The efforts of local community in preserving cultural heritage in the city of Semarang – Indonesia

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Abstract. Cultural heritage on the island of Java - Indonesia has a lot of diversity. The community's sense of belonging to their local culture provides an effort to preserve and protect their culture through cultural tourism activities that reflect community creativity and provide economic value. The purpose of this research is to explore and identify the architectural design features of creative economy space for cultural tourism in Semarang built by the local community. This research method uses a qualitative descriptive method. The results of this study provide knowledge that the architectural design of creative economy space built by the people of Semarang generally uses the potential of its local natural and cultural resources. It also reflects the vernacular architecture built by the local people. In the new normal period, local government ensure all tourist destinations must have a health protocol of Covid-19.

1. Introduction
The creative economy is a strategic sector in Indonesia because it contributes significantly to support the national economic. The creative economy can create added value with a knowledge base, including cultural heritage, and existing technologies from creative ideas and innovations, until creative ideas become creative works, which can be used and have a market [1]. In addition, Indonesia’s creative work can elevate the Indonesian people outside as well as build a sense of pride inside. Creativity and innovation also create a conducive business climate [2]. Currently efforts to preserve local wisdom and creative economic development are being actively implemented by local society. This effort was carried out to increase public appreciation of local cultural values as well as developing alternatives to improve people's welfare through increased creative economic activities.

Cultural heritage on the island of Java - Indonesia has a lot of diversity. The community's sense of belonging to their local culture provides an effort to preserve and protect their culture through cultural tourism activities that reflect community creativity and provide economic value. The success of efforts to preserve the cultural heritage of the archipelago needs to be supported by the provision of good quality space [3,4].

Based on the background above, planning and designing creative economy space for cultural tourism has been done by the local society suitable with their social and economic conditions. The purpose of this research is to explore and identify the architectural design features of creative economy space for cultural tourism in Semarang built by the local community, and what is its challenges during the new normal period. The economic value to the community also increases through the visit of tourists who
There are people who want to feel the atmosphere of the local culture, taste the local cuisine, and appreciate the results of the arts and culture of the people.

2. Research methodology

This Research was carried out with descriptive methods aimed to explore and identify the architectural design features of creative economy space for cultural tourism in Semarang built by the local society, and what is its challenges during the new normal period.

Collecting data was done through observation fields before pandemic of Covid-19 at Kampung Jawi, as a Cultural Tourism Areas which built by local community in Semarang. Literature study also has been done to collect information about local culture and traditional architecture in Semarang. The data was analyzed descriptively to be able to answer the research questions.

3. Results and discussion

The development of tourism in Semarang encourages local people to create creative activities that can provide economic benefits for their citizens. Jawi Village is a thematic village as cultural village in Semarang. This village is actively trying to realize a new cultural tourism destination by utilizing potential of culture and the local environmental conditions that they have in common. Kampung Jawi Tourism sells cultural tourism packages every Saturday or Sunday (see figure 1).

The physical quality of creative economic space is still limited because of the limited economic capacity of the community in providing these spaces. We make a discussion and give ideas to local community in order to start again renovation and create the potential space for creative economic activities.

Figure 1. The location of Jawi Village in Semarang and its cultural activities.
Communities make places to sell traditional food such as coffee, boiled yams, fried bananas, and so forth. The tourist area is equipped with spots for selfies and open areas to display a variety of traditional arts from Semarang both dance and traditional music. Bamboo material is widely used to realize the creative economy space (see figure 2 and figure 3).

Figure 2. The physical quality of creative economy space at Jawi Village in Semarang.

Figure 3. The bamboo material for creating a creative economy space at Jawi Village.
To give an added impression and traditional atmosphere, people who live in Jawi village use Javanese traditional clothes and use "kepeng" money made from wood for payment in the Jawi village tourist area, they buy traditional food and drinks while enjoying Javanese art. The society who lives in Semarang is quite enthusiastic about the existence of this cultural tourism activity, the economic value begins to grow and can be developed in the community. Local people wish this cultural activity in their village can be famous to other people in Indonesia.

The Covid-19 pandemic which began at the beginning of March 2020 greatly affected the tourism sector in Semarang, namely the decrease in the number of tourists coming to the city of Semarang. This has a significant impact on the economic downturn in the city.

After four months of stopping various cultural activities, at the beginning of July 2020 the Semarang government began preparing to re-open tourism in stages with implementing strict health protocols. The Provincial Government of Central Java also ensured that each tourism village destination must meet health protocol standards. The local management provides thermal guns, masks, and provides facilities such as facilities for washing hands [5].

![Image](figure4.png)

**Figure 4.** The “Ujung” tradition between residents by implementing physical [6].

In the midst of the corona virus pandemic (Covid-19), residents of Kampung Jawi, continue to carry out the “Ujung” tradition between residents by implementing physical distancing, keeping a distance of one meter and not shaking hands (see figure 4). Ujung is a term known to the Javanese community for the tradition of greeting, apologizing, and greeting from one house to another. In Indonesian language it refers to the word “silaturahmi” [6]. All tourist destinations must have a health protocol of Covid-19.

4. Conclusion
The architectural design of creative economy space built by local community in Kampung Jawi – Semarang generally uses the potential of its local natural and cultural resources. It also reflects the vernacular architecture built by the local people: the community want to maintain local culture and local resource, the cultural activities give economic values through tourist visit, the community are creative in shaping and realizing space, and also utilizes local natural conditions that are still natural (use bamboo and wood), the creative economy industry in Semarang has positive impacts (economic and social aspects). In the new normal period, Semarang Government ensure all tourist destinations must have a health protocol of Covid-19.

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