District Office and Kedaton Village Office) as policy makers and implementers of the chip center area development program both economically and in terms of providing physical infrastructure. While the priority sampling of community respondents was carried out on residents who were classified as productive age, namely 25-60 years. As well as residents who have lived or sold for more than 10 years in the chip center area on the Pagar Alam road corridor in Bandar Lampung City.

The method used in this study is *expost facto*. *Expost facto* is a study that aims to find possible causes of changes in behavior, symptoms or phenomena caused by an event, behavior or things that cause changes in independent variables that have occurred as a whole. The analysis in this study uses SWOT Analysis, which is used to determine the strategy for developing the strengthening of the character of the center of the chip center area as a tourist destination (case study: Jalan Pagar Alam Bandar Lampung corridor). This strategy is a tool to achieve the goal of strengthening the character of the center of the chip center area as a tourist destination in relation to long-term goals, direct action programs, and resource allocation priorities. SWOT analysis is a systematic identification of various factors to formulate a strategy by analyzing the strategic environment, which is commonly referred to as the internal environment/IFAS (strengths *and* weaknesses) and the external environment EFAS (opportunities *and* threats).

3. RESULTS AND DISCUSSION

Urban Design Elements Analysis

1) *Figure Ground Analysis*

Analysis of the *figure ground* in use In order to analyze the open space (*void*) with the mass build (solid) di City center. Analysis done with how to draw a picture in map *black* (hitam: masabunan) And *white* (putih: ruang open) For to see composition or *polakan* city. *Figure ground* The center area of chips corridor of Pagar Alam road explains that this area is quite dense in terms of building mass compared to its open space. The center area of chips corridor of Pagar Alam road is an area with trade and service functions, settlements and educational functions, this causes this area to be quite dense considering the large number of community activities in this area.

2) *Linkage Analysis*

Link analysis is a form of analysis analysis sirkulasi (*network circulation*) which become motor mover form city and a sebaipengit as well as mix various kinds a tifitas form city. Jaring-jaring the can berup a road, gan g, track pedestrian, room open Which ber shaped linier, maupun form Which se c a r a Physics has become an important part of the city. *Linkage* The center area of chips corridor of Pagar Alam road is connected very well following the previously formed lane. From the results of the analysis in the field, this area does not yet have a public transportation mode or mass transportation mode to pass through the center area of chips itself, this is very necessary if in the future this area will be developed as a shopping or culinary tourism destination in Bandar Lampung City.

3) *Land Use Analysis*

Land use analysis aims to determine the utilization and function of land in an urban area. In addition, this analysis also aims to assess the level of land suitability for certain land uses, and also by considering the level of reasonable land management. The land that has been identified is then analyzed to find the suitability of land use based on the criteria set by the local government. From the results of the analysis in the field, the area of the Pagar Alam road corridor chip center is dominated by trade and service functions, settlements and educational function areas, this is in accordance with the provisions of the Bandar Lampung City government in the Bandar Lampung City Spatial Plan with these functions.

4) *Pathways Analysis*

Pathways or paths pedestrian / sidewalk bagipara pealan foot merakana n e l e m e n the important one in municipal planning, Which diwu idkan as e l e m e n comfort of urban living. From the results of field research, pedestrian ways in the Pagar Alam road corridor chip center area are only available in several parts of the road such as on the main route of the Pagar Alam road corridor, almost 80 % of this area does not have sidewalks for pedestrians. This is a special concern for the author, because if in the future this area becomes a tourist destination, facilities and infrastructure for tourists need to be equipped with pedestrian ways, so that tourists can access all areas of the Pagar Alam road corridor chip center area by walking along the shops in this area.

5) *Nodes Analysis*

Nodes are points, strategic spots in a city where observers can enter, and which are the focus from which they walk. *Nodes* can be crossroads, *path intersections or meetings*, open spaces or points of difference from one building to another. *Nodes* are nodes or circles of strategic areas where directions or activities meet and can be changed to other directions or activities. From the results of the analysis in the field, *nodes* in the center of chips area, the Pagar Alam road corridor is at the end of the boundary (Panglima Polim road) of the research area delineation.

6) *Landmark Analysis*

Landmark is a physical element of a city as a reference of the city where the observer cannot enter it, but the marker is external to the observer. Usually recognized through the dominant physical form in a city area such as buildings, monuments, shops, or mountains. In general, a *landmark* is a sign in recognizing an area. *Landmark* is an external element and is a prominent visual form of the city. From the results of the analysis in the field, the *landmark* in the center of chips corridor Jalan Pagar Alam is the main entrance (*main gate*) of the research area. From the results of the analysis in the field, the landmark in the center of chips corridor Jalan Pagar Alam is at the *main gate* or main entrance to the area.

SWOT Analysis

SWOT analysis is used to identify various factors and elements that determine the development of the planning area systematically to evaluate the conditions and is used to formulate appropriate strategies.

1) External Potential and Problems

From the analysis of the regional context as an external factor that will influence the research area, then There are several things that will become potential (opportunities) and problems (challenges).

a. Potential (*Opportunities*)

- area of this thesis is part of the strategic area of the city.
The strategic area that is determined is a strategic area of economic aspects as a center for local UMKM growth with a *home industry base* . The planning location is also a general residential location that is supported by supporting functions, namely trade and service functions. Thus, the trade and service functions become supporting functions that will form the characteristics of the area with high development intensity directions.
- The function of culinary tourism and shopping tourism can be a potential that can be further developed in the research area. The research area of this thesis is part of regional economic access with a concentration on the development of MSMEs based on *home industry* .

b. Problems (Challenges/ *Threats*)

- Bandar Lampung City as the National Activity Center (PKN). The determination of Bandar Lampung City as PKN will result in increasing the capacity of city services while also potentially becoming a magnet for regional and national activities that will have various impacts on the region.
- Planning area as part of the Primary Service Center for Bandar Lampung City and its surrounding areas. Primary service means centralizing the burden of district-scale services in Bandar Lampung City and the planning area in particular. This will be a potential problem for the city with the increasing intensity of activities in the city center.
- Determination of the area as a strategic area for the economic aspects of trade and services. The consequences of developing the area as a center for city economic services will clearly increase the burden on the area which will lead to various city problems, both environmental, functional and visual and aesthetic problems of the city.
- Bandar Lampung as a transit point for regional movement Transit points are like magnets for a region. The consequence is an increase in the burden and intensity of the region.
- Bandar Lampung as a gateway for land and sea transportation. The movement gate will have a very significant impact on an area, because of the great accessibility and the dynamics of fast and massive movement.

2) Potential and Internal Problems

Based on the analysis of the aspects that form the physical, functional and visual quality of the environment, conclusions can be drawn regarding the potential and problems in the area which are internal factors in the development of the area.

a. Potential (*strength*)

- The existence of trade and service functions (retail and home industry) and housing are the main framework in the arrangement of the area to realize a multifunctional area. The research area is a part that has a high level of accessibility and is the gateway to Bandar Lampung City from the North.
- The direction of high development intensity can make the area a center for the development of MSMEs and *home industries* for Bandar Lampung City.

b. Problems (*weaknesses*)

- Environmental conditions are starting to decline, especially in residential areas that are mixed with chip centers and areas with educational functions, and have inadequate facilities and infrastructure.

- Very high building intensity makes it difficult to organize and provide open space and the threat of disaster is high.
- The movement system in the research area of this thesis does not yet have integration between the modes of movement (vehicles and pedestrians) and their supporting facilities, including parking facilities and infrastructure.
- Diverse road boundaries in some parts of the area. High population density has an impact on building density which encourages a decline in environmental quality, as well as the need for increased efforts to fulfill resources.

3) Strategy

a. Strategy :

- Establishing the research area for this thesis (Pagar Alam road corridor chips center area) as a center for developing MSMEs and home industries with integrated mixed functions.
- Creating supporting facilities and infrastructure for the development of the chip center area, including development directions as a culinary and shopping tourism area.
- Strengthening the regional structure by arranging the appearance of the street corridors (streetscape).
- Increase the intensity of the area to the optimal limit so that there is a balance in environmental carrying capacity.

b. Strategy *Strength – Threat* :

- Controlling regional development by optimally managing the intensity of land use.
- Establish and regulate transportation facilities and infrastructure and modes of movement within the Region.
- Increase the proportion of open space in the area so that environmental balance occurs.
- Creating a strong linkage between activity systems as an effort to minimize the movement of movement from one retail to another in the research area corridor. In addition to several urban design elements that will be planned, there are no significant elements in shaping the face of the area through its street furniture. Therefore, in future planning, it is necessary to provide street furniture facilities so that environmental performance can be improved.

c. Strategy *Weaknesses – Opportunities*:

- Forming public open spaces at each administrative level of the area (RT, RW and area parks).
- Creating private open spaces by limiting the intensity of development.
- Optimizing road space for the movement of transportation modes in the area.

d. Weaknesses – *Threats* Strategy :

- Regulating and controlling the intensity of development in the Pagar Alam road corridor chip center area.
- Organizing the environment of the high-density chip center area by increasing the provision of area utilities.
- Converting the function of buildings that do not match the characteristics and image of the city, such as swallow houses and warehouses.
- Creating an area with trade commodities and services that support culinary tourism and shopping tourism aspects.

4) Concept of Design for Strengthening Regional Character

The design concept for strengthening the character of the Pagar Alam road corridor chip center area as a tourist destination, especially shopping tourism or culinary tourism, consists of several components of *urban design* elements in the corridor itself, namely: *pathways*, *pedestrians*, *nodes*, *streetscapes*, *landmarks* and *signs* that are designed with

a typical concept but the shape and size adjust to the existing conditions of each corridor that will be arranged. The design concept of *pathways* in the Pagar Alam road corridor chip center area as a tourist destination, especially shopping tourism or culinary tourism, consists of the main route of Pagar Alam road which borders Panglima Polim road and pedestrians along the route. The author also designed a simulation for pedestrian paths or *pedestrian ways*. Pedestrians are an important element in designing an area.

The author hopes that by arranging and designing the *pedestrian ways*, it can provide convenience for tourists, traders and the surrounding community to move from one place to another that is still in the same area of the chip center, the Pagar Alam road corridor bordering Panglima Polim road. The concept of the pedestrian path in the chip center area is planned on the right and left sides along the main route.

In the concept of designing the Pagar Alam corridor chip center area as a tourist destination, especially shopping or culinary tourism, the author divides the concept of pedestrian paths into three. First, the sidewalk or *sidewalk* which is a pedestrian space adjacent to the road on one side with a raised floor elevation and not directly adjacent to the building. Second, is *the arcade* or pedestrian path on the edge of the building which is planned to be a pedestrian space adjacent to the building on one or both sides. Third, is *the green pathways* or park pedestrian paths. This path is intended for pedestrians located between green open spaces, so that pedestrians do not walk on the grass or damage other plants in the park.



Figure 1. Alternative Corridor Arrangement Concept 1

Source: Author, 2025

The author also plans *signage* which is a signpost that aims to provide information either in the form of billboards, or traffic signs including streetscapes or street furniture as a supporting facility for the Pagar Alam road corridor chip center area as a tourist destination, especially shopping tourism or culinary tourism. *Streetscapes* that are planned to be placed along the main corridor surrounding the chip center area are such as: main street lights, pedestrian lights, trash bins, and ornamental plant tubs that will be installed along the Pagar Alam road corridor. while at *the nodes* (nodes) it is planned to place stops or *shelters* as a place to rest and take shelter for pedestrians who use pedestrian facilities in the chip center area.



Figure 2. Alternative Corridor Arrangement Concept 2

Source: Author, 2025

pathway design is designed as a simulation of the arrangement to strengthen the character of the center of the Pagar Alam street chip center area with a design concept of dividing and separating the road section zones (with a span width of 7.5 m long following), parking zones, pedestrian zones are conceptualized with *arcades*, this aims to provide comfort and safety for pedestrians. A sectional image of a simulation of the

arrangement of pedestrian paths in the Pagar Alam street chip center area, where this road is conceptualized using the pedestrian *sidewalk type* and the adjacent *arcade type* as we can see in the picture. The width of the sidewalk is planned to be at least 1.2 m (referring to the Architect's Data, Enrnest Neufert), while the length follows the length of Ikan Hiu Street. For the *arcade*, it has a minimum width of 2.4 m (Francis DK Ching, in the book *Architecture: Form, Space and Order*), while the length follows the length of the road following the delineation of the research area.



Figure 3. Atmosphere of the Research Area Corridor
Source: Author, 2024

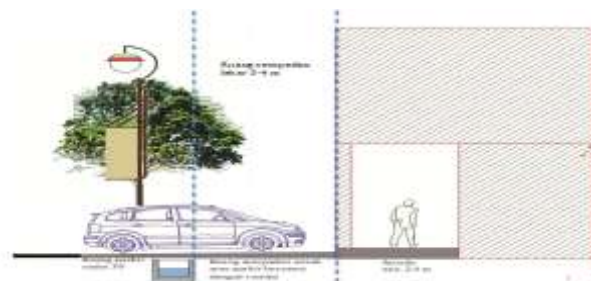


Figure 4. Alternative Corridor Arrangement Concept 3 and 4
Source: Author, 2025

The image above is a concept design of *streetscapes elements* consisting of: main street lights that will be placed on the median of the road with a minimum distance between lights of 30 m, pedestrian lights equipped with advertising suggestions/ *signboards* that will be placed on the pedestrian with a minimum distance between lights of 20 m, trash boxes with separation of organic and inorganic waste types along the pedestrian with a minimum distance between trash boxes of 20 m, pots or tubs of ornamental plants that are planned to be placed along the pedestrian with a minimum distance between plants of 10 m, the next *streetscapes element* is a bus stop placed at each *node point* to bring out the character of the traditional Lampung-style chip center area.

The image above is a concept for strengthening the character of the Pagar Alam road corridor chip center area through the main entrance to the area (*main gate*), which will be used as a *landmark* for the Pagar Alam road chip center area in Bandar Lampung City. The traditional form that characterizes Lampung Architecture is taken as a harmony of the main entrance area, which is adjacent to the traditional buildings of the Lampung community.

5) Development Scenarios and Programs

The development scenario and program carried out in the research on strengthening the character of the center of the chip center area as a tourist destination (case study: Pagar Alam Bandar Lampung road corridor) refers to several important issues that are the basis for planning and designing the area. These issues are:

- Strengthening the image and structure of the region as a strategic area for trade and services (*home industry*) and the chip center as a culinary and shopping tourism destination, especially on the Pagar Alam Bandar Lampung road corridor .
- existing* buildings and open spaces in the Pagar Alam Bandar Lampung road corridor chip center area as a public area/social function as a gathering place for residents that can be accessed by all levels of society .

- c. Improving the quality of accessibility and circulation of the area towards the chip center area which is friendly for local and foreign tourists.
- d. the Pagar Alam Bandar Lampung street chips center area with local and ethnic nuances within the framework of providing public facilities and supporting facilities for regional tourism.
- e. Redesigning city elements such as: *path ways* , *nodes* , *landmarks* , *signage* , and *streetscapes* according to design standards to provide comfort, security, and ease of accessibility for tourists through the Pagar Alam Bandar Lampung corridor chip center area and to strengthen the image of the area.
- f. Arrangement of public green open spaces in cities and the environment, public spaces and green paths to support the spatial structure and function of green and sustainable areas.
- g. Development and innovation of various flavors of chips as a form of promotional strategy to improve the economy of the community around the chip center area of the Pagar Alam Bandar Lampung corridor .
- h. Guidance, development and empowerment of human resources, especially the community around the Pagar Alam Bandar Lampung corridor chip center area will be a conscious and globally-minded tourist behavior without eliminating local cultural identity.

6) Development of the 4A+I Tourism Concept

The development of strengthening the character of the center of the potato chip center area as a tourist destination (case study: Pagar Alam Bandar Lampung road corridor) is carried out using the 4A+I tourism concept, namely: *attractions* , *accessibility* , *amenities* , *ancillary services* and *institutions* . as follows:

- Attractions that can be done from culinary tourism or shopping tourism activities , namely tourists can enjoy/taste the experience of food, drink, and shopping. Culinary tourism *experiences* can be built by designing tour packages that contain learning, which greatly influence the formation of optimal tourist experiences. Activities related to food greatly affect the satisfaction of the tour, which ultimately encourages repeat visits and recommends a destination to others . There are several attractions or series of events that the author plans in the development and promotion of the Chips Center Area to attract local and foreign tourists such as: *food festivals*, Lampung Fair, Begawi Festival, Lampung *Fashion Week* , and *Lampung Culture* and *Tapis Carnival*.
- Accessibility , ease of facilities and transportation systems in the Pagar Alam road corridor chip *center* area is very good. Because of its strategic location, this area is easily accessible from both inside and outside Bandar Lampung City .
- Amenities , the Pagar Alam corridor chip center area already has several facilities for accommodation such as: shopping *center* (Bumi Kedaton Mall), Lampung souvenir shop (Royyan) which is located opposite the Mandala Multipurpose Building, Shamiya Frozen Fried Banana, Arabar Shop Chips, Siger Chips, Askha Jaya 1, Askha Jaya 2, Rossa Chips, Lampung Chips, Asa Cipto Roso Chips, Karya Mandiri, Nadia Chips, Alyn Tapis Khas Lampung, Lampung Souvenirs and many others .
- *Ancillary services* that are already owned by the Pagar Alam road corridor chip center area, such as: Al Hikmah Mosque, ATM Bersama, Pharmacy, Dentists, General Practitioners, Pertamina Gas Stations and many others.

4. CONCLUSION AND SUGGESTIONS

Conclusion

Based on the results of research and discussion regarding strengthening the character of the center of the potato chip center area as a tourist destination (case study: Pagar Alam Bandar Lampung road corridor), the following conclusions can be drawn:

- *The urban design* elements identified and analyzed are : *fig . g r o u n d* , *linkage* , *land use* , *pathways* , *nodes* And *landmark* . These five elements of urban design can strengthen

- the character and image of the area at the Pagar Alam street chips center as a tourist destination if planned and organized well.
- The concept of developing a shopping and culinary tourism area in the area of the chip center on Jalan Pagar Alam, Bandar Lampung City, the scenario is through 3 stages of development, *namely* short-term development (5 years), namely by strengthening the image or character as a strategic area for trade and services (*home*). *industry* and MSMEs), medium-term development (10 years) namely by developing physical facilities and infrastructure in the area and long-term development (15 years) namely developing human resources and tourism communities.
 - Design to strengthen the character and image of the area at the Pagar Alam Street chips center as a tourist destination emphasizing the concept of *urban* design elements consisting of *pathways*, *pedestrian ways*, *landmarks*, *signage* and *streetscapes element design concepts* that combine local architectural elements to form the character of the area.

Suggestion

In order to strengthen the character of the center of the potato chip center area as a tourist destination (case study: Pagar Alam Bandar Lampung road corridor), several suggestions can be given as follows:

- The city and provincial governments of Lampung are expected to be able to create regional regulations or regulations that function as a legal umbrella that can regulate the arrangement of buildings and the environment (*urban design elements*), especially in the area of the chip center on the Pagar Alam Bandar Lampung road corridor, so that this area is not chaotic and has a strong identity/image as a strategic area *for home industry* and MSMEs.
- -term (15 years) development of shopping tourism and culinary tourism can be done by involving tourism-based communities and culinary lover communities/UMKM developer communities facilitated by the Lampung City and Provincial Governments in socializing tourism-conscious behavior to the surrounding community and organizing training activities related to the development of the chip center area on the Pagar Alam Bandar Lampung road corridor.
- The concept of physical design of the area in the form of regional corridor arrangement, urban design element design, can be used as a reference or guideline for related *stakeholders* in implementing the construction and development of the chip center area as a tourist destination, especially in the Pagar Alam Bandar Lampung road corridor.

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