

# Cultural Concept-Tourism

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## Cultural Concept-Tourism on Settlement of Karaton Kasunanan Surakarta, Central Java, Indonesia

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### ABSTRACT

This research aims to build a theory of empirical condition at hand, thus to describe it into operational concept of cultural tourism on Rice Village of Karaton Kasunanan Surakarta. Method used in research is qualitative method using a *strategy grounded theory research*. Research is focussed on actors actively and passively getting involved in alteration process of Karaton settlement. Analysis uses 1. Cultural Model, 2. Economy Model, 3. Technological Model. Research output concludes that theory and concept obtained can be utilized to conduct revitalization of settlement and environment getting society involved as subject.

**KEYWORDS:** settlement, karaton, regional image, tourism culture.

### INTRODUCTION

Settlement of Karaton is such a part of karaton inseparable and its venue surrounds *Kedhaton*. Society who lives is *sentana dalem* and *abdi dalem* who is loyal to a king. There are some internal princes or *Dalem Pangeran* existing within region of that such kampung-karaton. In the beginning kampung karaton had been built by Paku Buwana II. Therefore, conception of settlement space was based on Javanese culture, by using village name in accordance with *toponimi* (name of village is fixed to work of village dwellers). Kampung Karaton is one of "cultural tourism villages in Surakarta, such a part of conservation area for Karaton Kasunanan Surakarta, based on enactment of Surakarta of Surakarta No.646/116/1/1997. [1]

Early formation of karaton, namely era of Javanese royal town that possessed power space of outbound fort or (*manca negara*) [2], kampung karaton could function as "space-between" and defense-space, besides it was one of components from government structure and power of karaton by that time. [3]

After Indonesia was Independent in 1945 the "Royal City" changed in political status into a part of democratic city managed in accordance with constitutional stipulation and its classification. The latter takes impact on "cultural hierarchy change due to result of physical development rate and activities". Dynamics of social economical activities emerge in Kampung Karaton, there is the escape of cultural region image due to weak visual access on cultural artefacts at hand, having result in troubled system of cities in the region. Up to now, this issue is not yet ever researched, however it is indeed a very important issue on development of cultural tourism in Surakarta. [4]

Our research puts forward alternatives of new perception ways in utilization of conservation area in tourism without lessening its value sacredness. The latter is very prominent since in a concept of *living monument*, society living in region must gain profit value in economy, any way it is not supposed to crack the material or historical inheritance.

Advantage and benefit obtained in research are: First, a comprehension at depth about conserving a conservation area; Secondly, comprehension on qualitative research method [5,6,7,8] by using Coboldt approach in Hutter and Rizzo in Rizzo, 1997: 57, usage of Cultural Model, Economy Model and Technological Model; Thirdly, comprehension on important position of sustainability in conservation area; Fourthly, comprehension on important position of cultural concept tourism in conservation area.

### MATERIALS AND METHODS

#### Studies Case

From historical light, we can see a nomenclature on village settlement karaton in group of settlement based on *toponimi* on order of king as a Solo ruler by using concept *Sabdo Pandito Ratu*, for instance; *Tamtaman* (residence or barrack of Corporal soldier), *Carangan* (*abdi dalem Carang* who serves as soldier guarding security of *kedhaton* and its vicinity), Rice Bam (as a godown storing fod stuff belonging to karaton,

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consisting of 2 groups namely; (1) *Bumi Norowito*; is crops derived from soil special for needs of the ruling king (*ex officio*); (2) *Bumi Pangrembe*; is crops used to suffice food needs of the mistress *priyantun dalem*.

In epoch of Paku Buwana VI administration thus regulation was made to royal village or *kampung karaton* as follows: Building is not allowed to have walls; Paint colour on building must be white; House fence is of herb plants; and building is not allowed to have storey or to be high rise or higher than *Panggung Sanggabuwana* (tower in height of 34 meters existing inside *kedhaton*).

In light of Widayati in her Dissertation (2014: 103); there are 3 classification of settlement in *Kampung Karaton*; First, *Dalem Pangeran*; this building has a Javanese house type that is completely *Joglo-shaped*, having *pendapa*, *peringgitan*, *dalem ageng*, added with house rows on the right and on the left, even sometimes also in front of the main building. Those living around *dalem pangeran* have status as *magersari* (occupying building is not by doing rents but loyal and obedient to the owner, functioning a status of *abdi*). In general *Dalem Pangeran* was built with a broad yard, surrounded by a wall high enough, and given with *regol* (main entry door) in the center. *Dalem Pangeran* that is surrounding *kedhaton* amounts to 18 units. Second group, a house occupied by *sentana dalem* (*kerabat karaton*); with Java house type having *Limasan* (Prism) style. Third group it is a house dwelled by *abdi dalem*; a simple Javanese house with a Village roof shape as well as other shapes higher and simpler (*Panggang Pe*).

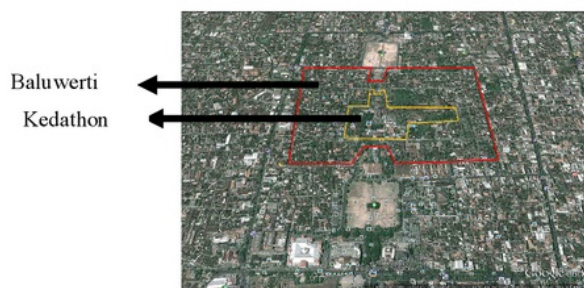


Figure 1. Map of a Complex of Kasunanan Surakarta  
(Source: Google Earth, 2012, in Widayati, 2015, page. 5)

#### Steps of analysis

In principle, analysis done is based on Coboldt's approach in Hutter and Rizzo in Rizzo, 1997: 57 [09] with their thesis, in order to meet aims and outputs of a revitalization thus the region is necessary to have innovative thoughts and *integrated* by taking research object into consideration as: Cultural Model, Economy Model and Technological Model.

#### Cultural Model

From advantages of art and culture as well as human civilization there are *tangible* and either *intangible* heritage. In case both are combined, thus enchantment can be for sale in order to give added value to environment and building of cultural conservation, then cultural tourism or *heritage tourism* comes up. Approaches that are *community-based actions* in implementation of revitalization and *environmental sustainability* or conservation of environment and building of cultural conservation, are suggested by UNESCO. In terms of increasing societal awareness in overall all aspects of ages then UNESCO performs campaign on cultural heritage fondness with program via schools from Kindergarten to Colleges, with a title: *Heritage In Young Hands*. UNESCO in addition has messages to politicians/decision makers/district administration, for implementation of cultural conservation revitalization it takes public very nearby to get involved with the project and to turn project into joint project with society in case project is assumed to be successful. Maintenance, renovation and utilization of cultural conservation consistently as a matter of fact can be seen in di some leading cities of the world.

#### Economical Model

Asset available is taken into value whether it has marketable value or *non marketed goods*. *Asset that is non marketable goods with aid of the stake holder can be changed into marketable goods*. Building that is cultural conservation building in shape of past time architecture is often taken into assessment by the owner as just an object, but some see in reverse namely as marketable asset after through conservation process. In light of *stake holders* classified by owner and finance performer for maintenance thus it is economical perspective as considered into determination.

ICOMOS-UNESCO in 1993 (reviewed in 1998) has made recommendation about *Cost Benefit Analysis for the Cultural Built Heritage* by taking four case possibilities in term of environment and cultural built conservation with stakeholder/owner as well as visitor:

- a. *Basic Model: Maximizing Welfare*  
It is a condition where stakeholder of cultural conservation does not rely on visitors, either from the number or gains of visits or even visitors not incurred or collected on fee.
- b. *Profit-maximizing Supply of Cultural Heritage*  
In this case visitor is willing to pay in order to visit that cultural conservation. But willingness to pay is balanced with certain facilities of the owner of cultural conservation.
- c. *Supply Under a Zero-Profit Restriction*  
Stakeholder or owner can ask for subsidy from other parties, whilst entrance fee of visitor is reckoned by those parties. In case there is extra profit from visit event more than subsidy received by the owner, thus the extra belongs to subsidy provider.
- d. *Supply with a Fixed Cost Subsidy*  
In this case there differentiates between physical maintenance cost from the owner himself and subsidy received in limit from other sources. Whilst cost incurred to provide service visitor is based on their willingness to pay in accordance with visit. The latter closely relates to goals of increased value of economy in works of renovation/conservation. Also there is theorist system regarding *willingness to pay, selling place, marketing cultural heritage management and policing.*

### Technological Model

Advance of today's technology results in opportunities for technically applying whatever finest or sophisticated such as employment, rehabilitation, restoration, renovation, or revitalization. Technological capital is frequent relates to economy or cost as in developed countries it will be most interest and prerequisite in renovation process.

A form proposed by ICOMOS-UNESCO to calculate cost in implementation of renovation particularly most in concern of architects, planners, or consultant is *check-list* on spatial element and building element in close relation to costs of renovation design.

- a. Spatial element. Namely all costs have things to do or relation to spatial creation.
- b. Building element. Namely all costs have things to do with cost necessities of building in physics.
- c. Building element related to space and has impact especially on building costs.

Another side in technological capital interest is a need to conduct action of archaeological research and information data in past time and produces documentation for future. This will be inseparable in event of renovation. Management idea put in advance into self supporting operation.

## RESULTS AND DISCUSSION

In conservation practice in village of kampong Karaton there applies prompt-purpose technology always initiated preliminary with aerchological research and information data search in past time and needs of documentation making in future. That technological application has often relation to economical value or cost when in developed country then it will be most significant and prerequisite in process of renovation, either for space, building, or building element at hand. Besides there must be independent management heading to a *self supporting operation* in its implementation process.



Figure 2. Prototype of *Dalem Pangeran*  
(Modified by Writer)  
(Source: District administration of Surakarta, RTBL  
Kampung Baluwerti of Surakarta of 2010) [10]



Figure 3. Residential Prototypes of *Abdi Dalem & Sentana Dalem*



Figure 4. Prototype of street in vicinity of Karaton (Modified by Writer) (PEMDA Surakarta, RTBL Kampung Baluwerti of Surakarta City of 2010) [10]



Figure 5. Prototype of Entrance Gate of Complex of Karaton Kasunanan Surakarta (Modified by Writer) (District Administration of Surakarta, RTBL Kampung Baluwerti of Surakarta of 2010) [10]

From analysis process thus there is result; village of kampong Karaton has cultural potential high sufficient as in physics or non physics, therefore from economical side, kampong karaton is considered to be appropriate to use model of *Basic Model Maximizing Welfare*, due to all potentials owned by kampong karaton. In conservation implementation thus it must be initiated into action of archeological research and information data search in past time and documentation-making in field. The latter is important as research subject when performing conservation in field. From overall process either in conservation implementation or tourist management process on visit event thus it takes favorable management as well as time discipline as well as environmental cleanliness.

Regarding field data rooted from observation, interviews on actors undergoing changes in research field either physical & non physical. Interviews from Spatial Management Office representing PEMDA Surakarta, as well as relatives of karaton having competence in history and spatiality thus concludes in concept of tourism village management concept.

Management divided into twofold namely non physics and physics. The following is its description:

1. Non-physical concept includes Core Management (Cooperation between Karaton and District Administration), makes management system good, solid, and honest, in charge of as follows:
  - a. *Kamandungan* in the east is used as tourist center
  - b. Road located on among two walls that surrounds *kedhaton* and karaton is no longer used as public road
  - c. Open space o the left and on the right of *Pagelaran* is used as vehicle parking place (bus, car, motor),
  - d. Visitor from parking site in entry to karaton complex can by ways of; walking, cycling (bicycle is afforded in vehicle parking site by rent), or by hiring tricycle or becak already available,
  - e. Driver of becak serving visitors are well-knowledge in history, Indonesian language and General English and knowledge about venues in karaton region. Tricycle or becak drivers also wear local dress uniform (special design from thin material anti-sultry of weather),
  - f. Tourism guide divided into groups mastering 2 foreign languages in minimum such as; Chinese, Japan, English, Germany, & Korean. Besides tourism guide must master history of Mataram, name and meaning of sites as well as artefacts, therefore no mistakes at all to visitor in their service. Tourism guide must use Javanese traditional custom,
  - g. Determining *Dalem Pangeran* can be open for visitor. *Dalem* can be visited is equipped with interior household furnishing in accordance with time still used as residence of the prince. Yard must be maintained, high plants already dead is started to re-planted thus harmonious atmosphere is attainable. There is sets of gamelan music owned by prince. Guard in uniform of *abdi dalem*. On certain moment visitor can enjoy dinner with presentation of dances, accompanied by prince and princess in complete

- dress uniform (can be conducted by the real prince or taken into role by other persons). The latter is significant to ask visitors in past time nostalgic room when karaton as administration center,
- h. Opening a souvenir store selling numerous traditional goods as souvenir. You can sell object duplicate as displayed in museum with certificate of duplicate token.
  - i. Every settlement having name with *toponymy* there opens one house *sentana dalem* and one house of *abdi dalem* filled with household furnishing in accordance with the past time and the dwellers are in dress uniform based on duty where he serves,
  - j. Kampong *Gondorasan* is commensurate with its *toponymy* functions as karaton kitchen can provide karaton foods such as *sekullanggi* (such a *rijtafel*) for sale to visitor,
  - k. It is necessary for re-management for traditional food vendor located in *Kamandungan*, either venue management, service or cleanliness,
  - l. Cullinary tourism at night with bicycle attraction and tricycle becak with neon in the town square of south need traffic jam management and vehicle parking site, therefore getting rid of traffic jam. Cleanliness of food and service is necessary for companion,
  - m. Tourist guide located in karaton museum, attractions in the palace karaton museum needs to increase his knowledge regarding Mataram history as well as foreign language,
  - n. At 22.00 during the big bell is turned on as clue for closing gate of *Brajanala* (North, South, West, and East) and also for small gates (*butulan*).
2. Physic concept done by PEMDA or District Administration is to hold consultation for Karaton party:
    - a. Replacing street materials in vicinity of karaton including streets of settlement made from asphalt changed into conblok,
    - b. Revitalized old concept (era of Paku Buwana VI) of all houses of *abdi dalem* and *sentana dalem* is given with herb plants fence, with height of 90 cm,
    - c. All house yards in border with street are given hard plant and high plant so that street in the front becomes shady,
    - d. Building shelter without wall on every corner of environmental street functioning to rest of visitors in category of pedestrian,
    - e. Every street corner is given a *signage of venue* location and street direction. For some places in need of tourism directing map

### CONCLUSION

According to analysis outputs it concludes as follows:

Firstly, economy development principle in kampong Karaton with model of *Basic Model Maximizing Welfare*, is very appropriate model since kampong Karaton has all potentials needed as criteria to serve cultural tourism model.

Secondly, in order to create survival it takes cooperation among District Administration, society in the vicinity of kampong Karaton, and Karaton Kasunanan Surakarta;

Thirdly, in global condition relatively and increasingly changes thus it is necessary to sustain local genius in this term of region with *living monument*, in order that our young generation is comprehensive well on cultural roots of their old parental generation.

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