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GOVERNMENTAL INVOLVEMENT IN CONCEPT OF OLD CITY/KOTATUA RESTORATION OF JAKARTA

Naniek Widayati Priyomarsono

Department of Arsitektur, Universitas Tarumanagara, Jakarta-11440, Indonesia

ABSTRACT

Triggered by Tourism Minister's speech on March 23, 2016; in relation to the socialization of Jakarta Old Town heading towards UNESCO World Heritage 2017, it was highlighted that the socialization cannot be realized without the top-down approach from the central government.

Jakarta Old Town existence cannot be separated from Dutch era in Jakarta. Started in 1610 when Jacques l'Hermite in 1610 received permission from Pangeran Jayakarta to build Dutch colonial trade office. In 1618 Jan Pieterzoon (J.P) Coen moved most of the Dutch colony's wealth from Banten to Batavia to build fortress in the following year.

The name Jakarta Old Town (formerly known as Batavia) was based on Governor Regulation No. 34 year 2005. The revitalization process has been going on since 2006 and since then Jakarta Old Town was used as a brand image. This area has many private mansions and State-owned entity.

The research methodology was qualitative with grounded theory research, using interview. The focus was with the people who were actively and passively involved in the project. The field data then compared with Economic Perspective of Heritage Management book (Rizzo, 1997) to give an accurate analysis and conclusion.

The central government's involvement is necessary in establishing the Jakarta Old Town Authority Council (Badan Otorita Kota Tua) in order to revitalize the private mansions, state-owned buildings, infrastructure, permits, and the people who live in the area illegally, of mansion or building owned by BUMN or state entity, infrastructure, and society living illegally, and permits. The central government's involvement is also important to champion in the collaboration with UNESCO in terms of restoration and marketing.

Keywords: involvement, brand image, restoration

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1. INTRODUCTION

Jakarta formerly named as Batavia was established by Pangeran Jayakarta (Fatahillah). Its city centre in 1527 was the area that today is called *Jakarta Old Town*. In 1619 Batavia was attacked by VOC. In 1620 the area was occupied by J.P. Coen and was built as a city. In 1808 *Jakarta Old Town* was left behind due to cholera disease epidemic. The city function was then transferred to the south (it is the area near the national monument) and named as Weltevreden. In 1905 *Jakarta Old Town* was rebuilt by City Council. The *Jakarta Old Town* name was made official by Governor Regulation (Peraturan Gubernur) no. 34 year 2005 [1, 2, 3].

Revitalization execution's process was started in 2006, but never fully succeeded due to many issues such as; infrastructure condition that do not support the project traffic chaos, unintegrated government policies resistance from the ethnic groups when there was transfer of power in the government.

2. RESEARCH METHOD

Jakarta Old Town as shown in figure 1 has potential aspect as well as:

- Possessing Sunda Kelapa harbor which used to be a big trading harbor,
- Surrounded by many tribes settlements such as: Chinese settlement in Glodok, Petak Sembilan, and Roa Malaka; Arabian settlement in Pekojan; British and Dutch settlement around Fatahillah Museum; and Betawi and Malayan settlement around the area [4].
- City's structure uses the grid and canal systems like cities in Europe
- There are recreation hubs in along the waterfront, fish auction hub, and hexagon market to fulfill daily needs.
- There are European architecture mansions from the 17th century.
- Revitalization has been conducted for several time but has never been completed [3].



Figure 1 Site Order of *Jakarta Old Town* North Jakarta (Google Map 2018)

There were a few revitalization projects being conducted since the conception of North *Jakarta Old Town Revitalization idea*. However, they were all failed to achieve the objectives. The details of those projects are as shown in table 1:

Table 1 Management and Development of *Jakarta Old Town* Region (2015)

Management and Development	Revitalization Stage 1	Revitalization Stage 2	Revitalization Stage 3	Revitalization Stage 4
Reason	To build the demolished city	To revitalize the economy	To create the tourism destination	To save the revitalization stage 2
Conceptor	unknown	President Soekarno	Governor Ali Sadikin	Governor Sutiyoso
Launching	1905	1950	1971	2005
Execution	1912	1950	1973	2006
Completion	1929	1962	1974	2030
Actual Duration of Execution	25 years	12 years	4 years	Unknown
Area	105 areas	Not available	20 areas	846 ares
Boundaries	The area between Jelakeng river and Semut river by building new structure	not a Region	Fatahillah square, Kalibesar street, Infrastructure beautification, making new function	From National Archive Building up to Luar Batang Mosque, the Pedestrianisation and creative function-making were made to
Inauguration	STA Beos	Inauguration of BNI 46	Conference of PATA	End of RTRW
Manager	Municipal City of Batavia	Central Administration of R.I	Provincial Government of DKI Jakarta	Self-institution
Transportation Mode	Trem, Two-Wheeled Buggy, boat	Trem, bus, oplet	Bus, oplet, bemo	Busway, KRL, passenger-vehicle
Result	City was removed in 1808. Buildings or mansions left behind were Warehouse, Hall City, Court Building and 2 buildings in West Kalibesar, the extra left behind were removed into parts and materials were used for and establishment of new city in Weltevreden (it is now around Monas and Banteng square)		3 buildings were made into Museums	

As seen from the table 1, the revitalization effort in *Jakarta Old Town* has not achieved its objectives. This is due to the building ownerships that have been transferred directly to the state-owned entities (BUMN). State-owned entities were responsible for renovation but since it is not their main priority, the buildings were remain neglected. In order to get the optimal result in *Jakarta Old Town* revitalization project the central government's involvement is deemed necessary.

In 2016 a private company has revitalized OLVEH (Onderlinge Levensverzekering Van Eigen Hulp) building which was inogurated on March 19, 2016, where a long time ago had belonging to Pieter PeereboomVoller. The building was used as an office from the beginning and after independence day up to 1959 has been use by anynomous institution. In 1960 this company has been nationalized, and the building become a Jiwasraya Insurance building until 2016. After inogurated the function of the building into a creative workers community's gathering place.

From the data in table 1, the research analyse is done by using qualitative method with interpretative ways. It is then researched and concluded [5,6]. The research used Strategy Grounded Theory Research with interview focus on active and passive people who were involved in the change [7]. The outcomes will be compared field data (observation and documentation) then clarified by theRizzo book (1997), Economic Perspective of Heritage Management, in order to have an accurate finding, then finally concluded as described in figure 2 [8]

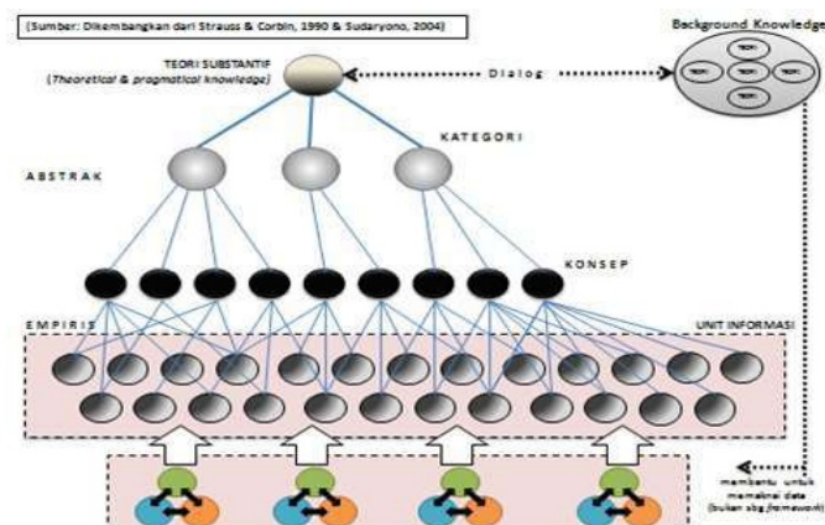


Figure 2 Induction Process [Re-pictured and adapted with Research Topic]

(Sources: Widayati, 2014 in Setioko, developed by Strauss & Corbin, 1990 & Sudaryono, 2004, 2010)

3. RESULTS AND DISCUSSION

It is very important to transfer *Jakarta Old Town* authority from DKI Jakarta administration to central government administration in order to create *Jakarta Old Town* Region Special Destination. The transfer includes:

- Transfer of the Rights to *Jakarta Old Town* authority from DKI Government to central Government. Since State-owned entity or BUMN is under the Central Government control. Any regulations relating to BUMN Policies can certainly be quickly implemented. Therefore, the formerly Dutch owned buildings can be revitalized and converted to meet current needs.
- The Central Government can coordinate directly with the Ministry of Transportation in terms of infrastructure in *Jakarta Old Town*, both land and sea lanes (the latter is about inter-island boats traffic), railways (there were still remnant of historical railways stretching from Kakap Lima street heading towards West Kali Besar). This locomotive railway if re-liven up will add into the *Jakarta Old Town* Tourist attraction,
- The Central Government can ask the Ministry of Tourism to hold mandatory visits for all foreign tourists visiting Jakarta,
- The Central Government can ask the Ministry of Creative Economy to train all business people in *Jakarta Old Town* in treating the tourists visiting the area,
- The Central Government can ask the Ministry of Trade to present food, handicraft, historical items replicas have authorisations and meet UNESCO standards.

In addition, Law No. 11 of 2010 concerning Cultural Heritage is a catalyst for the development of the tourism industry which is under the Ministry of Tourism and Creative Industry. Rizzo (1997) in his book; namely "Economic Perspective of Heritage Management", said that, for the fulfillment of targets towards the success of regional revitalization, innovative and integrated strategies were needed with reference to several models, such as; 1) Cultural Model, 2) Economic Model, and 3) Technology Model [8]

3.1. Cultural Model Application in *Jakarta Old Town* [8]

Batavia or Jakarta was one of big cities since the Dutch colonial era until present. There were ample proofs of history in it. Society living is multi-ethnic. This affects their buildings heritage, deserving conservation as history of the future generation. Historical heritage is tangible and intangible heritages. Approach of "community based actions" in execution of renovation or environmental sustainability and culturally-conserved building suggested by the UNESCO, can put positive effect in cultural tourism commodity or heritage tourism.

UNESCO actively engages in promotion of cultural heritage love through school program from Kindergarten to Colleges with name: Heritage in Young Hands. The programme objective is to create social awareness about local culture in respective region.

3.2. Economy Model Application in Kotatua [8]

Jakarta Old Town in Jakarta is a culturally-conserved building. Many people still assumed that this is an "asset non marketed good". However, some owners understood that conserved buildings are assets. From economy investor's perspective, this will be their first interest.

Recommendation on Cost Benefit Analysis for the Cultural Built Heritage made by ICOMOS-UNESCO in 1993 (re-reviewed in 1998) producing four possibilities of case able to take in analyzing the environment and building of cultural conservation related to the owner and the visitors. The four possibilities are as well as:

3.2.1. Basic Model Maximizing Welfare

This model is used when cultural conservation owner does not rely his building destiny on visitors from financial side (visitors are not collected with fees)

3.2.2. Profit-maximizing Supply of Cultural Heritage

This model is used when visitor is willing to pay entry ticket money to conservation building, by having a certain facility.

3.2.3. Supply Under a Zero-profit Restriction

This model is used when building asks for subsidy from another party, but entry ticket price is determined by hat another party. Ticket sale result outnumber the subsidy-number, taken by subsidy giver.

3.2.4. Supply with a Fixed Cost Subsidy

This model is used if building's physical maintenance costs are separated between fund from the owner and fund from subsidy giver, as well as service costs to te visitors. The objective of this model is to increase economy value in renovation of building. Yet system used is; to pay or payment, selling place, marketing cultural heritage management and policing.

3.3. Technology Model Application in Kotatua [8]

Technology model mentioned here is passive conservation application (register, documentation, re-description) Existing data was used as foundation in the future active-conservation planning in accordance with function needed as proposed by ICOMOS-UNESCO. This is to enable the revitalization costs calculation by dividing the elements into the following divisions;

- Space element cost associated to spatial making.
- Building element, cost associated to physical building.
- Space of buiding element related to spaceand its impact on building costs.

4. CONCLUSION

From the conclusion it is evident that *Jakarta Old Town* has good starting points to make New Branding, by making; 1) Art District, 2) Financial District, 3) MICE Activity, 4) Creative Industry District, 5) Food, Small to Medium Enterprise &Traditional Commercial Center, and 6) Education. Moreover, the involvement of Central Government in taking-over the role of DKI Government is important and will encompass the Development Policy, Infrastructure, Building Utilization of Post-Revitalization, Economy Stability and Security, *Jakarta Old Town* Authority Agency establishment, UNESCO to be responsible in restoration and marketing.

The goal is to have the realization *Jakarta Old Town* region with its historical path completed by Indonesian 100th Independence Day celebration or 500th Anniversary of Jakarta in 2045. This is to gain investors trust. It was evident that the pedestrian area revamping and several buildings revitalization that have already been done by DKI administration has successfully gained 5000 visitors per day in Fatahillah square. However, there were no investors for business in *Jakarta Old Town* yet. This means the role of central administration is duly expected. for the investors, they are welcome to invest businesses in Kotatua. Significantly role of central administration is duly expected.

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