The Image of Chinatown on Semarang Street, Medan

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Abstract. The image of the city acts as a form of identity in the development of the city, as well as increasing the attractiveness of the city. Visual quality that is formed from the function and arrangement of buildings in an area can produce perceptions that are strong enough for the observer. The community has a strong perception of the city of Medan about its Chinatown. Medan, which is one of the cities in Indonesia, has several Chinatown areas and one of them on Semarang Street. Semarang Street Chinatown is a business and culinary area that makes this area live 24 hours. The purpose of this study is to find aspects that affect the image of Chinatown on Semarang Street in making perceptions that are built in the community so that it can bring new understanding in remembering a place/region/city. The method used in this study is a mixed method where the process of collecting data and information is done by conducting various observations and distributing questionnaires. The results of this study are expected to be useful in contributing to the development of space science and social structures that have a major role in urban area planning and urban activity centers and can be input for the Medan city government regarding the role of land use and building management in the Semarang area in contributing descriptions conceptual which has an impact on improving the economic life of the community.

1. Introduction

The city image is a physical impression that characterizes a city. The image of the city acts as a form of identity in the development of the city, as well as increasing the attractiveness of the city. The image of a city is the first image that can be captured visually, and has a strong impression on the place and can be said as a sense of place [1].

The city of Medan is known as the image of Chinatown or also called the Chinese village. One of the Chinatown areas in Medan City is on Jalan Semarang, or previously called Shanghai-Straat. As far as the Chinatown area on Jalan Semarang is dominated by shophouses. Jalan Semarang is an area of trade and service. Morning to the evening as a sales center for auto parts and night as a culinary place that is always visited by the community so that it has a meaning recorded in the minds of the community.

The emergence of Chinatown in Medan City was caused by ethnic Chinese who migrated to the city of Medan in 1886 - 1889, there were more than 1,600 Chinese immigrants entering every year [2]. Most Chinese immigrants work as plantation workers. When the employment contract had expired, Chinese porters moved to the city with the money they owned [3]. The grouping of ethnic settlements was influenced by the "wijkenstelsel" law which was released in 1826 by the Dutch colonial government. This law requires ethnic groups in an area to live in designated areas within the city [4].
2. Literature Review

2.1 City Image
The image of the city acts as a form of identity in the development of a city, as well as enhancing the attractiveness of the city. A clear and firm image of the city will strengthen the identity and face of the city as well, making the city interesting and attractive. Something that becomes a basic rule or principle of perception that is formed based on experience and learning, the selectivity of sensory stimulation that arises, based on guesswork, evaluation, and context [5]. Perception is a psychological process and the results of sense, how a person relates to his environment, collect information and interprets it and the final process of consciousness, thus forming a thought process. In shaping our imagined picture of a city in shaping the city’s image, it is an accumulation of knowledge, experience, and exposure [7]. Phenomenologically, the place is a physical environment that is not separate from the people associated with it [8]. This phenomenon is usually multivalent, complex, and dynamic. David Seamon in the book Place Attachment (2014) [8] divides the concentration of discussion of the attachment of place with humans through the phenomenological window (concentrating on personal experience including the part of individuals who share experiences with each other), namely: (1) Holistically, one of the phenomenological goals is to give a whole picture of someone about the place through the whole activity and the impression that is caused from that place, (2) Dialectically, someone can explore and compare how the space situation when passed and static in a certain space the surrounding environment has a variety of circumstances experienced by individuals towards environmental, social, and cultural facts as well as people who live/have a relationship with that term with people who have nothing to do with the place will have different views, (3) Generatively, in generative there are several points that describe place attachment in general, namely: (a) Place Interaction, referring to "daily life somewhere", (b) Place Identity, phenomenologically related to the process in where people who live in or are related to a place, make that place an important part of their world, (c) Place Release in place attachment theory influences people's thinking because the place often happens social life events or deliberately meeting community residents or unintentionally, (d) Place Realization refers to the clarity of the existence of a place, (e) Place creation is where humans have an active role in forming a place image through identity indicated Place Intensification, (f) Place Realization, which is the influence of productivity or attempting activities maximize production in a place that affects physical changes and pens room depth. David argues that each of these three perspectives points to a complementary spectrum of experiences, situations, actions, and meanings that remain true to the completeness of the place's life and place experience.

2.2 The Role of History in Building Imagery
City designers need to know what happened in the history of the formation of the city so that they can compare the conditions of the past to the present. The excavation of the theory and history of the city made planners able to find out how effectively plans were made for a city. The form of the city is neutral before being pressured in terms of culture so that the shape of the city is strongly influenced by the basic thinking of the designer [9]. Also, there are also legal and economic factors that affect the shape of the city. They're related to ownership status, land exchange, and government sovereignty. The city changes because of the group's interests, which lead to the design of the shape of the city and finally the shape of the city that has been planned to be eroded in the times because it is adapted to the development of culture. So that the factors that influence the shape of the city through historical studies are: (a) Strength: form and stratification (social classification of society), (b) Social and cultural, (c) Natural factors, (d) Age development, (e) Circumstances city economy.

2.3 Influence of Consumer Perception in Building Imagery in a Business Area
Perception is essentially a complex psychological process and involves physiological aspects [10]. Psychological processes begin with the activity of choosing, organizing and, interpreting so that consumers can give meaning to an object. The perception process begins with the presence of stimuli
that affect the five senses and are called sensations. Factors stimuli that come from outside can influence consumer choices, such as contrast or striking differences, novelty, intensity, size of object, movement, and repetition. Factor stimuli will attract the attention of consumers so that the land enters the minds or minds of consumers.

There are three main bases on organizational perceptions, namely: (a) Pictures and background (figure and ground), consumers will connect and link between images with limited background continuously to have meaning, (b) Grouping, consumers tend to group stimuli objects that have similarities into one group based on the principle of closeness, similarity and continuity, (c) closure, consumers consciously or unconsciously will remember all the information they have in order to be able to provide the right meaning [10].

2.4 Development of Land Use in Forming Imagery

Land changes occur because humans change the soil at different times [11]. Patterns of land change occur due to responses to markets, technology, population growth, government policies, land degradation, and socio-economic factors. Land use is strongly influenced by humans, activities, and locations. Where the relationship between the three is very related [12]. The type of land use, according to Yeates in [13] consists of residential, industrial, commercial, road, public land, and vacant land. In contrast to Anderson in [14] classifying the use of urban land to be used for residential land, public use, industrial and commercial complexes, and land being built.

Changes in land use will also cause changes in land use patterns [15]. The pattern of land use in an area can be described as three general development patterns, namely: (a) Leap-frog Development, which is a development pattern with a jumping direction and has an inefficient effect, (b) Elongated Pattern (Linear Development), namely the pattern of development with the direction of following the main transportation network and having a fairly efficient impact, (c) Concentric Development, namely the development pattern that lines the outer boundary of the city, has a compact circular shape, and has a very efficient impact [16].

Determinants of changes in land use are dominated by human activities to meet never-ending needs so that land expansion and rejuvenation is needed, increase and expansion of infrastructure networks and changes in concentration of activities according to the needs and conditions of the environment. Changes in land use can arise from a human activity with all kinds of forms of activity in space that cause changes in land in a city [17]. These changes include: (a) development change, changes that occur without the need for a displacement because there are still spaces and facilities that exist in that place, (b) locational change, changes that result in the transfer of several residents to other areas because of a place not able to handle a problem and resources that exist in that place, (c) behavioral change, this change process because of the developments that occur so that most of the population tries to change behavior to be able to adjust to the changes that exist.

2.5 Building Management in Building Visual Corridor Business Characters in the City Center

According to Bentley in [18] signs - visual signs are a feature or signs - objects of visual objects/sources offered so that observers can interpret an environment as something that has meaning. The character of a place/region is obtained from visual vision by the observer to give an impression and perception to the observer. An attractive visual character is a dynamic formal character that can be achieved through a comprehensive view in the form of a serial vision that has a visual unit whose dominance has diversity in an integrated and patterned continuity forming a unique unit [19]. There are several factors that can shape the visual character of an area. To see the visual system of a corridor can be determined through [19]: (a) Serial vision, visual arrangement of a particular path or physical environment by placing an element as a particular focal point or contrast, causing dramatization in a sequence of visual sequences sequence of views of physical objects. Thus, the observer will be surprised at a view of the sequence of travel events that appear to be fragmentary, as if moving, orderly, and living, (b) Place, regarding the environmental observation reaction to the observer's position in his environment, so that a dramatic situation is obtained with indicators of position, place
relationship, and continuity, (c) Possession of feeling of compatibility with a place, that feeling arises because of the effects of shadow effects, protected feelings, friendliness, and comfort from the existence of the surrounding environment, (d) Positions in movement, created through experience when walking into the corridor with a definite prefix and a firm ending, (e) the focal point, is an environmental focus in a strict form that will strengthen the environment. The focal point shows an important object that is a symbol of a meeting center, (f) Content, relating to the structure of the corridor element, in the form of content or content contained in the regional corridor.

3. Method
This study uses a qualitative descriptive approach, in collecting data the researcher observes and collects data related to the location of the study, distributes questionnaires and brief interviews with the community. In determining the location of the study, researchers chose locations that met the following criteria: (1) The research location was Chinatown in Medan City, (2) The research location had activities during the day and night so that the area came alive, (3) The research location had history in the formation of regions that affect the image of the city of Medan, (4) The location of research has an important role in the development of the city of Medan. The Semarang Semarang area, which is the location of the study, has met these criteria. The observations will be related to the theory of city image to find the image of Chinatown on Jalan Semarang.

4. Results and Discussions
4.1. Historical Studies in building the image of Jalan Semarang Medan
In the 19th century, the arrival of Chinese immigrants to Sumatra had the goal of becoming coolies/workers on tobacco plantations opened by Jacob Nienhiyus in 1863. This was the starting point for the development of Medan in the economic sector. Towards the 1865 planting season, Nienhuys brought in 120 Chinese coolies from Penang following 88 Chinese coolies brought in from Fu Kien and Kwang Tung in 1863 [20]. In 1869 Nienhuys and Peter Wilhimm Johnson opened a tobacco plantation company called Deli Maatschappij, which made the economy of Tanah Deli / Kota Medan when it increased rapidly so that Tanah Deli was famous and had the nickname of Deli tobacco. The development of the city of Medan (formerly called Tanah Deli) began to run since Jacobus Nienhuys moved to the village of Medan in 1869 as well. There are two types of Chinese immigrants who came to Tanah Deli, namely Chinese coolies and Chinese non-coolies. The distribution of Chinese non-coolies is difficult to describe with certainty because there is no historical record of the Chinese non-coolies. But we can follow its development through the life of Tjong A Fie (1860-1921) who came to Medan in 1875.

The above history shows that ethnic Chinese existed in the center of Medan before the flow of Chinese porters in the late 1920s. With the increasing population of Medan at that time and dominated by ethnic Chinese, the population of Medan City affected the surrounding area. One of them is the Medan Kota District area, which is close to the city center. This area has a Chinatown area, which is located on Semarang street. Through interviews conducted by researchers to one of the residents on Jalan Semarang, Hafni's mother occupied the area of Jalan Semarang since she was born in 1947. Even since 1911, her mother and grandmother had even been on Jalan Semarang.

In cities, groups in Chinese society are spread evenly in former villages that reflect Chinese control in the trade sector. Also, the most important thing is that almost all Chinese villages are in the middle or not far from the city, near the market and or directly functioned as a central economic activity for city residents. Similar to its social structure, the location of Chinese settlements in the city map is in the middle; Among the elite settlements, offices and a little far inland were found in the village of Bumiputera. Chinese settlements protect the elite area with a typical house model, in the form of a two-story (permanent) tenement that doubles; the ground floor is used as a shop and an attic for living. The left and right walls of the shophouse blend with the walls of neighboring houses and are built lined up on the roadside following the flow of the city's main streets. The shophouse stands face to
face with the shophouse opposite. Jalan Semarang, which is located in the middle of the city, is one part of a Chinese village that functioned as a separator of the Dutch and natives. Jalan Semarang is also the center of economic activity, namely trading in daily necessities. In the 1960s Jalan Semarang was one of the centers for providing daily necessities before the existence of modern shopping centers.

When the arrival of the Japanese in 1942-1945, shops that were on Jalan Semarang were mostly forced to close because of the Japanese nation's coercion at that time, resulting in a decline in trading activities. Until 1953 trade activities were still minimal. The trade carried out only uses carts in front of the shophouse. During the New Order era, political conditions were unstable, and the monetary crisis occurred and caused many businesses to close and not develop. This also applies to entrepreneurs on Jalan Semarang. Many shops are closed and have trouble buying daily necessities. In 1958 according to one resident who settled on Jalan Semarang, the condition of Jalan Semarang at that time had a dominant shop house building made of wood. At that time, it is Surabaya that has popularity in the hearts of the people. The Jl. Surabaya area is always crowded due to the establishment of cinemas around the area, namely Cathay, which is at the intersection of Jalan Sutomo and MT Haryono. The existence of cinemas affects the trading activities of Jalan Semarang. Initially, the community was busy visiting Jalan Surabaya after watching the cinema. Gradually with the development of culinary business on Jalan Semarang, the popularity of Jalan Surabaya moved to Jalan Semarang. Jalan Semarang is also known for its cuisine. With the start of the busy Jalan Semarang in line with the start of the loneliness of Jalan Surabaya. The political situation and gossip of power by local ethnicity and the Indonesian government at that time did not affect the situation of the ethnic Chinese who settled in the city of Medan including on Jalan Semarang. The situation is quite stable, but the economy is still relatively difficult due to the influence of the past Japanese occupation.

On October 30, 1967, the Indonesian Government officially closed the Embassy in Peking. This affected the view of the Indonesian people towards Chinese (ethnic Chinese) who were in Indonesia at that time. Chinese people are considered as communist supporters and eventually hated and hunted and exiled. Chinese ethnicity in the city of Medan also escaped acts of assault and hatred of indigenous people. The ethnic Chinese who settled on Jalan Semarang in the 70s experienced many effects of indigenous people's hatred towards the Chinese, but they persisted and continued their business on Jalan Semarang. Many shops on Jalan Semarang were forced to close temporarily to avoid the tantrums of indigenous people. The view of the community towards Jalan Semarang and the surrounding area is the Chinatown area because it is occupied by Chinese people. Before 1981 Jalan Semarang and its surroundings had been visited as a trading area for daily necessities and the nighttime food began to open. From 1983 Jalan Semarang became famous as its culinary area at night until its arrival in 1985. Jalan Semarang was finally known as a trade and culinary area by the people of Medan City. The famous Jalan Semarang goes hand in hand with the lack of popularity of Jl. Surabaya, which is starting to be quiet (Ci Hafni & Ko Ahok, 2019). In 1985, the local government asked the residents of Jalan Semarang to renovate the buildings they owned. But the renovation was given freedom to building owners. If there are costs, renovations can be made (Ci Hafni, 2019). The government policy finally led to Jalan Semarang having a new face that exists until now (Figure 1), namely shop houses three levels or more, and all made of concrete and iron windows. The 2-level building that used to be a typical area was finally lost even though there are still some that are still the same.
Figure 1. The current state of the Semarang Street area.

Ko Ahok said that the condition of Jalan Semarang from 2003 until now is still the same and there has been little change. Endru, one of the parking guards on Jalan Semarang since 1996, said that the condition of Jalan Semarang was more or less the same as the current condition of Jalan Semarang now, but several houses were adding to the level of the house which was what it is today.

(a) period the community know about Jalan Semarang, Medan

(b) References to community knowledge about Semarang, Medan roads

Figure 2. Image statistics of the city of Medan regarding the history of the Semarang Semarang Medan Chinatown in the city of Medan.
One of the points that illustrate the attachment of a place is Place Identity [8], which is a place of people who live or are related to a place, making that place an important part of their world. Someone who unconsciously and self-consciously accepts and recognizes that place as part of their personal and communal identity and self-esteem. Jalan Semarang area has existed since the beginning of the formation of Medan City and has a function as a trading area that has not changed until now. That is the reason that makes Jalan Semarang a part of the Medan City community for a long time, this is confirmed by the results of the data in figure 2 part (a).

The data in figure 2 part (b) completes the statements for figure 2 part (a). Public knowledge about Jalan Semarang, which since adolescence made the dissemination of information about Jalan Semarang mostly through close relatives.
Activities that occur repeatedly every day at a place make people who pass through that place will have a memory of the place through the repetitive activities. Because these repetitive activities are interactions that involve people who pass or stop by. This is by the statement of David Seamon (2014) [8], on one of the points that describe place attachments, namely Place Interaction. Place Interaction refers to the usual events at a place. This can be related to "everyday life in a place" and involves all the actions, behaviors, situations, and events that are more or less regular that are revealed on an ordinary day. The data generated through a questionnaire distributed to 130 respondents remember Jalan Semarang as a place for selling auto parts, namely as many as 41%, while 37% of the public remember Jalan Semarang as a culinary area figure 3 part (e). This is because Semarang Street is essentially an area for selling vehicle equipment during the day and selling food at night. The two activities above are recurring activities that take place on Jalan Semarang so that people remember Jalan Semarang through these two activities.

Although the community remembers Jalan Semarang as a place for selling vehicle equipment, Jalan Semarang gained fame with its culinary night, this is evident from the results of questionnaire data that had been distributed to 130 respondents figure 3 part (c). As many as 53% of the public often visited food vendors on Jalan Semarang, while 29% of the public visited vehicle parts shops on Jalan Semarang. According to David Seamon (2014) [8] Place Release in place attachment theory, influences people's thinking because the place often happens social life events or community meetings of its inhabitants either intentionally or unintentionally. Jalan Semarang is a place that often occurs social and active life events because it occurs from morning to afternoon, namely by community meetings on Jalan Semarang with the aim of buying vehicle equipment during the day and buying food at night. With so many people visiting Jalan Semarang because the culinary is open at night, so most people visit at night. This is proven in figure 3 part (d).

4.2. Land Use on Jalan Semarang Medan

According to Volker in 1860 Medan was still a jungle here and there, especially in the mouths of the river interspersed with population settlements originating from Karo and the Malay peninsula (Figure 4). In 1863 along with the arrival of Jacob Nieinhuys, the Dutch began to open Tobacco gardens in the Deli which had become the belle of Tanah Deli. In 1880, the square de Esplanade (currently Merdeka Square) was actively used. The district of Medan and Medan Putri is the center of the city at that time, which was finally known as the City of Medan. At this time, the Semarang Street area is still an area of forest that has not been recognized by humans.
In 1886, the city of Medan was planned to become a municipality. This idea coincided with the transfer of the administrative center of the Deli Sultanate and the business administration center of 13 plantation companies from Labuhan Deli which moved to Medan. Since then the economy has continued to grow so that Medan becomes the center of government and the city economy in North Sumatra. This also caused the expansion of the Medan City area to occur. Until the 1900s the Jalan Semarang area had been formed and had become an area with buildings dominated by shophouses.

In 1906 the Medan Kota Subdistrict area, including Jalan Semarang, had already begun to be used as a trading and service area (Figure 5). Then in 1915, the entire district of Medan Kota District became a trading and service area (Figure 6).
Figure 6. Map of Medan City in 1915.

Figure 7. Land Tenure Map in Medan After Changing Status to City (Source: digital file Tropenmuseum).
Figure 7 shows that land ownership by the Deli Sultanate is in the lower right of the Southeast, which is the area of Maimun Palace. While the northern region is mostly Dutch-owned plantation area and is an asset of the Maatschappij Deli. Whereas in the central part is the center of government and the center of trade and services. Jalan Semarang (Medan Kota District) is included in the trade and service area and borders the territory of the Deli Sultanate. Semarang Street Corridor was designed by the Dutch Colonial Government as an area of trade and services, which was inhabited by many Chinese people. The Dutch East Indies government placed the area of Jalan Semarang and its surroundings as a segregation area.

In the 1980s, the Jalan Semarang area, which was initially dominated by level 2 buildings with wood-based materials, began to change with stronger concrete buildings. This was suggested by the government so that residents would carry out independent renovations. Land use in that year was still a trade and service area, but in 1981 a new function was added, namely the culinary function at night. The culinary function has its glory in the 80-90s. Due to the crowds of people who visit to enjoy culinary at that time made Jalan Semarang popular with its new thing, culinary night.

Figure 8. Medan City Space Plan
(Source: Pemko Medan).

On the Medan City Spatial Pattern Plan map (Figure 8) it is planned that by 2030 the development towards the North will be maximized, and there will be a slight expansion of the area towards the Southwest.
Urban development can be seen from the use of land that forms certain zones in urban space [17]. Jalan Semarang during the Dutch administration was a forest and swamp. Then part of the Jalan Semarang area developed into a trade area with shop house building designs that sell daily necessities. In 1915, Jalan Semarang had become a trading area with activities to sell daily needs. Until now, Jalan Semarang is a trading area / K1 according to the City Terrain Spatial Plan Map. The unstable political and economic conditions of Indonesia at the time of the transfer of power forced trading activities on Jalan Semarang to a temporary halt. Then in the 1980s, Jalan Semarang began to live again. The trading function that used to sell daily necessities was replaced by selling auto parts. In addition to the trade function, the culinary function also gained prominence in 1981. The function of using land as a trading area is still maintained until now.

4.3. Building Management Study in Jalan Semarang Chinatown
The Semarang Street Area in Medan Kota Subdistrict on the Medan City Spatial Pattern Plan Map is included in the trading area / K-1 with shophouse building typology (Figure 11).
The structure of the shophouse in the Jalan Semarang area is a dense house that has no distance (the wall meets the wall) and the location of the building follows a linear road pattern. This is by the ideal settlement characteristics stated by Jackson in Pratiwo (2010: 78), that store houses are located on a regular grid road pattern and a continuous line of shop buildings. The shophouse whose principles are arranged in box-shaped blocks and have a distance between buildings and the same area of the road has been planned by the Dutch from the beginning of the design of Medan City. They made an "ethnic fortress" by putting ethnic Chinese around the city center. Can be seen in the spread of ethnic Chinese sites that surround the center of the city of Medan. This was done so that there was a separation between the indigenous and the Dutch.

According to Medan City Regional Regulation No. 2 of 2015 concerning RDTR (Spatial Detail Plan) and Medan City Zoning Regulations for 2015-2035, for the trade zone, the Building Base KDB (Building Base Coefficient) is 80%, KLB (Building Floor Coefficient) Maximum of 8, KDH (Green Base Coefficient) maximum of 20%, maximum building height of 13 floors / 51 m with a note that the trade area of shops and buildings is lined up to a maximum of 5 floors.

KDB (Building Base Coefficient) in Semarang Street corridor exceeds 80%, so the distance between buildings is very narrow. Similarly, the distance between the building and the building behind it. Under these conditions, the KDH (Green Base Coefficient) in the Semarang Street area is 0%.
Therefore the development of the area is already not possible because the land conditions that have been used are very maximal. It can be said that the Jalan Semarang area is an area with dense buildings and is dominated by the types of store houses that line up. Likewise with GSB (Building Border Line) on Jalan Semarang, which is equal to 0 m. This is due to maximizing land use intended to sell by the community. So the road boundary with the building cannot be distinguished again. In the end, the vehicle parked on the body of the road so that the area of the road that could be used was reduced. Some buildings on Jalan Semarang are not by RDTR (Spatial Detail Plan) and Medan City Zoning Regulations 2015-2035 regarding the maximum height of the building floor. The Semarang Street area, which is a type of shop trading area and is a lined building, should be limited to five floors. But in reality, there are seven floors on Jalan Semarang. The length of the building is also not the same, there is a length of 17 m to 35 m.

Figure 13. Type of building size and building height comparison on Jalan Semarang.

The face orientation of the Chinatown shop house on Jalan Semarang faces the main road, this is due to economic reasons, namely trade and services, which in essence the Jalan Semarang area is a trade, and service area.
In figure 15 part (a), it can be seen that the community believes that the buildings on Jalan Semarang are 58% lined buildings, while 42% of the community believes that buildings on Jalan Semarang are dense buildings. The above is because the Jalan Semarang area is a trading area, also during the Dutch administration, Jalan Semarang was designed to have a multi-function shop house that was close to one another and became an area with square blocks. It was intended that the Dutch government could easily oversee the Jalan Semarang area and its surroundings and make the Jalan Semarang area an ethnic fortress.

To see the visual system of a corridor can be determined through several things one of them is Content [19], in principle, content consists of elements, one of which is architectural style and form, is the face of architectural style or building facades that surround it and shows the character of the place. The building on Jalan Semarang was originally made of wood entirely with the shape of a rectangular window box and the shape of a roof with a not-so-sharp tip. Supardi, Nunus, et al. (2000: 28) tells of the style of Chinese architectural buildings, which can be found on the roof of the building. The top part of the roof is often curved in a way to make it look big at the edges. This is caused by the wooden structure and techniques in the formation of the gable-roof. Kohl (1984: 26) suggests that there are also several types of Chinese architectural roofs found on Jalan Semarang, namely gable roofs supported by wooden truss at the ends (Hsuan Shan) or saddle roofs with wooden poles. Then around the 1800s, buildings began on Jalan Semarang began to be rebuilt with a firmer foundation. Building columns made of concrete and stone walls. However, windows, doors and building supporting materials are still made of wood. This year, the building uses a type of gable roof with solid walls and the ends (Ngang Shan) or gable with solid walls. Then in 1985, the local government asked the community to renovate their buildings independently. The government gave the freedom to renovate their buildings by the capabilities that finally made Jalan Semarang what it is today. Based on the questionnaire distributed to 130 respondents (figure 15 part (b)), 70% of the community stated that the building on Jalan Semarang had a shophouse architecture style, while as many as 22% of the community stated that the building on Jalan Semarang had a Chinese architectural style. Many people say that buildings on Jalan Semarang have a shophouse style architecture because buildings on Jalan

![Figure 14. Building orientation on Jalan Semarang.](image)
Semarang have experienced a lot of changes and elements of Chinese architectural styles in buildings have been lost.

![Diagram of community opinion about buildings on Jalan, Semarang, Medan](image1)

(a) Community opinion about buildings on Jalan, Semarang, Medan

![Diagram of perception of the architecture of the buildings of Jalan Semarang, Medan according to the community](image2)

(b) Perception of the architecture of the buildings of Jalan Semarang, Medan according to the community

![Diagram of the feeling of the community towards the array of buildings in Jalan Semarang, Medan](image3)

(c) The feeling of the community towards the array of buildings in Jalan Semarang, Medan

**Figure 15.** Image statistics of the city of Medan regarding building characteristics in Semarang Street, Medan City.
Buildings arranged in such a way will give the impression and feeling to the people in the place. According to Gordon Cullen (1975: 62) [19], to see the visual system of a corridor can be determined through several things one of them is Possession of feeling of compatibility with a place, a feeling that arises because of the effect of the shadow effect, a sense of protection, friendliness, and comfort from the existence of the environment surrounding. There is also content, in principle, content consists of elements, one of which is scale, which is a comparison between the observer’s visibility and the area of space covered by a building. The building on Jalan Semarang, which is a shop house with a building height of 3 - 7 floors and the building is in close contact with one another prevents people from seeing behind the building. Pedestrian conditions, which are always used for parking areas and selling make the road space is also reduced. This situation finally made the community feel cramped and not free when they were on Jalan Semarang. This is consistent with data obtained through a questionnaire distributed to 130 respondents. As many as 48% stated that they felt narrow when they were on Jalan Semarang, while as many as 10% of people said they felt free when they were on Jalan Semarang, and as many as 6% stated that they felt something else when in Jalan Semarang.

4.4 Visual Character in the Semarang Chinatown Corridor
Jalan Semarang, which has long been a trading area occupied by ethnic Chinese, has a building dominated by two-story shophouses. The building on Jalan Semarang was originally made entirely of wood. The shape of the window is a rectangular box and the shape of the roof with the tip is not so sharp. Then around the 1800s, buildings starting on Jalan Semarang began to be rebuilt with a more solid foundation. Columns of buildings made of concrete and stone walls.

Figure 16. Visual Explanation Point Jalan Semarang.
At point 1, the building on the left side still has several buildings that are still two stories high, while on the right side, the building is more dominant buildings that are 3 to 5 floors. This makes the left side has more space. The building at point 1 has no distance between buildings. The building also has a high variation, some have a height of 5 m to 15 m. This makes visitors feel not free because they only have limited space.

At point 2, the buildings on the left side are entirely 3 to 7 floors, while on the right side, the building still has several floors of 2 buildings. This makes the right side of the road feel more free. Buildings on point 2 do not have a distance between buildings except for the road between point 1 and building point 2. The buildings also have variations in height, some have a height of 7.5 m to 17.5 m. This makes visitors feel not free and seem cramped because it only has limited space.
At point 3, buildings on the left side of the road still have several buildings that are still two-story and have not changed, while on the right side of the road there are buildings 2 to 5. Buildings on point 3 do not have a distance between buildings, only 1-2 buildings that have a distance 0.5 m. This building also has various building heights, some have a height of 5 m to 17 m. However, the average building has the same building height so that visitors feel a balanced impression from the point 3 area.

At point 4, the buildings on the left and right sides of the road still have a few buildings that are still two stories, there are still many buildings on this point, but they have changed. Although there are several 2-story buildings, this point gives the impression of a narrow and not flexible because it is influenced by busy activity. The building at point 4 has no distance between buildings. The building also has a variety of building height, some have a height of 5 m to 17 m. This makes visitors feel not free because they only have limited space.
At point 5, buildings on the left side of the road have buildings with floors 3 to 7, while on the right side, there are still 2-story buildings. This makes the right side feel more free. The building at point 5 has no distance between buildings. The building also has a high variation, some have a height of 5 m to 17.5 m. This makes visitors feel not free because they only have limited space.

![Figure 21. Position Point 5.](image1)

At point 6, the buildings on the left and right sides of the road are already dominated by buildings with floors 4 to 7. The buildings at point 6 do not have a distance between buildings. The building also has a variety of building height, some have a height of 10 m to 17.5 m. This makes visitors feel not free because they only have limited space.

![Figure 22. Position Point 6.](image2)

At point 7, buildings on the left side of the building still have a lot of two-story buildings, while on the right side, more dominant buildings 3 to 5 floors but 2-story buildings still exist. This makes the left side feel more free. The building at point 7 has no distance between buildings. The building also has a high variation, some have a height of 5 m to 15 m. This makes visitors feel not free because they only have limited space.

![Figure 23. Position Point 7.](image3)
At point 8, the building on the left side of the building still has several buildings that are still 2 stories but does not affect the overall composition of the building, while on the right side, the more dominant buildings 4 to 7 floors. This makes the left side feel more free. The building at point 8 has no distance between buildings. The building also has a variety of building height, some have a height of 5 m to 17 m. This makes visitors feel not free because they only have limited space.

Visual changes that occur to buildings on Jalan Semarang are caused by economic, social, cultural and technological factors as well as developments in trends regarding more beautiful buildings. This is by Asih's thought [21], that the factors that can cause visual changes in facades in store houses are, for example, not free from economic, social, cultural and ecological principles. Whereas According to Harisdani and Lubis [22], the development of the area has increased, resulting in the increased economic value of the region. Visual changes in buildings change with time changes (building style trends) with social, economic, cultural, ecological and technological factors [23]. Through a questionnaire that has been disseminated in the framework of research on ‘factors that influence the visual character of the corridor in Jalan Semarang Medan’ Chinatown area are as follows:

(a) The object that was seen by the community when passing Jalan Semarang, Medan
An overview of people's understanding of the architecture of buildings on Semarang, Medan

Color images that people remember about buildings on Semarang, Medan

The difference between day and night according to the people on Jalan Semarang, Medan

Figure 25. The results of questionnaire data regarding the factors that influence the visual character of the corridor in Semarang Chinatown.

An attractive visual character is a dynamic formal character that can be achieved through a holistic view in the form of a serial or continuous observation that has a visual unit whose dominance has diversity in an integrated continuity and is patterned to form a unique unity, [19]. According to Cullen's statement, After seeing Jalan Semarang as a whole and having a good relationship, the
community stated that the building on Jalan Semarang was a building that was lined up closely. This is also the initial design of the Jalan Semarang area where the Dutch government made the Jalan Semarang area have buildings that line up to the intersection as the final point.

To see the visual system of a corridor can be determined through several things one of which is Content [19], in principle the content consists of elements, one of which is architectural style and form, is the face of architectural style or facade buildings that are around it and show the character of the place. Based on data from the questionnaire results in figure 25 part (b), 33% of the people have an understanding that buildings on Jalan Semarang have poles with the same distance. The shop house is a building that has the same distance between the columns (columns), this is by the existing building on Jalan Semarang. As many as 25% of people understand that buildings have a Chinese architectural style, while 21% of people understand that buildings on Jalan Semarang are Dutch heritage buildings.

Color is a visual element offered by the building and we can immediately see and enjoy. Based on data from the questionnaire results in figure 25 part (c), as many as 67% of the community remember Semarang Street with white shades, while as many as 16% of people remember Semarang Street with other colors or different colors, as many as 11% of people remember Semarang Street with brown shades, as many as 1% of the community remembers Jalan Semarang with shades of green, and as many as 5% of people do not know the shades of buildings on Jalan Semarang. According to Gordon Cullen (1975: 62) [19], to see the visual system of a corridor can be determined through several things one of which is Content, in principle the content consists of elements, one of which is color, used to cover the surface with varying colors according to the meaning I want to express. In this case the community remembers Jalan Semarang with shades of white because most of the buildings use white or beige paint.

In figure 25 part (d), 97% stated that the time of day and night had a difference, and in Table 5.22 as many as 55% of the community stated that the difference was a difference in function, namely during the day as a place to sell vehicle equipment and at night as a culinary function. As many as 41% of people stated that the difference that occurred was the difference in atmosphere during the day and night.

5. Findings
The function of Jalan Semarang as a trading area has not changed until now. The dominance of the Chinese on Jalan Semarang was the result of Dutch government policy aimed at making the area an ethnic fortress. People see Jalan Semarang as a place to sell parts because Jalan Semarang is an area that sells vehicles, but the culinary function that is open at night is a place that is visited by many people. Culinary function became famous in 1981, culinary function is the result of community efforts to improve the economy.

Initially the Jalan Semarang area was formed by the Dutch government as a trading area managed by ethnic Chinese. Buildings on Jalan Semarang are beams in the form of beams and have a warehouse style architecture that is neatly arranged and lined up. It was designed by the Dutch government so that the area of Jalan Semarang and its surroundings is easily monitored.

Changes were made to buildings on Jalan Semarang according to their needs, thus eliminating Chinese architecture. Changes in the visual character of buildings are influenced by economic factors, where residents prefer to build shop houses rather than homes with Chinese architecture. Due to renovations, buildings on Jalan Semarang were initially dominated by two-story buildings, eventually having a height and length variation.

6. Conclusions
Jalan Semarang Medan has a function as a trading area that has not changed until now. The dominance of ethnic Chinese on Jalan Semarang is the result of Dutch government policy aimed at making the Jalan Semarang area an ethnic fortress. The people see Jalan Semarang as a place to sell auto parts. The culinary function that emerged in 1981 is the result of community efforts to improve the economy.
Initially the Jalan Semarang area was formed by the Dutch government as a trading area managed by ethnic Chinese. The function of Jalan Semarang as a trading area has not changed until now. The building on Jalan Semarang has a shophouse architecture style that is tightly arranged and lined up. Semarang Street Building has various height and length and is shaped like a beam. Changes were made to buildings on Jalan Semarang according to their needs, thus eliminating Chinese architecture. Changes in the visual character of buildings are influenced by economic factors, where residents prefer to build shop houses rather than homes with Chinese architecture.

Acknowledgment
The study of The Image of Chinatown on Semarang Street, Medan is the work of Lecturers and Students in the Guided Environmental Planning Studio and Research Flow Final Project in the Architecture Department of the Faculty of Engineering, University of North Sumatra. This research complements the already developed theory regarding the image of a commercial-residential area in the city center.

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