



# City Image Shaping Elements in Manado's Megamas

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## Abstract

*The Megamas area encompasses 37 hectares of reclaimed beachfront land, hosting malls, hotels, and recreational spaces vital for bolstering tourism in Manado. Positioned facing Bunaken Island, Megamas stands as a must-visit destination for tourists. Leveraging Kevin Lynch's theory of city image formation, which comprises landmarks, paths, districts, nodes, and edges, this study aims to scrutinize the components shaping the urban identity of Megamas Manado. Employing qualitative methods, the research commenced with on-site observations to gain nuanced insights, followed by questionnaire administration to gauge public perceptions regarding the five elements of city image formation. The findings highlight Megamall as the predominant landmark, with adjacent public spaces serving as nodes, and corridors like Jl. Piere Tendean and thoroughfares such as Jl. E. E. Mangindaan and Jalan K.H. Abdurrahman Wahid acting as pathways. Moreover, shopping centers emerge as prominent districts within the Megamas area.*

*Keywords: Components of urban image formation, Megamas district, Kevin Lynch's theory, urban elements, urban image*

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## Introduction

The expansion of a city's core is instrumental in driving economic growth as it serves as the hub of activities. The evolution of the city center is intricately tied to architectural and urban design considerations, ultimately shaping the city's appearance (Risidian, Sari, and Rukayah 2020). The city's image holds significant sway in its development, aiding locals and tourists alike in identifying its distinct identity (Jayanti 2018). City identity, characterized by iconic landmarks, serves as a hallmark, differentiating one urban landscape from another (Sumampouw 2022). Consequently, various physical elements contribute to the city's image, a concept elucidated in Lynch's theory as "legibility," which pertains to the recognition and comprehension of environmental features (Lynch, 1960). Moreover, the term "image" itself connotes a visual representation (Mangunwijaya 1988).

According to Seprianto, Wijayanti, and Purwanto (2022), experts argue that a city's image is closely intertwined with distinctive elements that characterize its identity, setting it apart from other urban areas. Research focused on city image holds significant importance in gauging public understanding and perception of a city's identity. Kevin Lynch identified five key elements, namely paths, edges, districts, nodes, and landmarks, which collectively contribute to shaping a city's strong image (Lynch 1960). The Megamas area, a burgeoning sector within Manado City spanning 37 hectares, is rapidly evolving and offers an array of integrated business and tourism facilities. With its diverse offerings including malls, hotels, entertainment venues, and tourist attractions, the Megamas area plays a pivotal role in bolstering tourism activities in Manado. Given its strategic location, it serves as a must-visit destination for tourists, necessitating a clear and distinctive identity.

The primary objective of this study is to recognize and analyze the components contributing to the urban image of the Megamas area. It seeks to examine how these elements shape the city's identity, drawing insights from both local residents in Manado and individuals outside the city. The study applies Kevin Lynch's five elements of city image—paths, edges, districts, nodes, and landmarks—to assess the development of the Megamas Manado case study area. The research methodology is rooted in Lynch's (1962) principles of urban design.

## Methods

This study employs qualitative research methodology, which involves analyzing spoken and written discourse as well as individual behaviors (Fadli 2021). A site survey was undertaken to obtain a more precise comprehension of the study area.

The questionnaire utilizes a Likert scale, allowing respondents to indicate their level of agreement with the statements provided in the questionnaire.

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For this study, three response options were employed: "very familiar" (SK), "familiar" (K), and "not familiar" (TK). During the site survey, the quality of key urban design elements was assessed. Subsequently, the data obtained from the survey was analyzed using Kevin Lynch's urban mapping theory.

## Results and Discussion

### Identification of city image shaping elements

This study concentrates on delineating five key elements shaping the urban image within the Megamas Area, specifically roads (paths), edges, districts, nodes, and landmarks. The ensuing findings represent the observations made by the researchers regarding these elements' presence and characteristics within the study area.

#### a. Landmark

In the research area, Megamall stands out as a prominent landmark. Its significance in the Megamas vicinity stems from its establishment in 2004, marking it as the inaugural mall in Manado City. Conversely, Mega Trade Center (MTC) holds distinction as the city's largest wholesale and retail hub, boasting a towering four-floor structure. Additionally, the Pohon Kasih monument serves as a popular spot for leisure and sports activities, offering scenic views of the surrounding beach area. Similarly, Whize Prime Hotel offers a picturesque vista overlooking Manado Bay and Bunaken Island.

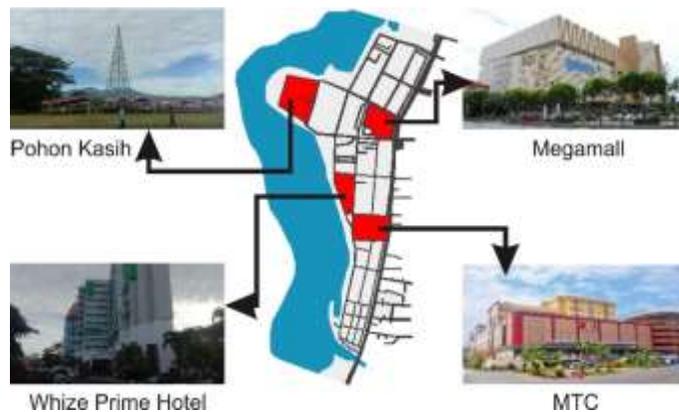


Figure 1  
Landmarks of the Megamas area

#### b. Nodes

The node pinpointed within the Megamas Area is situated on the western side, specifically along the coastline on Jalan Laksda John Lie. This locale serves as a bustling hub, drawing crowds due to its direct beachfront view. Along this stretch, a food truck zone adds to the vibrancy. Moreover, strategic spots such as public open spaces, the Megamall drop-off point, and recreational areas contribute to its significance as gathering and meeting places.



Figure 2  
 Nodes of Megamas area

c. Edge

Upon observation, the edges delineating this region consist of Grand Prima Manado, open land, and the shoreline to the north, spanning approximately 241.35 meters in width. Along the eastern perimeter, Jalan Pierre Tendeau extends for roughly 1,366.95 meters. To the south and west, the area is flanked by the coastline, with the southern stretch measuring approximately 219.75 meters and the western boundary extending roughly 2,149.62 meters.

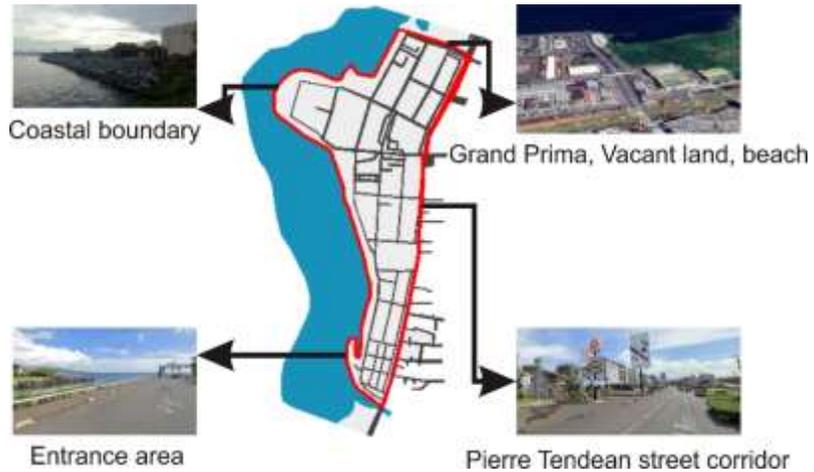


Figure 3  
 Edge of Megamas area

d. Path

The Megamas area features five roads facilitating connectivity among shophouses within the Boulevard on Board (BoB) zone: Jalan E.E. Mangindaan, Jalan A. J. Sondakh, Jalan K. H. Abdurrahman Wahid, Jalan Laksda Jhon Lie, and Jalan Novena.



Figure 4  
Megamas area path

e. District

The zones identified in this study area encompass shopping centers, hotels, culinary hubs, and comprehensive entertainment venues. Within the Megamas area, activities such as shopping, leisurely gatherings, sunset viewing, sports activities, photography expeditions, and fireworks displays are prevalent.

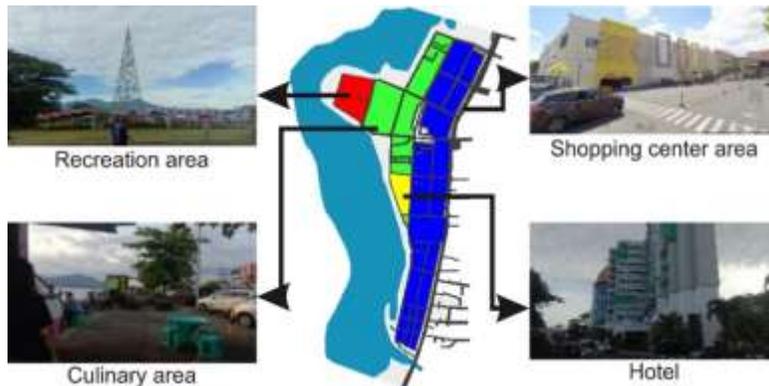


Figure 5  
Megamas area district

**Analyzing the elements that form the city's image according to public perception**

a. Landmark

Base on the analysis findings, the landmarks most prominently acknowledged by the public are:

Landmark elements	20 Respondents			Description
	Not familiar (%)	Familiar (%)	Verry familiar (%)	
Megamall	-	15%	85%	The Megamall stands out as the most identifiable landmark within the Megamas Area
MTC	-	20%	80%	
Pohon Kasih	10%	35%	55%	
Whiz Prime Hotel	5%	60%	35%	

Table 1  
Results of analysis of landmark elements of Megamas area

b. Nodes

Findings from the analysis of the Megamas Area's nodes elements indicate:

Table 2  
 Analysis findings regarding the elements of nodes in the Megamas area

Nodes elements	20 Respondents			Description
	Not familiar (%)	Not familiar (%)	Not familiar (%)	
Public open space beside Indopoint	-	35%	65%	The public open space adjacent to Indopoint emerges as the most robust node within the area
Area food truck	-	55%	45%	
Drop off Megamall	5%	40%	55%	
Sports and recreation area	10%	55%	35%	

c. Edge

Based on the outcomes of the edge analysis, the element most acknowledged by the community is:

Table 3  
 Analysis outcome of edge elements in the Megamas area

Edge elements	20 Respondents			Description
	Not familiar (%)	Not familiar (%)	Not familiar (%)	
Northern boundary area: Grand Prima Manado, Vacant land, and Beach	25%	65%	10%	The Piere Tandean road corridor as an edge is very recognizable in the area.
Eastern boundary of the area: Piere Tandean Road Corridor	-	-	100%	
Southern boundary of the area: Beachfront next to entrance/entrance area	-	55%	45%	
Western boundary of the area: Back area/coastal	5%	50%	45%	

d. Path

Based on the path analysis results, the element most identified by the public is:

Table 4  
 Analysis findings regarding the path elements in the Megamas area

Path elements	20 Respondents			Description
	Not familiar (%)	Not familiar (%)	Not familiar (%)	
Jl. E. E. Mangindaan	5%	60%	35%	Highly recognizable paths in the area are Jl. E. E. Mangindaan and Jl. K. H. Abdurrahman Wahid
Jl. A. J. Sondakh	15%	60%	25%	

Jl. K. H. Abdurrahman Wahid	15%	50%	35%
Jl. Laksda Jhon Lie	5%	65%	30%
Jl. Novena	5%	65%	30%

#### e. District

According to the analysis findings, the districts most acknowledged by the community are:

District elements	20 Respondents			Description
	Not familiar (%)	Not familiar (%)	Not familiar (%)	
Shopping center	-	15%	85%	The most recognizable district is the shopping center
Shops	-	20%	80%	
Culinary center	10%	35%	55%	
Hotel	5%	60%	35%	
One stop entertainment	10%	55%	35%	

Table 5

Analysis findings concerning the district elements within the Megamas area

## Conclusions

Based on the research problem and objectives, it can be inferred that the identification and analysis of elements shaping the urban image in the Megamas Area reveal the following: the most prominent and recognizable element is Landmarks, with Megamall leading at 85%, followed by MTC at 80%, Pohon Kasih at 55%, and Whiz Prime Hotel at 35%. Regarding Nodes, the most recognized elements are Megamall Drop Off at 55%, Foodtruck Area at 45%, and the Public open space adjacent to Indopoint and the Sports and recreation area around the Pohon Kasih both at 35%. In terms of Edges, the Piere Tendean Road Corridor in the eastern area stands out the most at 100%, while the western beach area and the southern entrance area are recognized at 45%, and the northern boundary with Grand Prima Manado at 10%. For Paths, Jl. E. E. Mangindaan and Jl. K.H. Abdurrahman Wahid are most recognized at 35%, followed by Jalan Laksda Jhon Lie and Jalan Novena at 30%, and Jl. A. J. Sondakh at 25%. Finally, in the district category, Shopping Center is the most recognizable at 85%, followed by one-stop entertainment at 35%, and Shops, Culinary Center, and Hotels each at 30%.

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**Natalia M. Kaliey** contributed to the research concepts preparation, methodologies, investigations, data analysis, visualization, articles drafting and revisions.

**Gisella A. Dapas** contribute to the research concepts preparation and literature reviews, data analysis, of article drafts preparation and validation.

**Rogi D. Gabriel** contribute to methodology, supervision, and validation.