The Awareness Level of Building Owners to Conserve Cultural Heritage Area in Kotagede, Yogyakarta

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Abstract. The concept of cultural heritage conservation is not only about architecture but also about people (community) who are related to cultural heritage. The local community is one of the actors who play a role in the conservation of cultural heritage areas. There are 41.7% of Kotagede's old buildings that are not maintained, damaged, and extinct. Building changes were carried out by the owner itself. Therefore, it is important to identify the level of awareness of old building owners to conserving the Kotagede area. The research method used quantitative research. The respondents in this study were the owners of the old building Kotagede. The research data were collected using a questionnaire and observation. The likert scale aims to determine the level of awareness of building owners. The results of this study indicate that the condition of building owners can affect the conservation awareness of building owners. The limited conservation information causes the owners to change the old buildings. The problem of building heritage causes owners to have doubts about the sense of ownership of old buildings. The building owners, who have a medium and low economic level, feel unable to spend on building maintenance costs. The old building was located near the modern environment so that the owners became affected, breaking the government rules, and cared less so that the authenticity of the old building forms became reduced. The conclusion of this study shows that the awareness of the owners' buildings is still at a doubt level. It means that actually, the owners already understand that it is significant to conserve their old buildings. However, they have not been able to do it optimally because there are still obstacles that hinder them.

Keywords: old building; awareness; conservation; cultural heritage area

1. Introduction

Cultural heritage is inherited from ancestors in the form of human thoughts and behavior in the past. The conservation of cultural heritage is necessary so it can be useful for future generations [1]. The concept of cultural heritage conservation is not only about architecture but also about people (community) who are related to cultural heritage [2,3]. The local community is one of the actors who play a role in the conservation of cultural heritage areas. However, community behavior can cause damage to cultural heritage [4]. Therefore, the community is necessary to have an awareness of the
existence of cultural heritage so that they can carry out conservation [5,6]. This awareness can also help owners so that the management and utilization of cultural heritage do not threaten their existence [4].

Kotagede is one of the cultural heritage areas set by the government for conservation. Kotagede has a large population. The community has a variety of activities, which can lead to changes in the condition of old buildings [7]. Other than that, the Yogyakarta earthquake in 2006 also affected the condition of old buildings. Many buildings were damaged, and it was difficult to restore as before [8]. The owner also caused a decrease in the number of old buildings. The owner transforms an old building into a modern building. It can be eliminating the original shape of the building. The change in old buildings in the Kotagede area shows that not all communities have a high level of awareness to conserve buildings. At present, there are 41.7% of the old Kotagede buildings that are not maintained, damaged, and have been extinct [8]. This study aims to analyze the level of awareness of building owners to conserve their old buildings in the Kotagede cultural reserve area.

2. Literature review

2.1 Cultural heritage conservation

Cultural heritage is the result of human creation or is an artificial nature that happened in the past. In western countries, cultural heritage usually takes the form of an area or community settlement. However, unlike in developing countries, cultural heritage can also be seen from the culture of the community. Accordingly, the conservation efforts for cultural heritage areas need to pay attention to the conditions of the community in areas. Conservation is an effort to maintain, preserve, protect, and utilize the meaning or historical value of cultural heritage sites [9]. Conservation is also an action to care for a cultural object so that it remains the original and protected from damage [10].

2.2 Community awareness

One of the things that need to be considered in conserving is the attitude of public awareness of cultural heritage [2,11]. The definition of awareness is the attitude or behavior of the people who can recognize and understand the existence of cultural heritage around them. The community is expected to be able to control or regulate their activities and behavior so as not to threaten the existence of cultural heritage sites [6,12,13]. The level of awareness of a person can influence the participation of that person in carrying out the conservation of cultural heritage [6,12–14]. Someone is considered to have a high awareness of the conservation of old buildings if:

a. Have basic knowledge about cultural heritage areas and can find information related to conservation plans and rules set by the government [12,14–19].

b. Have a high sense of ownership of old buildings, especially the buildings they use and are not affected by the problems of the owner of the building [2,16,20–22].

c. Have a high willingness to conserve old buildings and accept the consequences [2,13,16,18,19,22].

d. Have a high concern to old buildings and does not affect the changes in the environment around them [5,12,15,16,22].

e. Have high support for the government. The support is carried out by following the rules set out in the cultural heritage area [12,18,21,22].

3. Methods

3.1 Research location

The research was conducted in the core area of Kotagede, which was Prenggan Village, Purbayan Village, and Jagalan Village (see figure 1). The respondents in this study were 189 old building owners in the core area of Kotagede.
3.2 Research methods
The research method used is quantitative research. Research data was collected from predetermined respondents using questionnaires and observations [23]. The data is analyzed quantitatively to know the awareness of owners building [24]. The analysis technique used is descriptive statistics to describe the data from respondents.

The variables that used to determine the owners’ awareness are knowledge information; the sense of ownership; the willingness of the owner; the owner’s concern; and support for the government (see section 2.2). These variables are assessed using the calculation of frequency distribution and Likert scale.

The following is the standard likert scale used:

![Image of Likert scale](image)

**Figure 2.** Likert scale standard for assessing building owners’ awareness in Kotagede Area

The rules in “Preservation Guidelines for Building Owners in Kotagede Area” (the meaning is "Pedoman Pelestarian bagi Pemilik Rumah di Kawasan Kotagede") are used to determine the limits of changes that can be made by building owners [25].

4. Discussion

4.1 Characteristics of Kotagede old building owners
The community can be one of the driving aspects of changes in an area. Each cultural heritage area has different community characteristics. These character differences can affect their awareness in conserving old buildings so that they affect the condition of the building [2].
At present, not all old buildings have received government incentives for maintenance so that each owner bears the costs incurred. Therefore, differences in the economic level of building owners can affect their ability to conserve because the maintenance costs of old buildings are relatively large. Based on figure 3 below, it is known that the highest percentage of the economy of building owners is at a moderate level, even only 23% of owners in Kotagede have high economic levels.

Conservation information received is very dependent on the liveliness of owners in the area because not all owners follow socialization from the government. Therefore, community discussion forums are used to disseminate conservation information. Based on figure 4, actually, 58% of building owners in the Kotagede area have a liveliness and socialize between communities. The high liveliness of the community can facilitate the spread of information to the community to conserve cultural heritage areas. However, based on the graph below (figure 4), it can be seen that there are still less active owners, so the conservation information not being delivered evenly within the region.

Figure 3. Comparison’s graph of the percentage of the economic level of the owners of old buildings

Figure 4. Comparison’s graph of the liveliness of building owners in the community

4.2. Old building in Kotagede

Kotagede is a heritage area of the Mataram Kingdom in 1532 M during the reign of I Ageng Pemanahan and his son. Kotagede is a residential area since the time of the Mataram Kingdom. At present, Kotagede is a densely populated modern settlement, but there are still many residences that have the form of old buildings.

These old buildings are located on the roadside and inside settlements. The difference in location causes old buildings to have different conditions and problems. The utilization of old buildings also adjusts the location. Many old buildings on the roadside are used to support economic activities while many owners inside settlements use the old building for housing. There are two types of old buildings in Kotagede, namely houses with the form of Kalang (Sudagaran) and traditional Javanese (Joglo) [26] (figure 4).

The old buildings of Kotagede have different conditions. This condition occurs because of changes made by building owners. By the owner, 34% of the old building has been converted into a semi-modern building and even demolished into a modern building, which amounted to 5%. However, there are still 61% of owners who retain the original form of the old buildings. The owners who have a high motivation for conservation still have the original form of an old building. However, owners who are affected by the surrounding environment have old buildings that have changed. The Yogyakarta earthquake in 2006 was also one of the causes of changes in the old Kotagede building. The earthquake caused the old building to become damaged and collapse. The photos of the old buildings in Kotagede can see at figure 5.
4.3. The level awareness of old building owner to Conserve Kotagede area

Building owner awareness is measured based on knowledge information; the sense of ownership; the willingness of the owner; the owner's concern; and support for the government. Below is the explanation:

4.3.1. Knowledge of building owners. Building owners who have conservation knowledge will be able to control their activities so that they do not threaten old buildings [12]. The participation of owners in conservation socialization can affect their knowledge of that information. The knowledge of building owners on government regulation can ultimately affect their awareness to be able to implement the stipulated plans and rules. The communities that do not take part in socialization directly from the government get information from conversations between communities only. Therefore, it is necessary for building owners to have a high level of liveliness in the community so that they can obtain conservation information. The results show that only 37.5% of owners have knowledge of conservation, but 32% do not have it (table 1).

4.3.2. A sense of ownership of old buildings. The second variable used to assess public awareness is about the sense of ownership of old buildings [2]. The occupant's status and building ownership history can be used to determine the sense of ownership of old buildings. There are already 52% of old buildings that belong to building users, but other buildings still belong together with other heirs. 70% of Kotagede's old buildings are in danger of having inheritance problems because the buildings are from their ancestors. Inheritance is a fundamental problem in Kotagede because it is a source of the conditions.
of old buildings that exist today. There are old buildings that are empty and not maintained because of inherited problems in the building.
At present, there are already 50% of building owners who have a high sense of ownership (table 1). However, as in Prenggan Village, which has the biggest inheritance problem, there are still owners who have a low level of ownership of buildings. Judging from the typology, this sense of ownership has a random pattern because it is a personal problem for each building owner. For old buildings that have inheritance problems, the heirs tend to be jealous of each other for who is responsible for maintaining old buildings.

4.3.3. Willingness to conserve old buildings. The economic conditions of building owners can influence their willingness to conserve because it relates to the costs needed for treatment. Moreover, building owners also need the motivation to be willing to conserve their old buildings [15]. The owners who can accept all risks and losses resulting from conservation efforts will have a high willingness to conserve their buildings [2]. The results of the study show that the willingness of the owners in Kotagede is very diverse because this depends on the conditions of each building owner. Currently, there are only 48% of owners who are willing to conserve their old buildings, while the remaining 24% are still in doubt and not willing to do so (table 1).

One of the reasons communities are less aware and less interested in Kotagede old buildings is because they are getting tired of the old buildings they have seen. Therefore, they want to have a different atmosphere and occupancy by using a new type of modern building. The community is also not motivated and has not benefited from maintaining the old building.

4.3.4. Concern for old buildings. The owners who have obstacles/problems can trigger low awareness to conserve old buildings. The influence of the environment around old buildings can also have an impact on the owner in determining his decision to respect the building [27]. The results showed that Kotagede old building owners had several things that prevented them from doing conservation. The owner's obstacles are in the form of costs, inheritance, information, and building materials.

The environment around old buildings can affect the owner in determining conservation decisions. The owners will be motivated to do building conservation if other owners around them make the same effort in their old buildings. However, if there are many modern buildings around the old building and pressing the existence of old buildings, then the owners might be affected to change their old buildings into modern buildings as well. Another thing that affects the concern of old building owners is the fading of local wisdom about the building. Based on the story of one of the Kotagede cultural experts, Kotagede people used to believe that, if the owner dismantled or moved their old building it would have a bad effect on the owner (Javanese people's beliefs). However, these things are no longer trusted by the current generation so that they are free to dismantle or sell the buildings. At present, only 50% of building owners have a full sense of concern for old buildings (table 1).

4.3.5. Support for government regulations for conservation. Another thing that becomes an assessment of awareness is about building owners' support for government plans to conserve old buildings [28]. The results of the study show that there are still 70% of building owners in Kotagede who are hesitant and have not yet supported government regulations (table 1). Many building owners violate conservation rules. That is because many of them don't know the rules. The owner also feels that there is no need to follow government regulations because their old building is not a cultural heritage building. Judging from the typology, the low level of community support for government regulations occurs evenly because not all building owners have followed the socialization of the government and seen directly the rules set.
Table 1. Comparison of the percentage of things that affect the awareness of building owners

| Level        | Owner’s awareness to conserve old buildings (%) | Knowledge of information (%) | The sense of ownership (%) | The willingness of the owner (%) | The owner’s concern (%) | Support for the government (%) |
|--------------|-----------------------------------------------|-------------------------------|---------------------------|----------------------------------|-----------------------|-----------------------------|
| Very unaware | 13.2                                          | 14.3                          | 10.6                      | 5.8                              | 3.7                   | 33.3                        |
| Unaware      | 12.2                                          | 18.5                          | 21.2                      | 6.3                              | 12.7                  | 35.4                        |
| Doubtful     | 31.7                                          | 9.5                           | 8.5                       | 13.2                             | 15.3                  | 4.8                         |
| Aware        | 29.6                                          | 33.3                          | 6.9                       | 23.3                             | 27.5                  | 12.2                        |
| Very aware   | 13.2                                          | 4.2                           | 49.7                      | 25.4                             | 23.3                  | 5.3                         |
| No answer    | 20.1                                          | 3.2                           | 25.9                      | 17.5                             | 9.0                   | 4.8                         |

Table 1 shows that there are things that most influence the awareness level of Kotagede old building owners to do conservation. These things are the level of knowledge, sense of ownership, and willingness of old buildings owners to do conservation.

4.3.6. The level of awareness of Kotagede old building owners. Based on the results of the measurement analysis using the likert scale shows that the owners of old buildings in the Kotagede area still have a level of awareness that is hesitant to conserve their buildings. They do not yet have full awareness to do the conservation. There are still things that affect the owner so that they cannot maximize conservation. Overall, although there were 29.6% of building owners who had awareness, there were still 31.7% of owners who were hesitant to do so. 25.4% of other building owners in Kotagede do not even have this conservation awareness (table 1).

Based on the typology of the level of awareness (figure 5.) :

a. (Red box) : many old building owners in those groups who have a low level of awareness. That is because the location of their buildings is far from other old building groups. Their location is close to the modern building environment so that it is easily affected by other community’s lifestyles. Therefore, building owners become less motivated to do conservation.

b. (Yellow box) : many building owners in that group have a doubtful level of awareness. The owner's economic problems and lack of conservation information have caused the owners to hesitate. Their old buildings also still have inheritance problems, so their sense of ownership is low.

c. (Green box) : the owner of the group has a high level of awareness because the old buildings are close to each other. Between owners also have an agreement to do conservation so that they have high motivation. That causes them not to feel affected by the modern environment around them.
Figure 6. Map of awareness of old building owners in The Kotagede Area

Based on the results of the comparison between changes in buildings with the level of awareness of building owners indicating the existence of certain conditions of concern:

a. There are building owners who already have awareness, but the old building has changed. That is because the owner is late in knowing the conservation information or rules from the government. However, changes to the building can also be carried out by the owner of the previous generation so that they leave the old building that is not original.

b. There are building owners who have low awareness, but the building is still in the original shape. That is because the building still has problems with other heirs. The heirs do not have full authority to manage and change the building, so the old building still has the original form. However, in the future, the old building is threatened with changes if the owner does not resolve inheritance problems correctly.
5. Conclusion
An assessment of the level of awareness of building owners comes from the building owner's knowledge of rules, ownership of the building, willingness to do conservation, concern for the old building, and support for government regulations. The level of awareness possessed by the current owners of the Kotagede building is still at a level of doubt. The owner's hesitation in conserving old buildings is because they still have obstacles/problems faced so that they cannot carry out maximum conservation.

The characteristics that most influence building owners in managing their old buildings in Kotagede are the economic level and their liveliness in the community to obtain information. The average building owner has a moderate economic level, but some even have a low level. It affects the ability and willingness of the owner to spend on maintenance costs of old buildings. The liveliness of building owners to socialize in society is also at a moderate level. Whereas many owners received conservation information from conversations between communities, therefore a lot of information had not been spread evenly to all building owners. Ownership of buildings that mostly come from their ancestral heritage caused many old buildings to have inheritance problems. The inheritance problem has an impact on the owner's doubts about the ownership of their buildings. This doubt also caused the owners to be easily influenced by the surrounding environment, which was more modern so that the owners became less concerned with their old buildings.

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