

Kota Lama Semarang Tourism Development

Hanum Nailil Muna¹, Kanar Wilona Kaulika², Yesy Zumaroh³, Syaiful Ade Septemuryantoro⁴

^{1,2,3,4}Universitas Dian Nuswantoro

¹313202000311@mhs.dinus.ac.id

²313202000306@mhs.dinus.ac.id

³313202000307@mhs.dinus.ac.id

⁴syaiful.ade@dsn.dinus.ac.id

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ABSTRACT

Semarang is the capital of the province of Central Java and is also a major city in Indonesia. Because it is the center of the province of Central Java, in Semarang there are several iconic tourist attractions, one example is Kota Lama area. Kota Lama Semarang has become one of the icons of tourist attractions in Semarang because there are so many tourist objects that can be used as places to take pictures. Not only a tourist attraction but also as an object of endless research, apart from being peeled from the historical side. Kota Lama area is also a historical area. In this area there is a legacy of the Dutch East Indies that needs to be preserved. In addition there are famous buildings such as the Blenduk Church, cigarette factories, stations and so on that have a typical European style of the past. Public facilities in Kota Lama Semarang are complete and good. Starting from the prayer room, toilets, to trash cans are available in adequate numbers and in good condition. However, this area also has shortcomings that need to be repaired, such as a special parking area for tourism buses and also the roads are still quite narrow which can affect traffic around Kota Lama area. With a less wide road, this will cause traffic jams, especially if it is a holiday. This study aims to describe the developments in Kota Lama area of Semarang.

INTRODUCTION

The tourism industry in Indonesia has grown quite rapidly by seeing the arrival of domestic and foreign tourists to various regions of Indonesia which continues to increase from year to year. Tourism is one of the potential sectors that can be developed by utilizing existing resources and potential in an area. Tourism can be interpreted (Nugroho, Septemuryantoro, & Lewa, 2017) as one of the spearheads of state foreign exchange earnings or for Indonesia which means that tourism can help the country's economy through foreign exchange.

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Developments in the world of tourism can advance the economy with tourism activities, there will be many jobs, so that income will increase. Tourism development is carried out by providing places for tourism, improving existing facilities at tourist attractions. Tourism development is essentially developing and utilizing tourist objects and attractions in the form of natural wealth, diversity of flora and fauna, arts and culture and pluralism.

Semarang is one of the provincial capitals in Indonesia, the capital city of Central Java. In addition to being the capital city, Semarang is also included in the five largest cities in Indonesia. In addition, Semarang is also one of the cities that has a cultural heritage that is still maintained and preserved to this day. One of the

tourist destinations that has many tourist attractions, both natural tourism, cultural heritage tourism and historical tourism, is the Semarang Kota Lama (Kota Lama) area.

Kota Lama Semarang is an area in Semarang that became a trading center in the 1920s. *Kota Lama* area is also known as *Outstadt*. In Kota Lama of Semarang there are about 50 ancient buildings which have a total area of about 31 hectares. Kota Lama of Semarang also earned the nickname "Little Netherland" because seen from the geographical conditions, it appears that this area is separated from the surrounding area, so it looks like a separate city.

Kota Lama area has many Dutch-style buildings from European architects. In general, the character of the buildings in this area follows the buildings on the European continent. This European-style building has been maintained until now as a relic of the Dutch colonial period. Some of the ancient buildings found in Kota Lama are some that are used and some are just abandoned. *Kota Lama* is a silent witness to the history of Indonesia during the Dutch colonial period for more than 2 centuries.

Based on the description above, this paper will describe the potentials and development of Kota Lama Semarang as a tourist attraction in Semarang.

METHOD

In this research, the method that was used is descriptive qualitative research method. Qualitative descriptive research is a research that describes and describes a phenomenon or event that actually occurs without engineering (Sukmadinata, 2011). The data were collected data based on several sources on the internet, for example collecting data on the development of *Kota Lama* of Semarang from time to time, the history of *Kota Lama* of Semarang, and everything related to *Kota Lama* of Semarang, where this research is based on the development of *Kota Lama* of Semarang from ancient times until now. In addition, it is also clarified with an explanation of the tourist area of *Kota Lama* of Semarang which aims to clarify this research and can be understood by many people.

RESULTS AND DISCUSSION

Kota Lama area of Semarang is located on Jl. Lt. Gen. Suprpto, Tanjung Mas, North Semarang District, Semarang City, Central Java. It has an area of ±31.24 hectares. *Kota Lama* of Semarang is a combination of areas that have special characteristics and their shape resembles a separate city. The boundaries of *Kota Lama* area are Kali Semarang in the west, Jalan Station Tawang in the north, Ronggowarsito Street in the east, and Jalan Agus Salim in the south. Prior to 1824, *Kota Lama* was surrounded by a 5-sided fort. *Kota Lama* area is a high-density area, because it is one of the favorite destinations for people to travel and learn about history.

1. A Brief History of *Kota Lama* of Semarang

Kota Lama Semarang or also often called Outstart or Little Netherland is an area where there are old buildings that have been used since the Dutch era. *Kota Lama* of Semarang used to cover almost the entire area of Semarang City.

The character of the buildings in *Kota Lama* area generally follows the style of buildings that existed on the European continent in the 1700s. These things can be seen from the ornaments that are typical of European countries and can also be seen in the model or shape of the building itself. An example of this can be seen from the glass model made in color and the carvings on the windows or doors that are quite large. In addition

there is a basement and also the uniqueness of the roof of the building. Ornaments typical of European countries can occur and are also considered reasonable because the Old Town area of Semarang was built when the Dutch came to Indonesia. The concept brought by the Dutch must have been prepared from their country of origin beforehand. This concept was used to build *Kota Lama* area of Semarang as their new place. Of course they are trying to build this area with the aim of making *Kota Lama* area of Semarang their community.

When viewed from the perspective of urban planning, this area is centered on the Blenduk Church. Because the Church at that time became the center of government in Europe, therefore in the Dutch era the Church was also involved in the government and vice versa. Whatever its function and whatever its form, *Kota Lama* of Semarang is a valuable asset if it can be packaged properly. *Kota Lama* area of Semarang is a real form of history of Semarang or Indonesia. Central Java is often forgotten, even though from a historical point of view, this *Kota Lama* area became the beginning of the Dutch East Indies government area in Semarang. The Dutch East Indies colonials really wanted to concentrate the city's development on the outskirts rather than building near the port. If you look at its history, the city of Semarang has an area that existed in the 18th century and became a trading center. This area is now often referred to as the Old Town area of Semarang.

At that time, the construction of a fort was carried out in an area with the aim of securing the residents and their territory, the fort which was named the Vijhoek fort. The fort that surrounds *Kota Lama* of Semarang has six bastions, and 6 different names, including the bastions de Zee, de Smits, Ijzer, Ceylon, Amsterdam, and de Herstellers.

To make it easier to access the exit and entry routes for the Dutch citizens, the transportation between the three gates in the fort was built, with the main road later being named Heeren Straat, but currently it is called Jl. Lt. Gen. Suprpto. One of the locations of the doors that still exist in the fort to this day is the Berok Bridge, which is also known as De Zuider Port.

The existence of a river around the Old Town area of Semarang at that time, was used for transportation by water, because at that time water transportation was very important, the river surrounded an area that could be navigable from the sea to the Sebandaran area, Chinatown area. At that time the Dutch East Indies was ranked second in the world as a producer of sugar. Because at that time there was forced cultivation (*cultuurStelsel*) throughout the Dutch East Indies. *Kota Lama* of Semarang is better known after the independence of Indonesia. Because the buildings in the area have a typical European architectural style in the past, during the Dutch colonial period.

The Old Town area of Semarang is often dubbed the "Little Netherland", because of its separate location from the surrounding area and surrounded by canals, making it look like a city in itself. In addition, the Old Town area of Semarang is a silent witness to the history of Indonesia during the Dutch colonial period for more than 2 centuries and functioned as the administrative center of the City of Semarang. This area is filled with ancient Dutch heritage buildings that are so thick with the colonial era. Until now there are about 50 ancient buildings that still stand firmly and function well, and have an area of about 31 hectares. The ancient buildings in *Kota Lama* area are considered to have the potential to be developed in the field of economic culture and conservation areas.

2. Tourism Potential of *Kota Lama* of Semarang

Tourism potential is the power or strength or ability to develop tourism (H & Ramaini, 1991). Tourism potential in a place has its own charm for tourists. There are several tourism potentials, for example in the form of natural objects, man-made or creative processes with aspects of modernization or historical and cultural heritage. Tourism development can be done by presenting attractions. Tourist attractions in tourism

objects, namely the area must have a good climate, beautiful scenery or historical places and also be supported by an orderly environment.

In *Kota Lama* of Semarang, which has a unique tourist attraction that is still original and a new attraction that is developed and known to its surroundings, namely by building *Kota Lama* like a miniature of the Netherlands in Semarang. *Kota Lama* of Semarang also uses empty buildings to develop tourism so that new attractions can be created in *Kota Lama* of Semarang.

Kota Lama of Semarang has many new places for tourism, including *Kota Lama* Park, Dream Zone Museum, Art Contemporary Gallery, 3D & Trick Art Museum, Semarang UMKM Center and a new cafe. In addition, *Kota Lama* Semarang also has buildings that are still preserved in their authenticity and become a special attraction for tourists, for example, the Blenduk Church, Srigunting Park, Jiwasraya Insurance and Ikan Bakar Cianjur (IBC).

3. Carrying Capacity of Kota Lama of Semarang Carrying

Capacity is a tool for development planning that provides an overview of the relationship between land use, population, and the environment. The value of tourism carrying capacity is based on the factors that influence an attraction in a tourist place. Each attraction has the same factors to affect the carrying capacity value, but the factor value in each attraction is different so that the value of the tourism carrying capacity in each tourist attraction is different.

The carrying capacity that causes a lot of tourists or local residents to come is a beautiful tourist spot because at this time many tourists will capture the place by taking pictures, so beautiful places are also the carrying capacity of *Kota Lama* of Semarang, with historic buildings making people even more interested in visiting it, besides that there are many choices of food from heavy meals, snacks or cafes.

4. Development of Semarang Old Town Tourism Area

Development according to (Anindita, 2015) is an effort to advance or build a tourist attraction to make it better and more attractive in terms of places and everything in it that increases the interest of tourists to visit. *Kota Lama* of Semarang has experienced rapid development. Before being used as a tourist area, *Kota Lama* used to be an area used by the Dutch, in the 1800-1900s there was a designer from the Netherlands, namely Karsten who made a town plan for Semarang. Because of the designed town plan, the Old Town of Semarang has a significant influence. Then in the 1900-2000s this year was the beginning of the Semarang *Kota Lama* being revitalized by the Semarang Government to be developed into a tourist area in the Semarang area and into the Semarang *Kota Lama* area.

Over the past few years, *Kota Lama* of Semarang has undergone many improvements, such as the surrounding roads that have been repaired, the city park which looks more beautiful and beautiful because there are plants around it. In addition to improvements from the government, *Kota Lama* of Semarang has also added several things such as street lights that will add to the aesthetic impression at night, complete facilities are also a development made by the Semarang Government, some examples of existing facilities in *Kota Lama* are parking lots, bicycle rental, seating, trash cans are at some point. However, there are some facilities that are still difficult to find around *Kota Lama*, namely toilets, places of worship, and ATM centers.

CONCLUSION

Kota Lama of Semarang as a cultural and historical tourism object has some uniqueness and beauty. The old buildings in *Kota Lama* of Semarang are Dutch heritage in the style of European architects that are still original

and stand firm. In addition, *Kota Lama* of Semarang also has buildings that are still preserved in their authenticity and are a special attraction for tourists, for example, the Blenduk Church, Srigunting Park, Jiwasraya Insurance and Ikan Bakar Cianjur (IBC).

Kota Lama of Semarang is an icon of the City of Semarang. *Kota Lama* of Semarang is an area that has a lot of history with many ancient buildings that are considered unique and attractive to tourists, with the potential to be developed into the cultural and conservation economy. In structuring the Semarang *Kota Lama* area, it can have a good influence on increasing economic activity. In addition, the tourist attraction of the *Kota Lama* of Semarang has succeeded in attracting local or out-of-town and international tourists to come to the Semarang *Kota Lama* Area for sightseeing.

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