

Increase Tourism Attraction in Kota Lama Semarang: Potential Aspect and Development Strategy

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Abstract

Semarang Old City is a Dutch heritage city with a European style architecture and a historical part of Semarang city. Experiencing a decline in the value of city functions is caused: Lack of government attention, ownership status, switching of building functions, and natural factors. Kota Lama has the potential to be a tourist destination, it takes a strategy of amenities development and marketing. This research aims to find out the potential of The Old City as a tourist destination, development strategies to be carried out as well as preservation efforts. This research was conducted by qualitative method conducted in the old City area. Data collection techniques are carried out with observation, interview and document study. Based on the results of data collection can be concluded that: (1) Kota Lama is very potentially a heritage tourism destination, (2) it needs a strategy of development of amenities and marketing, (3) Preservation efforts are carried out, thus becoming a tourist attraction that impacts on social, economic and environmental life.

Keywords: *tourism potential, development strategies, conservation efforts, Kota Lama*

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Introduction

Indonesia is a strategic archipelagic country. When viewed from its geographical location, it is between the continents of Australia and Asia, and between the Indian Ocean and the Pacific Ocean, consisting of 17,504 islands with the world's 4th largest population and has 633 tribes, with various ethnicities, cultures, languages and religions. Indonesia has a tropical climate rich in flora and fauna and has the 2nd longest coastline in the world, namely 99,093 km, which is advantageous in the tourism sector. The tourism sector is a superior product, an industry without smoke which has a multiplier effect, this sector contributes number two to foreign exchange.

Semarang City Tourism was ranked the 4th best tourism city in Indonesia in the 2018 Yokatta Wonderful Indonesia Tourism Award Event. One of the tourist destinations that has the potential to attract tourists is the Kota Lama Semarang. The area of this area is around 31 hectares, and earned the nickname "Little Netherland" is a silent witness to the history of Indonesia during the Dutch colonial period for more than 2 centuries. In general, the character of the building follows the European style around the 1700s, this is a wealth of assets with high cultural and architectural value and is expected to become a world heritage.

The government has a program to revitalize the Semarang Kota Lama Area (KKLS), namely the plan to develop occupancy rates as outlined in the program to re-function ancient buildings that have changed their function a lot to be returned to concepts that provide more benefits and prosperity for the community, by packaging them through tourism. Has a multiplier effect on improving the economy, social life and environmental preservation. In accordance with the policy of the City Government of Semarang from an industrial city to shift to a city of commerce and services.

Developments indicate a decrease in environmental quality. The physical condition of the building is apprehensive, coupled with the geological conditions which are almost always stagnant due to flooding and seawater rob, homeless and prone to crime. Another obstacle is the ownership status of the private sector. In accordance with the Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation Article 58 Cultural Conservation Rescue is carried out to: Prevent damage due to human and/or natural factors which results in changes in authenticity and accompanying values and prevent the transfer and transfer of ownership and control Cultural Conservation that is contrary to the provisions of laws and regulations.

Methodology

This research was conducted by qualitative method conducted in the Kota Lama area. Data collection techniques are carried out with observation, interview and document study. Key informants are (1) Bambang Mintosih as GM Star Hotel Semarang, Coordinator of Central Java Tourism Activists, Deputy Chairperson of PHRI DPD Central Java, Chair of GIPPI, (2) Adista Prima Nugroho as Manager 3D DMZ Kota Lama Semarang, (3) Mohammad Noor Cholis as General Manager at Normans Hotel, Chair of Indonesia Hotel General Manager (IHGM) of Central Java DPD, Management of Central Java DPD PHRI, (4) Sugeng Sugiantoro as General Manager at MesaStila Resort and SPA Magelang, Chair of the Central Java Regional Tourism Promotion Agency (BPPD), Management of PHRI Central Java DPD Marketing division, (5) Elyance Suci as Tourism Destinations Section Semarang City Government and (6) Hariyadi Dwi

Prasetyo SSN as Head of the History and Cultural Heritage Section of the Semarang City Government.

This research collected data through observation, in-depth interviews, documentation, and supported by secondary data in the form of documents which support this study. This study used data triangulation from various parties which aims to check the validity of the research data. An interactive model was used as the analysis technique in this study (Miles, Huberman, and Saldaña's, 2015). The model classifies analysis techniques into three stages, (1) data reduction by summarizing, selecting, and focusing data; (2) data display by presenting data obtained from field results to draw conclusions; and (3) conclusion drawing from various sources and observations according to the research focus.

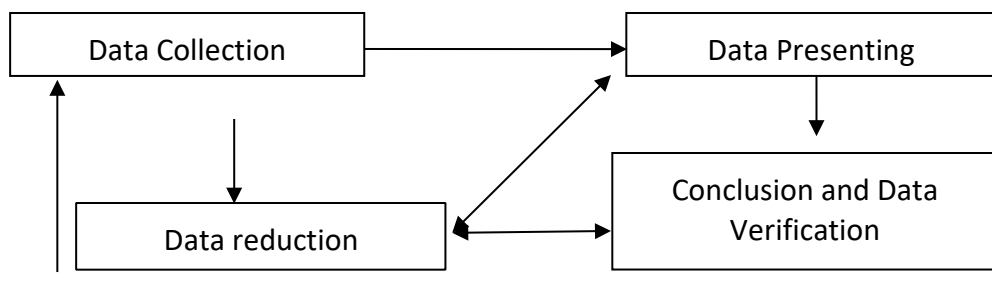


Figure 1. Data Analysis Techniques

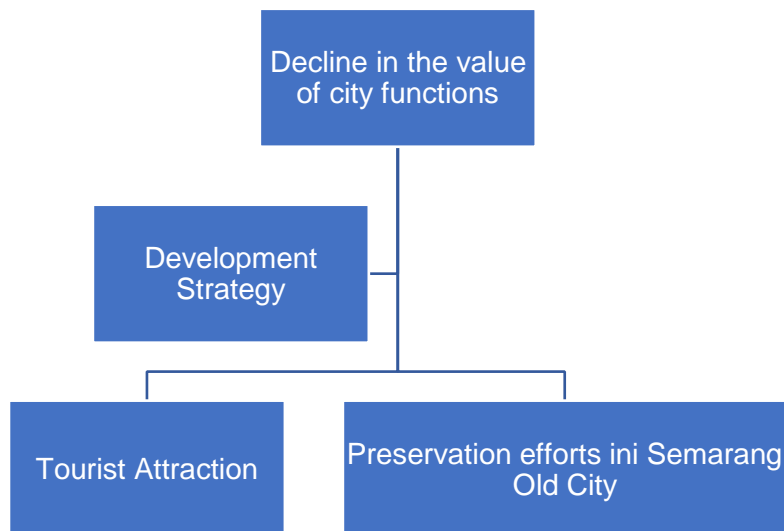


Figure 2. Operational Variables or Research Focus

Result and Discussion Result

General Description of Kota Lama Semarang

At the end of the 19th century, Java Island became the second largest sugar producer in the world, so that more and more large ships were anchored, but the capacity of ships that could enter the port in Semarang was still small ships. In order for large ships to enter the port, the canals were widened. The warehousing complex in the Kota Lama area and the port were also refined to accommodate more goods. The Semarang port has the main function of import and export trade. The Old City area of Semarang became a city with rapid development, which made the Dutch build a new canal called the Nieuwe Havenkanaal or Kali Baroe.

Dredging to make a canal continued until 1872. This canal was then crowded and functioned to facilitate the delivery of goods from Semarang to other cities besides functioning as flood control and security. Until now PT. Tanjung Emas still functions well.

The city of Semarang is a city that has various tourist destinations ranging from man-made tourism, culinary tourism, beach tourism, religious tourism and cultural tourism. One of the cultural heritages that is still maintained today is the Old City which has ancient and unique buildings with architectural characteristics. High European style which is rarely found in other cities. The value of the unique architecture and historical value of the Old City is a special attraction that has the potential to attract tourists to visit the Old City of Semarang. With a total of approximately 70 ancient and historic buildings located in the Old Town area of Semarang. The Old Town area of Semarang has great potential to be developed and packaged as a cultural tourism destination. The Old Town area of Semarang has a variety of buildings, with various attractions. Berok Bridge which connects Jl. Suprpto and Jl. Youth. The Berok Bridge has the potential to be developed as the main gateway into the Kota Lama area. There are still many other buildings that also have different functions and attractions.

The study discusses the Potential of the Kota Lama to Become a Tourist Destination, Amenity Development Strategies, Marketing Development Strategies and Efforts to Preserve the Cultural Heritage of the Kota Lama Semarang. Based on research results, Serta in the book Building and Environment Spatial Planning (RTBL) made in 2003 showed the need to systematically rearrange the Kota Lama Area to make it a tourist destination. The following is a description or research results.

The Potential of the Kota Lama as a Tourist Destination

Tourism planning should be based on two levels of preliminary surveys, namely: Conducting detailed surveys regarding the nature and form of planned development, especially resources. Carry out an inventory of all available facilities (amenities), research and study consumers in the future (forecasting), conduct research on the possibility of the need for investment. Carry out protection (protection) of objects and maintain cultural heritage and customs (way of life). There are several aspects that must be fulfilled by the manager, namely: Aspects of attraction, amenities, accessibility. Additional aspects (ancillary).

Amenity Developing Strategy

Amenities are all forms of facilities that provide services for tourists for all their needs while staying or visiting a tourist destination. The available amenities must have standards and quality as a tourist destination, including: Must be strategic, easy accessibility. Easy to recognize (recognizable), using a universal language, Utilization of facilities must be in accordance with their functions. Public infrastructure (general infrastructures). The needs of many people (basic need of civilized life), tourism infrastructure, residential tourist plants, all forms of accommodation and facilities intended for tourists, receptive tourist plants, all forms of business entities or organizations whose activities are to prepare arrivals. Results of field observations and interviews with informant sources some of the requirements that must be met include:

- a. Economic center (culinary, market, gallery, souvenir center)
- b. Places of entertainment or performances (entertainment area)
- c. Information center (Tourism Information Center) and marketing promotion
- d. Rest room or public toilet
- e. Mapping and direction signs (signage)

- f. Optimization of parking spaces along with reasonable rates
- g. Treatment center (Medical center)
- h. Facilities for the disabled (disabilities), vehicles (Seattle) and pedestrian paths for pedestrians.

Marketing Developing Strategy

The Semarang City Tourism Promotion Board (BP2KS) is based on Semarang Mayor Regulation Number 2 of 2012 concerning the Semarang City Tourism Promotion Board. This agency has the following main tasks and functions:

- a. Improving the image of regional and Indonesian tourism
- b. Increasing foreign tourist arrivals and revenue from the tourism sector
- c. Increasing domestic tourist visits and spending
- d. Raising funding from sources other than the APBN, Provincial APBD and APBD in accordance with statutory provisions
- e. Conducting research in the framework of business development and tourism business.

Some marketing strategies that have not been maximized:

- a. Building the identity of tourist attractions (branding)
- b. Determine the target market (segment market)
- c. Set prices
- d. Formulate Unique Selling Proposition (USP)
- e. Utilization of Information Technology (IT) and Social Media
- f. Participating in events such as table tops and travel marts, or inviting buyers and travel trips to the Old Town
- g. Make documentaries or reviews through vlogs or you tube
- h. Endorsement from public figures both from local and abroad
- i. Doing co-branding between provinces and between countries
- j. Create promotional materials through the website both online and offline

Preservation Effort

Law of the Republic of Indonesia Number 11 of 2010 concerning Cultural Conservation. Regulates the preservation of cultural heritage in accordance with Article 53, namely: Concerning the preservation of Cultural Conservation, Article 58 namely: Rescue of Cultural Conservation Prevents damage due to human and/or natural factors which results in changes in authenticity and the values that accompany it. In the research, it was found that there was still a lack of awareness from both building owners and visitors by changing the function and shape of the building and vandalism.

Finding and Discussions

The discussion covers aspects of 1) potential; 2) aspects of development and; 3) aspects of benefits for tourists which are described as follows:

The potential of the Kota Lama as Tourist Attraction

Based on the results of surveys and interviews, most are of the opinion that Kota Lama has the potential to become a tourist destination and still requires improvement, additions and feasibility of facilities both technically and administratively, according to visitor expectations (guest expectation). Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism states that a tourist attraction is anything that has uniqueness, beauty and value in

the form of a diversity of natural, cultural and man-made wealth which is a means or destination for tourists. In general, the attractiveness of a tourist attraction is based on: the presence of resources that can create a feeling of pleasure, beauty, comfort and cleanliness, high accessibility to be visited, special features or rare specifications and supporting infrastructure to serve tourists.

Leiper (eg in [19]), suggests that a tourist destination is a systematic arrangement of three elements. An area that develops into a tourist destination is influenced by several factors such as:

- a. Interesting (attractive) for clients.
- b. Complete facilities and attractions
- c. Geographical location.
- d. Transport line.
- e. Political stability.
- f. Healthy environment.
- g. There are no government restrictions/restrictions

According to Pinel (2007) in Hadiwijoyo (2012) tourism with the concept of Community Based Tourism is a tourism development model that assumes that tourism must depart from an awareness of the values of community needs as an effort to build tourism that is more beneficial to the needs, initiatives and opportunities of local communities. According to Suansiri (2003) in Nurhidayati (2012) the basic principles of CBT (community based tourism), namely:

- a. Recognize and develop community ownership in the tourism industry
- b. Involve members, community in starting every aspect
- c. Develop pride and quality of life of society or community
- d. Ensuring environmental sustainability
- e. Maintaining the unique character and local culture (local culture)
- f. Distributing profits fairly to the community or society

In accordance with the opinion of Noor Cholis that: The buildings are antique which are rarely found elsewhere and also have historical value, with the development of the world tourism sector, Kota Lama has the potential to be packaged as a heritage city tour. Because tourism is an industry without smoke, it involves many sectors that bring in foreign exchange.

Amenity Developing Strategy

Factors influencing the development of tourism include: the rapid development of access to technology, the lifestyle, especially of millennials, quite good economic development, social life, defense and security, government regulations, force majors beyond human control such as natural disasters.

Amenities that still need to be handled include:

- a. Information Center (Tourist Information Center)

The availability of TIC (tourist information center) can act as a means of information and promotion of tourism, as a means of disseminating tourist information. The Tourism Information Center in Kota Lama is available but has not been socialized optimally as a means of information and promotion that can boost the Kota Lama brand.

- b. Public toilets (rest rooms)

The availability of public toilets is very important in terms of quantity and quality,

level of cleanliness, adequacy and convenience. Untidy water installations, lack of awareness of visitors to clean behavior and lack of alertness of officers, Management concern, checking function (controlling) is urgently needed.

- c. Directions (signage) and Mapping.
Installation of road signs or mapping of the Kota Lama area. In the city, it has been available for a long time but is still unclear and complete, including directions for the sequence of routes for visitors starting from the entrance to the exit, including indicating the evacuation route in the event of an emergency exit.
- d. Parking Facilities
Parking services during peak seasons on Saturdays, Sundays and national holidays are very chaotic (crowded), due to the narrow area and the unorganized management system. There needs to be a solution from management to optimize parking availability.
- e. Treatment Center (Medical center)
In Kota Lama there are no medical clinics yet, at least they have to provide first aid and ambulances to anticipate an emergency and need fast treatment.
- f. Security System
The Kota Lama security system must at least present security officers and their supporting tools including CCTV and be able to work with the Civil Service Police Unit (Satpol PP), the Tourism Police, which of course must be equipped with hospitality, as well as support from the local community and Visitors must create a safe and comfortable atmosphere.
- g. Cleanliness
Cleanliness in Kota Lama is still lacking, this requires discipline from staff and managers as well as visitor awareness. The Ministry of Tourism and Creative Economy socializes the Clean, Hygiene, Safety and Environment Sustainability (CHSE) program, visitors tend to visit objects that are clean, safe and natural.
- h. Culinary Places (Gastronomy) and Souvenir Centers
Arrangements and arrangements are needed, starting from culinary street vendors to large restaurants such as Ikan Bakar Cianjur, Spiegel Bar & Bistro, Angkringan Blenduk, and others. Availability of antiques at Sentiling Market and Klilitan Market, and the Creative Industry Gallery as a place to sell premium Semarang City SME products, and go international.
- i. Disabled Facilities
Facilities for people with pedestrian paths or sidewalks which should be the rights of pedestrians, in practice are still being taken over for various other purposes.
- j. Accommodation Availability
The availability of accommodation places is sufficient and ready to accommodate and provide the best service (excellent service) and attractive prices for visitors to the Kota Lama.

In accordance with Seels and Richey (Sumarno, 2012) development means the process of translating or design specifications into the form of physical features. Development aims to produce something better or useful, of course this requires a feasibility study regarding financial feasibility, socio-economic feasibility, technical feasibility, and environmental feasibility.

Marketing Developing Strategy

From the results of interviews with researchers with tourism activists, the Central Java Tourism Promotion Board, as well as from the Tourism Office. Obtained data as follows:

- a. Optimizing promotional and marketing activities through various media, especially digital technology media, both digital marketing and conventional methods.
- b. Ensuring that the product knowledge and amenities offered have original uniqueness as products that are ready to be marketed.
- c. Showing attractions and events or festivals in the style of the Old Town.
- d. Participating in events such as table tops and travel marts, inviting buyers and travel trips to the Old Town.
- e. Make documentaries or reviews through vlogs or YouTube.
- f. Endorsement from public figures both from local and abroad
- g. Doing co-branding between provinces and between countries.

Marketing does not only introduce products and sell them, but behind that, feedback and reviews are needed from consumers so that a product develops, innovates and is in accordance with market needs/expectations. Marketing is defined as a social and managerial process by which individuals and groups obtain their needs and wants by creating, offering, and exchanging something of value with one another (Daryanto, 2011).

The strategy that must be carried out is by making tourism promotions both online (websites) on social media such as Websites, Search Engine Marketing, Social Media Marketing, Online Advertising, Email Marketing, Video Marketing as well as offline in the form of print media in the form of brochures, leaflets, Javanese tourism catalog books Middle. Digital media that can be utilized by tourism 4.0 technology include:

- a. IoT (Internet of Things)
- b. Big Data
- c. Augmented Reality (AR)
- d. Virtual Reality (VR)
- e. Mixed Reality (MR)
- f. Technology-based Business Models
- g. Mobile Technologies.
- h. Artificial Intelligence (AI) and Robots
- i. Chatbots

According to theory, marketing is an organizational function and a series of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and stakeholders (American Marketing Association in Philip Kotler and Kevin Lenne Keller, 2009). The advantages of using digital media in marketing are: speed of information dissemination, ease of evaluation because communication can be two-way, wider reach, cheap and effective in time and resources, building a brand in a short time.

Effort to Preseve Kota Lama Kota Lama

Based on the Law of the Republic of Indonesia Number 11 of 2010. Concerning Cultural Conservation. Article 3 states that cultural conservation aims to:

- a. Preserving the nation's cultural heritage and the heritage of mankind.

- b. Increasing the dignity of the nation through Cultural Conservation.
- c. Strengthening the personality of the nation.
- d. Improving people's welfare.
- e. Promote the nation's cultural heritage to the international community.

With regard to the preservation and benefit of the Kota Lama Semarang, it can be done as:

- f. Place of research (scientific research)
- g. A creative place for artists (creative arts)
- h. Educational Facilities (education)
- i. Recreation and Tourism (recreation and tourism)
- j. Symbolic Representation
- k. Legitimacy of action
- l. Instilling a sense of love and pride in the nation's culture through the field of education in schools
- m. The concept of conservation by revitalizing it with the concept of eco-heritage
- n. Increase knowledge and insight into cultural heritage in the community

According to Hariyadi Dwi Prasetyo SSN. (Head of the History and Cultural Heritage Section of the City Government of Semarang) efforts to preserve the Kota Lama can be carried out by: "Instilling a sense of love and pride for the nation's culture early through the field of education in schools. Doing conservation by revitalizing it with the concept of eco-heritage. Increase knowledge and insight about cultural heritage in the community, and often hold events in the Kota Lama through art and culture. Not only have various historical tourist attractions, Kota Lama Semarang also had various contemporary tourist attractions and much more in development.

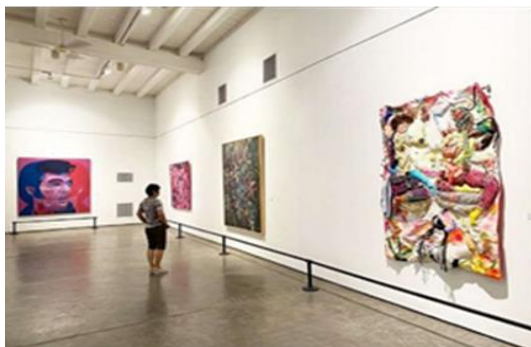


Figure 1. Semarang Contemporary Art Gallery
(Source: traveloka.com)



Figure 2. Kamuning Batik Gedong
(Source: traveloka.com)



Figure 3. Gereja Blenduk
(Source: traveloka.com)



Figure 4. Kamuning Batik Gedong
(Source: traveloka.com)



Figure 5. 3D Trick Art Museum
(Source: traveloka.com)



Figure 6. Kantor Pos Besar
(Source: traveloka.com)



Figure 7. Pasar Klitikan

Conclusions

The conclusion of this study, Potential Aspects of the Kota Lama Semarang to increase tourist attraction. The potential of the Kota Lama Semarang has the form of the Kota Lama building which has a high and unique architectural value, also known as Little Nedherland. Kota Lama is a historical witness (histories) of European (Dutch) occupation of this nation which is a cultural heritage that must be maintained and preserved for the welfare of the community. Aspects of the Kota Lama Amenity Development Strategy. There needs to be an economic zone or center and an information center (Tourist Information Center). Need to improve amenity include; Rest room or public toilet, Signage, Parking area, Medical center, Security system, Disabled facilities, Availability of accommodation. Supporting infrastructure such as transportation Strategic. Aspects of Kota Lama Marketing Development. Digital marketing must be intensively carried out both digitally, electrically and print. Utilization and Mastery of ICT (Information and Communication Technologies), as a medium for digital promotion with E-tourism. Cooperation with a network of tourism service associations. Creating attractive tourist attractions in collaboration with stake holders. Kota Lama preservation efforts. Instill a sense of love and pride for the nation's culture and cultural heritage at an early age through the field of education in schools. Doing conservation, revitalizing with the concept of eco heritage. Involve the community in terms of management and preservation.

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