

ARTIKEL ILMIAH
PENGEMBANGAN *THE PARK LIFESTYLE MALL*
SEBAGAI *MOST-VISITED SHOPPING AND LEISURE*
***DESTINATION* DI SOLO BARU JAWA TENGAH**

ABSTRACT

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The Park Lifestyle Mall is a shopping center with a superblock concept that stands in the business district of the New Satellite city of Solo. Carrying the green shopping atmosphere tagline, The Park Lifestyle Mall presents the nuances of a green commercial and integrated area with urban style and has a wide range of attractions ranging from shopping centers, supermarkets, play areas, cinemas and culinary areas.

The research method used is qualitative method. Data analysis in this research is SWOT analysis method, so can know the strengths, weaknesses, opportunities and threats that exist in The Park Lifestyle Mall.

The Park Lifestyle Mall has extensive land potential that can be developed for the development of leisure facilities such as theme park and the addition of tourism attractions as well as the development of shopping tourism by upgrading international-class tenants so it can become the most visited leisure and shopping destination in Solo Baru, Central Java.

Keyword : *tourism, leisure, destination*

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The Park Lifestyle Mall merupakan pusat perbelanjaan dengan konsep superblock yang berdiri di kawasan bisnis kota satelit Solo Baru. Mengusung tagline “*the green shopping atmosphere*”, *The Park Lifestyle Mall* menghadirkan nuansa area komersial dan kawasan terpadu hijau dengan gaya perkotaan dan memiliki berbagai macam daya tarik mulai dari pusat perbelanjaan, supermarket, area permainan, bioskop dan area kuliner.

Metode penelitian yang digunakan adalah metode kualitatif. Analisis data dalam penelitian ini adalah metode analisis SWOT, Sehingga dapat diketahui kekuatan, kelemahan, peluang serta ancaman yang ada di *The Park Lifestyle Mall*.

The Park Lifestyle Mall memiliki potensi lahan yang luas yang dapat dikembangkan untuk pembangunan sarana hiburan seperti *theme park* dan penambahan atraksi wisata juga pengembangan wisata belanja dengan cara *upgrade tenant* berkelas internasional sehingga dapat menjadi pusat hiburan dan destinasi wisata belanja yang paling banyak dikunjungi di Solo Baru, Jawa Tengah.

Kata kunci : *wisata, hiburan, destinasi*