

Strategy for the Development and Management of the Old City as a Historical Building and Tourism Development in Semarang

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KEYWORDS	ABSTRACT
Strategy, development, local culture	The revitalization was carried out by the Semarang government in Old City through local government regulation no. 8 of 2003 concerning Spatial Planning and Building Environment in the Old City area of Semarang. The regulation is aimed at the development and management of the Old City in order to be able to revive it. The city area is intended to support development and revitalization. The Old City of Semarang, which acts as a historic building, can be used as a strategy to attract tourists in carrying out cultural development in the city of Semarang. This study aims to determine the management and development of the revitalization old city semarang. The approach used in this research is an approach to empowering and developing sustainable cultural resources.

INTRODUCTION

Developments that occur in the city of Semarang, Central Java, Indonesia are the largest contributor to the economy of Central Java. Where the city of Semarang is a supporter of the economy of Central Java, this is based on data obtained based on the Economic Indicators of the City of Semarang in 2017 issued by the Central Bureau of Statistics of the City of Semarang, which describes in general the general condition of the economy of the City of Semarang experiencing signs of continuous improvement. There is an increase in the nominal value of GRDP in 2016 which reached 145,993 trillion rupiah, which experienced an increase of 8.73 percent if compared to the previous year. Although generally the GRDP value of Semarang City is the highest in Central Java. However, if we compare the GRDP growth rate based on Central Java Regency or City, Semarang City is ranked fifth, which is 5.69 percent below Sragen at 5.72 percent, Banyumas at 6.05 percent, Tegal at 6.37 percent, and Blora by 23.53 percent. Served as an economic center and the capital of Central Java Province, Semarang City has great potential in developing compared to other cities in Central Java by going through the right regional development strategy based on the potential or superior sector of Semarang City, one of which is the advantage of the existence of tourist attractions, one of which is the existence of a tourist attraction. This is supported by the status of the economy of Central Java in the fourth quarter of 2021 which grew 5.42 percent (year-on-year) which experienced an increase compared to the previous quarter which was 2.73 percent (year-on-year) (Bank Indonesia, 2022).

In line with the efforts to develop the economy and the area of the city of Semarang, this can be done with efforts to develop tourism aspects. These efforts are carried out utilizing other tourists who are carried out with the aim of maintaining the authenticity of the building which is being repaired and promoting existing tourism objects as tourist attractions. In addition, the government is able to provide support to businesses in attracting tourists to tourism objects, thereby making tourism development an easy-to-use industry to

increase economic growth. This is done through arts and culture, exploitation of natural beauty, and hospitality to overcome the existing balance of payments deficit through tourism development.

This becomes the basis if careful planning is needed in carrying out spontaneous development. This is based on the consideration if tourism becomes an industry that is able to encourage the rate of economic growth of the Tourist Destination Area or DTW or the country visited by tourists, so that growth is carried out in a balanced manner (Aneldus & Dewi, 2020).

Semarang is one of the cities that has a cultural heritage that is still preserved until now. Semarang has become a tourist destination, such as the Old Town of Semarang, Blenduk Church, Lawang Sewu, Sam Poo Kong Temple, Tugu Muda, Geo Kreo, Kauman Great Mosque, and so on. This is still a bit of tourism potential that is owned by Semarang. The development of the Old City has grown rapidly since it underwent revitalization. Kota Lama or Old City is a heritage building from the Dutch era which has the shape of a fort that was once used as a trading center. Supported by the strategic location of the Old City which is in the middle of the city, makes it easier for tourists to visit (Aeni, 2021). Kota Lama is an area that has roads made of paving blocks on purpose to distinguish other areas. In addition, the tourism sector is a sector that is considered to have the most important potential, so there must be an appropriate strategy in developing and managing the tourism sector. In addition, culture also supports tourism activities. Based on this thought, further study is needed related to the importance of implementing strategies used in developing Semarang Old Town tourism objects which can be good potentials in increasing tourist attraction in Semarang City.

Based on this discussion, it can be said that the Old City of Semarang is a cultural heritage in the city of Semarang which has a history of colonialism in Semarang which requires a strategy for developing and managing the Old City in order to maintain it in an effort to preserve and maintain it. This paper will discuss the strategies used to manage the tourism sector in Kota Lama, ways to develop or support tourism activities in the old city, what potentials can be developed in the field of tourism in Kota Lama, and the development of strategy and management of Kota Lama as a historical building in Semarang.

METHOD

Data collection techniques carried out in this research used documentation through secondary data sources obtained through websites as well as journals and research that support the continuity of research. Analyzing techniques on the data obtained by using depiction, description, and describing the existing situation in a systematic way and implementation of the data obtained through secondary data collection. The secondary data was obtained through the Semarang City Tourism Office accompanied by literature related to the research topic being studied.

RESULTS AND DISCUSSION

1. Geographic of Semarang

The geographical location of the city of Semarang is at 06°50'20,69 South Latitude and 110°18'56,1 BT east longitude, covering 373,7 km² and a sea area of approximately 18,000 hectares bordered by (semarangkota, 2022):

- a. West : Kendal Regency
- b. East : Demak Regency
- c. South : Semarang Regency
- d. North : Java Sea and along the coastline of approximately 13,6 km and the coastline of 25 km.

Meanwhile, the survey results of the Department of Maritime Affairs and Fisheries of the City of Semarang in 2005 obtained data on the length of the coastline of 21 km. While the calculation results in 2006 were 22.71 km (standard length) and 27.28 km (length with curves). While administratively the city of Semarang is divided into 16 sub-districts and 177 urban villages. The Garang River and the Kreo River divide Semarang City into eastern and western regions, as the main factors that make Semarang a hill city and a coastal city (semarangkota, 2022)

2. History of the Old City of Semarang

Kota Lama is a part of history because this is where the capital city of Central Java came from. The city of Semarang and the Old City are like two sides of the same coin that cannot be separated just like that and of course, presents their own uniqueness. Kota lama Semarang or often called Outstart or Little Holland is a city consisting of old buildings that have been used since the Dutch era. In the past, the so-called Kota lama was almost entirely an area in Semarang. Over time, the term Old Town was centered on the Berok River area to the Terboyo area.

In general, the characters of the buildings in the Kota lama area are as follows: buildings on the European continent around the 1700s. It can be seen typical buildings and ornaments that are identical to European style. Such as the enormous size of the doors and windows, the use of colored glass, the unique shape of the roof, and the basement. This problem can certainly be considered reasonable because this area was built at a time when the Dutch were in the city of Semarang. Surely, they brought the concept from their home country to build in Semarang their new place. Of course, they are trying to make this area for their community (Murtomo, 2008). In terms of city planning, this area was created with the Blenduk Church and government offices as the center. The Church at that time was the center of government in Europe. It is involved in government and pays attention to its current form and activity.

Kota Lama is a valuable asset when packaged properly. It is a concrete form of Semarang history and Indonesian history in general. The Old City of Semarang is part of Semarang which is the capital of Central Java which is often forgotten, even though from a historical point of view, this is where the beginning of the area built by the Dutch East Indies colonial government was development city on the outskirts of the port. Based on its history, Semarang City has an area that existed in the 18th century as a trading center. The area is now called the Old Town Area. At that time, for residents and their territory permits, the area was built a fort, which became the fortress of Vijhoek. To speed up the route of communication between the three gates of the fort, a route of communication was made, with the main route chosen: Heeren Straat, currently named Jl. Letjen Suprpto. One of the locations for the door of the fort that exists today is the Berok Bridge, which is called De Zuider Port. Water transportation routes are very important, this is evidenced by the existence of rivers that surround this area which can be navigated from the sea to the Sebandaran area, Chinatown area. It was the Dutch East Indies ranks second as a producer of sugar worldwide. At that time, forced cultivation (*Cultuur Stelsel*) was taking place throughout the Dutch East Indies (Yuliati, 2019).

The Old Town area of Semarang is also known as Altstadt. The area is about 31 hectares. Seen from the geographical conditions, it appears that this area is separated from the surrounding area, so it looks like a city itself, hence the nickname "Little Netherland". The Old Town area of Semarang is a silent witness to the history of Indonesia during the colonial period for more than 2 centuries and its location is beautiful with an economic area. In this place there are about 101 ancient buildings that still stand strong and have a history of Colonialism in Semarang. The Old City of Semarang is a historical area with many ancient buildings that are considered very important to be developed in the field of economic culture and conservation areas.

3. Potentials of the Old City of Semarang

Semarang is one of the tourist destinations that has a cultural heritage that is still maintained until now, for example, the Old City of Semarang (Anggraini & Muning Harjanti, 2018). As a former Dutch colonial fortress, with the Blenduk church as an object visited by many tourists, the Old Town area of Semarang has a unique and beautiful atmosphere of a tall building with European architecture that is rarely found in other cities. Rarity value and the historical value of the Kota Lama area is a special attraction that might attract tourists who come.

Having 101 ancient and historic buildings located in the Old City area of Semarang, Kota Lama needs to be conserved indirectly has been assessed as having the potential of a tourist attraction. If seen from the condition of the buildings, the Old Town area of Semarang has the potential to be developed as a tourist destination. There are many cultural values that can be maintained and preserved. Kota Lama is a relic of the Dutch colonial era, with distinctive buildings with high ramparts with a European building complex with paving roads for the Old City area that distinguishes it from other areas. This area has a variety of buildings, with a variety of attractions. Berok Bridge is a link to Jl. Suprpto and Jl. Youth. This bridge has the potential to be developed as a door the main gate into the Old Town area. There are many other buildings that also have a different appeal.

4. Strategic Development of Management of the Old City of Semarang

Semarang City's tourism sector has a pretty good opportunity to be developed and is expected to be able to compete with the tourism industry of other cities, even foreign countries. One of these attractions is the Old City of Semarang (Praniti et al., 2015). The Old Town of Semarang and Fort Vredenburg (Yogyakarta) are Dutch buildings but are popular and visitors are very much, this is because Vredenburg Fort makes alternative tourism, namely by making a development area (Malioboro), so the existence of the Temple area can be the main attraction for the Fort Vredenburg. Based on this, the Old City of Semarang can emulate the management system by providing alternative tourism, such as markets that sell goods typical of the city of Semarang such as carving crafts and *monel* (jewelry) so that they can support attracting tourists. In the Yogyakarta area, promotion and support from the government and the community is very strong. In contrast to the city of Semarang, although it is a business center and the capital, promotion and community support is very weak. Transportation facilities and infrastructure, supporting facilities such as hotels, club facilities and other recreational tourism in the city of Semarang are potentials that can support tourism development in the Old City of Semarang.

Development in the city of Semarang tends to lead to restoring the sustainability of the city of Semarang as a tourist spot without reducing its authenticity value. The Old City period has made its development better, which now has built promotions to other areas, carnivals, and holding events in Kota Lama to introduce the Kota Lama area to be better. In addition, in the Semarang Old City area, there are now various places that can be used to gather, thereby increasing the interest that tourists have in visiting the Old City of Semarang. The Old City of Semarang is a complex of ancient buildings. Because the location is not scattered, accessibility is easily reached by visitors/tourists. The community must participate to support and maintain it so that it can become a special interest tourism object.

CONCLUSION

The Old City of Semarang as a cultural and historical tourism object has some uniqueness and beauty. Among them, the buildings in the Old City are still original with paved roads even though there are improvements. This is a high value as a historical tourist attraction. This Old City is a feature of the city of Semarang. The prospects are quite good but, in its development, the Semarang city government has several obstacles.

Among them there is a negative image against the Old City. Therefore, the Semarang city government requires a fairly hard effort to eliminate these obstacles. In addition, after the development carried out at the present time, it helps the tourists to know the old city better with the aim of developing the city.

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