

ABSTRACT

REDESIGN INTERIOR PABEAN FISH MARKET IN SURABAYA CITY

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Indonesia is the largest fish exporter in the world, seen from the annual fish income chart published by the Ministry of Marine Affairs and Fisheries of the Republic of Indonesia, which is able to exceed millions of tons of fish from the fishermen's catch. The maritime sector has a huge impact on the prosperity and welfare of the Indonesian people, especially fishermen. Lack of public interest in shopping for sea fish and fresh fish at the fish market because it has a market image that often looks dirty, muddy and smells fishy. Domestic fish markets have not implemented a lot of clean and hygienic market quality on existing facilities in the fish market and because of this the fish market in Indonesia, especially East Java, is still far from standard. The Surabaya customs fish market is the largest fish market in East Java which has a high historical value but over time the Surabaya customs fish market has facilities that are still far from hygienic and clean standards, poor circulation flow and cause discomfort. Therefore, the design of a custom fish market project uses a sanitation hygiene approach that emphasizes the value of environmental cleanliness and with modern styling to provide a facility that is in accordance with standards. The application of this design is expected to provide comfort, increase interest in visiting the fish market and eliminate the negative stigma against the fish market.

Keywords: Fish Market, Sanitation Hygiene, negative stigma