

## Analysis on Yogyakarta Istimewa Citygates on Urban Area Arterial Roads

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**Abstract :** The purpose of this paper is to analyze the design model of city gates on arterial roads as Yogyakarta's "Istimewa" (special) identity. City marketing has become a trend among cities in the past few years. It began to compete with each other in promoting their identity to the world. One of the easiest ways to recognize the identity is by knowing the image of the city which can be seen through architectural buildings or urban elements. The idea is to recognize how the image of the city can represent Yogyakarta's identity, which is limited to the contribution of the city gates distinctiveness on Yogyakarta urban area. This study has concentrated on the aspect of city gates as built environment that provides a diversity, configuration and scale of development that promotes a sense of place and community. The visual analysis will be conducted to interpreted the existing Yogyakarta city gates (as built environment) focussing on some variables of 1) character and pattern, 2) circulation system establishment, and 3) open space utilisation. Literature review and site survey are also conducted to understand the relationship between the built environment and the sense of place in the community. This study suggests that visually the Yogyakarta city gate model has strong visual characters and pattern by using the concept of a sense of place of Yogyakarta community value.

**Keywords :** visual analysis, model, Yogyakarta "Istimewa", citygates

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