

**THE SENOPATI, THE NEW LIFESTYLE DESTINATION
IN THE HEART OF JAKARTA**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

THE SENOPATI, THE NEW LIFESTYLE DESTINATION IN THE HEART OF JAKARTA

By

This study examines the transformation of The Senopati into a new lifestyle destination in the heart of Jakarta through four analytical perspectives: adaptive asset reuse, the influence of third place trends and the wellness economy, balancing the preservation of Kebayoran Baru's architectural spirit with the needs of a contemporary commercial center, and the application of the Theory of Planned Behavior to understand the motivations and constraints of stakeholders. The analysis shows that The Senopati functions not only as a commercial space but also as an instrument for urban asset revitalization, capable of converting idle space into high-value investments. This success is supported by the project's ability to deliver spatial experiences relevant to the changing behavior of urban consumers seeking social interaction, psychological comfort, and a better quality of life. Architecturally, The Senopati successfully maintains the identity of the Kebayoran Baru area through an approach that respects the neighborhood's historical character while simultaneously presenting it in a visually appealing format that aligns with contemporary digital culture. Meanwhile, the Theory of Planned Behavior-based analysis indicates that support from management, regulators, and the community is strongly influenced by attitudes toward the project, prevailing social norms, and perceptions of implementation capabilities. Thus, The Senopati can be viewed as a model for commercial area development that combines preservation, adaptation, and innovation in a unified, sustainable strategy.

Keyword: The New Lifestyle Destination, The Senopati, trend third place and wellness, Theory of Planned Behavior.

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DEDICATION

I dedicate this work to a better Jakarta and tourism in Indonesia!



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