

ABSTRAK

KONSEP PERANCANGAN *DIGITAL CREATIVE CENTRE* DENGAN PENDEKATAN *ADAPTIVE ARCHITECTURE* DI BANDAR LAMPUNG

Oleh

ADE JUNIARTO

Perkembangan teknologi digital di Indonesia mendorong pertumbuhan industri kreatif nasional, namun sektor digital di Bandar Lampung masih belum berkembang secara optimal dibanding subsektor kuliner, fashion, dan kriya yang mendominasi kontribusi PDB daerah. Keterbatasan sumber daya manusia, infrastruktur, dan kebijakan publik menjadi kendala utama dalam penguatan ekosistem kreatif digital. Oleh karena itu, diperlukan perancangan *Digital Creative Center* sebagai wadah inklusif yang mendukung aktivitas pelatihan, produksi, kolaborasi, serta pameran karya digital. Pendekatan arsitektur adaptif digunakan untuk mewujudkan bangunan yang fleksibel terhadap perubahan fungsi dan kebutuhan pengguna, baik secara spasial maupun fungsional. Melalui studi literatur, preseden, observasi, dan analisis kontekstual, rancangan ini menghasilkan konsep ruang yang dinamis, terbuka, dan kolaboratif guna menumbuhkan potensi pelaku kreatif digital di Bandar Lampung.

Kata Kunci : Teknologi Digital, Industri Kreatif, Arsitektur Adaptif, Fleksibilitas

ABSTRACT

DESIGN CONCEPT FOR A DIGITAL CREATIVE CENTER WITH AN ADAPTIVE ARCHITECTURE APPROACH IN BANDAR LAMPUNG

By

ADE JUNIARTO

The rapid development of digital technology in Indonesia has significantly contributed to the growth of the national creative industry. However, in Bandar Lampung, the digital sector remains underdeveloped compared to other subsectors such as culinary, fashion, and crafts, which contribute to the regional GDP. Limitations in human resources, infrastructure, and public policy have hindered the establishment of an integrated digital creative ecosystem. Therefore, the design of a Digital Creative Center is proposed as an inclusive facility that supports training, production, collaboration, and the exhibition of digital works. The adaptive architecture approach is applied to create a flexible building capable of responding to changes in user needs and functions, both spatially and programmatically. Through literature studies, precedent analysis, field observation, and contextual-spatial analysis, the design emphasizes dynamic, open, and collaborative spaces that aim to foster creativity and enhance digital skills among creative communities in Bandar Lampung.

Keywords : Digital Technologi, Creative Industry, Adaptability Architecture, Flexibility