

REVITALIZATION MARINA BEACH THROUGH THEMATIC FOOD COURT AND MODERN TROPICAL LIBRARY FOR SOCIO-ECONOMIC SUSTAINABILITY

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Informasi Naskah

Diterima: 3/6/2026; Disetujui terbit: 9/6/2026; Diterbitkan: 16/6/2026;
<http://journal.uib.ac.id/index.php/jad>

ABSTRAK

Revitalisasi ruang publik pesisir di kawasan Marina Beach, Batam menjadi penting untuk meningkatkan kualitas hidup masyarakat dan memulihkan daya tarik wisata yang sempat menurun akibat pandemi COVID-19. Penelitian ini mengkaji strategi revitalisasi melalui pembangunan foodcourt tematik dan perpustakaan tropis modern sebagai pendekatan placemaking berbasis komunitas. Data menunjukkan penurunan signifikan kunjungan wisata pada 2020–2021 dan pemulihan bertahap pasca-2022 dengan kenaikan 8,23% pada 2023. Dengan mengintegrasikan konsep placemaking dan ekonomi berbasis komunitas, penggabungan foodcourt tematik dan perpustakaan tropis modern diharapkan mendorong interaksi sosial, mendukung UMKM lokal, menyediakan akses pendidikan gratis, serta meningkatkan daya tarik pariwisata Marina Beach. Penelitian kualitatif eksploratif ini menggunakan observasi lapangan, wawancara pemangku kepentingan, dan analisis dokumen. Temuan menunjukkan bahwa foodcourt tematik mampu mengintegrasikan budaya lokal, merangsang ekonomi pesisir melalui UMKM, dan memperkuat identitas kawasan sebagai destinasi wisata berkelanjutan. Inklusi perpustakaan turut meningkatkan peluang pendidikan dan nilai guna lahan. Penelitian merekomendasikan kolaborasi antara komunitas lokal dan sektor swasta untuk mewujudkan konsep ini sebagai pendekatan holistik revitalisasi ruang publik pesisir.

Kata Kunci: revitalisasi, ruang publik pesisir, food court tematik, perpustakaan tropis modern, keberlanjutan sosio-ekonomi

ABSTRACT

The revitalization of public spaces in coastal areas is essential for improving community quality of life, particularly in Marina Beach. This study explores the potential of a thematic food court as a strategy to support socioeconomic sustainability through placemaking. Data shows a sharp decline in public visits during the COVID-19 pandemic (2020–2021), however there has been gradual recovery post-2022, with the significant increase of 8.23% in 2023, though still limited. By combining the concepts of placemaking and a community-based economy, the integration of a thematic foodcourt and a modern tropical library is expected to foster social interaction, support local MSMEs, provide free educational access (from library itself), and boost Marina Beach's tourism appeal. This qualitative, exploratory study uses field observations, stakeholder interviews, and document analysis. Findings indicate that a thematic food court can integrate local culture, stimulate the coastal economy through MSMEs, and reinforce the area's identity as a sustainable tourism destination. The inclusion of a library further enhances educational opportunities and land use value. The study recommends collaborative efforts between local community and private sectors to implement this concept as a holistic approach to coastal public space revitalization.

Keyword: revitalization, coastal public place, thematic food court, modern tropical library, socio-economic sustainability

1. Introduction

Coastal public spaces play an important role in supporting the social, cultural, and economic dynamics of communities living in coastal areas. As widely accessible open spaces, public spaces serve as venues for daily activities, social interactions, informal economic activities, and the representation of local culture. Well-designed public spaces in coastal areas can act as community empowerment tools while enhancing tourism appeal. However, the reality in various coastal regions in Indonesia shows degradation in the quality of public spaces caused by unplanned urban growth, pressure from infrastructure development, and insufficient space management that considers sustainability principles. One area that reflects these problems is Marina Beach, located in Batam City, Riau Islands. This area was once a popular coastal tourism destination but has experienced a decline in function and visitor interest in recent years. The lack of community-based economic activities, suboptimal space utilization, and absence of thematic attractions have caused the area to lose its strategic value as both a social space and tourist destination. The imbalance between physical development and coastal environmental preservation has also contributed to the shrinking of community interaction spaces and erosion of local economic potential. In 2019 (pre-pandemic), Batam City recorded 6 million domestic tourists and 1.9 million international tourists. Marina Beach, as one of the leading destinations, contributed to these numbers. During the COVID-19 pandemic in 2020-2021, Batam's tourism sector was significantly impacted, with international tourist visits dropping drastically to 299,158 in 2020 and 2,651 in 2021. After the pandemic (2022-2024), Batam's tourism sector began to recover, recording approximately 565,936 international visitor arrivals. Specifically, from January to November 2024, there were 1,166,849 international visitors—a rise of 8.23% compared to the same period the previous year. Despite this recovery in tourist arrivals to Batam City, Marina Beach itself has not yet fully benefited from this trend, as the area remains underutilized and lacks adequate thematic attractions and community-based economic facilities to attract and retain visitors (see Table 1).

Table 1. Visitors Statistics for Batam City

No	Year	Domestic Tourists (People)	Foreign Tourist (People)	Note
1	2019	± 6.000.000	1.900.000	Before the pandemic
2	2020	-	299.158	Early pandemic
3	2021	-	2.651	Worst period, tourist activity nearly zero
4	2022	-	565.936	Beginning of recovery
5	2023	-	± 1.078.079	Significant recovery
6	2024 (Nov)	-	1.166.849	Continued increase (+8.23% from 2023)

Source: (Zakaria, 2023)

Furthermore, the Batam City Government actively promotes the development of MSMEs through various programs, such as the Entrepreneurship Roadshow conducted in 12 districts to provide information on legalities and training for MSME actors. Additionally, the Marine Economy Incubation program, initiated by the Pertamina Group, aims to assist MSMEs in the marine and fisheries sectors to upgrade their capabilities and competitiveness (Table 2). Although specific data on the number of MSMEs around Marina Beach is unavailable and still quite limited, these efforts

demonstrate the commitment of both the government and the private sector to support MSME growth in the tourism area.

Table 2. Involvement of MSMEs around Marina Beach (Batam City)

No	Year	Project/Progress	Note
1	2020-2021	Impact of the pandemic	Many MSMEs in tourism and culinary sectors
2	2022	Early recovery	Some MSME actors have started reopening, but sales remain low
3	2023-2024	Entrepreneurship Roadshow, Marina MSME Incubation	Encouraged to upgrade through training, legal assistance, and mentoring
4	2024	Positive trend	MSMEs around Marina Beach begin to get busy during weekends and holiday seasons

Source: (Nofriyandi & Epriadi, 2020; Dailami & Thandzir, 2023; Antara News, 2024; Zakaria, 2023)

To address these challenges, an innovative and sustainable strategy for revitalizing public coastal spaces is needed. One promising approach is the development of a thematic foodcourt, which not only serves as a culinary consumption space but also as a platform for promoting local culture, empowering coastal MSMEs, and creating an inclusive social interaction space. By integrating placemaking concepts, environmental sustainability, and community economic empowerment, the thematic foodcourt can act as a catalyst to revive the social and economic functions of the Marina Beach public space. Based on this background, the main research problem is how the strategy for revitalizing coastal public spaces through the development of a thematic foodcourt can be effectively implemented at Marina Beach. This study also aims to examine the extent to which the thematic foodcourt can contribute to the social and economic sustainability of coastal communities, as well as identify the challenges and opportunities in its implementation process. The objective of this research is to analyze and formulate a revitalization strategy for Marina Beach public space through a thematic foodcourt approach. Additionally, the study aims to identify the potential contributions of the thematic foodcourt to improving the quality of social interactions, strengthening the local economy, and ensuring the overall sustainability of the coastal area. This research is expected to provide a more comprehensive understanding of the relationship between public space design, community involvement, and locally based management strategies in the coastal context.

Theoretically, this research is expected to contribute to the development of studies on community-based public space revitalization and socio-economic sustainability, especially within coastal areas. It also enriches the literature on thematic approaches in public space design and the role of foodcourts as an adaptive placemaking strategy. Practically, the results of this study can serve as a reference for local governments, urban planners, and business actors in designing more inclusive and sustainable public space development policies and strategies. The recommendations from this research can also be implemented as a model for revitalizing other coastal tourism areas, thereby having a tangible impact on local economic empowerment and improving the social environment quality of communities. This research focuses on the Marina Beach area in Batam City as the case study location. The aspects examined include the existing conditions of coastal public spaces, local economic potential, design and functions of the thematic foodcourt, and community participation in the revitalization process. The study does not delve into

detailed technical construction aspects but rather emphasizes planning strategies, design models, management, and the potential socio-economic impacts of implementing the thematic foodcourt as part of sustainable public space revitalization efforts.

2. Literature Review

The revitalization of coastal public spaces has become an integral part of sustainable coastal area management efforts. This concept of revitalization aims not only to improve the physical quality of public spaces but also to restore their function as inclusive social spaces and as drivers of local economic growth. Various studies indicate that effective public spaces must integrate social, economic, and environmental aspects in their design. (Gehl, 2011) explains that ideal public spaces should support social interaction, economic activities, and environmental sustainability. This is particularly relevant in the Batam coastal context, where previous research has demonstrated that green architecture and sustainable design principles can be effectively integrated into coastal public facilities to strengthen both ecological and cultural identity (Helen, 2024). In this context, coastal public spaces, such as those at Marina Beach, must be viewed as more than just physical spaces; they serve as tools to enhance the socio-economic welfare of local communities and as tourist attractions.

One key concept emerging in the study of public space revitalization is placemaking. (Jacobs, 1992), in her theory of public space, emphasizes that placemaking focuses on creating spaces that hold meaning for the community by integrating social, economic, and cultural aspects. (Carmona, 2019) further develops this theory by highlighting the importance of community involvement in the design and management of public spaces. This concept is highly relevant to Marina Beach, where revitalization focuses not only on physical aspects but also on creating spaces that reflect the needs, identities, and values of local communities. This is supported by (Carmona et al., 2010), who state that the success of revitalization depends on balancing ecological and economic aspects alongside policy support based on local community needs. Community-based placemaking frameworks that prioritize transparency, accessibility, and active participation have been shown to transform underutilized coastal spaces into dynamic social and economic hubs (Tarigan & Lubisl, 2025).

As part of the placemaking approach, the thematic foodcourt concept emerges as an innovative solution for revitalizing coastal public spaces. (Montgomery, 1998) states that thematic foodcourts can create attractive and sustainable spaces by considering accessibility, economic sustainability, and cultural appeal. This aligns with (Hall & Page, 2014), who argue that community-based foodcourts significantly contribute to the growth of Micro, Small, and Medium Enterprises (MSMEs) and reinforce local culinary identity as a component of tourism attraction. Conversely, (Douglass, 2002) shows that the success of thematic foodcourts depends not only on physical design but also on marketing strategies, partnerships with local businesses, and government support regarding regulations and infrastructure.

The design approach for thematic foodcourts in coastal public spaces also adopts sustainability principles. According to (Inskeep, 1991), tourism area development must use an integrated, sustainability-oriented approach encompassing environmental preservation, strengthening local economies, and adaptive spatial planning that respects coastal cultural and ecosystem characteristics. Thus, thematic foodcourts at

Marina Beach should be viewed not only as consumption centers but also as educational, empowerment, and socio-cultural conservation spaces. Regarding community involvement in design and revitalization, (Lefebvre, 1991) emphasizes that public space is a social construct influenced by power dynamics, cultural practices, and community interactions. Therefore, the design of coastal public spaces must respect Lefebvre's principle of a sense of belonging, fostering community ownership of the space. In the context of thematic foodcourts, this participatory approach is crucial, as the success of public space revitalization heavily depends on the extent to which the community is involved in planning and management. Such participation strengthens the relationship between people and the spaces they use, creating places that are not only physically attractive but socially meaningful.

(Sepe, 2005) argues that high-quality public spaces must achieve proximity, flexibility, and diversification to accommodate diverse social strata and support dynamic community interactions across different user groups. This dynamic is evident in neighboring coastal areas of Batam, where community awareness has been identified as a key factor influencing the success or failure of tourism infrastructure development, underscoring the importance of culturally sensitive and inclusive planning approaches (Nursyamsu et al., 2025). This concept is highly relevant in designing thematic foodcourts in coastal public spaces, where social and cultural diversity of coastal communities should serve as the basis for creating spaces that bring together various social strata in constructive interaction. Thematic foodcourts featuring local culinary specialties and inclusive open spaces can reinforce the social and symbolic functions of coastal public spaces.

Sustainability principles in coastal public space design are essential in creating spaces that are not only attractive but also responsive to change. (Qi et al, 2024) identify five main user needs in public spaces: comfort, relaxation, passive engagement, social involvement, and discovery. These aspects guide the design of public spaces responsive to community needs. In coastal contexts, where activities are dynamic and seasonal, flexible and multifunctional thematic foodcourts can adapt to spatial and temporal dynamics.

In case studies, several coastal areas that have successfully implemented community-based thematic foodcourts show positive social and economic impacts. For example, coastal areas in Bali and Yogyakarta that developed thematic foodcourts based on community values have boosted local economies and strengthened cultural identities. This indicates that thematic foodcourt designs rooted in local values can offer long-term benefits for the socio-economic sustainability of coastal communities.

In Bali, Kuta Beach exemplifies this concept through the development of the Kuta Beach Foodcourt. This foodcourt features traditional Balinese architecture with *alang-alang* thatched roofs, characteristic carvings, and *paras* stone elements that reinforce local character. The menu highlights Balinese specialties such as *ayam betutu*, *lawar*, and *sate lilit*. Besides being a dining area, it includes an open stage for traditional Balinese dance performances, strengthening cultural values within public space (Wibowo & Ayuningtyas, 2024). Meanwhile, similar placemaking principles have been applied in coastal tourism areas in Yogyakarta, where community-based culinary spaces utilizing local materials and vernacular architectural styles have been developed to reflect regional identity and strengthen MSME participation. These cases demonstrate that thematic design rooted in local values and materials can significantly enhance the socio-economic sustainability of coastal public spaces (Wibowo &

Ayuningtyas, 2024). Thus, this study will integrate various theories and concepts to design a thematic foodcourt at Marina Beach as a coastal public space revitalization strategy. This approach aims not only to enhance the physical quality and aesthetics of public spaces but also to develop a sustainable, inclusive coastal area that supports local economic empowerment through active community involvement and management based on sustainability principles.

In addition to foodcourts, the integration of a modern tropical library within coastal public spaces contributes significantly to the sustainability agenda by promoting inclusive education, knowledge access, and cultural engagement in informal, open settings. As (Sennett, 2018) explains, successful public spaces must balance functionality with openness and adaptability, enabling diverse uses and learning opportunities beyond conventional boundaries. In coastal contexts, libraries that adopt tropical architectural strategies such as natural ventilation, shaded verandas, and resilient local materials can serve as both climate-responsive infrastructure and community anchors (Vale & Campanella, 2005).

A tropical library also aligns with (United Nations, 2015) SDG 11, which calls for inclusive, safe, resilient, and sustainable cities and human settlements, including equitable access to public services like education and information. As public knowledge hubs, libraries in coastal spaces support lifelong learning, especially for youth and marginalized communities that may lack formal access. This mirrors the findings of (Huysmans & Oomes, 2013), who argue that public libraries in outdoor or hybrid environments increase social capital and reinforce civic identity.

From an architectural and cultural perspective, the integration of traditional design elements with modern infrastructure referred to as neo-vernacular tropical can strengthen place identity while respecting ecological integrity. According to (Frampton, 1983), critical regionalism emphasizes design rooted in local context, climate, and culture as a resistance to placeless modernism, which is especially relevant for coastal environments vulnerable to environmental homogenization. Neo-vernacular architecture integrates distinct vernacular forms within contemporary structures using modern technologies, creating a fusion of past and present that maintains cultural identity while adapting to current functional needs (Tiwari & Vij, 2024). In this context, a modern tropical library not only supports knowledge exchange but also becomes an iconic cultural expression of Marina Beach's coastal heritage.

Furthermore, designing multifunctional spaces like foodcourts and libraries together creates spatial synergy, encouraging extended visitor engagement and diversified usage. (Oldenburg, 1999) introduces the concept of the "third place" spaces that are neither home nor work but foster informal public life and social connectivity which applies strongly to hybrid public amenities like coastal libraries and thematic foodcourts. This mix-use model also reflects the concept of "productive public spaces" as described by (Atwa, 2022), where public space simultaneously fulfills leisure, social, and economic functions.

To ensure long-term sustainability, effective governance and community management models are essential. (Ostrom, 1990) highlights that commons-based spaces thrive when local users are actively involved in rule-making, monitoring, and adaptive strategies. This principle should guide the governance of Marina Beach's revitalized public spaces, ensuring that the library and foodcourt are not only well-designed but also socially sustained by their users.

3. Research Methodology

This study employs a descriptive qualitative and exploratory approach with the aim of gaining an in-depth understanding of how the thematic foodcourt concept can be implemented as a strategy for revitalizing coastal public spaces at Marina Beach. A qualitative approach is chosen because this research seeks to explore the social and economic dynamics, as well as the potentials and challenges involved in developing community-based public spaces.

The research object is Marina Beach (see Figures 1 & 2), specifically the coastal public space area with potential for revitalization through the development of a thematic foodcourt. The scope of the study includes an analysis of the existing conditions of the coastal public space, identification of potentials and obstacles in applying the thematic foodcourt concept (design model and management), and the social and economic impacts of this concept on the local community. The main focus is on developing the thematic foodcourt as a venue for social interaction, local economic empowerment, and strengthening the tourism appeal of the coastal area.

This research identifies two main variables: public space revitalization and socio-economic sustainability. Each variable will be analyzed using the following indicators:

- a. Public Space Revitalization
 - 1) Physical condition of the public space before revitalization (infrastructure, facilities, and cleanliness).
 - 2) Quality of social interaction occurring in the public space (number of social activities, level of community participation).
 - 3) Aesthetic and functional changes in the public space after revitalization.
- b. Socio-Economic Sustainability
 - 1) Increase in local community income (especially MSMEs) after foodcourt development.
 - 2) Increase in the number of tourists visiting Marina Beach.
 - 3) Involvement of the local community in the planning and management of the foodcourt.
 - 4) Impact on the preservation of local culture, especially traditional culinary heritage.
 - 5) Sustainable management of natural resources and the environment.

For data collection, this study will use both primary and secondary data methods. Primary data will be obtained through field observations at Marina Beach to understand the existing conditions of public spaces and local community activities. These observations will also record the use of public spaces and the presence of economic activities. In-depth interviews will be conducted with various stakeholders, including local residents, site managers, local vendors, and tourists. These interviews aim to explore perceptions, expectations, and challenges faced in the development of the thematic foodcourt. Visual documentation such as photos, videos, and field notes will also be collected to enrich the visual and spatial analysis of the existing public space conditions and potentials to be developed. Secondary data will be gathered from literature studies, including scientific journals, research reports, and policy documents related to coastal public space revitalization, thematic foodcourts, and socio-economic sustainability in coastal areas.



Figure 1. Location Map (Macro); Batam City, Riau Islands Province, Indonesia
Source: (Authors, 2025)

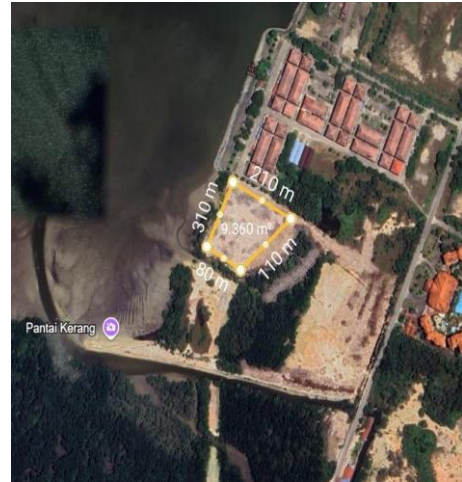


Figure 2. Location Map (Micro); Marina Beach, Jl. KH Ahmad Dahlan, Tanjung Riau, Batam City, Riau Islands
Source: (Authors, 2025)

4. Result And Discussion



Figure 3. Existing Site Conditions from Northwest to North View
Source: (Authors, 2025)



Figure 4. Existing Site Conditions from Southwest to West View
Source: (Authors, 2025)



Figure 5. Existing Site Conditions from West to Northwest View
Source: (Authors, 2025)



Figure 6. Existing Site Conditions from North to Northeast View
Source: (Authors, 2025)



Figure 7. Existing Site Conditions from East to Southeast View
Source: (Authors, 2025)



Figure 8. Existing Site Conditions from the South View
Source: (Authors, 2025)



Figure 9. Existing Site Conditions from South to Southwest View
Source: (Authors, 2025)



Figure 10. Soil Conditions at the Site (Slightly Sandy Peat Soil, Alluvial Soil)
Source: (Authors, 2025)



Figure 11. Vegetation Conditions at the Site (Mostly Weeds and Some Mangrove Tree)
Source: (Authors, 2025)

Key Aspects to Consider in Implementing the Thematic Foodcourt Concept

- a. Social Aspects → The foodcourt creates new economic opportunities for locals as MSME operators and workers, while also serving as a thematic public space that fosters community interaction and revitalizes social vibrancy. This aligns with (Oldenburg's, 1989) concept of the 'third place,' where informal public spaces play a critical role in strengthening social bonds and community identity. Furthermore, (Gehl, 2011) affirms that well-designed public spaces generate active social life, which in turn supports economic activity and community resilience.
- b. Design and Environmental Aspects → To preserve the local culture of Marina Beach while adapting to contemporary developments, a contemporary tropical architectural concept with a neo-vernacular approach is applied, specifically to the library building located at the center of the site (see Figures 14 & 15). This approach draws on (Frampton's, 1983) principle of critical regionalism, which advocates for design rooted in local climate, culture, and materiality as a counter to placeless modernism. The design adopts the traditional *rumah panggung* (stil house or *pilotis*) style, modified to suit the coastal character of the area. Traditional elements are combined with modern features such as minimalist forms, the use of low-emissivity glass, and environmentally friendly technologies including solar panels, rainwater harvesting systems, and smart lighting, reflecting the integrated sustainability approach recommended by (Inskeep, 1991) for coastal tourism environments.
- c. Economic Aspects → Economically, as previously analyzed, the current site remains underutilized and the local economy relatively stagnant, as evidenced by the MSME data presented in Table 2 (Nofriyandi & Epriadi, 2020; Dailami & Thandzir, 2023; Antara News, 2024). Therefore, the establishment of this foodcourt is expected to assist local communities by providing a platform for MSMEs to grow and contribute to the area's economic revitalization. (Hall and Page, 2014) argue that community-based culinary facilities significantly contribute to MSME growth and reinforce local identity as a tourism asset, making the thematic foodcourt a strategically appropriate intervention for Marina Beach.



Figure 12. 1) Thematic Foodcourt; 2) Thematic Foodcourt
Source: (Authors, 2025)

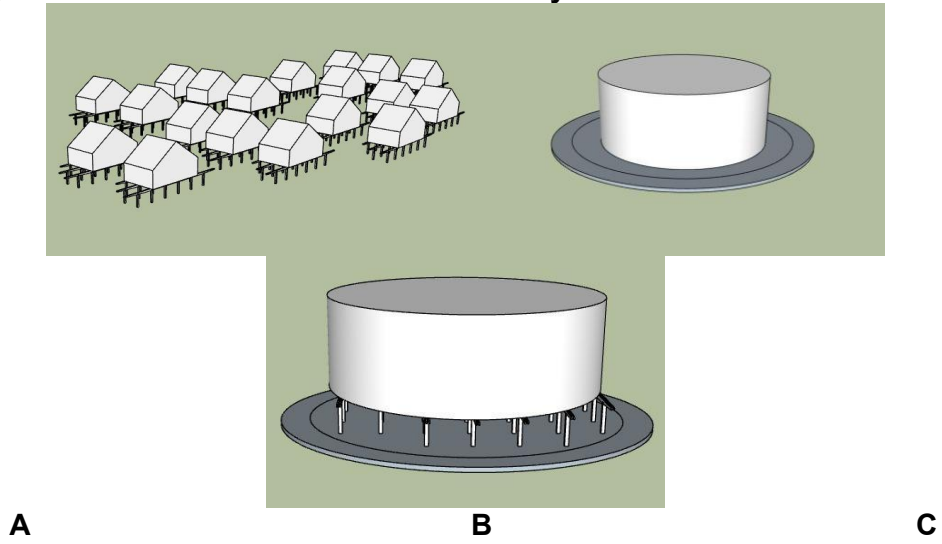


1) Modern Tropical Library; 2) Modern Tropical Library
Source: (Authors, 2025)



1) Position of Foodcourt and Library; 2) Siteplan
Source: (Authors, 2025)

Diagram: Mass Transformation of the Library



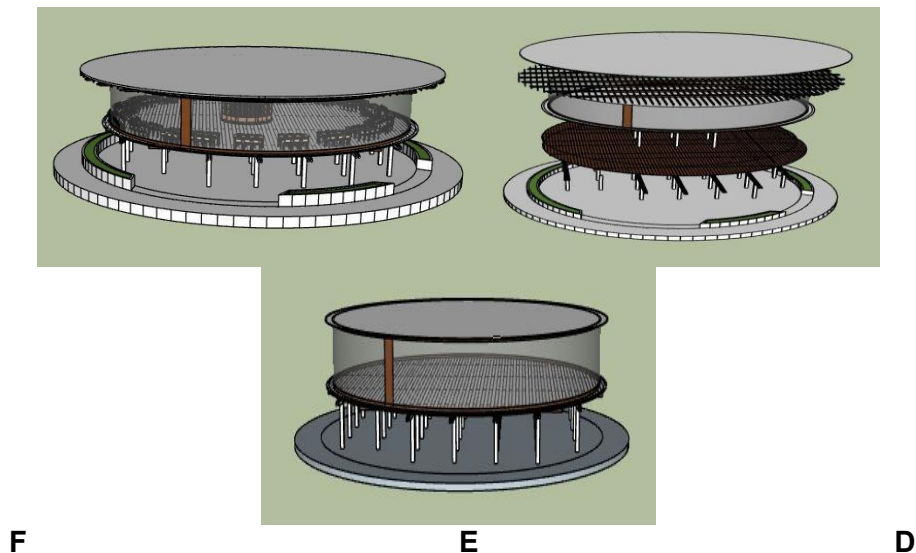


Figure 15. Mass Transformation of the Library (A → B → C → D → E → F)
Source: (Authors, 2025)

A → Traditional Coastal House Typology

The initial stage shows the basic form of a traditional coastal house. The hallmark of this building is the use of a stilt (pilotis) system to avoid flooding or tidal water, along with a high roof that functions to ventilate air and naturally cool the interior space. This concept serves as the foundation for an architectural approach adaptive to the coastal environment.

B → Formation of Cylindrical Building Mass

At this stage, the building begins to be designed with a cylindrical mass rather than a conventional rectangular structure. The choice of a tubular form aligns with the site's landscape pattern and reflects a neo-vernacular style approach—modernizing local architectural elements without losing their contextual value. The circular shape also allows more even circulation and distribution of natural light.

C → Integration of Contemporary Tropical Architecture

The design progresses toward a contemporary tropical architectural approach while retaining the stilt house concept. Practical columns are applied here to support the main structure. These columns facilitate natural airflow beneath the building, reduce humidity, and enhance the building's overall thermal performance. This choice also strengthens the tropical identity of the building.

D → Optimization of Natural Lighting and Visual Comfort

To create a bright reading space without relying on artificial lighting, low-emissivity (low-e) glass is used on most building surfaces. This glass blocks solar heat while allowing light to enter, supporting energy efficiency and thermal comfort. As an additional shading device, the building exterior is equipped with wooden lattices that serve dual functions, those are to reduce direct sunlight exposure during the day, preventing glare and overheating and increase privacy for library users inside. They also enhance the facade's aesthetic value by providing distinctive texture and visual rhythm, combining traditional and modern elements.

E → Roof Development with Lightweight Steel Structure

The next stage is the roof development. Instead of traditional trusses, a more slender and efficient lightweight steel structure is used. The roof is designed with gentle curves

that visually appear flat. This approach is a modern interpretation of neo-vernacular architecture, creating a simple yet locally inspired appearance.

F → Final Form of the Building

The final stage shows the completed form of the library building. The roof appears flat externally but has a 2° slope to ensure proper rainwater drainage. Suitable roofing materials include metal panels coated with anti-corrosion layers such as zincalume or galvalume, which are lightweight, durable, and suitable for slender structures. Alternatively, high-quality waterproof membranes that are flexible, heat-resistant, and capable of following the curved roof shape. This design reflects a combination of structural practicality, energy efficiency, user comfort, and local-modern aesthetic expression.

The Placemaking Relationship Between a Thematic Food Court and a Modern Tropical Library

The development of a thematic food court and a contemporary tropical library in a single area is not just about creating public space, but a holistic strategy to revitalize coastal regions—socially, culturally, economically, and educationally. The food court supports local MSMEs in Batam through a unique, contextual theme that attracts visitors and stimulates growth in the culinary and tourism sectors. The library, with its contemporary tropical and neo-vernacular design, symbolizes modern architecture rooted in local wisdom while serving as an inclusive educational space. Providing free reading access, especially for youth, it promotes literacy and lifelong learning. Together, these two functions foster dynamic social interaction and create a multifunctional public space for leisure, education, and personal development, consistent with (Atwa, 2022) demonstrates that effective placemaking in coastal cities simultaneously fulfills leisure, social, and economic functions, reinforcing place identity while supporting community-based revitalization. The community-based governance model proposed for this revitalization further aligns with (Ostrom's, 1990) framework, which emphasizes local user involvement in managing shared spaces to ensure long-term sustainability. In the Batam coastal context, community engagement has been shown to be a decisive factor in the success of tourism infrastructure (Nursyamsu et al., 2025). This integrated approach highlights that coastal revitalization can be achieved without losing local identity. Instead, it enhances local values through thoughtful spatial design and community-oriented use.

5. Conclusion

The revitalization of Marina Beach integrates social, economic, environmental, and cultural aspects through a *thematic foodcourt* and *modern tropical library*. Existing site conditions reveal underutilized land and stagnant local economic activity, underscoring the urgency of a community-based intervention. The thematic foodcourt addresses this by empowering local MSMEs, stimulating culinary tourism, and activating the coastal public space as a vibrant social hub. Equally, the modern tropical library designed with a neo-vernacular approach inspired by the traditional *rumah panggung* typology contributes to the revitalization by providing inclusive educational access, reinforcing coastal cultural identity, and serving as a landmark that anchors the area's sense of place. Together, both facilities embody the placemaking principle that sustainable coastal revitalization must simultaneously address economic empowerment, social inclusion, cultural preservation, and environmental responsiveness.. For lasting impact, collaboration between local government,

architects, planners, and communities is essential. Policies should support inclusive public spaces, green infrastructure, and MSME empowerment to establish a replicable and sustainable coastal revitalization model.

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