Physical Quality of Creative Economic Space on Cultural Tourism Areas in Java Island

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Abstract. Java is an island with the most populous population in Indonesia. With the potential of cultural diversity in Java, creative economic activities on this island need development. The local wisdom and cultural events are reflecting the creativity of the community and can provide economic value to the community. The physical quality of creative economic spaces that can become generators in some cultural tourism areas does not have functional quality space. To support the preservation of cultural heritage and the development of superior cultural tourism areas, the quality of an excellent creative economic space is necessary. The aim of this study is to identify physical quality of space for creative economic activities or events. The method of this study used a qualitative descriptive method. Results of this study provide an overview that cultural village in Semarang and Banyuwangi have five potential creative economic activities: traditional architecture, culinary, crafts, music, and performing arts. The physical quality of these two creative economic spaces is still limited because of the limited economic capacity of the community in providing the spaces. They are shaping and realizing space with utilizes natural conditions (green open spaces or spaces among tall trees) and local material (bamboo).

1. Introduction

Currently efforts to preserve local wisdom and creative economic development are being actively implemented. This effort was carried out to increase public appreciation of local cultural values that were weakening and fading along with technological developments, as well as developing alternatives to improve people's welfare through increased creative economic activities.

Indonesia has many cultural tourism areas because of Indonesia’s background as an island nation; each island has its own unique and different culture. Java Island has always been an island that is visited by many tourists because it has cultural tourism areas in several cities, including in the cities of Bandung, Yogyakarta, Cirebon, and others. Each city has a creative economic activity that is an economic potential for the local community while preserving the cultural heritage of the archipelago.

The creative economy is a strategic sector in the future national development, because the creative economy contributes significantly to the national economy. The creative and cultural industries and of the creative economy are driving factors of economic growth and local development [1]. 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 [2], [3].
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 [4].

To accelerate the development of the creative economy in the next five years (2015-2019) synergy and coordination with all creative economy stakeholders (actors/practitioners, academics, communities, and government agencies) should be carried out. The creative economy subsector that will be developed includes: 1) Architecture; 2) Design; 3) Film, Video & Photography; 4) Culinary; 5) Crafts; 6) Mode; 7) Music; 8) Publishing and Printing; 9) Interactive Games; 10) Advertising; 11) Research and Development; 12) Fine Arts; 13) Performing Arts; 14) Information Technology; and 15) Television and Radio.

The cultural heritage of the archipelago is very diverse in forms. The cultural tourism area is one of the potential locations for the preservation of architecture and cultural arts of the archipelago, as well as a place for the development of the creative economy of the local community, which can be of economic value to the community through the visit of tourists 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.

The success of efforts to preserve the cultural heritage of the archipelago needs to be supported by the provision of good quality space for daily activities and creative economic activities of the community, and also needs to develop a creative economic space model that can support the improvement of the welfare of the local community. Unfortunately the quality of creative economy space has not been well designed. Based on the background above, a study was conducted to find out the shape and layout as well as the physical quality of the creative economy space in the leading cultural tourism area in Java, as well as the local potential that could be developed.

2. Research Method
Research on the Physical Quality of Creative Economy Spaces in the Cultural Tourism Area in Java was carried out with descriptive methods aimed at identifying the shape and spatial layout as well as the physical quality of available creative economic spaces, and the local potential that could be developed. The research was started with literature review about the creative economy, physical quality of space, and preparing the field survey for data collection.

The data collecting was conducted through surveys and observation fields of two cities in Java Island as case studies. There are Semarang and Banyuwangi as case studies through purposive sampling. Both cities are famous of cultural heritage and the local government have planning to their cities became the Best Cultural Tourism Area in Java Island. The data were analyzed descriptively to be able to answer the research questions related to the physical quality of creative economic space in the cultural tourism area on the island of Java.

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 village in Semarang that is actively trying to realize a new cultural tourism destination by utilizing the local environmental conditions that they have in common. Kampung Jawi Tourism sells cultural tourism packages every Saturday or Sunday.

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, both to build sales facilities, building towers of view, and accessories that beautify the tourist area (Figure 1). 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 live 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 Jawi Village have potential creative economic activities which related with five subsector: 1) Architecture; 2) Culinary; 3) Crafts; 4) Music; and 5) Performing Arts, especially related with Javanese Culture. However the society in this village needs to build the spaces for their creative economic activities more functional for artist and tourist. The signages around the village also should be clearly to support the information about the Jawi Village as tourist destination. The form of buildings which have traditional concept with natural material (bamboo) should follow the requirement of function, safe, and aesthetic. Zoning of the space in Jawi cultural village needs to redesign in order to give satisfied for all people who come to this village.

Figure 1. The physical quality of creative economy space at Jawi Village in Semarang.
The development of tourism in Banyuwangi has similarities with Semarang. Local government encourages local communities to create and enhance creative activities that can provide economic benefits for their citizens.

Kemiren Village is one of the villages in Banyuwangi which is also actively trying to realize Osing cultural tourism destinations by utilizing the potential of arts in the Kemiren village such as the Gandrung dance and other arts. This cultural art performance still utilizes the land that they have personally (Figure 2). People in Kemiren village sell art packages for wedding celebrations or other ritual activities. This cultural tour package is also displayed when there are tourist visits as requested by travel agents. Of course this condition makes the local people become very dependent on outsiders.

Figure 2. The physical quality of creative economy space at Kemiren Village in Banyuwangi.
Local people create areas where they sell batik cloth, batik crafts and traditional food and drinks around the venue. Bamboo material is widely used to realize the creative economic space, both for the audience seats, building sales facilities, a place for gamelan instruments and accessories that beautify the area of art and cultural performances.

The Kemiren Village have potential creative economic activities which related with five subsector: 1) Architecture; 2) Culinary; 3) Crafts; 4) Music; and 5) Performing Arts, especially related with Osing culture. However the society in this village needs to improve the spaces for their creative economic activities. Integrated concept between performing art and music areas with architecture, craft and culinary areas should be clearly designed to support the Kemiren Village as tourist cultural destination. The form of buildings which have traditional concept with natural material (bamboo) should follow the requirement of function, safe, and aesthetic. Zoning of the space in Kemiren cultural village needs to improve in order to give satisfied for all people who come to this village.

Tourists are quite enthusiastic about the existence of this cultural tourism activity, economic value begins to grow and can be developed in the community. The unavailability of a more representative place makes residents and art activists in the village of Jawi and Kemiren still hope much for the development of this cultural tourism.

4. Conclusion
Cultural village in Semarang and Banyuwangi have five potential creative economic activities: 1) Traditional Architecture; 2) Culinary; 3) Crafts; 4) Music; and 5) Performing Arts. The results of the analysis the physical quality of creative economy space at Jawi Village in Semarang and at Kemiren Village in Banyuwangi, show that the physical quality of the two creative economic spaces is still limited because of the limited economic capacity of the community in providing the space. The creativity of the community in shaping and realizing space utilizes local natural conditions that are still natural, for example by utilizing available green open spaces or spaces among tall trees. Bamboo material is the dominant material used in creating creative economic spaces in both study locations.

Integrated concept between performing art and music areas with architecture, craft and culinary areas should be clearly designed to support the villages as tourist cultural destination. The form of buildings which have traditional concept with natural material (bamboo) should follow the requirement of function, safe, and aesthetic. Tourists are quite enthusiastic about the existence of this cultural tourism activity, economic value begins to grow and can improve the welfare of local society.

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