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ENVIRONMENTAL VITALITY STUDY ON SHOPHOUSE AREA.

Case study: Asia Mega Mas Shophouse Area, Medan

Ahmad Fadil Pohan¹, Nurlisa Ginting², Wahyuni Zahrah²

1. Student of Master Degree Program of Architecture Department, Faculty of Engineering, Perpustakaan Street J7 Building, Universitas Sumatera Utara, Medan, Indonesia 20155

2. Lecturer of Master Degree Program of Architecture Department, Faculty of Engineering, Perpustakaan Street J7 Building, Universitas Sumatera Utara, Medan, Indonesia 20155

Email: y2k_afp@yahoo.com, nurlisa.ginting@gmail.com, wahyuni_zahrah@yahoo.com

Abstract. The vitality of the area is the ability of an area to survive. Vitality area can be seen from the life of the area approximately 24 hours. A vital and lively area certainly has a high activity in it. One element in the urban vitality is the environmental vitality that prioritizes physical characters. It has an important role in creating vitality in urban areas. High environmental vitality is not impossible to increase the economic, social and cultural vitality in an urban area. The purpose of this study is to identify what factors are related to the environmental vitality and find the correlation of each factor to the environmental vitality. The research method used is mixed methods that are descriptive evaluative and quantitative descriptive method. Descriptive evaluative in this study is used to identify environmental conditions in the area which is then compared with the frequency of the questionnaire results. While the quantitative method is used to get the level of correlation of each factor which is then interpreted. The number of samples in this study is 100 samples divided into 50 visitors and 50 owners. There are 4 (four) factors that correlate the environmental vitality that is a comfort, safety, secure, and pleasure. While the factor of pleasure is the most correlated factor from the visitor side of the area while regarding occupants of the secure factor is a factor that has a moderate level of correlation in the environmental vitality.

1. Introduction

The urban vitality aims to make a productive new life in the area and able to contribute positively to the socio-cultural life, especially the economic life of the city (Martukusumo, 2008). Increasing the economy of the area will open employment and the potential development of an area. A vital area can also increase the growth of the area and its surroundings in response to the needs and services for building users. Areas that experience a decrease in vitality because the area is not able to compete with other areas that provide attractiveness (Susiyanti, 2003). A vital area is a representation of a successful area in many contexts (Jalaladdini and Oktay, 2012). One of the commercial areas in the Medan city which is considered vital in the initial observation is the Asia Mega Mas shop-houses area. The shop-houses' area established from 1996 until 1999. At first, the area tends to die because many buildings that are not functioning to the maximum even left by the owner. The number of vacant buildings is characteristic of decreasing the urban vitality (Latifah, et al., 2009). Since the last ten years, the area began to look crowded, because the area is located strategically on the road protocol of Medan city that is Asia road and A.R. Hakim road which is a high mobility street today. The presence of street vendors in open spaces in the area such as roads and parking also has a big hand to attract people to



the area, especially at night when many shop-houses have closed. The purpose of this study is to identify what factors are related to the environmental vitality and find the correlation of each factor to the environmental vitality.

The urban vitality is a benchmark in assessing urban design performance (Lynch on Jalaladdini and Oktay, 2012). Vitality is the ability of an area to survive. The living area can be seen from the activities that take place in it all the time where people will come, enjoy and do it (Susiyanti, 2003). The urban vitality is formed from 4 (four) categories of vitality that are interconnected with one another namely economic vitality, social vitality, environmental vitality, and cultural vitality (Landry, 2006). The four categories of vitality support the area to have vitality. The approach taken by enhancing the vitality of degraded trade areas should take into consideration the surrounding physical, social, cultural and socio-economic characteristics (Susiyanti, 2003). The important characteristics that shape the urban vitality are economic vitality, social vitality, and cultural vitality (Zhou, 2012). Vitality regarding spatial (physical) is useful for finding small and big things that greatly affect an urban vitality and allows understanding and measure why an area becomes vital. Environmental vitality is a physical aspect of the urban vitality. The environmental vitality can be seen by looking at the aspects that become variables. There are four aspects that affect or relate to the environmental vitality in a trade area that is, comfort, secure, safety, and pleasure. Comfort aspect is formed by several factors namely accessibility, the pedestrian path, green open space, parking and building arrangement. Area activity, lighting and pedestrian path as the secure aspect. The safety aspect is formed by building structure factors, fire hazards, and pedestrian paths. While the pedestrian path, the attractiveness of the area, the appearance of buildings and commercial facilities as an aspect of pleasure (Susiyanti, 2003). There are 4 (four) physical factors that greatly affect the vitality of the commercial area are pleasure, safety, secure, and comfort. (Saputri et al., 2009). 10 (ten) factors contributing to the environmental vitality (Montgomery, 1998), there are: 1) the level of variation in primary land use, including housing, 2) the proportion of locally owned businesses or the freedom of business, especially shopping, 3) and 4) the presence, the size of the road and the specificity of commercial corridors, 5) the availability of cinemas, theaters, bars, pubs, restaurants and other cultures and meeting places offering services of various types, space availability, including parks, fields and corner spaces, allowing people to watch and perform activities such as cultural animation programs, 7) mixed land use patterns allowing small property improvements and investment, 8) availability of units of different sizes and costs 9) new architecture, providing various types of buildings, styles, and designs and 10) the life of the road and the front of the active road. These four aspects will open up the possibility of transactions within an area in longer time segments as it will attract visitors to the area that will increase the urban vitality.

2. Method

The research location is in Asia Mega Mas shop-houses area, Medan is a shopping area located in Sukaramai II village. The area of Asia Mega Mas was ± 7 Ha. The area is adjacent to the railroads on the north side, the flats and A.R Hakim Street on the east side, Capt. Jumhana Street on the west side and Sukaramai Market on the south side (Figure 1). This location is a shopping area that is dominated by shop-houses. Initially, the area was built in 1992 in stages until it was completed in 1996. The construction of the Asia Mega Mas shopping area was originally intended to support the activities of flats in the east side which were also built almost simultaneously. The intensity of activities in this region is increasing, causing the presence of street vendors in Asia Mega Mas. There are still many shop-houses that do not work at night are used by street vendors to sell in the front area of the shop which is usually used as a parking area during the day.

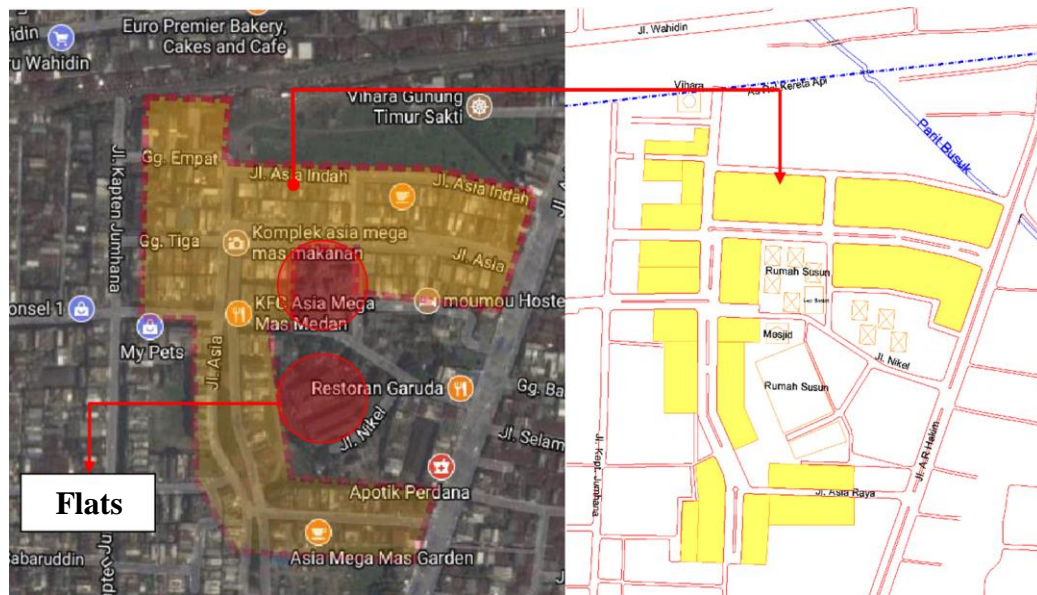


Figure 1. Research location

The research method employed is the mixed method which is done by a descriptive approach of evaluative and quantitative descriptive. The evaluative descriptive analysis method is used to examine the environmental vitality condition of the area in Asia Mega Mas shop-houses area at the moment. This analysis approach to make a picture of the condition and issues in the area. The descriptive research aims to describe the condition or situation of the field by way of a survey (Bungin, 2013). While the approach is done in this research is evaluative. The evaluative descriptive method in this research is used to identify the environmental condition in the area which is then compared with the frequency of the result of a questionnaire obtained and interpret it. This descriptive assessment is by looking at the conditions of accessibility, pedestrian paths, parking, open spaces and greening, fire protection, building structures, and lighting.

Withdrawal of data in this study there are using the questionnaire, then the data obtained is quantitative. Quantitative analysis is a method of analyzing data in the form of numbers (Siregar, 2012). The numbers in quantitative research are obtained through research instruments in the form of questionnaires or questionnaires. In addition to providing descriptions, researchers also want to show the correlations that occur (Nazir, 2009). Researchers also want to see the correlation between variables. Externally is to see the value of coefficient Pearson each variable (Sugiyono, 2008), based on the category of the correlation coefficient is as follows:

- 0,00 – 0,19: very low or very weak correlation
- 0,20 – 0,39: low or weak correlation
- 0,40 – 0,59: moderate correlation
- 0,60 – 0,79: high or strong correlation
- 0,80 – 1,00: the correlation is very high or very strong

The data of questionnaires related to comfort, safety, secure, and pleasure are measured by Likert scale by assessing 1 to 5 then scored and processed with SPSS 24 applications. The results of data if it will be known what factors have a high correlation with the urban vitality and which factors have a low correlation. After the results obtained, it should also be interpreted and described by linking the results to observational data and field surveys. Based on the analysis and interpretation it should also be drawn useful conclusions and implications and suggestions for further policy (Nazir, 2009).

2.1. Population and sample

To get an overview of the actual condition based on direct observation, it is necessary information obtained from the actors of activity, i.e. traders, shop-houses, and visitors in the area. The corresponding sample size is between 100-200 (Hair, et al., on Ferdinand, 2005). If the sample size becomes too large for example more than 400, then the method becomes very sensitive, so it is difficult to get the goodness of fit measures are good. The guideline for determining the sample size depends on the number of indicators estimated, the guidance being 5-10 times the estimated number of indicators (Ferdinand, 2005). Based on the theory, the sample determined to be used in this research is 100 samples. Researchers see the number of population of visitors and shop-houses on observations the percentage is almost balanced. So based on that and see the existing theory of researchers take samples of visitors to the Asia Mega Mas shop-houses area as many as 50 people and 50 people are taken from the owners. Respondents of visitors as much as 50 people taken by accidental sampling. This technique is used without a planned first and against any visitor who comes to the area. Anyone encountered and entered into the population category can be used as a sample or respondent (Bungin, 2013). Sampled visitors are aged 17 years and above and felt by researchers to know and often to the area and with the middle to lower economic level. Owner respondents use purposive sample technique. The sample of occupants taken based on the criteria of shop-house inhabited by the owner shop with commercial functions, commercial activities shop-houses are active.

3. Result and discussion

Refer to the theoretical basis or literature review that has been discussed; it can be seen that there are 4 (four) factors related to the environmental vitality that is a comfort, safety, secure, and pleasure. Each of these 4 (four) factors has sub-factors or sub-variables as its former, among others, accessibility, parking, pedestrian path, open space, fire protection, building structures, commercial activities, lighting, land use, diversity of functions commercial, areal attraction and building view (architecture). The analysis and discussion are done more deeply by classifying it into outer space and activities.

3.1. Outdoor

In this section will be discussed how the assessment and condition of outer space in Asia Mega Mas shop-houses area, Medan.

3.1.1. Accessibility

Data obtained based on the survey results there are 44 % (22 people) visitors come to the area using four-wheeled private vehicles while the rest using two wheels, public transportation, pedicab and walking (Figure 2). This shows that the location of the study is very easily accessible by the existing mode of transportation. The easy accessibility to the area is one of the reasons visitors come to the area. Accessibility is comfort in reaching the intended location using a particular transportation system (Geurs, 2004). Transportation facilities also show that respondents are dominated by the middle class.

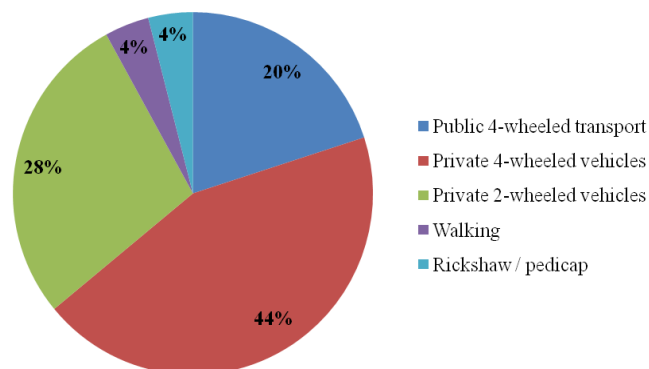


Figure 2. Transportation of visitors

3.1.2. Parking area

Based on the existing data can be said that the environmental vitality of the parking sector stated high. The percentage of actual parking may exceed 79.2% (table 1) especially at night, but this can not be achieved because of a large number of street vendors who are in the parking area at night so that many vehicles parked the car where it should not be. Parking of vehicles located on the road also causes congestion in the area at night. Parking on the road (on the street) will reduce the effective Width of roads that affect the performance of Roads and cause congestion (Hadijah and Sriharyani, 2016).

Table 1. Comparison of the number of vehicles and parking area

Parking capacity / m ² (13.563 m ²)	The volume of vehicles (unit)		Percentage (%)	
	Two-vehicles	Four-vehicles	Two-vehicles	Four-vehicles
	1.000	700	14,7 %	64,5 %
	Total			79,2 %

Data obtained based on the questionnaire results that 68 % (34 people) feel comfortable with existing parking conditions (table 2). This indicates that the visitors are not too concerned about the condition, Material or dimensions of existing Parking. 32 % (16 people) said that the location of existing parking is not comfortable (table 2). Parking facilities need to be placed within the comfortable walking distance from high activity areas (Chu , et al., 2001). Indeed, in the day, the parking users can directly access the existing shop-houses but at night the location of the park is fairly far from the place to be targeted parking users because the existing parking has been used for street vendors.

Table 2. The comfort of a parking location

	Frequency	Percent	Valid Percent
Strongly disagree	2	4,0	4,0
Disagree	14	28,0	28,0
Agree	13	26,0	26,0
Strongly agree	10	20,0	20,0
Very strongly agree	11	22,0	22,0
Total	50	100,0	100,0

3.1.3. Pedestrian path

Pedestrian path on Asia Mega Mas shop-houses area only has a Width of 1 meter so it does not meet The ideal Width of the pedestrian path that is 1.5 to 2 meters. The pedestrian path should have The ideal Width for pedestrians to pass (Shirvani , 1997). The ideal Width of 1.5 to 2 meters allows pedestrians to cross paths. Pedestrian paths in the area are also cut off at some points as well as the material and level of many different pedestrian paths between shop-houses with each other, that makes people uncomfortable to walk, this causes many visitors who walk on the road or the path parking vehicles.

Table 3. The comfort of reaching the function by walking

	Frequency	Percent	Valid Percent
Strongly disagree	7	14,0	14,0
Disagree	4	8,0	8,0
Agree	9	18,0	18,0
Strongly agree	22	44,0	44,0
Very strongly agree	8	16,0	16,0
Total	50	100,0	100,0

Based on the data obtained the comfort of existing pedestrian paths do not make visitors feel uncomfortable. As many as 78% (39 people) respondents said it is convenient or very convenient to reach the functions of the area by walking (table 3). Based on the observation of the researchers, the respondents reached the function of the area on foot but not on the pedestrian path, they walked on the road and parking area of four-wheeled vehicles to achieve the function of the area. Pedestrian paths should be designed to meet comfort criteria (Shirvani, 1997). If observed by observation condition of the pedestrian path which there is somewhat worse from side dimension and material.

3.1.4. Open space

The open space is only on the traffic island and the south side with an area of less 1.150 m² while the vegetation is only on the traffic island. The open space in the study area is not ideal because it does not reach 30% of the existing land area of 20% public and 10% private. Traffic islands in the form of non-natural corn block material such as grass, thus reducing the function of infiltration in the area. Seeing the data obtained 68% (34 people) visitors comfortable with the conditions of open space and vegetation (table 4). The factors that affect the comfort of green open space in an area are the shade, the number of trees, and the narrow open space (Weshaguna and Safitri, 2003). Inadequate open spaces and unkempt do not significantly affect visitors to come to Asia Mega Mas shop-houses. Space for visitor interaction does not occur in open space, the interaction happens on the street or parking lot and street vendors.

Table 4. The comfort of open space and greening

	Frequency	Percent	Valid Percent
Strongly disagree	10	20,0	20,0
Disagree	6	12,0	12,0
Agree	7	14,0	14,0
Strongly agree	19	38,0	38,0
Very strongly agree	8	16,0	16,0
Total	50	100,0	100,0

3.1.5. Fire protection

There is no single hydrant protection at the study site, many fire alley are covered with iron bars. Though it should be a fire alley is a path that is free from obstacles or any object. Fire alley width is also still many that do not meet the standard of 3 meters. As many as 52% (26 people) visitors said not affected by the state of the fire gang and the absence of hydrant in the area (table 5). Visitors do not think about safety when there is a fire when it comes to the Asia Mega Mas shop-houses area. Visitors are more concerned with their goals and activities than their safety while in the area.

Table 5. The comfort of hydrant and fire alley

	Frequency	Percent	Valid Percent
Strongly disagree	17	34,0	34,0
Disagree	9	18,0	18,0
Agree	4	8,0	8,0
Strongly agree	8	16,0	16,0
Very strongly agree	12	24,0	24,0
Total	50	100,0	100,0

3.1.6. Building structure

Currently, there is no standard or reference that explains the damage assessment of visual structures, but the researchers see no structural damage to buildings in the area by the earthquake that has

occurred several times in Medan. It can be concluded that the structure of the building area is categorized high because it is a permanent concrete structure that can provide secure to residents and visitors.

3.1.7. Lighting

Good street lighting is at a distance of 10 to 15 meters so as not to produce black spots (Iswanto, 2006). Lighting points are 20 meters away and on the north side, building blocks are not equipped by street lights. The lighting in the research area is not functioning properly because some light points do not work and on one street there is no point of lighting. Seeing the existing conditions in the field it can be concluded that the lighting in the study area is fairly bad.

Table 6. The visitor's sense of secure at night

	Frequency	Percent	Valid Percent
Strongly disagree	2	4,0	4,0
Disagree	6	12,0	12,0
Agree	11	22,0	22,0
Strongly agree	20	40,0	40,0
Very strongly agree	11	22,0	22,0
Total	50	100,0	100,0

Although the observation of the lighting conditions in the area of Asia Mega Mas shop-houses is quite bad the visitors still feel safe in the area, especially at night. As many as 84% (42 people) felt safe or very safe in the area (table 6). Lighting or street lighting is a vital facility needed by society to improve environmental safety, traffic, regional orientation, and accessories at night (Effendi and Suryana, 2013). The sense of secure visitors obtained not because of the existing lighting conditions, but the crowd in the area. The busy people who make the activity make the visitors feel safe.

3.1.8. Land use

The Asia Mega Mas shop-houses area since the beginning of its construction is a shopping area according to permission ever published by the Office of Housing Area Settlement and Spatial Planning (PKP2R) in Medan city from 1992 to 1994. Land use evaluation is seen based on existing conformity with existing regulations (Hariyani in Latifah , et al., 2009). The area that is the area of commercials and services in the beginning when there are now some that changed the function. Land use is a way in which human activity acts in the natural environment, directly reflecting the relationship between human activity and environmental change (Ma, et al., 2018). The shop-houses have changed functions into public facilities such as schools and houses of worship. Changes in this function resulted in the intensity of activities to be higher than it should and indirectly contribute to congestion in the area.

3.1.9. Facade (architecture)

Building appearance is assessed based on the diversity of building facades in the area. Generally, all the facades in the area are almost the same because the area is built and planned as a shopping area by one developer. The facade of the area initially consists of only two types of the facade. Not many shop-houses owners change the building facade. The change of facade occurs only in the functions of houses of worship, education, and restaurants. The less diverse facade makes the area monotonous and does not support the environmental vitality. But 70% of visitors say the architecture in the area is interesting or very interesting whereas only 30% say no and very unattractive (table 7). In the area of building facade research is not something that affects people to come. An interesting and attractive facade or architectural detail can be an asset and enhance visitors (Leanza, et al., 2016). The facade of the building is monotonous and not diverse precisely interesting in the eyes of visitors.

Table 7. Architectural buildings according to visitors

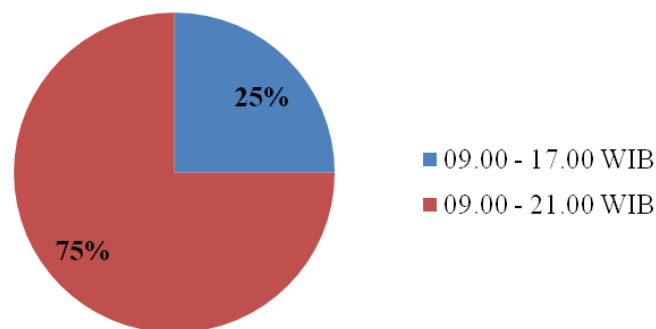
	Frequency	Percent	Valid Percent
Strongly not attractive	5	10,0	10,0
Not attractive	10	20,0	20,0
Attractive	7	14,0	14,0
Very attractive	22	44,0	44,0
Fully attractive	6	12,0	12,0
Total	50	100,0	100,0

3.2. Activities on the area

In this section will discuss how the activities that occur in the Asia Mega Mas shop-houses area. Activities that occur will be tabulated and assessed the existing activities.

3.2.1. Commercial activities

A total of 320 shop-houses (76%) were active while 101 shops (24%) were inactive. Shop-houses that are actively functioning as stores or dwellings and inactive shops have no activities in them.

**Figure 3.** Store operational time

The high level of store staff indicates the commercial activity in the area is quite good (Saputri, et al., 2009). Of the 320 active shop-houses as much as 194 shop-houses serve as shops or commercial. Active shops and commercials are divided into operational hours. A total of 48 shop-houses (25%) are open until 5 pm and 146 (75%) are open until 10 pm (figure 3). The shop-house opens until the afternoons is generally a shop that operates as a private office, travel, banks, workshops, houses of worship and laundry. The shop-houses that operate until the night is a shop that serves as a store, supermarket, restaurant, internet cafe, beauty or health salon, doctor's practice, education, and karaoke. The shop-house that operate until night trying to reach more profit because of the crowd of visitors who come to the area. Customers are little impact on the operational comparison and store turnover. The longer the shop is open then operations such as salaries of employees, electricity, and water are increasing. The income earned at night is quite small.

3.2.2. The diversity of commercial functions

Commercial functions are dominated by stores with 24,2 %, restaurant 26,8%, and office 10,8 % (figure 4). From the data obtained shows that this area has been able to attract economic activity. The diversity of existing commercial functions becomes an option for visitors to perform various activities in one place. For example, many visitors who shop at stores or supermarkets and then eat at restaurants in the area. The multitude of commercial functions within the area makes it a place for people to do some activities in one place.

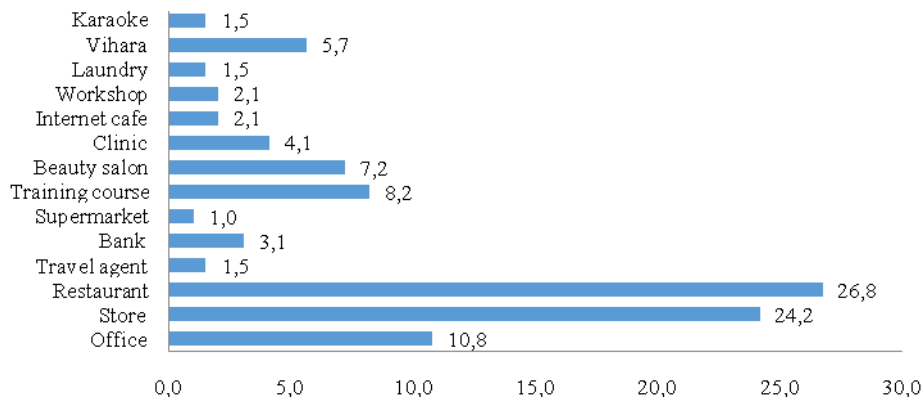


Figure 4. The diversity of commercial functions

3.2.3. The attraction of the area

The presence of theaters, bars, pubs, restaurants, and cinemas is an attraction that can increase the vitality of the area (Montgomery, 1998). These entertainment activities offer longer activities as well as sometimes late into the night. In the research area, there are 52 restaurants and 3 karaoke places. The karaoke function here can be categorized as the pub. The existence of these activities can attract visitors according to the data obtained as much as 78% (39 people) agree and strongly agree with the existence of other supporting functions such as bars or cinema that can make the area more lively even late at night and early morning (table 8). The existence of supporting functions in the area can attract more visitors coming to the area.

Table 8. The presence of bars, restaurants, pubs or cinemas by visitors

	Frequency	Percent	Valid Percent
Strongly disagree	6	12,0	12,0
Disagree	5	10,0	10,0
Agree	4	8,0	8,0
Strongly agree	12	24,0	24,0
Very strongly agree	23	46,0	46,0
Total	50	100,0	100,0

Growing and the existence of informal activities (street vendors) cannot be separated from the formal activities that dominate in a public space (Surya, 2011). Street vendors are always present when there is a crowd. The function of the shop-house formal in the region has been able to attract informal activities into the area. The commercial function of the shops can attract the interest of street vendors to hang (Surya, 2011). Looking at the existing data there are 880 non-permanent street vendors dominating street spaces and parking along Asian roads. In general, visitors who come with the goal of street vendors are 48% or 27 people (figure 5). It is divided into 8% (4 people) aimed at street vendors and other accessories, 8% (9 people) eating in street vendors and 28% (14 people) gathering and eating at street vendors (figure 5). While only 46% of visitors aim to come to the shop which is divided into 32% for shopping and 8% for treatment while the remaining 6% because of its obligations as a shop clerk. Street vendors in Asia Mega Mas shop area become very dominant in attracting visitors. The function of street vendors can be an attraction (trade and shopping) (Surya, 2011).

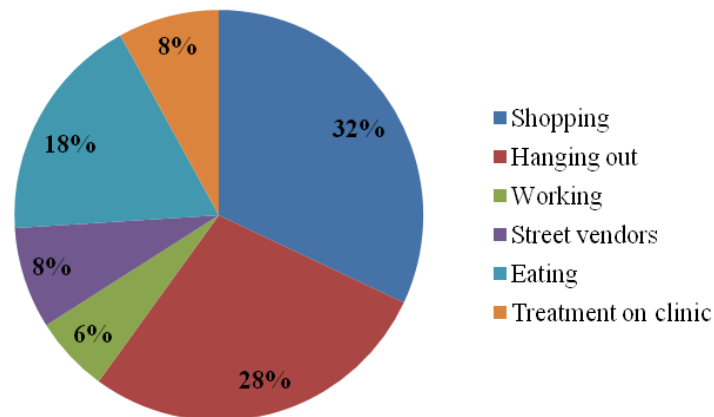


Figure 5. The reason visitors come to the area

Street vendors can indeed increase the vitality of an area, but the location of stalls that are in the road and parking lot also disrupt the users of roads and parking. Many vehicles are parked on the road because of the parking lot used by traders so that the traffic and traffic jams occur. From the existing data as much as 64% (32 people) shop owners do not feel comfortable and secure with the activities in the outer space shop especially street vendors (table 9). While 24% (12 people) residents or shop owners feel disturbed because of the noise, the environment becomes dirty, too crowded, so it felt less secure. There are 11 respondents who feel not disturb the existence of street vendors but was disturbed by the presence of crowds that are present because of street vendors. The presence of street vendors, on the one hand, can attract visitors and increase the environmental vitality, but on the other hand is very disturbing residents and shop owners in the area of Asia Mega Mas shop-houses.

Table 9. The opinion of the occupants or owners of the activities in the outer space of shop, especially street vendors

	Frequency	Percent	Valid Percent
Do not disturb	18	36,0	36,0
Disturbed, because the environment gets dirty	12	24,0	24,0
Disturbed, because of secure less	5	10,0	10,0
Disturbed, because of the noisy atmosphere	4	8,0	8,0
Disturbed, because it is too crowded	11	22,0	22,0
Total	50	100,0	100,0

3.3. Factors most related to the environmental vitality

Based on the level of vitality of an area can be divided into three groups of dead areas, living areas but chaos and living or vital areas (Ichwan, 2004 in Saputri, et al., 2009). From the results of outdoor space analysis and secure in the area, it can be concluded that the level of environmental vitality in the area of Asia Mega Mas shop-houses in the medium category, in other words, the living area but in a state of chaos and unorganized. There are 4 (four) factors or variables that correlate the environmental vitality. The four factors or variables are tested to see how the correlation of these variables with the environmental vitality. This analysis is done by using correlation and descriptive analysis. If the test results close to 1 then the correlation is higher and if the value 0 then there is no correlation between variables with the environmental vitality. Correlation test results based on the results of questionnaires given to visitors and shop-houses.

Table 10.Correlation of variables to the environmental vitality in terms of visitors

No	Variable	Contingency Coefficient	Category coefficient value
1	Comfort	0,545	Medium
2	Safety	0,646	High
3	Secure	0,637	High
4	Pleasure	0,700	High

Based on table 10 it can be seen that the pleasure factor is the most correlated factor from the visitor side of the area with a correlation coefficient value of 0.700. While there is a low relation on variable or comfort factor with correlation coefficient value 0,545 (table 10). This shows that the visitors who come to the area of Asia Mega Mas shop-houses is not too concerned with the comfort factor to come to the horizon. Bad parking conditions, pedestrian paths, open spaces, and reforestation do not become influential things to come and do activities in the area. Precisely the factor of pleasure that became the main thing for the visitors to come to the area of Asia Mega Mas shop-house. The presence of street vendors is a factor that affects within the pleasure variable. The architectural factor of the building has the lowest correlation on the variable of pleasure in improving the environmental vitality. The visitors seemed to ignore the comfort and more concerned with the fun in terms of coming to an area.

Table 11.Correlation of variables to the environmental vitality in terms of residents

No	Variable	Contingency Coefficient	Category coefficient value
1	Comfort	0,310	Low
2	Safety	0,308	Low
3	Secure	0,478	Medium
4	Pleasure	0,445	Medium

In terms of occupants, the most related factors in the environmental vitality is a safety factor with a correlation coefficient of 0.478 (Table 11). The inhabitants of the existing shop-houses feel insecure about the activity in the outer space of shop-houses and the lighting conditions in the area. The lack of secure factors makes the shop-houses are reluctant to trade in the area especially at night. The fewer shop-houses that operate due to the secure factor is not created fun for visitors to the area that impact on the environmental vitality. The factor that has the lowest correlation is safety with a correlation coefficient of 0.308 (table 11). The residents ignore the existence of hydrant or fire gang function in the area. The safety factor is less important because the area has never been a fire. The indication of the decreased vitality of an area can be caused by the decreasing quality of the physical environment (Nurgianto , 2013).

4. Conclusion

An urban area that is not vital and no action will cause the area to lose its life or die and become a suburb (sub-urban) (Montgomery, 1998). One aspect of the urban vitality is the environmental vitality. Environmental vitality has an important role in creating vitality in urban areas. Environmental vitality prioritizes the physical character of the area. Decreasing vitality in one aspect can cause other aspects also decreased and vice versa. High environmental vitality is not impossible to increase the economic, social, and cultural vitality in the area. The environmental vitality of an area consists of 4 (four) elements that are very influential aspects of convenience, safety aspects, secure aspects, and aspects of pleasure. Aspects of comfort in this case related to accessibility factors, parking, pedestrian path, open space, and greening. The safety aspect is related to fire protection and building structure. The secure aspect relates to commercial activities and lighting. While the pleasure aspects related to land use factors, the diversity of commercial functions, the attractiveness of the area, and the appearance of buildings (architecture). The result of outdoor space analysis and activity in the area it can be

concluded that the level of environmental vitality in Asia Mega Mas shop-house area in the medium category, in other words, the living area but in a messy and unorganized. While on the correlation test results, indicate that the pleasure factor is the most influencing factor from the visitor side of the area. While the low correlation is found in the variable or comfort factor. The visitors seemed to ignore the comfort and more concerned with the pleasure in terms of coming to an area. In terms of occupants, the most influencing factors in the environmental vitality are the safety factor. The factor that has the lowest correlation is safety. The lack of secure factors makes the shop-houses are reluctant to trade in the area especially at night. The fewer shop-houses that operate due to the secure factor is not created pleasure for visitors to the area that impacts on the environmental vitality. The safety factor is less important because the area has never been a fire.

Researchers suggest the need for improvement measures in this case renovation and rehabilitation to improve the physical quality of the area of Asia Mega Mas shop-house. The concept of physical quality improvement refers to aspects of comfort, safety, secure, and pleasure. There needs to be a proper and legitimized location of street vendors as the attraction of the area so as not to disrupt the function of a road, parking, and shop-house dwellers in the area to create a prolonged environmental vitality. It is necessary to have a regulation on the local government that regulates things in giving permission of location or permit constructing large shop-house area with reference to the aspect of comfort, safety, secure, and pleasure so that the area of the shop will have environmental vitality and have an impact on the vitality of the surrounding area the shop-houses area. The existence of these regulations will also be able to reduce the complexity of shop-house dead or no activity as is now a lot happening.

5. References

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