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ELECTRONIC THESIS AND DISSERTATION UNSYIAH

TITLE

PENGARUH AKTIVITAS PENDUKUNG TERHADAP KUALITAS VISUAL KORIDOR JALAN KAWASAN SIMPANG 7 ULEE KARENG KOTA BANDA ACEH

ABSTRACT

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The area of Ulee Kareng intersection named "Simpang Tujuh" is a trade and service area located in Ulee Kareng District, The City of Banda Aceh. In this area, a lot of activities take place on the road corridor, one of which is the supporting activity of street vendors (PKL). The existence of street vendors as a supporting activity makes the visual quality of the corridor also affected. This situation is considered to result a negative picture on the important buildings around the area, because the presence of street vendors continues to grow and obstruct the view of the surrounding buildings. Therefore, this research is essentially important to be done in order to discover the effect of the supporting activities on visual quality. In this study, several data collection techniques were applied, such as observation, questionnaire and interviews. The research methods used are qualitative and quantitative methods (mix methods). The calculation was done with the Guttman scale, namely the distribution of questionnaires based on research indicators. The data analysis method applied was the form of a regression test analysis using the SPSS program, which is targeted to find out how much influence the supporting activities have on visual quality. The conclusion of this study is that respondents feel disturbed and uncomfortable with the presence of street vendors (PKL) who become the sellers take place exactly by the side of the road. On the other hand, those people also need the street vendors to meet their daily needs. Analytically, this study shows the influence of supporting activities on the visual quality. Therefore, a design solution is provided by the theoretical analysis and the conclusions collected from the questionnaire. The possible efforts can be made are widening the road of the corridor, creating a special area for street vendors and making a traffic roundabout at the center of the intersection.

Keywords: Support Activities, Street Vendors (PKL), Visual Quality, The City of Banda Aceh